

ADMINISTRATION COMMITTEE MEETING NOTES

Wednesday, October 12th, 2022; 8:00 AM

Depot Boardroom

In Attendance: Commissioner Vicki Dawson, Commissioner Aaron Hill, Commissioner Dawn Morgan, Dave Leker, Carolyn Boutain, Dave Bietz, Kevin Boe, Broc Lietz, Brian Arett, Luke Evenson, Stacy Kruger, Tori Benders, Kylie Kanwischer, Cassie Doll, Kelly Kuntz, Cindy Boettcher

Absent: Katie McCormick

1. Staffing Update; Broc Lietz, presenter.

The 2023 annual budget includes \$731,000 for new positions identified throughout the strategic planning and budget processes. Below is a list of positions identified through this process as priority 1 additions.

Deputy Director - Operations

Deputy Director – Administration

These two positions above should be filled by November 1st, 2022.

Safety Coordinator

This position was in last year's budget and now being brought into the 2023 budget. Still deciding if this position should stay in the HR area or the Parks area. We want to align the work where it fits best.

Sports Complex Manager

This position will be advertised by November 1st, 2022 and have a person starting between January 1-15, 2023.

Network Administrator – Budget Neutral

Director of VSS – Budget Neutral

These two positions above have been hired. Paul Grindeland will be the Director of VSS and Josh Grimstad will be our new Network Administrator

Foundation Executive Director

This position has been hired. Craig Bjur is now the Foundation Executive Director.

Assistant Golf Pro (3) – Hoping to hire in the first part of January 2023.

Assistant Horticulturist - Would like to have someone on the first part of March 2023.

Concessions Coordinator – One position has been filled and we will be hiring a 2nd Coordinator.

The timing of each of the positions listed above and potential additional positions will be impacted by the finalization of the two Deputy Director positions and the resource allocation connected to those hires.

Additionally, the District has begun to implement organizational structure changes identified in phase 1 of the strategic planning process to include:

- The concessions and campground manager roles have been split.
- The concessions department has moved to a reporting line in recreation.
- The campground management function will move to a reporting line under scheduling in the recreation department.
- Realignment of duties in the facilities area with the addition of our new Facilities Manager.

The Sales department will now be reporting to Carolyn in the Enterprise department.

Events and Broadway Square will be put under one organization within events hiring an events manager. This position will be opened to the four individuals already in that role. The team will then be more efficient with all the events and not double up on events.

Commissioner Dawson inquired on the below positions:

With the assistant golf pro positions, would the three current seasonal assistants we have now fill these positions? Not necessarily as they don't always come back each season and would need to apply now for the position.

What is our strategy by adding an additional concessions coordinator and what is the strategy for pricing at the concession's operations. Kevin stated that with the 19 concession areas and not doing anything up at the North Softball complex this year, We need to have 10-15 individuals on any given weekend just there, and with the Sports Complex coming on we will need these two coordinators and the concession manager. We want to get to a fair price and not lose money.

What is the need for the campground role? The campgrounds have an 80% occupancy rate the last two years without the sugar beet workers, and \$180,000 in revenue in the past. The campground role will now be blended into another role and fall under facility scheduling and the scheduling manager.

2. Marketing Review July 1-September 30; Katie McCormick, presenter. (Marketing and Communication Highlights Below)

Since there are many new employees to the marketing team, each person introduced themselves and also what they focus on within the marketing team.

Tori Benders- Tori works on golf with the golf pros and parks and facilities.

Cassie Doll- Cassie is the events contact person, updates the website for marketing, the VSS contact, along with creating the e-blast newsletter.

Kylie Kanwischer- Kylie works on Broadway Square social media, web, and marketing, branding with the signage, logo usage, and brochure.

Kelly Kuntz- Kelly works on the Sports Complex, Foundation, master plans, and internal communications.

Below is the summary detailing the Marketing and Communications highlights from July 1 to September 30 of this year and the plans for the remainder of 2022.

Marketing & Communication for the Fargo Park District

The Fargo Park District marketing department provides marketing and communication services and support to the Fargo Park District and all other sub-companies associated with it, including:

- Broadway Square
- Fargo Park District Foundation
- Courts Plus Community Fitness
- Valley Senior Services
- Fargo Golf

Year-Round Services Provided by the Marketing Department:

- Website management and support
- Social media management, support and creation
- News media management including serving as primary media contact, news release creation, media training and support
- Semi-annual brochure management, support and creation
- Eblast/e-newsletter management, support and creation
- Advertising and promotion campaign creation and implementation
- Brand management
- Photography and video services including digital asset library management

Marketing Accomplishments from July 1-September 30, 2022:

- Hired, onboarded and trained new Marketing & Communications staff
 - Created and distributed the 2022 Fall/Winter Brochure electronically as well as via Fargo Public Schools backpack drop, Hornbachers racks, FMCVB and Park District locations
 - Coordinated public relations efforts for the last week of the current Island Park Pool, resulting in a clean sweep of local media outlets- lead story on KVRR, KVLV, WDAY broadcasts, Forum Feature article, KFGO multimedia article, etc.
 - 88,000 users visited in the past 3 months of the new FargoParks.com and 70% of them were from a mobile device
 - Golf survey emailed to 15,133 golfers and posted to Facebook on all 5 golf course pages
 - Engaged the community on social media for Park and Recreation Month in July. Each week over 3,992 people engaged with our activities on social media.
 - Created and implemented marketing and promotions plans for 100+ events and programs
 - 8 videos created and shared for the Fargo Park District organization, events, programs, amenities and offerings
 - Incorporated 18 reels to promote the Fargo Park District organization, events, programs, amenities and offerings. Top reel reached more than 14,000 users.
 - Maintained the Project Update page on the website to provide timeline updates; 215 page views with an average of 3:51 minutes reading the information
 - Serve as Media Contacts for the organization as a whole with an average of 3-4 stories/media mentions each week
 - 23 news releases sent highlighting announcements and updates of the Fargo Park District and affiliated brands
 - Seasonal golf pass marketing campaign with over 94 golf season passes sold from July 1-September 30 bringing the total to 2,002 golf season passes sold year to date
-
- 3 e-newsletters sent to 17,854 active subscribers promoting Fargo Park District & Broadway Square events, programs and upcoming deadlines
 - Fargo Park District Facebook page reached 16,177 followers, which is continuously growing and has the most followers out of all our organization Facebook pages. Broadway Square has 6,503 followers.
 - Instagram continues to be the fast-growing social media platform for both the Fargo Park District and Broadway Square; Fargo Park District has over 3,665 followers and Broadway Square has reached over 2,500 followers
 - 16 social media engagement contests on Fargo Park District, Broadway Square and Fargo Golf social media pages
 - Book A Tee Time page on FargoGolf.net is the most visited page on the website with 68,307 visitors

- Fargo Golf course update emails are well-received with an open rate of 58%, with no unsubscribed emails
- The Muni Misfits Morning Show went live for 15 episodes during this time frame. The average amount of views on each episode was 85 views
- Tom's Tips video series shared 25 total videos on Tuesdays and Thursdays reaching an average of 390 people on Facebook
- CourtsPlus.org had 10,858 new users visit their website
- Group Exercise is the second most visited page on the CourtsPlus.org with 5,920 visitors spending 4 minutes looking at classes on the page
- Maintaining the digital asset library of 35,000+ photos and graphics for the organization
- Began a Fargo Parks Sports Complex video series with updates from time lapse cameras taken at the site as well as drone footage. To date, 3 videos have been shared with a total of 100 views on YouTube and a reach of over 3,000 people on Facebook.
- Promoted Yunker Farm Master Plan Public Feedback pop-up event with over 100 people attending

Marketing Plans for October 1-December 31, 2022:

- Coordinate the Spring/Summer 2023 Program Guide
- Continue to cross-promote all sub-brands (Courts Plus, Valley Senior Services, Broadway Square, Fargo Golf) news and happenings on the Fargo Park District Facebook page
- Plan and execute Giving Hearts Day campaign for Valley Senior Services
- Plan and execute Giving Hearts Day campaign for Fargo Park District Foundation
- Season recap and evaluation of Fargo Golf campaigns
- Grow and increase the following on all social media pages
- Increase monthly e-blast open rate and continue list maintenance
- Create and implement marketing and promotions plans for 40+ events and programs
- Coordinate with Foundation for monthly FSC updates/announcements
- Continue Media Contact role along with regular KFGO appearances to update the public on the latest Fargo Park District events and news
- 3 videos planned for the Fargo Park District organization, events, programs, amenities and offerings
- Photography services and updates planned for Fargo Park District facilities, events, programs, amenities and offerings
- 3 community surveys planned for feedback on programs and events
- Continue Valley Senior Services Meals on Wheels Volunteer campaign
- Requested Involvement in future Community Engagement Projects
- Continue reviewing Courts Plus social media strategy
- Send monthly Fargo Parks Sports Complex construction updates via an e-newsletter to donors, potential donors, staff and those interested (over 200 people).
- Yunker Farm Master Planning has one more public feedback session planned for this year
This is tentatively set for Thursday November 17, 2022 at 6:00 PM at Broadway Station.

3. Review Personnel Policies; Broc Lietz and Stacy Kruger, presenters.

The Human Resources department worked with the Director's team to review several personnel policies. The policies presented to you today were reviewed based on situational need or specific requests by the commissioners to recommend options for consideration.

Through this process, the Director's team and Human Resources discussed the need to develop a systematic review of personnel policies accompanied by an education and communication plan for park district staff of policy updates.

Some policies just need more clarity or minor changes.

Policy 105 – Transgender Staff Policy: A new policy was created to create awareness and an inclusive culture. (Effective Date: Immediate)

Commissioner Dawson asked what our responsibility is for keeping or divulging a co-worker's information confidential as stated in the policy. It comes down to our harassment and professionalism policies. The recommendation would be to remove the word confidentially in the policy. The committee recommends this item going to the Board for approval on the consent agenda.

Policy 210 – Outside Employment: Language changes to provide clarity and consistency. (Effective Date: Immediate)

This policy was revisited to provide better clarity and consistency for employees that have outside employment. The committee recommends this item going to the Board for approval on the consent agenda.

Policy 230 – Vacation: Language changes to provide flexibility in recruitment and clarity for carry over cutoff and expectations of hours to submit.

(Effective Date: 01/01/2023)

Will add in a clarifying statement in regard to adjusting a work day to accommodate special circumstance for exempt staff. The committee recommends this item going to the Board for approval on the consent agenda.

Policy 260 – Leave of Absence: Language changes to clarify duration, eligibility, and benefit continuation options. (Effective Date: Immediate)

The committee recommends this item going to the Board for approval on the consent agenda.

Policy 300 – Holidays: Language changes to establish when and how holiday hours are paid, changing the vacation credit practice, and differentiation between exempt/non-exempt employees. (Effective Date: 01/01/2023)

This policy will be reviewed and further discussion at the Facilities meeting on November 2, 2022.

Policy 510 – Social Networking: Language changes clarifying acceptable behavior and use of social media and representation of the Park District. (Effective Date: Immediate)

This policy will be reviewed and further discussion at the Facilities meeting on November 2, 2022.

The following policies are for discussion and direction purposes.

Policy 240 – Sick Leave: Review current policy and discuss options for equity, accrual, payout logistics, and potential effective date.

This policy will be reviewed and further discussion at the Facilities meeting on November 2, 2022.

Policy 235 – Donation of Vacation & Sick Leave Policy: Discuss the option of expanding the leave donation options to include sick leave if the sick leave policy is changed.

This policy will be reviewed and further discussion at the Facilities meeting on November 2, 2022.

With no further items, the meeting was adjourned at 10:10 AM.

Notes submitted by: Cindy Boettcher, Administrative Specialist.