

1. Roll Call

Park board members in attendance included Patty Acomb, Tim Goodyear, Denny Lambert, Marvin Puspoki, Elise Raarup and Madeline Seveland. Staff members in attendance included Geralyn Barone, Jo Colleran, Jenny Garvey, Dave Johnson and Perry Vetter.

Chair Lambert called the meeting to order at 7:05 p.m.

2. Approval of Minutes

Lambert noted one typo in the Minutes. Raarup moved and Acomb seconded a motion to approve the meeting Minutes of October 5, 2011 as amended. All voted "Yes." Motion carried.

3. Citizens Wishing to Discuss Items Not on the Agenda

None

4. Business Items

A. Items pertaining to Shady Oak Beach Operations:

- 1. Operations Summary**
- 2. Proposed 2012 Fee Adjustments**

Recreation Services Director Dave Johnson introduced Jenny Garvey, Programs and Aquatics Manager. Johnson noted that Garvey has been responsible for beach operations since 1998.

Garvey provide a summary of 2011 Shady Oak Beach operations, noting that attendance was 50,416 for the season, an increase of 16% from 2010. She added that due to poor weather conditions the season got off to a slow start initially, but ended with an excellent operational outcome including:

- Revenues of \$253,400
- Expenses of \$211,800
- Season pass sales totaled 4,849, an increase of 7% from 2010
- Daily pass revenue totaled \$119,600, an increase of 13% from 2010
- Revenues for concessions fell short of projections

Garvey noted that the beach is projected to finish the 2011 year with a net profit of \$41,600; including managerial expenses (Garvey's allocated time) being reflected in the budget for the first time.

Lambert asked if capital expenses for the beach were included in the expense summary. Garvey responded that major capital expenses for the new playground

are not included in the operations budget; however 50% of that cost was covered by a grant. She indicated that all other capital costs such as, equipment, is included in the operations budget.

Goodyear noted that supply costs for 2011 were projected to be \$51,400, considerably lower than the \$75,350 budgeted. He questioned why the 2012 allocation was projected to be even higher at \$78,150. Garvey responded that the reason for 2011 costs being low were twofold, first being that she was on leave when budgets were established in the fall of 2009 so estimates were used; and secondly the 2011 operating season did not require any significant purchases or repairs. She noted that in 2010, new equipment in the concession stand was required due to breakdowns.

Hearing no further operational related questions, Garvey proceeded with a review of recommended fee changes for 2012. She indicated that staff is recommending an increase for single day admission rates from \$5 to \$6; and an increase to season passes for non-resident rates of \$2 for the each of the initial three people in the household, and a \$1 increase for additional household members. Garvey estimated that these increases will generate an additional \$21,000 in revenue to support self-sustaining beach operations, as well as other recreation youth programs that do not generate revenues, i.e., playgrounds and teen programs.

Raarup asked for background on how the fee structure was changed in 2008. Garvey explained that prior to 2008; memberships were sold with family, senior or grandparent options. The changes in 2008 incorporated individual memberships with a reduced cost for households with more than three individuals.

Lambert asked about the approval process with Hopkins and how that was completed. Johnson explained that following the Minnetonka's park board's review, staff will submit the park board's recommendations to the Hopkins park board, and eventually to the Hopkins city council.

Acomb asked if there are other recreational activities offered at Shady Oak Beach such as kayaking. Garvey replied that there are currently two kayaks and one canoe (previously two) available to rent. Acomb suggested increasing the number if they have been popular. Garvey indicated that rentals have been popular and she would explore adding additional equipment for the 2012 season.

Acomb added that she thought the addition of the new shade structures were a valuable addition and requested that more be added along the waterfront if possible. Garvey indicated that the cost was \$4,000 - \$5,000 each. Lambert suggested adding one per year until there are an adequate number.

Raarup indicated support for the fee changes, adding that she was pleased that resident rates would not be affected for 2012 season.

Goodyear requested that staff track daily pass sales in 2012 to gauge the impact of the additional cost.

Hearing no further comments or questions, Acomb moved and Seveland seconded a motion to increase the single day Shady Oak Beach admission rates from \$5 to \$6; and increase the non-resident season pass rate by \$2 for each of the initial three passes in the household, and \$1 for any additional household members. All voted "Yes". Motion carried.

Lambert thanked Garvey for the excellent years of operations at Shady Oak Beach.

5. Park Board Member Reports

None

6. Information Items

No additional items were reviewed outside of the information included in the meeting packet.

7. Upcoming Park Board Agenda Items

The board reviewed the upcoming 6-month meeting schedule and decided to cancel the December 7, 2011 meeting noting the absence of Lambert.

8. Adjournment

Acomb adjourned the meeting at 8:05 p.m.