

## **RECREATION COMMITTEE MEETING NOTES**

**Friday, September 16, 2022; 8:00 am**

### **Depot Boardroom**

In Attendance: Commissioner Aaron Hill, Commissioner Vicki Dawson, Kevin Boe, Dave Klundt, Dean Ambuehl, Marcy Brush, Tyler Raymond, Randi Litchy, Cassie Doll, Stephanie D'Ambrosio, Tatianna Friesse, Ana Rusness-Petersen, Kylie Kanwischer, Broc Lietz, Carolyn Boutain

Absent: Jeff Heisler, Pace Maier

### **Update on Pools**

Dave Klundt presented.

### **Dates**

Pools opened May 31<sup>st</sup>, 2022, due to schools closing a week earlier than normal. Pools will open Monday, June 5<sup>th</sup>, 2023. Attendance for 2022 was 86,000.

- Southwest, Roger G Gress and Madison Pools closed on Sunday, August 14<sup>th</sup>
- Island Park and Davies remained open through August 21<sup>st</sup>.
- Davies reopened the weekends of August 27<sup>th</sup>, 28<sup>th</sup>, and September 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup>.
  - We had poor attendance, those extra weekends. Attendance was between 50 and 175 per day. Commissioner Dawson requested numbers per pool for the season. Dave will get the numbers to Commissioner Dawson.
  - We have done this format for at least four years and numbers have been similar each year.
  - Start losing summer pool staff in late July due to fall sports and other commitments that staff have.
  - To keep staff, we pay time and a half for staff who work after August 14<sup>th</sup>. Even with this pay incentive we struggle to find staff to work at the end of the season.
  - It would make sense in the future to have one or two splash parks to fulfill the aquatics usage at the end of the summer.
  - Splash parks do not require the need to have lifeguards.
    - Discussion was held on splash pads and what benefits could be offered to the public. For example, being open earlier and staying open later. Dave would like to make Madison a full splash pad and possibly have two more around the community.
- Island Park Pool scheduled to open the summer of 2024.
  - Plan would be to keep Island Park Pool open the extra week instead of Davies

### **Issues**

- Staffing

- Commissioner Dawson asked if we had to staff differently in 2022. Dave stated that no two schedules were alike. For staffing in 2023, Dave is recommending that there is only an afternoon session on Saturday and Sundays.

- Finding staff was very difficult this year.
- We found just enough staff to open the pools.
- We had no subs this year.

Commissioner Dawson asked what the plan for the 2023 season for normal attendance at Island Park Pool would be and where they might go. Bussing was discussed that back when South Pool was under construction (1999) the Park District did bussing and averaged less than 1 person per day.

A discussion was held on lifeguards and what will be need in the future once the new Island Park pool opens. Dave is planning on over staffing the other pools, so he has staff to move to Island Park pool once it opens.

Commissioner Dawson asked about pool pull outs in 2022. Dave stated that it is between 200-300 a year and that they mainly occur in transition areas and end of slides where people get disorientated. A discussion on lifeguard training was held.

A discussion was held on succession planning for the aquatics area for when Dave retires. Dave has 30 years of experience. The plan is to hire someone in 2023 that will work with Dave on the aquatics.

### **Update on Shelters and Warming Houses**

Marcy Brush presented.

## **Park Shelters**

### **Urban Plains Park**

- Rentals are increasing at this location
- Tables were added to the Gazebo in hopes that it would increase rentals

### **Trollwood Park**

- No reservations taken after August 29<sup>th</sup> due to trail work and a city project
- New disc golf baskets are being installed on September 12<sup>th</sup>

### **Rabanus Shelter**

- This location is used weekly by Growing Together Community Garden

### **Oak Grove Park**

- Oak Grove was closed for reservations through August 1 due to city flood levy project

### **Lindenwood Park**

- Three small new shelters opened for reservations August 26<sup>th</sup> and have been busy

### **Island Park Gazebo**

- New paint and concrete work

### **Rheault Farm**

- Changing Bunkhouse fee in 2023 to a flat fee similar to the shelters

- Full-site rentals have increased

### **Lions Conservancy**

- Will start taking reservations for intimate weddings at this location in 2023

## **Warming Houses**

Warming Houses are still fairly new to summer rentals. We will be promoting them more in 2023. They were mostly used for graduation parties this year. Warming Houses accommodate approximately 30 people. No alcohol is allowed at the Warming Houses.

### **Roosevelt Warming House**

- New flooring added in August

Shawn and Marcy will work with marketing to work on promoting the warming house rentals.

### **Update on Facilities and Shelters**

Dean Ambuehl presented.

As of September 15<sup>th</sup>, here is a list of the following projects that have been completed at some of our facilities since our last meeting

The following warming houses have had new rubber flooring installed.

- Longfellow
- McKinley
- Washington
- Roosevelt
- West Gate
- Lewis and Clark

The following warming houses have had lighting upgrades to LED fixtures.

- Clara Barton
- Roosevelt
- Washington
- Lemke
- West Gate
- Lincoln
- McKinley
- Lewis and Clark
- Longfellow

### **Update on Sales**

Tyler Raymond presented.

Finishing up Hu Hot's Flag Football sponsorship (picture day handouts) and Next Blue Senior Games sponsorship. New golf scorecards were printed for the remainder of the year, which should now include all current sponsor/advertiser ad spots.

Fargo Parks Radio now has five advertisers out of six available 30sec commercial slots. Our radio now plays at Broadway Square, all pools (excluding Madison), southwest youth arena, sports arena, courts plus (fitness center), and periodically at events. Currently moving all Fargo Parks Radio laptops from pools to arenas.

- Tyler explained Neptune radio to the commissioners and how it works.
- Commissioner Dawson asked what the cost for Fargo radio runs. Tyler stated it is \$3,000 a year and discussed that the advertising sold for covers the cost of the radio station.

The golf entrance signage project finished up at the beginning of August. There is now a Fargo Parks golf course logo and Fargo Park District logo at the entrance of all five of our golf courses. The Sports Arena front entrance sign has also been replaced with a new sign depicting the Fargo Park District logo.

Currently prospecting for dasher boards, wall signs, spring summer brochure, and Fargo Parks Radio. Working with Play it Again Sports to start planning this winter's Youth Pond Hockey sponsorship. Also working with Sparklight to finalize details for their upcoming Fall in Fargo sponsorship.

Finalizing the Coliseum signage project. The south side of the building signage started late August. The front entrance sign will start once there is enough space to go around the parking lot (construction). The Cornerstone Bank Arena exterior signage (front entrance & digital board) project started in August. The signage for Cornerstone and Radio FM Media for the interior of the SWYA started early September.

Commissioner Dawson has concerns with removing the Southwest Youth ice Arena sign right away at Cornerstone Bank Arena. Tyler will work with marketing to make sure that the new name is conveyed thoroughly. It has already been updated on all registration material.

Tyler reviewed the list of advertisers and sponsors for the last year.

### **Update on Events**

Stephanie D'Ambrosio and Tatianna Friesse presented.

The Events Team has completed the spring and summer season full of successful events including:

- Butterfly Ball – sold out at 800 attendees
- Birding Festival – 200 attendees
- Hello Spring – 350 attendees
- Monstrous Imagination -150 in attendance, 31 monsters hidden in parks
- Midwest Kid Fest – estimated 15,000 in attendance
- Trout Fest- 200 attendees
- 701 Day – 300 attendees

- 3 Movie Nights- 400 in attendance total
- 2 Kids Triathlons - 200 in attendance total
- 10 Parks to Go boxes
- Senior Games – 130 athletes
- Glow Golf- 15 teams in the 4-person scramble, 18 teams in 2-person scramble
- Island Park Show- Estimated 8,000 in attendance
- Foundation Golf Tournament
- Fargo Parks Sports Complex Groundbreaking event
- Goose Johnson Invitational Golf Tournament
- Island Park Pool Celebration

Upcoming Fall/Winter events will include:

- Fall in Fargo – September 17 & 18, 24 & 25
- The Lab- October 8<sup>th</sup>
- Santa Village- November 26 & 27, December 3,4,10,11,16,17,18,21,22
- S'mores and More- January 9,16,23,30
- Frozen Business Showdown- January 27
- Youth Pond Hockey Day- February 4
- Pond Hockey- February 11,12,18,19
- Ice Fishing Derby- February 25

Commissioner Dawson asked how numbers are tallied at events. Stephanie stated that events are easy at Rheault Farm since there is one entrance. Events at multiple entry parks are done on an estimation. Plan to look into tracking system for participant counts.

Commissioner Dawson asked about surveys on iPad and if they are still done that way. Stephanie stated to stop the lines from being created to do surveys on the iPad they do QR codes so they can be done as people are moving around. The QR codes take them to a survey monkey questionnaire.

### **Update on Programs**

Dave Klundt and Randi Litchy presented.

### **Spring Youth Programs and Activities**

- Swimming Lessons - We offered two spring sessions of lessons at Fargo South Indoor Pool. We had 153 registrants for the two sessions.
- Volleyball - We offered a 5<sup>th</sup> and 6<sup>th</sup> grade girls VB league. Thirty-five girls played on four teams at Clara Barton school gym.
- Sports Sampler – Two spring courses were offered for a total of 30 registrants. Finding staff was a challenge.
- Fencing – numbers are starting to return to normal numbers
- Art classes – All art classes were full. (12 per class)
- Adaptive Tae Kwon Do – numbers continue to hold at about 6 participants per session.

### **Spring Adult Programs and Activities**

- Adult Volleyball – We have returned to pre Covid numbers.
- 3-on-3 Basketball – We had 22 teams play in three divisions on Sundays at Fargo North High School.
- Fencing – Continues to grow, slowly.
- Art classes – The adaptive art classes were full each day we had them. (10 per class)

### **Summer Youth Programs and Activities**

- Swimming Lessons - We offered morning lessons at Fargo South and Fargo North Indoor pools and evening lessons at Madison Pool. We had 650 total registrants. Lessons were held (Mon – Thur.) for two weeks. Finding enough instructors is the biggest problem. There is plenty of demand for lessons.
- Sports Sampler - We offered morning and evening classes at Lindenwood. We offer two summer sessions. There was a total of 178 registered in the morning sessions and 60 in the evening sessions. Finding evening staff was the challenging part.
- Fencing - the numbers are the highest they have ever been.
- Track and Field – Full capacity for each session.
- Youth Baseball/T-Ball – We are at pre-Covid numbers.
- Youth Golf – Over 700 participants in program at all 5 courses.
- Play town – Session 1 was full at each site with Session 2 close behind. Overall had a good summer.
- Adaptive Tae Kwon Do – numbers continue to hold at about 6 participants per session.
- Art classes – All our Summer art classes we at max capacity. (12 per class)

### **Summer Adult Programs and Activities**

- Sand Volleyball – We have reached our pre Covid numbers.
- Coed Softball – Continued with the partnership with Fargo USA Softball to have umpires. Tuesday and Thursday evenings went well with 13 teams each night.
- Kickball – Moved to the North Complex this season with 5 teams participating. Everyone had a wonderful time.
- Adaptive Softball – Increased to 6 teams this season. Did not have enough staff to umpire both games but still seemed to run well.
- MS Group – Continues to run well, the participants enjoy getting together each week.

### **Art Special Events**

#### **Awesome Art Events** during the Spring

February 12 – 47

March 26 – 108

April 23 – 75

#### **Park It! Events** during the Summer

June 9 – 180

June 23 – 90

July 7 – 96

July 28 – 80  
August 4

Kevin discussed that once the new facility is open that the art class program can really grow with the space we will have.

Commissioner Dawson and staff discussed issues with the staff shortages and what they did differently this year to be able to hold some of the programs.

Commissioner Dawson asked about the winter pool hours and if there is any way to get more people to attend this. Dave stated that numbers have stayed the same for years. He will work with marketing to come up with ideas. There was discussion held on if this program would continue once Epic opens their indoor water park and if the need still exists for this program.

### **Update on Broadway Square**

Ana Rusness-Peterson presented.

Broadway Square is wrapping up Quarter 3 of 2022 after another busy summer season at The Square.

### **BROADWAY SQUARE – Quarters 2 & 3 of 2022 RECAP:**

- Broadway Square will have produced or hosted **153** events and **37** rentals from April thru the end of September, including our Movies and Music @ The Square series, Chalk Fests, Gaming Days, Day of Dignity, Fitness Mashup activities, The Great Race, JLG's Rock the Streets, Fargo Meets Japan, the Street Fair, WDAY's 100<sup>th</sup> Anniversary Community Celebration, the VFW's Public Picnic, and so much more.
- **Livegauge Report:** Broadway Square had **85,698** unique visitors (and 10,756 repeats) to The Square during Quarters 2 & 3 of 2022, despite our rainy and windy weather, with an average dwell time of 9 minutes and 7 seconds.
- Our **social media** has continued to grow, as well, with a current Facebook following of **7,131 followers** (up from 5,000 in January) and 2,463 Instagram followers.

### **ACCOMPLISHMENTS:**

- Broadway Square won its fourth award – the Golden Egg award, presented by the ND Recreation & Park Association (NDRPA) to “recognize outstanding and innovative park projects.”
- A Park Board Commissioner (Aaron Hill or Jerry Rostad) will be joining in on each of the Block 9 Partner quarterly Board Meetings going forward to help keep informed and up to-date on Broadway Square.
- We survived a second action-packed summer season filled with more rentals and community co-productions, and events than previous seasons, and are continuing to work hard at narrowing the gap between expenses and revenue.

**CURRENT TOP PRIORITIES:** Broadway Square is wrapping up Quarter 3 of 2022 after another busy summer season at The Square.

- Speaker and Spout repairs, modifications to Pavilion Tech Wall to improve audio accessibility, and raised power boxes along 2<sup>nd</sup> Ave.

Confirming programming details for Winter 2022-23 and Summer 2023, so we can maximize marketing, promotion, and sponsorships due to increased lead time and series posters

- Solidifying sponsorships and VIP monetization growth opportunities
- Starting to identify and document areas of Management Agreement it would be in our best interest to renegotiate when that time comes.
- Documented security plans in place for The Square.

**ONGOING GOALS:**

- Define and Document Goal Setting and Success Metrics (activation, number of events/activities, people visiting the Square, etc. Is there any correlation to goals and budget?)
- Stabilize staffing of The Square and secure an assistant
- Increase Revenue (Rentals, Sponsorships, Ad Sales)
- Tighten Expenses (minimize need for replacement/repair, invest in sustainability)
- Be able to promote events further out to and improve event descriptions
- Enrich website content available

4th Quarter **EVENTS & DATES TO NOTE:**

- **October 2** – 9 to Noon – Far-Thro televised Ax-Throwing Finals and Coffee Festival
- **October 30** – 2 to 4 PM – Square Scare
- **November 2** – 4 to 7 PM – Dia de Los Muertos event
- **November 22** – 5:30 to 9 PM – Broadway Square Tree Lighting & Rink Opening
- **December 3** – Noon to 4 PM – Holiday Express event
- **December 8** – 7 to 9 PM – Rink Reels
- **December 17** – Noon to 1 PM – Ice Skating Demos

Other:

With no further questions, the meeting was adjourned.  
Notes submitted by: Marcy Brush, Administrative Specialist