

**PARK AND RECREATION COMMISSION
CITY OF RAMSEY
ANOKA COUNTY
STATE OF MINNESOTA**

The Ramsey Park and Recreation Commission conducted a regular meeting on August 8, 2019, at The Draw, 7401 Ramsey Parkway NW.

Commission Members Present: Chair Shane Bennett
 Vice Chair Brandon Sis
 Commissioner Trixy Barnes
 Commissioner Nathan Barten
 Commissioner Russell Bayer

Commission Members Absent: Commissioner Jennifer Leistico (excused)
 Commissioner Jennifer Shoemaker

Also Present: Parks & Assistant Public Works Superintendent Mark Riverblood
 Recreation Specialist Heather Mohr

1. CALL TO ORDER

Chair Bennett called the Park and Recreation Commission meeting to order at 6:30 p.m.

2. CITIZEN INPUT

None.

3. APPROVE AGENDA

Motion by Commissioner Sis, seconded by Commissioner Bayer, to approve the Park and Recreation Commission meeting agenda with the removal of Item 5.02.

Motion carried. Voting Yes: Chair Bennett; Commissioners Sis, Bayer, Barnes, Barten. Voting No: None. Absent: Leistico, Shoemaker.

4. APPROVE MINUTES

4.01: Approve Park and Recreation Commission Meeting Minutes

Motion by Commissioner Barten, seconded by Commissioner Sis, to approve the July 11, 2019, Park and Rec Commission meeting minutes as presented.

Motion carried. Voting Yes: Chair Bennett; Commissioners Barten, Sis, Barnes, Bayer. Voting No: None. Absent: Leistico, Shoemaker.

5. COMMISSION BUSINESS

5.01: Review Ramsey's 2018-2019 Recreation Program Offerings

Parks & Assistant Public Works Superintendent Riverblood stated it is important part of its advisory role for the Commission to weigh in on program offerings, to review the prior year, and also forecast the upcoming year. He introduced Recreation Specialist Heather Mohr.

Recreation Specialist Mohr reported on various City programs such as yoga a perennially popular program; line dancing class, which has been very popular; ballroom and salsa dancing, which had less interest; and the third Annual Arts Fair with a great turnout. An archery event is upcoming on Saturday.

Parks & Assistant Public Works Superintendent Riverblood noted the website and handouts list all of the programming. Formal and informal evaluations are given after each programming event, to be sure each program is meeting the needs of the public. The Recreation Specialist works also closely with concert programming.

Chair Bennett noted he would be very interested in the archery event on Saturday, though he will be out of town. He has heard from residents that yoga events have been appreciated.

Commissioner Sis asked about the marketing program.

Recreation Specialist Mohr responded there are several ways to market for events: Facebook, advertising with the local companies with whom events are co-hosted, special Art Fair signage, and QCTV.

Chair Bennett asked about the most popular events.

Recreation Specialist Mohr responded the biggest turnout is consistently yoga. The newest program with the best turnout has been line dancing.

Parks & Assistant Public Works Superintendent Riverblood noted that staff has also been experimenting with price points. The Art in the Park had 40-50% registration at The Draw in 2019 at \$5 dollars per child. This year staff opted to try a zero cost, and the spots quickly filled up, with a wait list. Residents certainly like the program when it is free, and perhaps it may be a little inconvenient to find a \$5 registration fee. The Art Fair has traditionally been popular, but this year it was very hot, which depressed attendance. Last year, 700-800 folks attended the fair. It was very low cost, which results in a significant return on investment for the staff time. Another metric staff evaluates for all programs is ROI. Some new programs are modified over time to find the sweet spot and in order to create efficiencies.

Commissioner Sis inquired whether the City has resources for an email campaign or text messaging.

Recreation Specialist Mohr noted there is a City calendar on the website. Residents can subscribe to the calendar, and an email notification can be sent out. A new registration system has also been established this year so that all emails are now being collected into the system, and a master list could be created.

Commissioner Bayer suggested looking into advertising to folks who do not go on the City website or are not on Facebook, such as distributing flyers at National Night Out.

Commissioner Barnes asked about the Commission's participation in Happy Days.

Chair Bennett noted he typically spends a couple of hours in the booth at some point during the day.

Commissioner Barnes stated she is available to serve on that day.

Parks & Assistant Public Works Superintendent Riverblood noted he will send out a reminder to the Commission, so that Commissioners can respond with availability to staff the city booth.

Resident Carlyn Erion stated she has been looking at the bluebird houses around the city, and they are in terrible condition. She has had an ongoing email chat with Parks & Assistant Public Works Superintendent Riverblood about the state of the houses. She is interested in spearheading a re-establishment of that habitat and giving some feedback or input on what can be done.

Chair Bennett asked about the history of the bluebird houses.

Parks & Assistant Public Works Superintendent Riverblood indicated there is no documented history, as so many folks have been involved over the years, from Eagle Scouts to various local residents. He suggested inviting volunteer participation.

Chair Bennett concurred, and suggested creating an event where volunteers can build the houses.

Ms. Erion stated part of the bluebird recovery project includes doing egg checks, recording who is in the nest, along with all other sorts of educational opportunities.

Commissioner Barnes suggested distributing some information at Happy Days about the bluebird house project.

Chair Bennett commented that may be a tight timeline, but certainly the Commission will look initiating the project, possibly at the October meeting.

6. COMMISSION/STAFF INPUT

None.

7. ADJOURNMENT

Motion by Commissioner Sis, seconded by Commissioner Bayer, to adjourn the meeting.

Motion carried. Voting Yes: Chair Bennett; Commissioners Sis, Bayer, Barnes, Barten. Voting No: None. Absent: Leistico, Shoemaker.

The Park and Recreation Commission meeting adjourned at 6:54 p.m.

Respectfully submitted,

Mark Riverblood
Parks & Assistant Public Works Superintendent

Drafted by Allison Burr
TimeSaver off Site Secretarial, Inc.