

**MRPA Facility Section Meeting Minutes**  
**Tuesday, November 10, 2009: New Brighton Family Service Center**

Meeting was called to order at 10:10am

**Attendees:**

Jodi Sarles-Chanhassen, Harvey Feldman-PARC LLC, Michelle Snider-MRPA, Mike Bauer-Rogers, Gina Gryniewski-Brooklyn Park, Stacy Voelker-St. Louis Park, Marcie Padgett-Apple Valley, Bill Schneider-Ramsey County, Brad Martens-New Brighton.

**MRPA Board update:** Michelle Snider

- The last Board meeting was held October 28. The meeting discussion focused primarily on two areas: the 2010 budget and the Minnesota Children and Nature Connection Connection group. The first introduction of the 2010 budget was reviewed. The Board will further this discussion during the November meeting. The Minnesota Children and Nature Connection representatives Jody Yungers and Mary Vidas presented information about the group whose focus is reconnecting children to nature. Jody and Mary also presented a proposal to MRPA for MN-CNC to come under the MRPA umbrella and function similar to a section. The Board approved this venture. The next Board meeting will be held November 18.

**Core Topic: Justification-Strengthening your message through data collection.**

1. Brad Martens spoke about ways in which New Brighton is using data collection efforts to strengthen its message. Examples used included the following:
  - Visitor counters installed on doors resulting with accurate counts of persons using the Family Service Center (360,615 in 2008)
  - Individual Program Statistics tracking-Documents each program for expenditures, revenue, enrollment, percentage of classes running, etc.
  - Department wide Program Statistic tracking-Documents all 250+ programs ran by the department and includes attendance, revenue, expenditures, etc.
  - Monthly Performance tracking-Documents information such as facility rentals, memberships, day passes, birthday parties, overall revenue, etc. Allows for easy comparing of trends in usage.
  - Survey Monkey-Used to evaluate satisfaction levels of facilities and classes
  - Volunteer tracking-Documents hours of volunteer support (5,596 in 2008 or 2.7 FTE)
  - Class software-Used for multiple reports
2. Submitted Examples:
  - Woodbury submitted examples of tracking volunteers of programs coordinated and facility rentals through recontrac.
  - Maple Grove submitted examples of visitor counter usage, attendance reports- for admissions, phone calls, estimated spectators at events; and room rental evaluations.
3. Group Discussion:
  - Jody Sarles, Chanhassen
    - a. Program and rental surveys
    - b. Use ActiveNet but have trouble tracking community use hours
  - Mike Bauer, Rogers
    - a. Max Solutions
    - b. People Counters
    - c. Program staff do counts at each program
    - d. Daily readings of utility usage (gas, electric, water)
    - e. Need a better system for equipment data tracking

- Gina Gryniewski, Brooklyn Park
  - a. RecTrac
  - b. Swipe cards for all drop ins
  - c. Survey monkey for evals
- Stacy Voelker, St. Louis Park
  - a. Class plus Max Solutions for ice facilities
  - b. Business units with financial software
- Marcie Padgett, Apple Valley
  - a. Max Solutions
  - b. Do not count visitors through the facility
  - c. Aquatics uses swipe cards
- Bill Schneider, Ramsey County
  - a. Use performance measures as part of the budget justification
  - b. Survey users at golf courses and aquatic facility
  - c. Park counts for the Metropolitan Council
  - d. Track volunteer hours
- Harvey Feldman, PARC LLC
  - a. Harvey spoke about the importance of repositioning departments by focusing on what park and recreation agencies do (health and wellness, public safety, economic development, environmental protection, etc.)
  - b. Numbers can be great but it is harder for political leaders to say “cut health programs” than to say “cut the four golf programs”.
  - c. What you do is more important than the numbers (e.g. We drown proof children)

**Roundtable:** What topics interest you for 2010

- Comparison of fees charged to customers
- Social media, possibly partner with the Administrative Section

**Other Items:**

- A question was raised about what changes have been made due to the outbreak of H1N1
  - Brooklyn Park is focusing more on cleaning door handles and other items touched frequently by staff and customers.
  - Rogers has placed more instant hand sanitizer stations throughout facilities.
  - Apple Valley has implemented a no shaking hands policy after sports games. This was a request made by players and has been very well received.
    - Harvey added that bumping elbows has been implemented at different locations and has been successful.

**Announcements:**

1. Upcoming Meetings
  - a. Tuesday, January 12<sup>th</sup>, 10:00 am-12:00 pm: Business Plans for Community Facilities
  - b. Tuesday, March 9<sup>th</sup>, 10:00 am-12:00 pm: TBD

**Adjourn:** The meeting was adjourned at 11:35am