

MRPA Fitness & Wellness Section Notes
August 7, 2009
10:00am
Brooklyn Park Community Center

Attendance:

Pat Busch	Brooklyn P&R
Patrice Atkinson	New Brighton
Carrie Anderson	New Ulm
Regina Michaud	Plymouth
Angie Dehart	N. St. Paul
Michelle Margo	Brooklyn Park Zanewood
Kelly Mertes	Richfield
Tom Godfrey	Blaine
Deb Weinreis	MRPA
Mark Daly	Fridley
Erica Chua	Plymouth
Tammy Abrahamson	Inver Grove Heights

Agenda:

-Meeting was called to order by Patrice Atkinson at 10:05am

Welcome and Introductions

Approval of the Minutes

- no formal approval

Professional Connections:

Robert Stanke was the scheduled speaker that wishes he could have shared with us, but wanted you all to know you can:

1. Become a fan of him and receive great tips on facebook.
2. Contact him through his site for a free personal consult at www.robertstanke.com or 651-335-8170. He will inform you on promos and trends in social media your health programs and clubs need to capitalize on as you plan for winter.
 - Twitter needs 2-3 tweets a day to make an impact and keep interest
 - "Buzzmarketing". Awesome stories good book of brand marketing in all different forms (interactive and traditional).

Michelle Margo, a peer professional at [Zanewood Recreation Center](#) presented on the topic of teen/tween marketing.

- Know who you are – recognizable logo/look
- Youth Summit – start by asking them; don't focus on trends get to the schools.

- Build relationships with administration.
- Trinkets & Trash come prepared with cool stuff
- Teen Specialists – help spread the word give them park and recreation apparel/uniform...let them choose the color branding who they are.
- Rid yourself of negative associations with teens
- Use the teens coming regularly to market/ text friends about the events.
- Stop flyers, they are for parents – use Rave Cards (www.overnightprints.com) ie. Zanewood creates 5 events made for teens, by the teens and puts them on Rave Cards.
- Register cell phones and carrier on website for information updates (seventhcompass.com)
- The want to hangout, let them pool, air hockey, couches, big checkers, flag football, basketball, unstructured things & have a male/female staff
- Discipline - sit them down and ask them to come up with their own and create policy.
- DJ goes with you to lunch to advertise event
- Intergenerational - Teens and little kids not teens and parents, possibly grandparents. Consensus workshop shows teens don't want parents there.

Other Knowledge Base

Social Media Webinar - interesting content from Active.com (Active is Class Software's support network)

<http://www.activecommunities.com/Assets/ActiveCommunities/Webinars/Using%20Social%20Media%20to%20Boost%20Participation/playback.html>

Angie Dehart with North St. Paul's Exercise Arcade angie.dehart@ci.north-saint-paul.mn.us

Pat Busch at Brooklyn Park (763) 493-8333 has a contact for getting starting in social media.

Do Good Biz Marketing Tips www.dogoodbiz.com

Club Solutions Marketing Alert:

clubsolutionsmagazine@clubsolutionsmagazine.com

Other Cities with Social Media Pages:

- **Crystal Parks & Recreation Scott Berggren** Recreation Supervisor 763-531-1152 Scott.Berggren@ci.crystal.mn.us using facebook, twitter, picasa (like flickr), blogspot. Scott really takes the lead local Park & Rec. Social Media and is more than willing to answer questions.
- New Brighton Parks & Recreation / Eagles Nest Indoor Playground using Facebook and Twitter
- Champlin Parks & Recreation Softball using Facebook
- Carver County Parks using Facebook
- Anoka County Parks using Twitter

Board Updates

- Deb stated, gearing up for the September annual conference.

Step Up to Health Update – Jody Youngers jody.yungers@CO.RAMSEY.MN.US

- Joint efforts by Minnesota department of health, Insurance, doctors and nurses.
- BCBS is opening up to Step Up to Health (SUTH) on a marketing message, making people aware to be active, BCBS is understanding they are not bringing it home or mobilizing the message into the communities and took a nine month lag in correspondence with SUTH for market research that affirmed what we are telling them.
- BCBS wants to put a tool kit together for the state conference to pilot the effort looking for 10 verbs from SUTH participants: ie. do bik, do walk, do swim, do play, etc.
- State Health Improvement Plan (SHIP) built environment is a critical element and the tool kit would also include free signs, flyers, common logo etc.
- More to come but this is major progress.
- Do walk Do Bike Conference September 1 & 2, 2009.

Critical Management – Jody Youngers also reported that Ramsey County has had two major incidents this summer. They are working on an aquatics EAP program as a resource for other communities. For more information attend or contact the MRPA Aquatics Section or Jody.

Next Fitness & Wellness Section Event

Group Fitness For Profit SCW FREE Seminar Friday, September 11, 2009
Eden Prairie, MN Community Center (see calendar link to save the date)

Fitness Staffing Round Table Friday, October 2, 2009
Eden Prairie, MN Community Center (see calendar link to save the date)