MRPA Meeting Minutes 4/15/22

Intro’s

Motion to approve March minutes, seconded. Minutes approved.

Agenda additions inclusion requests for special events.

Situational Analysis:

* Chalk fest – started with a volunteer committee Economic Development Authority, an effort to help downtown businesses during road construction. Very successful, community loved it. City Council wanted it an annual event and moved it to the parks and rec department. Now largest event timewise. Knowing it had gone well didn’t recommend changes. Event has food trucks, professional chalk artists, face painting, amateur art contest, live music, clowns, balloon twisters. 3rd year had amateur art contest again. 3rd year issue with age categories, 12 and under, 13 plus, group all ages. 13 plus is where things got tricky. Late teens and adults in the past with teens winning it. Some just turning 13 competing against art school teachers, Feedback received. Tried to help in the moment, nut not much to do. Moving from 3 to 6 categories. 2 individual groups 12 and under, 13 – 17 and 18 plus, the same for groups. Wanted to share the importance of asking for feedback & acting on it.
  + Anyone else experienced age discrimination or problems with setting an age group to certain activities. New Tuesday night open pickleball. In the past seniors, now middle schoolers. Make it ability vs. age level.
    - Issue with that in Crystal but we use Volunteers so we keep it to 18 plus. Recommend skill level.
    - Designate a skill level on certain courts.
    - Beginner and Novice sessions, was 3.5 moved to 3.0 or below. Send them to website to describe the ratings.
  + Idea of breaking down based on skill level is becoming more of a trend in this field.
* Race timing
  + Gopher – did a great job for timing.
  + Richfield does 5K and ½ marathon, can get info on chip vendor.
  + Oakdale: advantagetiming.com - local east metro guy named Peter, has done my Oakdale 5k chip timing past 6+ year
* Giveaways for events
  + Young Mudder event – give away t-shirts and throw in goody bags.
  + Shakopee – adding a budget line for giveaway items. Towels, color changing cups, frisbees.
  + Little Canada – shirts temporary, tattoos, stickers, tote bag with logo, maple syrup sample bottles. Winners will get ¼ zip.
  + Prior Lake – Color changing water bottles.
  + Bonnie Hanna – Farmers Market tokens for cross promotion.
* Farmers Markets – Who as a city runs their own. Dedicated person? Full time, part time and how’s that set up?
  + Eagan – Rec Manager over sees a 25 hour/week program specialist. 4 part timers
  + Bonnie – Richfield & Minnetonka – ½ time for each, FM Coordinator and FM Manager – Summer & Winter for both. 1 assistant on market day for each city. Additional volunteers. **Produce market bucks coming online next month for even more market bucks!!!** Various special events, bike to the market, dia de abuelos in august with senior resource fair, live music each week. Food sampling.
  + Elko New Market – were affiliated with St Paul market, just learned they are not, looking at how likely it is to work!
  + MG – full timer and part timer at the market. 65 vendors, 45-50 each week. Cashier paid working market day and day after. Electrical onsite additional fee to actual vendor application.
* Volunteers – do you provide incentives, avenues used to promote, who do you reach out to?
  + New Hope – baseball program. Ask parents and at the end of the season refund registration for the coaches. Special events reach out to businesses, orgs and youth associations. Provide ways to put their names in fliers, social media, put their marketing materials at a table. Comp their meal if one is served at the event.
  + Crystal: Commissions, senior volunteers, do an appreciate event each year. Comp membership and provide fun t-shirt.
  + Eagan - Dinner appreciation, commission invited, compile all volunteer data. Police and Fire do their own thing. Invite all though to the event.
  + Volunteer coordinator who handles all of it, working with thousands a year.
  + Apple Valley, Rosemount, IGH, West Saint Paul – volunteer coordinator split between all 3. After event, always have a swag bag for the volunteers.
  + Prior Lake – special events reach out to HS advisors for NHS, student councils, junior optimist club.
* Do you come up with the volunteer coaches practice plan?
  + New Hope – let them come up with the plan.
* Program Fees – when you are creating a new program how do you approach setting the program fee.
  + Cost recovery model can outline what you want to do for subsidized or not.
  + Eagan – has a policy for fees and charges– all the spreadsheets are set up so you can see what you should be charging. General fund 125% cost recover, indirect and direct costs. Subsidized areas – not going to use the sheet like the puppet wagon. Can negotiate a little wiggle room.
* Staffing – ratio for staffing kids camps.
  + DHS staffing, as you age up gets bigger,
  + Fieldtrips are something consider doing smaller ratios.
* Social Media – Which one do you generate the most traffic on and most interaction.
  + Facebook – mostly FB, bit of Instagram.
  + Apple Valley – continuous engagement on Facebook. Just started to launch tik tok. At the golf course staff enjoy it.
  + BP – piloting tik tok and snap.
  + MG – add a tik tok, there is talk.
  + Prior Lake can only have 1 city account.
    - Many cities can have multiple.
  + Plymouth – has to be on city page to keep that page active.
  + Richfield – City Page but also certain “event” style pages for farmers market and similar things.
  + Elk River – city FB police, fire park sand rec and farmers market.
* Inclusion – examples of inclusion questions specifically for special events. Egg Hunt/Candy Grab – one or two comments back regarding their child with disabilities. Looking for ways to head that off ahead of the event. Do have info on website – if you need special accommodations let us know but it’s not the clearest.
  + Send Examples to Mark Schneider – Shakopee
* Programming Network in Summer
  + Break, June – July – August
  + Fall – back in September
* MRPA Updates –
  + April 26 pickleball roundtable
  + Playground safety Institute April 27 – 29
  + Spring Workshop
  + May 20 next programming network meeting – de-escalation and crisis seminar.
    - Will be a sign up sent out. 1-hour presentation.
  + 2 new networks
    - Facilities
    - Leadership Development Network
  + Softball banquet – 180 attendees
  + Awards Ceremony – 120 attendees
  + New podcast - MRPA on the air
    - Meredith and Bryce will be leading to it
    - Intro is recording soon, talking about different seasonal topics – hiring seasonal staff – interns for summer and things like that.
* Motion to Adjourn – seconded. Meeting adjourned.