

## ADMINISTRATION COMMITTEE MEETING NOTES

Wednesday, March 13th, 2024; 8:00 AM

Depot Boardroom

In Attendance: Commissioner Jerry Rostad, Commissioner Vicki Dawson, Commissioner Dawn Morgan, Broc Lietz, Carolyn Boutain, Dave Bietz, Susan Faus, Luke Evenson, Stacy Kruger, Amy Longtin, Tori Benders, Kylie Kanwischer, Kali Mork, Bryce Lawrence, Carmen Johnson, Brianna Zenner, Paul Grindeland

- 1. Presentation on Fargo Parks Sports Center logo;** Kali Mork and Kylie Kanwischer, presenters.
  - Kali and Kylie discuss and presented the new logo for the Sports Center.
  - They mentioned that it could change if someone wants to be naming rights sponsor.
  - Discussed the 3 emblems, Connect, Compete, Create to make up one logo.

*This item was for information only.*

- 2. Marketing Review October 1, 2023-February 29, 2024;** Carolyn Boutain, and Marketing Staff, presenters.

This is a review since the last Administration Committee meeting. There have been some changes within the department with the staff, and current staff members are doing some different/additional jobs now. The following are highlights from the report shared by marketing team members.

### Marketing Accomplishments- Website

- Website users for the Fargo Park District- 92k visitors,
- The top 5 pages after our home Open Skate, Calendar, Santa Village, Youth Programs, Volleyball.
- There is a new Strategic Planning Overview information page.
- Valley Senior Services had 7.7k visitors. The top 5 pages after the home page was Meals on Wheels, Senior Centers, Community Dining and Transportation.
- There is a new volunteer application.
- Courts Plus had 26k visitors, 25k were new users, top page was Group Exercise.
- FargoGolf.net had 16k visitors, top page was Book a tee time.
- Fargo Parks Sports Center.com – AdShark is working on a website to be completed by the end of May.

### Social Media Accomplishments

- The Park District Facebook and Instagram page new followers. Incorporated 23 reels to promote events, amenities and offerings.
- Top reel reached more than 6k users.
- Courts Plus added 11 reels promoting events, amenities, classes and more. Engagement is up 116% percent.
- 6 social media engagement contests on Fargo Park District, Broadway Square, Courts Plus and Fargo Golf social media pages.
- Susan asked what the top reel was and it was the Yunker Farm Dog Park.
- Tori wanted to commend Cassie on the VSS website, she worked really hard on it and it is very impressive how she found areas that needed improvement and recreated the site.

## External Communications and Public Engagement:

- 30 news releases sent highlighting announcements and updates of the Fargo Park District and 21 press releases garnered media stories/attention for a pick-up rate of 70%
- Offered a regular segment on Valley News Live's North Dakota Today show, Fargo Park District staff appeared in 8 North Dakota Today interviews.
- Organized and implemented a successful community engagement campaign to garner feedback for the Yunker Farm Dog Park re-design project.
  - 339 survey responses in less than 2 weeks
  - 2 in-person engagements at Yunker Farm Dog Park and Natural Pet Center
- Created informational takeaways for legislators touring the FPSC to push the benefits of an interchange.

## Internal Communications and Employee Engagement

- 21 weekly newsletters sent to full-time staff with an average open rate of 57%.
- 20 weekly newsletters sent to board commissioners and directors with an average open rate of 68%.
- Led 2 general media trainings, preparing a total of 16 employees to participate in media engagements.

## Events & Program Highlights

- Kylie talked about the marketing plan and how they created talking points for the Downtown Holiday Tree Lighting which brought more than 1,400 visitors and every major media outlet to Broadway Square.
- Contracted with FargoMom on two specific events.
- Contracted with Love Always to do 3 public art installations featuring flowers and greens from across Fargo parks, a holiday installation, and event installation for the first ever Silent Disco party.

## Other

- Maintaining the digital asset library.
- Successfully created and launched a marketing campaign for the new FORGE Internship Program
  - Promotional items such as video, webpage and handouts
  - Social media campaign
  - In-person engagements at NDSU, Concordia and MSUM
  - HR has promoting with their team, great joint effort and creating an intern program.
    - Commissioner Morgan asked where the scope is at.
    - Stacy stated that once the interns are hired, bi-weekly meetings with all of the interns and meet as a group. Bring in leadership training and be able to discuss their internship openly.
    - Discussion of assigning a mentor, mentor would not be from the program they are interning in.
- Updated brand guidelines to fit the refreshed Fargo Park district branding.
- Created logo for the Fargo Parks Sports Center
- Led the Art and Decor committee to come up with a plan for the Fargo Parks Sports Center.

## Marketing Plans for March 1 – May 31, 2024

- Creating golf passes and program guides
- Implement signage and social media campaign for Let's Talk Parks for park maintenance and continued communication with the public.

- Develop plan to look at how we can best use our website analytics and create marketing plan around top pages.
- Develop and implement updated park signage
- Hiring intern for Marketing & Communications
- Fargo Parks Sports Center
  - Social media will kick off mid-late of March
  - April – May will have social media posts and promos about rentals, general amenity information, grand opening party.
  - Full website live end of May

*This item was for information only.*

### **3. HR Policy Review; Stacy Kruger, presenter.**

#### **A. Policy No. 473 – Parental Leave.**

- This is a brand-new policy; it would be a 2-week paid leave. We would be the first in this area to bring forth this paid leave. The reason for 2 weeks is possibly having a STD policy. Stacy this would coincide with FMLA, then they would have the remainder of their time using sick or vacation.
- Commissioner Dawson asked if Stacy about the new MN Paid Leave law coming into effect 1/1/2026, had she looked into the law.
- Stacy mentioned they are looking into MN sick leave, that does potentially affect VSS because they are driving into MN.
- Commissioner Rostad stated that he isn't quite there yet, there are aspects that are just as compelling. Can we come up with a different approach that can cover more situations and catch it all at once.
- Stacy will do more investigating on this policy and bring back to the board.
- Commissioner Dawson asked how many people are on the HR task force, there are 12 volunteers on it.

#### **B. Policy No. 235 – Donation of Vacation and Sick Leave**

- The taskforce would like to expand the donation of leave to include an employee's sick leave. Currently you can only donate vacation leave.

#### **C. Policy No. 330 – Authorized Use of Park District Vehicles**

- Update brought forth from the Safety Committee, asked to add in the line texting is prohibited for all drivers in North Dakota and Minnesota per state law. Currently it states to pull over, we want to reiterate that it is against the law. This is reviewed yearly per department.

#### **D. Policy No. 230 - Vacation**

- Housekeeping only, change title from HR Manager to HR Director.

The Committee recommends moving items B, C, D to the full board and place it on the Consent agenda for consideration and approval.

**Bring to the full board:** April 9, 2024

### **4. Administration Division Work Plan 2024; Susan Faus, presenter**

#### **a. IT Goals, Amy Longin presenter.**

- i. Amy reviewed the IT goals for the year.
- ii. Susan wanted to expand on #6 Revamp the SharePoint site: she stated that is our internal communication tool, we want to make sure we are updating that, make it more efficient, easy for employees to use.

- iii. Commissioner Rostad asked who is looking at the terms and conditions when someone wants to download an app? Amy stated she is in charge of that, she also mentioned that if you are on Fargo Parks domain, they can't download anything, they have to have the credentials.
- b. HR Goals, Stacy Kruger, presenter.
  - i. Stacy reviewed the HR goals for the year.
- c. Fargo Parks Sports Center, Kali Mork presenter
  - i. Kali reviewed the goals for the Fargo Sports Center.
  - ii. Commissioner Morgan asked if we have been working with Metro Cog to get out there, have we been working with them for bus services? Kali stated they haven't yet but will be working on getting people access out there.
- d. Community Relations Goals, Carolyn Boutain, presenter.
  - i. Carolyn reviewed the goals for Community Relations.
- e. Finance Goals, Broc Lietz, presenter.
  - i. Broc reviewed the goals for Finance.
- f. VSS Goals, Paul Grindeland, presenter.
  - i. Paul reviewed the goals for VSS.

*This item was for information only.*

With no further items, the meeting was adjourned at 9:45 AM

Notes submitted by: Carmen Johnson, Administrative Specialist.