



MANDAN PARK BOARD Strategic Planning Retreat Minutes

December 14, 2020
City Hall
Ed "Bosch" Froehlich Room

Attendees:

Park Commissioners:

President Meschke, VP Arenz, Commissioner Hatzenbuhler, Commissioner Mehlhoff, and Commissioner Froehlich.

Park Staff:

Director Cole Higlin, Accounting Manager Teri Welch, Park Operations Manager Dustin Fleck, Rec & Facilities Manager Dave Frueh, Golf Operations Manager Brad Olson, and Marketing Specialist Kelly Churchill.

President Meschke called the meeting to order at 6:10pm and turned the meeting over to Director Higlin.

Director Higlin provided an overview of facilities and projects that are on the strategic plan to address in the future.

Facility	Improvement	Estimated Cost
Faris Field	Demo/Construct 2-3 ball diamonds	\$ 700,000.00
Raging Rivers	Lazy River relined	\$ 500,000.00
	renovate interior of operations	\$ 300,000.00
Youth Baseball Diamonds	replace all fencing	\$ 150,000.00
Park Operations Building	add on or replace shop	\$ 750,000.00
PWGC	relocate maintenance shop	\$ 750,000.00
	golf cart storage building	\$ -
South Tennis Courts	replacement of tennis courts	\$ 200,000.00
Lions Park	pave parking lot	\$ 100,000.00
Develop 47 acres	Regional Park trail connectors to new school	\$ 3,000,000.00
Sports Complex	Locker rooms/dry land	\$ 2,500,000.00
	Turf Replacement	\$ 450,000.00
Memorial Ballpark	Turf Replacement	\$ 450,000.00
Acquire Future Park Land SW	neighborhood park Keidel area (SV Bahm Property)	\$ 200,000.00
Dacotah Centennial Park	Grandstand/Seating/Overall Updates	\$ 1,500,000.00
Outdoor Pool	splash pad	\$ 2,000,000.00
Total:		\$ 13,550,000.00

Accounting Manager Welch presented the 2020-year end projections along with current balances for all funds. The general fund projection is to have a net positive balance of \$476,657. This was possible by budgeting conservatively on state aid, management budget cuts due to covid, great weather this summer, not replacing two full time employees, and overall conservative spending continued throughout the fall. Leadership Team providing an overview of the strategic plan by department.

2019-2021 Strategic Plan				
Priority Action	Primary Contact	Assistance	Year Progress	
Leadership Team				
• Work toward going paperless throughout MPD by utilizing laptops and a recycling program.	Leadership Team		2019-2021	Ongoing - laptops, receipts, social media, email communication Continue to be transparent and have open communication
• Work to be proactive with user groups and gather their feedback as we determine needs.	Leadership Team			
• Continue to improve internal communication with staff.	Leadership Team		Ongoing	Monday Minute, Dept. Meetings, Managers are doing a better job at communicating with staff
• Reevaluate employees' strengths and their placement in MPD.	Leadership Team	Cindy		Reviewed job descriptions, internal changes
• Expand on internal team building.	Leadership Team		Ongoing	Golf Outing, Staff Picnic, Christmas Party, Trapped in Bismarck/Mandan
• Be proactive and communicate with staff to ensure consistent messages throughout MPD.	Leadership Team			Monday Minute, Dept. Meetings, Managers are doing a better job at communicating with staff
• Schedule trainings for full time staff and encourage cross training throughout MPD.	Leadership Team	Cole		Staff was very flexible and willing to work in different departments when needed to during COVID
• Continue to offer perks to part time employees to create good culture.	Leadership Team			Staff appreciation cards, Customer Service team has plans to expand on this
Cole				
• Develop Paris Field into two multipurpose fields to increase participation.	Cole	Dustin/Dave	2021	Grand stands and track is demolished, waiting on direction
• Determine long term viability of the Mandan Aquatic Center while continuing to improve facility.	Cole	Aquatics Employee/MPS	TBD	Discussions with Family Wellnes Board of Directors in January
• Update Raging Rivers waterfall feature in the lazy river.	Cole	Bill/Casey	2020	Completed
• Maintain Raging Rivers concessions, catch pool and evaluate window replacement.	Cole	Bill		Completed
• Work to improve Raging Rivers food delivery efficiency to patrons.	Cole	Bill	2019-2020	Completed
• Continue to analyze and evaluate parking needs at Starion Sports Complex with Dave/Cole.	Dave/Cole		2021	Not necessary - decided at Joint Powers Agreement meeting, continue to operate as we have been
• Determine long term benefit of HA Kautzmann Park and Ventures Park.	Cole	Dustin	2020	Completed
• Start discussions with Mandan Progress Organization on the opportunity to lease the property.	Cole	Dustin	2019	Determined MPD was not interested
• Monitor the future need of a splash pad.	Cole			Need direction from the board, Research has been completed for cost estimates - 1 Million dollar estimate not to include building and land
• Expand on trails in Mandan while meeting the needs of Mandan's growing population.	Cole	Dustin	19th St.	Completed
• Minimize spending and monitor MPD general fund balance.	Cole	Teri	2019-2022	Ongoing - 2021 has been a great financial year and our fund balances are exceeding expectations No discussions held at this time - reevaluate if this is needed
• Establish a foundation for MPD.	Cole			
• Continue to develop relationships with the city municipalities, while meeting needs.	Cole	Leadership Team	2019-2021	Ongoing
• Adjust MPD handbook and offer employees an opportunity, by manager discretion.	Cole	Cindy	2019	Completed
• Extend the cutoff date for using comp/vacation time from December 31 to March 31.	Cole	Cindy	2019	Completed
• Conduct a salary study for full and part time staff.	Cole/Teri	Leadership Team		Present it at July 2020 retreat
Dustin				
• Continue to replace playground equipment as opportunities arise.	Dustin		Ongoing	
• Reface the park shop exterior.	Dustin		2022	Estimated project cost of \$150,000. Possible shop expansion, prices to be determined.
• Improve ADA accessibility to the softball building and Legion Park shelters.	Dustin		2021?	Dependent on funding
• Update Dacotah Centennial Park bathrooms.	Dustin		2019-2021	Advisory Board Discussions - ongoing
• 19th St. Phase 1 & 2	Dustin		2020	Completed
• Determine the horse shoe pits' long term location.	Dustin		2020	Work to improve horseshoe pits at current locations
Kelly				
• Evaluate current kiosks and signage throughout the park system.	Kelly		2021	Funding available in capital outlay 2021
• Grow the marketing budget to meet the demands of new technology as it becomes available.	Kelly		2020	Completed - doubled for 2020
• Maximize our current point of sale system through the training of full and part time employees.	Kelly			Prairie West tried the Clover Credit Card. Continue to train staff as new features and updates become available. Host trainings as registrations become available. Clover system implemented May/June 2020
• Reevaluate work stations that need a CardConnect machine.	Kelly		Ongoing	Re-evaluate at a later date
• Expand our reach to consumers through a texting medium.	Kelly		2019-2020	Completed - Kelly, Casey J, Bill & Brad trained in- Approx. 500 patrons are registered for the text alerts- as of 10-22-19.
• Determine specific IT role for the Marketing Department.	Kelly		Ongoing	NRG is main IT contact. NRG has VSI and Card Connect Reps. Direct contact information. Kelly is the VSI contact. Josh is the credit card contact.
• Find creative ways to stay ahead of technology and identify new methods to reach different audiences.	Kelly		Ongoing	Texting/Alert medium, Utilize VSI to its full potential, continue to reasearch and be aware of new products and services
• Utilize park district point of sale system to target specific demographics to maximize marketing efforts.	Kelly		Ongoing	Opt in to newsletter when registering. Targeting specific demographics through online mediums
• Expand reach to golfers through group rates, non residential and traditional marketing.	Kelly	Brad	2019-2020	Email Marketing through season passes, tracking patrons location demographics, rainedout Toddler Time, Brad looking into a MHS event at the golf course, COVID impact
• Seek opportunities for corporate events at facilities.	Kelly		2020-2021	Indeed, Facebook, website, school flyers, school job fair, high school newspaper, direct contact with UMARY, COVID impact
Teri				
• Make the best use of the current time clock system by exploring its services.	Teri	Josh	2019-2020	We researched the mobile clock in/out feature, but currently are not using it due to strong need or interest. If that changes, we can easily implement it. Has been on hold throughout our busy season, but Teri will begin the review process in December, evaluating which vendor to use. Then Teri will proceed with implementation in Jan-Mar 2021, with the goal of it being up and running by late spring.
• Evaluate P-card process for online approval and coding.	Teri	Josh	2021	
Brad				
• Develop creative ways to maximize the kitchen at Prairie West to meet the needs of patrons.	Brad	Kelly	2019 - ongoing	More signs added and brought in a larger cooler. We continued to work with Butcher Block to provide sandwiches. COVID directly affected this in 2020. Golf Courses: Daily training of selling up selling items was done the whole year at the golf courses. Coolers with ice was promoted and even a customer noticed our great customer service to our patrons.
• Train staff at Prairie West and Raging Rivers to up-sell concessions and pro shop.	Brad/Aquatic Employee	Customer Service	2019-2020	Raging Rivers: Clover Flex device. New tees were put out for kids at Prairie West and were used a lot. Mandan Municipal had the largest
• Expand on US Kids and Dakota Junior Golf.	Brad	Garrett	2019-2020	attended DGA Junior event this past year!
Dave				
• Continue to analyze and evaluate parking needs at Starion Sports Complex with Dave/Cole.	Dave/Cole		2021	Not necessary - decided at Joint Powers Agreement meeting, continue to operate as we have been
• Define policies and procedures for Pepsi All Seasons Arena that align with MPD.	Dave	Cole/Casey J	2020	Will start working on this in the winter 2019/2020 Dave will have to do some research on this in 2020. This may be taken out. ASA is pretty busy the way it is.
• Utilize the Pepsi All Seasons Arena to offer more cost effective programs and services.	Dave	Casey J		

2021 equipment & facility improvement plan

Dept Request	Projected Cost	Description
Admin		
1. Marketing	\$ 15,150.00	rebranding the park district logo
PARKS		
1. Legion Park Improv.	\$ 121,000.00	play package, fencing, and sidewalks
RAGING RIVERS		
1. Concessions	\$ 14,000.00	replace fryers
GOLF		
1. PWGC	\$ 65,000.00	Rough Mower
2. PWGC	\$ 45,000.00	reel grinder replacment
RECREATION		
1. Legion Park	\$ 15,000.00	New sand
2. New Van	\$ 45,000.00	MAC
SSC		
1. Maintenance	\$ 46,000.00	Mower
2. Utility Cart/Sprayer	\$ 55,000.00	
3. Compressor Improv.	\$ 5,000.00	top end overhaul
FACILITY		
1. Park/Golf	\$ 65,600.00	Equipment Loans 2 of 5 payments
	\$ 491,750.00	

Director Higlin provided background history on construction of Faris Field. In 2015 the sales tax bond passed, the \$22 million bond could only be used for construction of a two-sheet ice arena, gymnastics, football, track, and ball diamonds at Faris Field. All sales tax dollars were spent at the sports complex when the school district decided not to construct a locker room. \$650,000 remained from contingency, which we used to construct the locker room. We had \$333,000 in the general fund set aside for FF&E items which Park Commissioners restricted those funds to renovate Faris Field. We have spent \$45,000 on demolition of Faris Field.

Discussion on whether we should move forward on the project in 2021 was decided among the commissioners that we should wait until 2022 since youth baseball statistics are decreasing and schedule meetings with girls fast pitch to determine needs and fundraising efforts. Currently girl's fast pitch is at Ft. Lincoln and Red Trail Elementary. The south side master plan originally had two multi-purpose ball diamonds with the potential to add a third diamond in the future. Director Higlin stated that discussion with Jason Harris who represents girl's fast pitch stated that they would be interested in synthetic turf and willing to fundraising \$500,000 to get the project started. Director Higlin will set up meetings with all user groups on potential options on how Faris Field could maximize all of the community's needs.

Accounting Manager Welch presented the park districts current debt summary. Commissioners supported staff recommendations to pay off the remaining balance in the fall of 2021 for the PWGC irrigation and Raging Rivers Improvement loans estimated at \$355,193. Staff will evaluate the current general fund balance and present it at our July budget retreat.

Park Operations Fleck stated that he would need to level the site and seed the property to prevent dust and eliminate weeds in the area. Park Operations Fleck will bring a proposal this spring with potential costs to address the site.

Director Higlin asked the board about long-term maintenance responsibilities at DCP if a permanent rodeo grounds in constructed. Discussion tabled until a direction is made with the Mandan Rodeo Committee on the future of a permanent rodeo arena.

Park Operations needs to expand their shop along with renovate the existing shop has been on the facility master plan for a few years. Vice President Arenz stated that we have deferred maintenance on the shop and agreed that we need to pursue architectural services to develop a plan of action on how to complete the project within the \$300,000 estimated budget. Director Higlin will contact ICON Architect to discuss a scope of service, and present a fee for approval at a future board meeting.

Director Higlin shared potential sites for the proposed new high school and stated that the school district has gone into executive session on land purchases. Not knowing where the high school will potentially be, Director Higlin has concerns if located west of Sunset Park as they are proposing a road through the property, which will divide our property and add large amount of specials to it. Currently there are no right away and parkland would need to be acquired in order to access land to the east. The park was purchased with Land & Water Conservation grant dollars, which requires a 6F3c study, completed prior to any improvement happen along with an acre for acre and an half land swap.

The current high school proposal does not include a new indoor pool, which the school district would like the Park District to cost share with them. I have a meeting with the Family Wellness Board of Directors about discussion on an indoor pool at the Mandan location. If we would collaborate, we could provide a child play area, 4 lane 25 meter lap pool, and Sanford could use the area for physical therapy needs. In order for us to participate, we need to determine long term that our role would be for swim lessons or indoor aquatics. The school district needs eight lanes and a dive well for competition and physical education; which do not meet park district needs. Director Higlin has had communication with Dr. Bitz and would like to participate at the Family Wellness Center; it is unknown if we have enough land to construct a completion pool.

Director Higlin discussed collegiate baseball teams demonstrating interest playing at Memorial Ballpark. Currently the Park District is under contract with the Mandan Baseball Club until Dec. 31, 2022. Commissioners decided to follow the current contract with the Mandan Baseball Club and wait until the fall of 2022 to continue discussions with potential collegiate teams that have shown interest. Director Higlin will follow up with the Bismarck Lark contract language with Bismarck Park District.

Marketing Specialist Churchill provide an overview of our 100yr anniversary timeline. We have currently started our rebranding efforts of the new logo on buildings and vehicles coming out of the 2020 budget. In 2021 we will address indoor facilities and address outdoor signage as the budget allows. April 21, 2021 is our day of celebration pending any covid restrictions to invite former and current Park Commissioners, retirees, and current staff to enjoy a time capsule burial, video of our history, and enjoy presentations from each decade of former Park Commissioners.

Director Higlin stated that we would like to study a Health Saving Account for employees along with a high deductible for employees. We will be communicating with NDPHIT and present cost estimates at our July retreat for the 2022 budget process.

Director Higlin requested approval to increase our current vacation carry over balance for employees. Currently it is based on years of service and any hours above the carry over balance, you need to use it or lose by March 31 of each year. Director Higlin recommended increasing the carry over balance to 240 for all employees' regardless years of service. Motion by Commissioner Arenz and seconded by Commissioner Melhoff to increase our vacation carry over balance to 240 hours for all employees effective April 1, 2021. Motion passes 5-0.

Motion to adjourn by Commissioner Mehlhoff and seconded by Commissioner Arenz at 8:20pm. Motion passes 5-0.

Cole Higlin

Cole Higlin (Jan 12, 2021 08:23 CST)

Cole Higlin
Clerk, Mandan Park District



Wade Meschke
President, Board of Park Commissioners









Dec 14 2020 special meeting Strategic Plan minutes

Final Audit Report

2021-01-12

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