



Wayzata Parks and Trails Board Meeting Agenda

Wednesday, December 06, 2017
6:00 pm

Wayzata City Hall, Conference Room
600 Rice Street East
Wayzata, Minnesota

1. **Call to Order, Roll Call**
2. **Approval of Minutes of November 8, 2017 Board Meeting**
3. **Approval of Agenda for December 6, 2017 Board Meeting**
4. **Old Business**
 - a. **Review status and process for 2018 Music in the Park events**
 - i. **Structure**
 - ii. **Location**
 - iii. **Priorities**
 - b. **Discuss the Development of a Parks & Trails Master Plan**
 - i. **Objectives**
 - ii. **Process**
 - iii. **Leadership**
5. **Other Business**
6. **Adjourn**

Members of the Parks & Trails Board may meet after the board meeting for a Holiday Social Event

Parks and Trails Board Meeting
11/08/17

All members in attendance: Dan Baasen, Chair, Mary Bader, Jim McWethy, Sarah Randolph, Joanie Cunningham, Merrily Borg Babcock, Ty Purdy, Sarah Showalter, and Dave Dudinsky, City Liaison Public Works Dept. Head.

Guests: Tim McCormick's from McCormick, Tim Lifkin from Minnetonka Community Education.

1. Called to order at 6:05 p.m.
2. Joanie Cunningham motioned to approve minutes from 10/18/17 meeting. Jim McWethy seconded motion. Unanimously approved.
3. Merrily Borg Babcock motioned and Dan Baasen seconded approval of agenda. Unanimously approved.

4. **Old Business**

a. Review of McCormick's Beachside

Tim McCormick attended. Reported it was a good season at McCormick's Beachside. Restaurant has been receiving calls regarding Beachside and its hours. It worked well to have a dedicated cook and cashier on site. Weather may have limited the success this year. Tables are sufficient generally. Perhaps more seating could be helpful at peak times. People have asked about a dedicated boatslip for lakeside access. Next phase might be having a phone line there for to-go orders. Short-term boat slip would be nice. Tim does not feel they are capturing customers from the trail. Signage might help.

b. Review of 2017 Summary Recreation Program

Tim Lifkin from Minnetonka Community Education presented a summary of what promotions/marketing were done. Tim explained that the format of having the programs in Wayzata intermingled with other programs actually gives Wayzata more visibility rather than its own section. They plan to again do the 1-page mailing to all Wayzata residents featuring the Wayzata park programs. The board tentatively agreed to plan for a kick-off event May 10, 2018. Sarah Showalter requested Tim provide us with the marketing plan and timing for 2018 communication so we can time local communications in the Portal to highlight mailings. We can receive updates on enrollment numbers and possibly do social media posts to encourage enrollment.

c. Communications Review

Mary Bader is heading up revision of the parks and trails map and has a goal to complete by April. Sarah Showalter noted information regarding Beachside could be listed as beach park amenity. Members to reach out to her with additional input.

5. **New Business**

Next Tues., Nov. 14th. was suggested for meeting with Sail Ahead consultant. Discussed and determined to push back later.

Dan Baasen introduced that Parks & Trails will lead development of parks master plan and presented agenda for 11/15/17 meeting. Second part of workshop will focus on platform tennis. There will likely be a request for community feedback.

Discussion returned to planning for discussion developing master park plan. Merrily Borg Babcock suggests involving citizens in planning process.

Discussed point for workshop will be:

- Identifying what we want to achieve.
- Desire for consultant to guide process.
- Plan to provide input to council along way.
- Plan to get community input.

Action items

Tim Lifkin to provide MCE marketing schedule for 2018 Summer Programs.

All board members to provide Mary Bader with input for revision to parks and trails map.

All to attend Workshop with City Council 11/15/17.

Meeting adjourned 7:40 p.m.

Respectively submitted,
Sarah Showalter