



RECREATION COMMITTEE MEETING
Friday, September 16th, 2022; 8:00 a.m.
Fargo Park District Board Room
701 Main Avenue, Fargo

Board Committee Members:
Aaron Hill & Vicki Dawson

AGENDA

1. Update on Pools; Dave Klundt, presenter.
 - a. Attendance 2021-2022
 - b. Pool Staffing
 - c. Season Closing
2. Update on Sales; Tyler Raymond, presenter.
3. Update on Events; Stephanie D'Ambrosio, Tatiana Frieze and Pace Maier, presenters.
4. Update on Programs; Jeff Heisler, Randi Litchy and Dave Klundt, presenters.
5. Update on Broadway Square; Ana Rusness-Petersen, presenter.
6. Update on Facilities
 - a. Shelters; Shawn Ludwig and Marcy Brush, presenters.
 - b. Warming Houses; Dean Ambuehl, presenter.
 - c. Ice Arena; Dean Ambuehl, presenter.
7. Other

Next Fargo Park Board Meeting: October 4th, 2022; 5:30 p.m.



MEMORANDUM

DATE: September 1, 2022

TO: Recreation Committee

FROM: Dave Klundt, Events and Aquatics Manager

RE: Agenda Item No. 1 - Update on Pools

Dates

- Pools opened May 31st, 2022
 - School ended a week earlier than normal
- Opening Monday, June 5th, 2023
 - School goes into the first week of June again next summer
- Attendance
 - 2022 - 86,000
 - 2021 - 92,000
- Southwest, Roger G Gress and Madison Pools closed on Sunday, August 14th
- Island Park and Davies remained open through August 21st.
- Davies reopened the weekends of August 27th, 28th, and September 3rd, 4th, and 5th.
 - We had poor attendance, those extra weekends. Attendance was between 50 and 175 per day.
 - 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 14th.
 - 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.
- 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
 - Finding staff was very difficult this year.
 - We found just enough staff to open the pools.
 - We had no subs this year.

Please let me know if you have any questions prior to the meeting.

Thank you.



MEMORANDUM

DATE: September 1, 2022

TO: Recreation Committee

FROM: Tyler Raymond, Sales Representative

RE: Agenda Item No. 2 - Update on Sales

Finishing up Hu Hot's Flag Football sponsorship (picture day handouts) and Next Blue Senior Games sponsorship. New 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.

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.

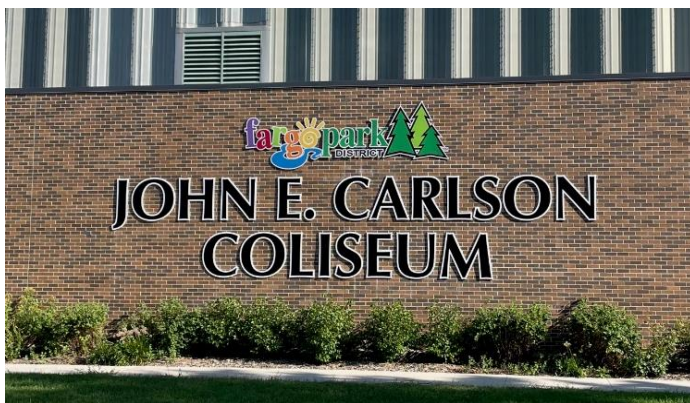
Finalizing the Coliseum signage project. The south side of the building signage started late August. The front entrance sign will start once there is enough space to go around the parking lot (constriction). The Cornerstone Bank Arena exterior signage (front entrance & digital board) project started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

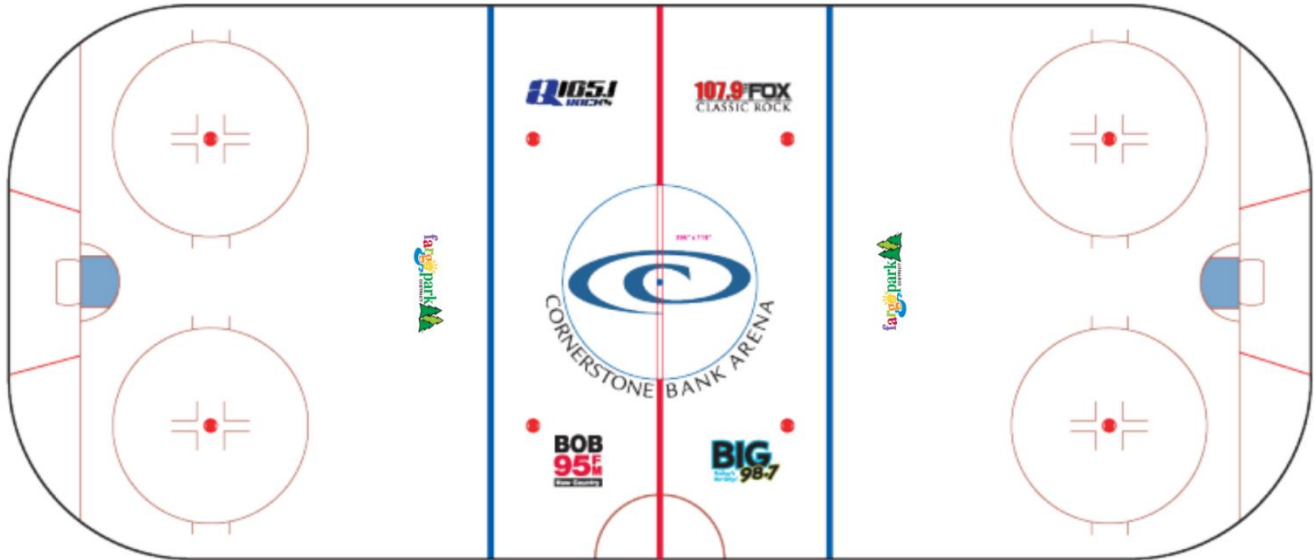
Advertisers/sponsors since last meeting

- Custom Graphics (3x)
- Pepsi
- American Family – Ken Kraft
- IBEW
- American Family – Tanner Bittner
- Big Erv's
- Red River Infinity Volleyball
- Financial Strategies Group
- L. Gnoinsky Construction
- RDO
- Jersey Mike's
- Volt Volleyball
- Marvin Windows
- Sanford
- Bottle Barn
- Fargo Youth Hockey
- Hornbacher's
- Hu Hot
- Red River Human Services
- Tri-City United Soccer
- Play it Again Sports
- Pediatric Partners Clinic
- Legends Bar and Grill
- Olaf Anderson
- Rainbow Play Systems
- Sparklight

Please let me know if you have any questions prior to the meeting.

Thank you.





Dave Leker, Executive Director
PARK COMMISSIONERS – Vicki Dawson * Joe Deutsch * Aaron Hill * Dawn Morgan * Jerry Rostad
CLERK – Dave Leker



MEMORANDUM

DATE: September 1, 2022

TO: Recreation Committee

FROM: Stephanie D'Ambrosio, Tatiana Frieze, and Pace Maier

RE: Agenda Item No. 3 - Update on Events

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 8th
- 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

Dave Leker, Executive Director
PARK COMMISSIONERS – Vicki Dawson * Joe Deutsch * Aaron Hill * Dawn Morgan * Jerry Rostad
CLERK – Dave Leker

- Pond Hockey- February 11,12,18,19
- Ice Fishing Derby- February 25

Please let me know if you have any questions prior to the meeting.

Thank you.



MEMORANDUM

DATE: September 1, 2022

TO: Recreation Committee

FROM: Dave Klundt/Randi Litchy/Jeff Heisler

RE: Agenda Item No. 4 - Update on Programs

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 5th and 6th 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 – 110

Please let me know if you have any questions, prior to the meeting.

Thank you.



MEMORANDUM

DATE: September 1, 2022

TO: Recreation Committee

FROM: Ana Rusness-Petersen, Broadway Square Manager

RE: Agenda Item No. 5 – Update on Broadway Square

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 100th 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:

Dave Leker, Executive Director
PARK COMMISSIONERS – Vicki Dawson * Joe Deutsch * Aaron Hill * Dawn Morgan * Jerry Rostad
CLERK – Dave Leker

- Speaker and Spout repairs, modifications to Pavilion Tech Wall to improve audio accessibility, and raised power boxes along 2nd 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

Please let me know if you have any questions prior to the meeting.

Thank you.



MEMORANDUM

DATE: September 1, 2022

TO: Recreation Committee

FROM: Shawn Ludwig / Marcy Brush

RE: Agenda Item No. 6a - Park Shelters and Warming Houses

The numbers provided are rentals taken through August 31, 2022. This was our first full year using Explore Software (formerly PerfectMind).

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 29th due to trail work and a city project
- New disc golf baskets are being installed on September 12th

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 new small shelters opened for reservations August 26th 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

Lemke Warming House

Please let me know if you have any questions prior to the meeting.

Thank you.

Roosevelt

Facility	# Contracts	Hours utilized	Facility \$	Extra \$	Total \$
Roosevelt Warming House	7	319.00	300.00	150.00	450.00
Roosevelt Total	7	319.00	300.00	150.00	450.00

Lemke

Facility	# Contracts	Hours utilized	Facility \$	Extra \$	Total \$
Lemke Warming House	7	69.00	375.00	50.00	425.00
Lemke Total	7	69.00	375.00	50.00	425.00

Grand Totals	14	388.00	675.00	200.00	875.00
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MEMORANDUM

DATE: September 1, 2022

TO: Recreation Committee

FROM: Dean Ambuehl, Facility Manager

RE: Agenda Item No. 6 – Update on Facilities and Shelters

As of September 15th, 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 Shelters

- 2021 vs 2022 revenues (see attachment)

Please let me know if you have any questions prior to the meeting.

Thank you.

Dave Leker, Executive Director
PARK COMMISSIONERS – Vicki Dawson * Joe Deutsch * Aaron Hill * Dawn Morgan * Jerry Rostad
CLERK – Dave Leker

Urban Plains Park

Facility	# Contracts	Facility \$	Extra \$	Total \$
Urban Plains Park - Shelter A	42	6,300.00	1,200.00	7,500.00
Urban Plains Park - Shelter C	17	2,550.00	250.00	2,800.00
Urban Plains Park - Small Shelter	17	850.00	50.00	900.00
Urban Plains Park - Gazebo	3	225.00	0.00	225.00
Urban Plains Park - Shelter B	41	6,150.00	1,900.00	8,050.00
Urban Plains Park Total	120	16,075.00	3,400.00	19,475.00

Trollwood Park

Facility	# Contracts	Facility \$	Extra \$	Total \$
Trollwood Park - Art Mart	14	1,950.00	250.00	2,200.00
Trollwood Park - Main Shelter	41	7,600.00	1,525.00	9,125.00
Trollwood Park - West Gazebo	22	3,000.00	150.00	3,150.00
Trollwood Park - Barn Stage	5	600.00	250.00	850.00
Trollwood Park Total	82	13,150.00	2,175.00	15,325.00

Rabanus Park

Facility	# Contracts	Facility \$	Extra \$	Total \$
Rabanus Shelter	45	3,300.00	500.00	3,800.00
Rabanus Park Total	45	3,300.00	500.00	3,800.00

Oak Grove Park

Facility	# Contracts	Facility \$	Extra \$	Total \$
Oak Grove Park - Main Shelter	25	3,750.00	550.00	4,300.00
Oak Grove Park - North Shelter	11	1,350.00	200.00	1,550.00
Oak Grove Park Total	36	5,100.00	750.00	5,850.00

Lindenwood Park

Facility	# Contracts	Facility \$	Extra \$	Total \$
Lindenwood - Main Shelter	85	11,700.00	1,500.00	13,200.00
Lindenwood - Elm	2	60.00	50.00	110.00
Lindenwood - Kost	5	180.00	0.00	180.00
Lindenwood - Ash	5	240.00	0.00	240.00
Lindenwood - Rotary Shelter	80	11,400.00	1,400.00	12,800.00
Lindenwood Park Total	177	23,580.00	2,950.00	26,530.00

Island Park

Facility	# Contracts	Facility \$	Extra \$	Total \$
Island Park - Gazebo	22	4,800.00	650.00	5,450.00
Island Park Total	22	4,800.00	650.00	5,450.00

Rheault Farm

Facility	# Contracts	Facility \$	Extra \$	Total \$
Rheault Farm Shelter	62	7,950.00	1,150.00	9,100.00
Rheault Farm Bunkhouse	11	995.00	50.00	1,045.00
Rheault Farm Site	24	10,150.00	450.00	10,600.00
Rheault Farm Total	97	19,095.00	1,650.00	20,745.00

Grand Totals	579	85,100.00	12,075.00	97,175.00
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