

# ADMINISTRATION COMMITTEE MEETING NOTES

Wednesday, June 14th, 2023; 8:00 AM

## Depot Boardroom

In Attendance: Commissioner Aaron Hill, Commissioner Vicki Dawson, Broc Lietz, Dave Leker, Carolyn Boutain, Dave Bietz, Susan Faus, Luke Evenson, Stacy Kruger, Amy Longtin, Tori Benders, Kylie Kanwischer, Cassie Doll, Kelly Kuntz, Laura Baldwin (marketing intern), Cindy Boettcher

Absent:

### 1. **Marketing Review March 1, 2023-May 31, 2023;** Carolyn Boutain, and Marketing Staff, presenters.

Carolyn introduced their returning intern, Laura Baldwin. She will assist with many events and Courts Plus activities.

#### **Website Accomplishments;** Cassie Doll, presenter.

- Fargo Parks website had 61,000 new visitors and 71% of those users were mobile user.
- The calendar of events is the biggest item on the website right now
- Lindenwood Campground is very popular
- VSS volunteer page has picked up.
- CourtsPlus.org had 15,000 visitors with 14,000 new users and 76% were from mobile users

Commissioner Dawson asked what is considered a new visitor. This is IP related or per phone.

- FargoGolf .net had 39,000 visitors and 75% of them were from a mobile device
- Urban Plains Plot Project page is a new page with information about the project
- Project update page on the website to provide updates on the Sports Complex and Island Park pool, and this had 185-page views. Added a copy of the Yunker Farm master plan
- Started work on the VSS website redesign

Commissioner Hill asked how to capture the older population. Commissioner Dawson commented that we may see a shift within the next 10 years in older users. Currently the seniors receive a printed newsletter which is called the Silver Quill, and this is distributed through the mail and throughout the region at various locations. The newsletter has recent and upcoming events of interest with county specific information.

#### **Social Media;** Kylie Kanwischer, presenter.

- Fargo Park District Facebook page has over 18,000 followers and 791 of those users are new
- Broadway Square Facebook page has over 7,000 followers and 280 of those users are new
- The new Fargo Golf Facebook page has 1.9K followers in less than 3 months

Commissioner Dawson asked what will happen to the other Facebook pages and they will remain. The golf pro's can also post on their specific course sites.

#### **Rebranding.**

The Board approved moving forward with the updated rebrand of the logo with a 3-year plan for

implementing. There will be ongoing meetings with departments to continue the planning for implementing the new logo and colors.

Commissioner Dawson wants everyone to be conscientious about changing the signage regarding the signs that do still have useful life left in them. The starting point will be the signage that is in need of replacement. Some signs may only have minor changes.

#### **Other.**

- Our digital asset library has over 35,000 photos and graphics for the organization, and working on updating images and photos
- The team will be implementing Canto, which is a digital asset library software which uses artificial intelligence when recognizing images. With this software you can tag photos and just search a keyword to find certain items.

#### **External Communications and Public Engagement; Tori Benders, presenter.**

- Our goal is to tell the Fargo Parks story and engage the public as much as possible
- Continue to concentrate on short video content
- Uploaded 22 videos on the Fargo Parks YouTube page
  - Park Board meetings
  - Sports Complex updates
  - All staff meetings
  - Muni Misfits
  - Island Park pool demolition
  - Water safety
  - Discover Junior Golf Tour
- Average of 3-5 stories/media mentions each week
- 31 news releases sent highlighting announcements and updates and 20 of those generated news stories
- Currently engaging the public for a survey on the brochure. The survey is posted on social media and available online through the month of June
- Currently looking into promoting public engagement with a software called TextMyGov. This is way for the public to notify us if they see something or want something and get a response.

#### **Events & Programs; Kelly Kuntz, presenter.**

Foundation golf classic went very well. Implemented a new format by charging golfers as part of a fundraising effort for scholarships and sold out the event.

#### **Internal Communications and Employee Engagement.**

- Sending out a weekly newsletter to staff with an average open rate of 55%, and to the Board and Directors with an average open rate of 65%
- Led two Director level media trainings and two general media trainings- training includes role play of common media interview experiences.
- Did some media training with pool staff and lifeguards

## **2. Procurement Policy Update;** Luke Evenson, presenter.

These are the guidelines and rules for Park District employee staff when purchasing goods or services. This policy was adopted in 2020 so we wanted to do some quick and easy updates.

The first change is to have supervisor approval on every purchase.

- Supervisor approval \$0.00-\$2500.00 will need a supervisor approval
- Purchases over \$2501.00 will require the Director approval
- All purchases from \$10,000 to \$50,000 requires written specifications and a minimum of three informal price quotes be obtained
- All purchases from \$10,000 and up must be reviewed and approved by the Supervisor, Director, and Finance Director.
- Amounts of \$50,000 and above will still require the bidding process and approved through board action

This will be implemented with new technology within our accounting software in the next six months or so. All the paths of approvals will be set up through finance. We are currently beta testing this with concessions right now.

Some other changes are taking out the word department and leaving the word Director. This provides flexibility if a person is out of office another Director can approve.

We will still use the State purchasing where the State procures the contracts with other vendors and we can then purchase through the state contract.

P-card purchases will follow the same new approval process.

Commissioner Dawson thinks this is a good idea and it keeps people honest.

The Committee is in favor of the Procurement Policy and recommends it be brought forward to the full board for consideration and approval. Bring to the full Board: July 11, 2023.

## **3. HR Task Force Update;** Stacy Kruger, presenter.

The purpose of the HR Task Force is to review and evaluate existing HR policies, employee benefits, and make recommendations for potential changes. The first kick off meeting was held on June 6<sup>th</sup>, 2023, to get to know all the members and set goals on what they hope to achieve.

The task force members will meet bi-weekly on Tuesdays until the work has been completed. The members of the task force are employees from the various departments. The intent was to select a diverse group of employees who would stand for different perspectives.

The first items they will be working on will be the inclement weather policy and the flexible work policy. Stacy has reached out to all Park Districts from the State of ND with a survey on the benefits they all offer, holidays, healthcare percentages, and much more.

Commissioner Dawson wondered if we have an adequate number of people from the Parks department since that is such a large department. Members can be added if needed. The whole task force will help other members also. This could possibly be an ongoing committee and change out the members periodically.

Commissioner Hill stated that doing the work now and then it could be every other year later. This is a good opportunity to work with others within the Fargo Park District.

If there are items anyone wants the task force to work on right away, please get that information to Stacy.

#### **4. Administration Division 2023 Goals; Susan Faus, presenter.**

The work goals listed are prioritized that are high priority for the different departments.

##### **IT Goals; Amy Longtin.**

- Equipment ordered and this item is completed for the Fargo Sports Complex. Equipment should be installed about three months prior to moving.
- Phone upgrade is completed at the Depot location, and currently working on Courts Plus. The IP phones will move over to the Sports Complex.
- The asset tracking software is going to track laptops, computers, and other items and this will be under the IT department.
- Working with vendor on a backup solution that best fits our needs.
- Cyber Security training went well, and it made all employees more aware.
- We want to look at companies that can assist with the revamp of our current SharePoint site. This will be a big project.
- Starting to replace computers at VSS and Courts Plus.

Commissioner Dawson asked how we will handle IT internally only. Right now we still use Corp Tech until the end of August. Amy stated there would need to be additional employees added to the IT department in the future.

##### **HR Goals; Stacy Kruger.**

- The hiring process for full-time staff is wrapping up and nearly finished
- Seasonal hiring kickoff meetings were done in February with a good response from supervisors. Unsure if Fall kickoff meetings are needed and will evaluate this closer to that time.
- New hire orientation training will be held at the end of June and will hold these training on a quarterly basis. We will go over policies, safety procedures, payroll processes, org charts, marketing, finance, IT, etc. These are held for FT employees only.
- We will have supervisor training with Holly Huso, The Haymaker Sales & Leadership vendor. This will be six sessions per year. A couple of the topics include Emotional Intelligence, and Bias.
- Seasonal market study has been completed for full-time and part-time staff for 2024.

##### **Community Relations Goals; Carolyn Boutain.**

- Still working with all departments to develop marketing wrap up and evaluation documentation
- Internal communications plan is at a completion phase based on the issues identified by BerryDunn, and working on the next layer
- Kelly and Cassie are working on the standards for the Parks Foundation and VSS Foundation.
- Creating a plan to update the bi-annual brochure. There is a survey going out and asking for information and feedback for the month of June.

- Developing strategies for engagement with the public

Commissioner Dawson stated the professional look of things is very nice, consistent, and clean looking.

- Improve ADA compliance in signs and overall communication is in progress
- Brand refresh has been approved by the Board. We have completed updates to the website, social media, and other documents.
- Reviewing the Fargo Park District Brands and working with HR to provide education to new staff on their platforms beginning the end of June as part of new hire orientation training
- Plan to transfer the youth golf program into the golf department for 2024. Also discussing adding the position of Golf Director for 2024
- Develop standards for Sales and Sponsorship is currently in a draft format of the written standards developed by Tyler R

#### **Financial Goals; Broc Lietz.**

- Technology integration in Finance and Business office
  - Expense management
  - New p-card system and moving away from the City's p-card system
  - Get away from the manual processes
- Zero-base budgeting philosophy
  - Luke and Broc meeting with each Director for the budget in each area
  - Multi-year approach
- Financing and Projects
  - Cash flow management
  - Long term plan for all projects
  - Multi-year transitions
  - Fund 40 - Internal transfer line and can use for annual items
  - Debt issuance moved back a month or two
  - Paying monthly bills as they come in and minimize interest on debt
  - We raised the Mill in 2023 and we should spend it in 2023
- Cost recovery model
  - Try to set markers
  - Maximize golf revenue potential moving forward
- Asset Tracking Software with Business Office
  - IT will be taking this over in July 2023

Commissioner Dawson stated it is great to see all these items, its very ambitious, and doing better for the long term.

Commissioner Hill also stated that its working on the business, not in the business and drive forward.

With no further items, the meeting was adjourned at 9:40 AM

Notes submitted by: Cindy Boettcher, Administrative Specialist.