

WAYZATA PARKS AND TRAILS BOARD

Meeting Agenda

Wayzata City Hall Community Room, 600 Rice Street
Wednesday, October 16, 2019

- 1. Call to Order and Roll Call**
- 2. Approval of Agenda**
- 3. Approval of Minutes**
 - a. Approve the Parks and Trails Board Meeting Minutes from September 18, 2019.
- 4. Public Comments**
- 5. Old Business**
 - a. Master Plan Update
 - b. Community Education
- 6. New Business**
 - a. Parks Signage
- 7. Other Business**
- 8. Adjourn**

Members of the Parks & Trails Board and some staff may gather at 6Smith immediately after the meeting or a purely social event. All members of the public are welcome.



City of Wayzata Parks and Trail Board Agenda Report

MEETING DATE: October 16, 2019	AGENDA ITEM: 3.a.
TITLE: Approve the Parks and Trails Board Meeting Minutes from September 18, 2019.	
PROPOSED MOTION: To Approve Parks and Trails Board Meeting Minutes from September 18, 2019.	
PREPARED BY: Mike Kelly, City Engineer/Director of Public Works	
REVIEWED BY: Mike Kelly, City Engineer/Director of Public Works	

ACTION REQUESTED:

Approval of the September 18, 2019 meeting minutes.

FINANCIAL OR BUDGET CONSIDERATION:

BACKGROUND:

ATTACHMENTS:

1. September 18 Meeting Minutes

Wayzata Parks and Trails Board Meeting Minutes

Wednesday, September 18, 2019

Attendees: Chair Dan Baasen, Mary Bader, Merrily Borg Babcock, Jim McWethy, Ty Purdy, Sarah Randolph, and Sarah Showalter.

Staff: Public Work Director, Mike Kelly.

Absent: Tory Schalkle

Call to Order: Chair Baasen called the meeting to order at 6:03 pm.

Approval of Agenda: Baasen suggested that New Business be moved ahead of Old Business. Purdy moved to approve the amended agenda, second by Babcock. Motion passed 6-0.

Approval of Minutes: Babcock had a question about the marina dredging the minutes from last month's meeting. Babcock then moved to approve the minutes as presented, second by McWethy. Motion passed 6-0.

Public Comments: No comments provided, however, David Cade from Plymouth and Ilja Gregor were in attendance just to listen to the meeting.

New Business:

Members of Wayzata Community Education were present to discuss a possible partnership for our community education programs held in the summer. The following representatives were present:

Jenny Ebert - Director of Community Education for Wayzata.

Deb Slomkowski - Enrichment Manager

Julie Menk - Adult Enrichment

Katie Lee - Youth Programs after school, weekend programming, summer camps.

Baasen and McWethy have been in talks with Ebert as to whether there could be a fit for their group to help the Wayzata Parks with our summer programming. Ebert and her staff have come up with some new and fun ideas for both the kids and adult classes. They are interested in helping us and see many synergies between the community of Wayzata with the Wayzata schools. There has been lots of questions from the community to understand why Minnetonka is running the community education instead of Wayzata.

Overview of Wayzata Community Education-

Every school district in MN has community education. Here in Wayzata the goal is to serve our children and adults. Including early development, childcare, classes, volunteers, partnerships with the community, and facility rental. The Wayzata Community Education program is celebrating 40 years of work.

The Wayzata Community Education staff has a strong commitment to get the community more engaged in programming and events.

Youth Programing - There are 485 Youth Classes, Camps and Activities were offered last year ranging from 4-18, 2,700 students participated, 6,200 total registrations. Out of the 2,700, 200 lived in the city of Wayzata.

Adult Classes – 334 Classes are offered each year. 2,147 adult registrations, 11% of them were Wayzata residents. We are looking to grow this partnership.

Why should we Partner?

- Communicating with your community. It's been confusing for some people with the Minnetonka branding as opposed to the Wayzata. There is lots of great communication to families within the school district. There is lots of marketing within the Wayzata School district. They have a very robust Community Ed database. They just hired a specific marketing person to focus on only that promoting the Community Ed programs.
- Strong element of Listening and Responding. They have surveys about the success of the events and classes, parent satisfaction surveys, focus groups, feedback from community partners, participation on various advisor councils etc., and finally they are active participants in the community i.e. JJ Hill Days and Spring Splash.
- They came up with lots of great ideas to compliment what we've already worked to accomplish.

Goals and Take Away

- Excellence for each and every student/ participant
- Maximize each other's strengths. Grow our partnership.
- Develop solutions. The key is listening and making the end user customer happy.
- Help people of all ages pursue classes and activities that interest them.
- Increase the number of participants.

Discussion about how we can improve programming specifically in our parks. There was a request by Baasen, if we moved forward with working with them, to have a debriefing at the end of the season as to what was a success and what wasn't and why.

Time frame – Summer programming planning gets started in October.

Thoughts on partnership – lots more meetings throughout the year and feed back into what we are both hearing within the community.

Unanimous agreement by the board that a partnership with the Wayzata Community Education would be a wonderful fit for the programing with the Park and Trails Board. One large take away is the synergistic marketing and the year round programming.

Motion by Randolph and seconded by Showalter, to move to the next step of exploring a partnership with the Wayzata Community Education group. Understand the pricing and partnership. What same and additional classes would we like to provide? We will let them know that we are strongly interested. Motion passed 7-0.

Old Business:

Master Plan Update – We do not have the revised diagrams and dialog to update the plan. We should have that in the next few weeks. Hoping we can go to the council in mid-October or first meeting in

November. We as a board can, discuss in Oct. to hopefully present to the council in November. November 5th is the council meeting.

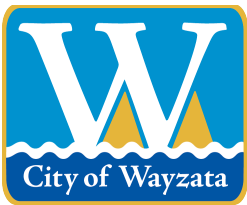
James J. Hill Days Follow-Up – Park and Trails booth was a success. We got 17 official sign-ups for the newsletter and many more who took the website card home to sign up there. We'd like to have our new and updated maps ready for next year. This year we shared a tent with the volunteer community. It felt a little tight with both groups in there. It was hard for us to display all of our maps and boards. The City should also rent a tent from the Chamber, rather than provide their own, and ask the Chamber to be relocated to 2018 location, just west of Walker Avenue.

Other Business:

Tree Tapping – Babcock is exploring a new stove to make the sap with. It is a successful event and Babcock enjoys doing it we just need to figure out how to get her more support. First point is to get a stove.

Signage for our parks - We need to explore what look we are going for. What would we like or not like? Which parks to we begin with, all of them or just a few?

Adjourn: The meeting adjourned at 8:11pm, moved by Baasen, second by Purdy. Motion passed 7-0.



City of Wayzata Parks and Trail Board Agenda Report

MEETING DATE: October 16, 2019	AGENDA ITEM: 5.a.
TITLE: Master Plan Update	
PROPOSED MOTION: No Action	
PREPARED BY:	
REVIEWED BY:	

ACTION REQUESTED:

No Action.

FINANCIAL OR BUDGET CONSIDERATION:

BACKGROUND:

The latest revision of the Master Plan has been completed by staff and Confluence and should address all City Council concerns. The Board should review the plan, prior to the meeting, to ensure completeness.

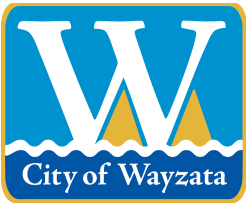
The Board will primarily focus on how to present the Master Plan to the City Council on Wednesday November 6, 2019.

The Master Plan is approximately 20 MB in size. It can be found on the City's website or by clicking on the link below.

[Wayzata Parks and Trails Master Plan Draft – 10/10/19](#)

ATTACHMENTS:

None



City of Wayzata Parks and Trail Board Agenda Report

MEETING DATE: October 16, 2019	AGENDA ITEM: 5.b.
TITLE: Community Education	
PROPOSED MOTION: Provide a formal recommendation on services related to Community Education.	
PREPARED BY: Mike Kelly, City Engineer/Director of Public Works	
REVIEWED BY: Mike Kelly, City Engineer/Director of Public Works	

ACTION REQUESTED:

City staff recommends that the Parks and Trails Board provide a formal recommendation on services related to Community Education.

FINANCIAL OR BUDGET CONSIDERATION:

BACKGROUND:

At last month's meeting, Jennifer Ebert, the Director of Community Education for Wayzata Public Schools, as well as several other Community Education representatives, were in attendance to discuss their community education offerings and potential partnership with the City of Wayzata to provide recreational activities, etc.

Wayzata Community Education has provided a proposal for 2019 services. The Board will review the proposal and consider whether, or not, to recommend the proposal move forward to the City Council for approval.

ATTACHMENTS:

1. Proposal Wayzata Parks and Trails



Executive Summary

Wayzata Community Ed is proposing a partnership with the City of Wayzata and the Wayzata Parks and Trails Board. This partnership will provide recreational and enrichment activities to Wayzata residents in the city parks. These multi-generational activities would increase social engagement and encourage the use of city parks. We share these goals of connecting with more Wayzata residents and engaging with the community and feel this partnership would be a great benefit to our community. The City of Wayzata falls within our service area and we are your school district. This positions us well in terms of our ability to access residents to collect feedback or ideas as well as to promote programs and events. One of our greatest strengths is our ability to gather feedback and input from the community. We listen to community needs, and work to make them happen.

We are proposing a comprehensive summer program with a variety of adult and youth activities, including 50 different classes and events throughout the summer. We will conduct market research, collect surveys and conduct focus groups prior to planning summer 2020. A summer supervisor will provide on-site supervision of classes to ensure safe, high quality programming and outstanding customer service. Marketing and promotion costs would include targeted emails, social media posts and print marketing. We believe that our reach in the community and comprehensive marketing plan will lead to a successful summer program and achieve our aligned goals.

About Us

Community Ed exists to help our E-12 students and families thrive and be successful in school and life. We design, operate and participate in hundreds of important programs and services that make life and learning better for all people who live, work and attend school here. We do this through the following:

- We have about 300 full time and part time staff as well as 100+ instructors who provide enrichment programs for youth and adults.
- We engage with 600 families through our early childhood programs.
- We have nearly 2,000 students in our school-age child care program.
- We work with 140 user groups to rent out district facilities.
- We offer over 485 classes, camps and activities for youth, with over 6200 registrations.
- We offer over 330 enrichment classes for adults, with over 2100 adult registrations.

Through our Early Learning School, we have a wide variety of options for infants through 4-year-olds. The largest piece of our early childhood programming is our full-day and half-day

preschool options at the Wayzata Early Learning School and each of our elementary schools. Most of our sections are full with over 500 students enrolled this school year.

We make life easier for working parents and help students become friends with their classmates by providing childcare in our elementary schools — before and after school, on school holidays and during summer vacation. Our Home Base child care program continues to grow with close to 2,000 students participating to start this school year.

Our comprehensive youth and adult enrichment programs help learners of all ages pursue classes and activities that interest them. Our youth activities are targeted to kids age 4 to 18. Last school year and summer, we offered 485 classes and camps for youth covering a wide range of topics and areas of interest. Activities are offered based on what the youth in our community are most interested in. We listen carefully to what our community's interests are and adjust our classes and activities to meet their needs. We were delighted to have 2,700 students join us for classes and camps last year -- that is nearly 25% of our student population.

In Community Ed, we also work to engage our broader community through volunteering, facility use and adult learning opportunities. Our volunteers are extremely dedicated, focused on providing service to our community as well as within our school buildings, including:

- Club Y.E.S. – over 1,000 high school students give over 13,000 service hours annually
- Literacy Volunteers - 151 adults serving 296 students
- Partners in Art Volunteers – 100+ adults to support elementary school arts programs
- Launching new high school mentoring pilot program in partnership with Interfaith Outreach

We also connect people to spaces. Our school buildings, grounds and athletic venues are wonderful spaces for learning, playing, performing, competing and connecting. We make sure that community members know they can use our facilities when the district isn't — and we help make that happen with over 140 user groups accessing our district facilities each year.

Community engagement and partnerships was a new program area we expanded on last year. We added a Community Engagement and Partnerships Coordinator with the goal of growing community partnerships. We have also added a new marketing person focused on Community Ed programs. We look forward to expanding our reach and growing our relationships through a partnership with the Wayzata Parks and Trails Board.

Proposed Summer Activities

Wayzata Community Ed will provide a comprehensive summer recreational and enrichment program for youth and adults in Wayzata Parks. Activities will include active programs that promote fitness and wellness, as well as more passive programs that focus on enrichment, skill mastery and social engagement. Many activities will include a multigenerational component that encourage families to participate together. We have lots of ideas and welcome input from the community and the Board. In addition to favorite activities from past summers, we are proposing a few new ideas to consider:

- Grilling classes with local chef / grilling cook-off
- Family bike rides or skills sessions, bike maintenance
- Playground events
- Reading and storytime events
- Still life/nature painting classes at the beach
- Photography classes
- Dog obedience classes at Klapprich Park
- Outdoor adventure/nature classes for kids and families
- STEM focused classes like rocket building that work well outdoors
- Paddleboard Yoga
- Outdoor Tai Chi
- Student orchestra or band performances in the park
- Log rolling classes
- Goat Yoga
- Walking history tour (depot, section foreman house, settlers cabin etc.)
- Cornhole tournaments

Preliminary Timeline Overview

- November - Conduct focus group with Wayzata residents
- December 1 - begin development of class ideas
- January 15 - secure instructors
- February 10 - summer activity preview available
- March 1 - online registration opens
- March 10 - catalogs in homes

Goals and Objectives

A partnership between Wayzata Community Ed and Wayzata Parks and Trails would allow us both to achieve our common goal of engaging with the residents of the city of Wayzata in multigenerational activities that promote social engagement. As a school district, we strive to make connections with our community. It can sometimes be a challenge to connect with residents who do not have children in our schools. This partnership will increase our opportunities to engage with all residents and help them feel a connection to our school district. These shared goals motivate us to provide a quality program that is meaningful and sustainable.

Marketing

The majority of Wayzata residents already participate in our programs. We are able to reach these residents through email marketing, school newsletters, catalogs and social media. Our catalog is mailed to over 30,000 households in the district, allowing us to reach all residents, whether they have children in our schools or not. We have a Marketing Specialist on staff who can focus on promoting programs in Wayzata parks.

Preliminary Timeline Overview

- December 15 - January 31 - catalog developed including new summer program in Wayzata
- March 10 - Community Ed catalog mailed to all households in the district
- March 1-20 -- targeted email campaign to City of Wayzata residents
- March 1-20 -- targeted social media campaign to City of Wayzata residents
- May 1 - print material (postcard, flyer TBD) mailed to City of Wayzata residents
- June - August -- targeted email campaign to City of Wayzata residents
- June - August -- targeted social media campaign to City of Wayzata residents

Additionally, we will see opportunities for partnerships and cross-promotion of activities through our involvement with the Chamber of Commerce and Library.

Evaluation

How will we know if we are meeting the needs of Wayzata residents? We have very specific and measurable ways to collect data and monitor community feedback.

- We collect surveys from each participant after a class or event.
- We conduct focus groups to gather ideas and feedback for future programs.
- We collect feedback from community partners and district leadership.
- We participate on various advisory councils (Rotary, PTA Liaison, Partners for Healthy Kids Collaborative, Caring for Kids)
- We are active participants in the community and have existing partnerships with local businesses (J.J Hill Days, Spring Splash).

See below for details on how the evaluation information will be communicated with Parks and Trails Board members.

Communication

Regular communication with the Parks and Trails Board will be crucial to the success of this partnership. We would propose regular meetings with the board members to discuss potential class ideas, feedback from the community and plan future programs.

After participating in a class or event, each participant will receive an email survey, asking the participants to rate their experience and provide any feedback regarding their class experience, as well as suggestions for future classes. Survey responses will be compiled and submitted to the board at the end of the season. A detailed course summary report will also be submitted to the board at the end of the season. This report will include enrollment numbers for each activity and any other relevant information requested by the board.

Preliminary Timeline Overview

- August 20 - evaluation materials reviewed by Community Ed staff
- September 5 - summarized evaluation data shared with City staff and Parks and Trails Board
- September 15 - meeting with Community Ed and Parks and Trails Board to review information, collect feedback from the Board

Budget

Similar to the agreement with Minnetonka Community Education, a fee to help offset the additional costs incurred to run programming in the City of Wayzata would total approximately \$12,655 annually. This would allow us to offer 50 different classes and events throughout the summer. We anticipate a run rate of at least 75% and an average of 13 participants in each class, with a target enrollment of 450 participants. We would conduct market research, surveys and focus groups prior to planning summer 2020 to aid in achieving this goal.

The table below highlights the specific items the fee would cover.

Expenditure Estimates	
Summer Park Program Supervisor (approximately 300 hours) <i>The hiring of a summer supervisor would allow us to provide on-site supervision of classes to ensure safe, high quality programming and outstanding customer service.</i>	\$6600.00
Marketing and Promotion <i>Marketing and promotion costs would include targeted emails, paid social media posts, print catalogs and direct mail to Wayzata residents.</i>	\$8465.00
Community Ed Staff <i>The following staff would be responsible for program planning, management, marketing, communication, evaluation and customer support: Enrichment Specialist, Marketing Specialist, Program Manager, Clerical Team.</i>	\$3000.00
Sub-total	\$18,065.00

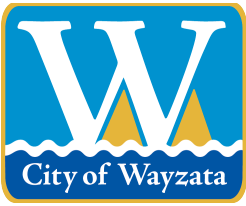
Built into the price of the classes are general overhead such as the online registration system and credit card processing fees. Wayzata Public Schools does not historically charge Community Ed directly for services received through Human Resources and Payroll.

Individual classes will be priced to cover instructor fees as well as the balance of costs listed above that is not covered by the \$12,665 City of Wayzata payment.

Startup Investment - Equipment

An initial outlay of approximately \$5500 will also be requested to provide equipment for programs such as archery, pickleball, bocce ball etc. This amount would be a one-time start up cost. Equipment purchased with these funds would be owned by the City of Wayzata. Ongoing conversations could be had on equipment needs and priorities beyond start-up.

Equipment Costs <i>Archery, Bocce Ball, Pickle Ball etc.</i>	\$5500
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City of Wayzata Parks and Trail Board Agenda Report

MEETING DATE: October 16, 2019	AGENDA ITEM: 6.a.
TITLE: Parks Signage	
PROPOSED MOTION: No Action.	
PREPARED BY: Mike Kelly, City Engineer/Director of Public Works	
REVIEWED BY: Mike Kelly, City Engineer/Director of Public Works	

ACTION REQUESTED:

No Action.

FINANCIAL OR BUDGET CONSIDERATION:**BACKGROUND:**

The Board has been asked to provide examples of potential, future park signage. A few examples are attached.

The Board should work to determine sign type (park name, informational, etc.), sign design and proposed sign locations.

ATTACHMENTS:

1. Wooden Park Sign Examples



I really like the Willow Pointe (top right) and the Sutter Pines. The Prairie Creek is nice too. We of course can have our logo and the name of each park. I really don't want something plastic.

This one is good too!

