

ADMINISTRATION COMMITTEE MEETING
Wednesday, October 18, 2023; 8:00 a.m.

Fargo Park District Board Room
701 Main Avenue, Fargo

Board Committee Members:
Vicki Dawson, Jerry Rostad & Dawn Morgan

AGENDA

1. Review Personnel Policies; Stacy Kruger, presenter.
 - a. Holidays Policy No. 300
 - b. Funeral Leave Policy No. 250
 - c. Flexible Work Policy No. 159
 - d. Inclement Weather Policy No. 180
 - e. Residency Policy No. 150
2. Marketing Review June 1, 2023 – September 30, 2023; Carolyn Boutain and Marketing Staff, presenters.
3. Administration Division 2023 Goals; Susan Faus, presenter.
4. Other

Next Fargo Park Board Meeting: November 14, 2023; 5:30 p.m.



MEMORANDUM

DATE: October 10, 2023

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 1a – Review Policy 300 - Holidays

The HR Taskforce is recommending recognizing 2 additional holidays in the name of cultural unity and inclusivity:

1. Martin Luther King Day – third Monday in January which honors the life of a fighter for racial justice and equality for every race.
2. Juneteenth – June 19th to commemorate the emancipation and abolishment of slavery in Texas on June 19th, 1865.

The Park District respects and celebrates freedom, but any celebration of freedom should include Juneteenth. The Fargo Park District would be the second park district in North Dakota to recognize this Federal Holiday.

In addition to the above Holidays, the Taskforce would like to see an early closing on Christmas Eve, if the day falls on Monday, Tuesday, Wednesday, or Thursday. The taskforce has noticed a trend of businesses, public and private, who are closing early and allowing employees to take advantage of a longer Christmas holiday, creating a better work/life balance during which can be a stressful and emotional time of year. Christmas Eve closing early, would be treated as a ½ day paid holiday (4 hours).

If you have any questions before the Committee meeting, please contact me.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO

HOLIDAYS

POLICY NO. 300

DRAFT

Date Approved by Park Board 3/17/19, 11/15/2022 Date Reviewed by Staff 10/2/2023

The Park District observes the following holidays:

New Year's Day	-	January 1
<u>Martin Luther King Jr. Day</u>		<u>Third Monday in January</u>
President's Day	-	Third Monday in February
Good Friday		
Memorial Day	-	Last Monday in May
<u>Juneteenth</u>	-	<u>June 19</u>
Independence Day	-	July 4
Labor Day	-	First Monday in September
Veteran's Day	-	November 11
Thanksgiving Day	-	Fourth Thursday in November
Friday after Thanksgiving		
<u>Christmas Eve</u>		<u>December 24 *** (early closing – ½ day ½ day holiday pay)</u>
Christmas Day	-	December 25

When a holiday falls on Saturday or Sunday, the preceding Friday or the following Monday, respectively, is observed as the holiday.

~~on a~~

All regular full-time employees will receive holiday hours based on employment status. Regular full-time employees who are required to work on holidays because of the nature of their work, or because of their regular work shift, will be paid for the hours worked and receive 8 hours of Holiday pay.

Holiday pay is not considerable for overtime. Holiday pay is paid out at employee's regular rate.

Procedure:

Non-exempt:

Work 4 hours on holiday, will be paid 4 regular hours + 8 holiday hours – no vacation credit

Exempt:

Will be paid 8 hours of Holiday pay only, regardless if worked on holiday or not – no vacation credit

Golf Pros:

Will receive full pay – no holiday pay and no vacation credit

***When Christmas Eve falls on a Monday, Tuesday, Wednesday, or Thursday the Park District will close at noon on that day. Non-exempt employees would be compensated for hours actually worked and receive 4 hours of Holiday pay.

Exempt employees will receive 4 hours of Holiday pay and expected to work ½ day.

Employees may choose to work during the early closure or any Holiday, with prior approval by their supervisor.

Veteran's Day	Thanksgiving	Day After Thanksgiving	Christmas Eve	Christmas Day	Personal Day	Other Holidays if approved that year	Notes
Cass County	Cass County	-	Cass County ***	Cass County	-	yes, if declared by govenor	* see their table
City of Fargo	City of Fargo	-	City of Fargo***	City of Fargo	City of Fargo (1)	yes, if approved by appointed	* not official, but have closed earl
Fargo Parks	Fargo Parks	Fargo Parks	-	Fargo Parks	-	-	
Bismarck Parks	Bismarck Parks	Bismarck Parks	-	Bismarck Parks	-	-	
Devils Lake Parks	Devils Lake Parks	-	-	Devils Lake Parks	-	-	
Dickinson Parks	Dickinson Parks	Dickinson Parks	-	Dickinson Parks	-	-	
Grand Forks Parks	Grand Forks Parks	Grand Forks Parks	-	Grand Forks Parks	-	-	
Jamestown	Jamestown	Jamestown	-	Jamestown	-	-	
Mandan Parks	Mandan Parks	-	-	Mandan Parks	-	-	
Minot Parks	Minot Parks	-	-	Minot Parks	Minot Parks (1)	-	
Valley City Parks	Valley City Parks	Valley City Parks	Valley City Parks ***	Valley City Parks	-	-	*get 1/2 day off if Mon - Thurs
Wahpeton Parks	Wahpeton Parks	Wahpeton Parks	Wahpeton Parks***	Wahpeton Parks	-	yes, any day appointed by president or govenor	*get 1/2 day off if Mon - Thurs
-	Watford City Parks	-	-	Watford City Parks	-	-	
West Fargo Parks	West Fargo Parks	West Fargo Parks	West Fargo Parks	West Fargo Parks	West Fargo Parks (2)	-	
Williston Parks	Williston Parks	-	-	Williston Parks	-	-	



MEMORANDUM

DATE: October 11, 2023

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 1b – Review Policy 250 – Funeral Leave

Funeral leave provides the emotional space that employees need to deal with both the logistical and emotional aspects of the death of a family member in a healthy way.

The HR Taskforce reviewed the Funeral Leave policy. The taskforce found that Bereavement/Funeral leave differs amongst all employers and that 3 to 5 days of time off per loss of an immediate loved one each year, is trending to be the benchmark amongst all employers nationwide. The Taskforce recommend the 4 days currently offered to employees, aligns with the nationwide benchmark.

Many employees will come to work for us as part of a blended family. It was identified in reviewing the policy that the list of immediate family members did not include Step or Foster family members. This change allows us to show how we acknowledge and accept diverse levels of family.

The HR Taskforce recommends expanding the list of immediate family members to include Stepparents, Stepchildren, Step siblings, Grandchildren, and Grandparents-in-law. They also recommend replacing “next of kin” with “relationships” in the last paragraph. The Taskforce also recommends employees have the ability to use sick leave for other funerals not covered in the list of immediate family members.

If you have any questions before the Committee meeting, please contact me.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO
~~FUNERAL~~ **FUNERAL LEAVE**
POLICY NO. 250

DRAFT

Date Approved by Park Board 03/17/09

Date Reviewed by Staff 04/01/19; 8/31/23

Regular full-time employees are eligible for funeral ~~funeral~~ leave. Absence from work because of a death in the immediate family may be excused without loss of pay, to a maximum of four (4) calendar days per ~~loss~~. The immediate family is defined below:

Spouse

Parent

Stepmother / Stepfather – added

Foster parent - added

Mother-in-law / Father-in-law

Child

Stepchild – added

Foster child - added

Daughter-in-law / Son-in-law

Brother/ Sister

Stepbrother / Stepsister - added

Brother-in-law / Sister-in-law

Grandchildren - added

Grandparents

Grandparents-in-law - added

~~includes husband, wife, son, daughter, mother, father, mother in law, father in law, brother, sister, brother in law, sister in law, son in law, daughter in law, grandparents and~~ Such other relationships as approved by the Executive Director and ~~HR Director~~ prior to the funeral leave being taken.

Employees may use up to 2 days of sick leave to attend the funeral of any other relationship, not stated above.

Bereavement Leave Offerings:

Nationwide Benchmark: 3 to 5 days of timeoff per loss of a loved one each year

Cass County: Up to 4 calendar days for Spouse, Parent, Child, Sibling, Employee, Grandparents, and Grandchildren

Up to 2 calendar days for extended family for employee's spouses parents, spouses siblings, spouses grandparents, foster parents, foster children, your child's spouse.

Aunts and Uncles at the discretion of department head

City of Fargo: Up to 4 calendar days for spouse, child, parent, sibling, mother/father in law, sister/brother in law, daughter/son in law, or other next of kin approved by appointing authority.

ND State Employees: Up to 3 days for husband, wife, son, daughter, father, mother, father in law, mother in law, step parents, brother, sister, stepsiblings, brother in law, sister in law, grandparents, grandchildren step children, foster parents, foster children, daughter in law, son in law.

Family Health Organization: Need 3 months of service, then receive up to 5 days leave, for parents, step parents, siblings, step siblings, spouse, children, parents in law, brother/sister in law, son/daughter in law, grandparents, & grandchildren.

FYI: in 2022, we had 13 employees use Funeral Leave, for a total of 288.50 hours / \$8,002.61 dollars paid out, only 1 employee had multiple (2) funeral leaves during the year.
So far in 2023, 7 employees have used Funeral Leave, for a total of 145 hours / \$4,924.29 dollars paid out, no multiple funeral leaves.



MEMORANDUM

DATE: October 10, 2023

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 1c – Review Policy 159 – Flexible Work Policy

The Fargo Park District supports workplace flexibility to promote a highly productive work environment and recognizes that flexible work arrangements can help the organization recruit and retain valuable employees, increase morale and overall job satisfaction, and provide employees an attainable work/life balance.

The HR Taskforce has written a new policy that will help the Fargo Park District with those aspects stated above.

The Taskforce is recommending the following flexible work options:

1. Flextime – example, someone starting at 8:00 am to drop kids off at daycare and working till 5:00 pm, instead of the 7:30am to 4:30pm shift.
2. Compressed workweek – example, work four 10-hour days, Monday thru Thursday, instead of the normal five workdays in a week.
3. Teleworking – example, work remotely Tuesday and Thursday, Monday, Wednesday, & Friday are in their main Park District work location.

The HR taskforce recognizes that all flexible work arrangements are discretionary based upon the needs of the department, division, or work group. Flexible work arrangements do not mean that duties, obligations, responsibilities, or terms and conditions of employment are modified.

If you have any questions before the Committee meeting, please contact me.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO
FLEXIBLE WORK POLICY

POLICY NO. 159

DRAFT

Date Approved by Park Board

Date Reviewed by Staff

The Fargo Park District supports workplace flexibility to promote a highly productive work environment and recognizes that flexible work arrangements can help the organization retain valuable employees and reduce turnover costs while also benefiting staff by providing a way to more effectively meet the demands of their work and personal responsibilities. The Fargo Park District also recognizes that flexible work arrangements are an important part of modern work culture.

This policy establishes the guidelines for flexible work arrangements to situations that fall outside of the typical Park District work schedule and last longer than two months. These arrangements must meet the needs of the Park District and the responsibilities of the position the employee holds. Outstanding service to the public and internal customers is paramount to how we work.

While not all positions will be suitable for flexible work arrangements, requests will be reviewed on a case-by-case basis taking into account the departmental needs and the employee's ability to maintain a high level of service. A flexible work arrangement is a business and workplace strategy, not an employee right.

FLEXIBLE WORK OPTIONS

A. Flextime: Agreed-upon starting and departure times that differ from the standard schedule for the department, division, or work group. Flextime does not reduce the total number of hours worked in a given workweek. Flextime options can include fixed starting/ending times that change periodically; starting and ending times that can vary daily and variations in the length of days (e.g., six-hour day followed by a 10-hour day).

B. Compressed workweek: A traditional 40-hour workweek condensed into fewer than five workdays (e.g., four 10-hour workdays).

C. Teleworking: A regular, routine work arrangement that allows the employee to perform a portion of the job outside of Park District facilities. This type of arrangement specifies the number of hours and days to be worked outside of the office and the specific time in which it will occur.

CRITERIA

Flexible work arrangements are discretionary based upon the operational needs of the department, division or work group and must have prior approval by the supervisor, department director, and Human Resources Director.

Requests for flexible work arrangements will be evaluated based on the employee's ability to perform their job duties, tasks and responsibilities remotely or independent of co-workers or team members.

GENERAL GUIDELINES

- A. Flexible work arrangement requests are not the same as the occasional need for flexibility. Flexible work arrangements generally last longer than two months and are a regular and predictable part of the employee's work schedule.
- B. Not all requests will be accommodated and not all positions are appropriate for flexible work options.
- C. Performance expectations remain the same regardless of the employee's work schedule or location.
- D. Flexible work arrangements are not guaranteed or permanent – they may change as the needs of the department, division, or work group change. Supervisors, Directors or Human Resources may temporarily adjust work schedule or location as needed to meet the operational needs of the work group.
- E. Flexible scheduling options that include unequal work weeks are not allowed. (i.e., 32 hours in one week and 48 hours in the next).
- F. When making decisions regarding flexible work arrangements, customers and staff should not be adversely affected by a flexible work arrangement. A flexible work arrangement may be discontinued if adverse effects arise.
- G. Flexible work arrangements must be in compliance with the Park District information security and data policies as well as all other Park District policies.
- H. The employee should receive approval for temporary deviations in their established work schedule from the supervisor in the same manner that they would without a flexible work arrangement. (i.e., vacation, sick, funeral, FMLA, etc.).
- I. All flexible work arrangements are subject to the Park District Employment Rules and the Fair Labor Standards Act and other relevant laws.
- J. Eight hours of pay is the maximum allowed per holiday. If a holiday falls on a day that an employee is scheduled to work more than eight hours (i.e., such as 4/10 workweek), the employee must use vacation or personal leave to supplement the rest of the scheduled workday or flex the time by working another day in the same work week as approved by the supervisor. If a holiday falls on a day that an employee is not scheduled to work, the employee must work out an arrangement with their supervisor. Arrangements can include supplementing the holiday on one of their working days, work overtime that week (with supervisor approval), etc.
- K. If a Flexible Work Arrangement Request is denied, the supervisor must schedule a meeting to review the decision with the Human Resources Director and Deputy Director.
- L. Working off the clock by nonexempt/hourly employees is strictly prohibited. All overtime hours must be approved prior to working them by their supervisor.

TELEWORKING GUIDELINES

- A. The work area should be suitable to complete the work assigned, safe, ergonomically appropriate, and located in a space where employees can conduct business professionally. The Park District will not be responsible for costs associated with the setup of the employee's home office, such as remodeling, furniture, or lighting, nor for repairs or modifications to the home office space. The Park District accepts no responsibility for damage or repairs to employee-owned equipment. The work area should provide sufficient security for data, phone conversations, etc.
- B. Employees who telework must have internet access with enough bandwidth to perform effectively. As bandwidth requirements can vary greatly depending on the work to be performed, employees should contact IT if they need assistance determining the appropriate bandwidth for their specific needs. Equipment needs (including hardware, software, modems, phone and data lines and other office equipment) for teleworking will be determined on a case-by-case basis by the Park District with information supplied by the employee and the supervisor. The decision as to type, nature, function and/or quality of electronic hardware, software, systems access, data, and phone lines rests with the supervisor in coordination with the Park District's Information Technology department. Equipment provided by the Park District is limited to authorized persons for Park District-related purposes. Upon separation of employment, all Park District property will be returned to the Park District, unless other arrangements have been made.
- C. Employees will be expected to ensure the confidentiality and security of all Park District data accessed from or transported to the remote work site.
- D. Employee must be in good standing before teleworking. Employee cannot be on a performance improvement plan.
- E. A teleworking arrangement cannot substitute for regular dependent or childcare.
- F. Any work-related accident, injury, or illness that occurs while teleworking should be reported immediately to the employer's supervisor so that an Initial Incident Form can be completed. An employee is covered by Worker's Compensation laws while teleworking.
- G. Employees are solely responsible for determining an appropriate level of homeowner's insurance based on their own circumstances. Employees are encouraged to check with their insurance carrier about the implications of working from home.
- H. Federal and state tax implications of teleworking and use of a home office are the responsibility of the employee.
- I. The teleworker's schedule, including number of teleworking days per week (limit 2 days/ week), normal teleworking hours and use of vacation, personal or compensatory time will be discussed with the employee prior to finalizing the teleworking agreement.
- J. The supervisor retains the right to call a teleworker into the office as needed. Teleworkers should be accessible as they would be in Park District offices. The only difference is where the work occurs. The arrangement must be seamless to customers.
- K. Teleworkers are expected to develop an effective communication strategy with their supervisors and work unit. Teleworkers must be reachable during agreed-upon work hours.
- L. Teleworkers must notify their supervisor of their availability and/or change of teleworking location.

M. Teleworking employees may submit mileage for any travel between your main Park District work location and secondary location.

N. Telework employees who are not exempt of the Fair Labor Standards Act will be required to accurately record all hours worked using the Park District time keeping system. Any work deemed as unauthorized work of “off-the-clock” (work outside of scheduled hours that has not been approved by a supervisor) is strictly prohibited for non-exempt employees.

O. Teleworkers are expected to dress appropriately with a clean/organized workplace that can be displayed in virtual meetings.

PROCESS

A. The employee must complete a flexible work arrangement request form and submit it to his/her supervisor.

B. The employee and supervisor must discuss the flexible work arrangement request.

C. The work group’s operational needs must be considered (e.g., impact on work group, co-workers, customers, budget, business needs, etc.)

D. Supervisors should specify when the employee is expected to be present at the office, how they are to be available during their offsite work time and how they are to communicate their specific availability, if the flexible work arrangement is approved.

E. Flexible work arrangement agreements must be in writing and approved by the supervisor, department director and Human Resources Director before taking effect.

F. Supervisors should evaluate an employee’s flexible work arrangement with them on an ongoing basis and review the flexible work arrangements among their work group to ensure ongoing equity. Flexible work arrangements will need to be renewed each calendar year (if not changing, an email to the Human Resources will suffice).

G. The Park District will assess the flexible work arrangement policy on a periodic basis.

PERFORMANCE STANDARDS

Performance expectations remain at the same level as they would if not under a flexible work arrangement. If performance standards are not met, the ability to work a flexible work arrangement may be revoked until performance improves.

Any short-term changes of work hours or work location should be reviewed and approved by the supervisor in advance.



FLEXIBLE WORK ARRANGEMENT REQUEST FORM

Complete this form and provide to your supervisor:

Name: _____

Date Submitted: _____

Title: _____

Dept/Division: _____

Type(s) of Flexible Work Arrangement Being Requested:

Flextime

Teleworking

Compressed Workweek

Proposed Work Arrangement:

*Each week must have 40 hours of work accounted for

Week 1				Week 2			
	Start-End	Total	Location		Start-End	Total	Location
Sunday				Sunday			
Monday				Monday			
Tuesday				Tuesday			
Wednesday				Wednesday			
Thursday				Thursday			
Friday				Friday			
Saturday				Saturday			

Effective Date: _____

Prior to submitting this proposal, I reviewed the Fargo Park District’s Flexible Work Policy and have reviewed the information regarding creating a safe and comfortable workstation. I understand that the Park District is not obligated to approve the proposed flexible work arrangement for any employee. I understand that the decision to approve my proposal is at the discretion of my supervisor in consultation with my department director and the Human Resources Director. I understand that if my proposal is denied I will be provided with a written explanation.

Employee Signature

Date

Work Responsibility Details

*This page **must be brought to your supervisor and completed together**. List any potential concerns with any of the following:*

Impact on customers, co-workers, supervisors, department, etc.:

Potential distractions of telecommuting:

How performance and productivity will be assessed:

All necessary equipment to perform job duties (i.e. internet, laptop, dedicated workspace):

Approval/ Denial

- Request approved; see Flexible Work Arrangement Agreement

- Request denied; explanation:

Flexible work schedules are subject to ongoing review and may be subject to termination at any time for any reason or no reason at all. The supervisor and the employee will endeavor to provide at least 30 days' notice prior to ending or changing an approved arrangement. Certain Park District or personal needs may necessitate less advanced notice. In some instances, a resumption of the original schedule may no longer be possible, and alternatives will be identified.

_____ Employee Signature	_____ Date
_____ Supervisor Signature	_____ Date
_____ Department Director Signature	_____ Date
_____ Human Resources Director Signature	_____ Date

Expiration: Arrangement will end on: _____



MEMORANDUM

DATE: October 10, 2023

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 1d – Review Policy 180 – Inclement Weather

The primary goal in establishing the Inclement Weather Policy is to provide clarity to employees and to ensure that employees stay safe, connected, and informed during any severe weather event that may arise.

The HR Taskforce updated the existing policy to provide clarity to employees. The “remote work” aspect was added in relation to our new Flexible Work Policy. In assessing the policy, the Taskforce recommends that the reference to essential employees be removed from the policy. The Park District does not have the same responsibilities that the City of Fargo’s essential personnel would have during an inclement weather event.

The HR Taskforce recommends not making any changes to the pay structure for an early closure, late opening, or complete closure. Employees that were required to work or were at work before the offices closed will be compensated for the hours they actually worked before the closure plus Weather pay and will not be issued vacation credit.

If you should have any questions, please feel free to contact me prior to the October 18th Administration Committee meeting.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO
INCLEMENT WEATHER POLICY
POLICY NO. 180

Date Approved by Park Board 06/12/18 Date Reviewed by Staff 01/10/2020

The Fargo Park District is committed to the safety and security of each employee. As such, the decision to close the Park District, and/or close early is based on the overall concern for the safety and security of the Fargo Park District employees.

In general, the Fargo Park District's practice is to remain open and to conduct business as usual during periods of inclement weather, except as noted in this policy statement. Unless otherwise directed, all employees are expected to report to work at their regular time and to remain at work throughout the course of their regularly scheduled workday.

We encourage employees to use their best judgement about working through severe weather events. If an employee believes they cannot commute safely between their home and place of work during periods of inclement weather, or will have a late arrival due to weather, the employee is required to notify their supervisor and use either vacation leave, unpaid leave, or make up the hours.

~~Each Director has the authority to allow employees within his/her department to report late, leave early or not report at all on days when weather conditions could jeopardize the employee's safe travel between the employee's residence and place of work. Vacation hours or leave without pay (if no vacation is available in the employee's bank) are to be used for the days/hours missed that the employee was scheduled, and the office was open. The specifics bulleted below are requirements under Dept of Labor (DOL) ruling.~~

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Exempt employees are not paid by the hour but rather receive a set salary, therefore, the hours of vacation ~~they/he/she~~ would be required to take would depend on if ~~they/he/she~~ came into work at all that day or worked remotely while the office was open.

~~• If an exempt employee doesn't have accrued vacation available, they must still be paid their regular salary if the decision is made to close the office and the employee's absence is due to the Fargo Park District's decision to close.~~

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- If the exempt employee misses a full day of work because of inclement weather when the office remains ~~open~~open, ~~they he/she~~ will be required to use vacation or unpaid time will be taken if no vacation is available. Exempt employees are paid for partial day absences even if ~~they/he/she~~ ~~have~~s no accrued time in ~~their/his/her~~ bank.

Hourly employees are to use vacation for hours they were scheduled while the office is open but they're not at work.

- The employee, with the permission of the ~~ir~~ Director, Manager or Supervisor, may be allowed to work "make up" hours rather than taking vacation or leave without pay, if the "make up" hours ~~can-must~~ be worked in the same week ~~off~~following the time off.

The Park District will pay for up to 16 hours of regular time within a calendar year, if the Executive Director or Deputy Directors make the rare decision to close the Fargo Park District as a whole

due to inclement weather for a partial day, whether opening late or closing early. All benefited employees previously scheduled to work during closed hours will be paid the number of hours necessary to complete their regularly scheduled shift. If the Fargo Park District is closed for an entire workday, all benefited employees scheduled to work that day will be paid. ~~Benefitted employees who are required to work or were at work before the decision to close was made, will be paid for the hours worked and receive 8 hours of Weather Pay. No hours will be paid over 8 hours per workday.~~ The 8 hours should be reported as ~~Weather~~regular working hours and will not be included in any overtime calculation. If the employee had approved vacation or sick time, those hours would be used as planned. ~~Any additional inclement weather hours over 16 would be brought to the Park Board for consideration.~~

~~Each Director will determine essential personnel as a case by case basis. Essential personnel are expected to make every effort to report to duty and must contact their supervisor of any difficulties as early as possible.~~

~~Essential personnel will be credited one hour of vacation, up to 16 hours, for every hour worked prior to the administrative offices being open for business.~~

~~Specific facilities and s~~Site offices ~~not located in the Fargo Moorhead area~~ will be assessed individually based on the weather in those ~~are~~sities. The Executive Director, Deputy Directors or VSS Director will make the final decision on closure at those sites.



MEMORANDUM

DATE: October 10, 2023

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 1e – Review Policy 150 – Residency Policy

The HR Taskforce and the Leadership Team conducted a thorough review of the existing Residency Policy with the upcoming recruitment of the Executive Director position. The HR Taskforce reviews all policies being considered for updates.

The HR Taskforce determined any changes, or the elimination of the Residency Policy is a board decision, since the policy impacts one employee only and that employee reports to the board.

The Leadership Team determined:

1. The first paragraph of the policy has been incorporated in the Flexible Work Policy.
2. The second paragraph does not need to be a policy but suggest that this could be included in the Executive Director employment contract if warranted by the Commissioners.

The Leadership Team recommends the elimination of Policy 150 – Residency Policy.

If you have any questions before the Committee meeting, please contact me.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO
RESIDENCY
POLICY NO. 150

Date Reviewed by HR 01/01/16

Date Approved by Park Board 01/12/16

~~Employees are not required to live within the corporate limits of the City of Fargo. However, Employees may be required to report for duty within a certain specified time after being called by their Supervisor. Response time may be different for various departments and will be established by the Director of the department.~~

~~-~~

~~The exception to this policy, however, is that the Executive Director, appointed by the Board of Directors to administer the Park District's operation and to be, in part, the face of the Park District in the City of Fargo, shall be required to live in and maintain their personal residence within the city limits of the City of Fargo. If not a resident of the City of Fargo at the time of hire, the Executive Director will be required to establish the Fargo residence with six (6) months of accepting the position. An Executive Director's employment may be terminated by the Board of Park Commissioners if he/she fails to establish that Fargo residence or later changes their personal residence to outside the City of Fargo.~~



MEMORANDUM

DATE: October 11, 2023

TO: Fargo Park Board Administration Committee

FROM: Carolyn Boutain, Community Relations Director

RE: Agenda Item No. 2 - Marketing Review June 1-September 30, 2023

Attached is a document detailing the Marketing and Communications highlights from June 1 to September 30, and our plans through December 2023.

The Fargo Park District marketing team will be available to discuss this report at the committee meeting as time permits.

Please let me know if you have any questions before the meeting.

Thank you.



2023 Marketing Review: June 1-September 30

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
- Fargo Parks Sports Center

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 June-September 30, 2023:

Website

- **FargoParks.com** - 137k users visited the website during this time. 75% of them were from a mobile device. The top 5 pages after the home page were:
 - Lindenwood Campground (19k page views)
 - Outdoor Pools (19K page views)
 - Parks and Facilities (11.7k page views)
 - Calendar (10.4k page views)
 - Davies Pool (7.8k page views)
- **ValleySeniorServices.com** - 4.4k visited the website during this time. 51% of them were from a mobile device. The top 5 pages after the home page were:
 - Cass County Meals on Wheels (1,896 page views)
 - Cass County Senior Ride Service (985 page views)
 - Cass County Senior Centers (768 page views)
 - Cass County (587 page views)
 - Cass County Community Dining (511 page views)
- **CourtsPlus.org** - 15.7k visited the website during this time. 72% were from a mobile device. The top 5 pages after the home page were:
 - Group Ex (7.9k page views)
 - Programs Tennis (4.6k page views)
 - Memberships (3.4k page views)
 - Birthdays (2.2k page views)

- Playground (2.1k page views)
- **FargoGolf.net** - 62k visited the website during this time. 81% of them were from a mobile device. The top pages were:
 - Book a tee time (100k page views)
 - Home (67k page views)
 - Osgood (28k page views)
 - Prairiewood (27k page views)
 - Rose Creek (26k page views)
 - Edgewood (20page views)
 - El Zagal (16k page views)
- Maintained the Project Update page on the website to provide timeline updates; 242 page views with an average of 0:37 minutes reading the information.
- Started the process of redesigning the VSS website with AdShark with project projected to be completed by Jan 1.

Social Media

- **Facebook:** Fargo Park District Facebook page has 19,584 followers (1,028 new), Broadway Square has 8,331 (519 new) followers on Facebook. Fargo Golf has gained more than 1,700 followers in just 6 months.
 - That is more than 3,400 (FPD) 1,800 (BS) new Facebook followers in a single year.
- **Instagram:** Fargo Park District has over 4,188 followers and Broadway Square has reached 3,055 followers.
- Incorporated 23 reels to promote Fargo Park District organizations, events, programs, amenities, and offerings for social media campaigns. Top reel reached more than 3,118 users.
- 17 social media engagement contests on Fargo Park District, Broadway Square, Courts Plus and Fargo Golf social media pages.

External Communications and Public Engagement

- 46 videos were uploaded to the Fargo Parks YouTube page.
 - 7 Park Board Meetings, 8 Fargo Sports Complex Updates, 1 All Staff Meeting, 17 Muni Misfits, 2 Park Drone View, 6 Parks & Rec Month, 3 Event Promos, 1 Instructional, Discover Junior Golf
- Serve as Media Contacts for the organization with the goal of maintaining an average of 3-4 stories/media mentions each week.
- 31 news releases sent highlighting announcements and updates of the Fargo Park District and affiliated brands to an average of 80 contacts with an average open rate of 46%.
- 4 e-newsletters sent to an average of 16,807 active subscribers with an average of 45.3% open rate, promoting Fargo Park District & Broadway Square events, programs, and upcoming deadlines.
- Strengthened relations with Valley News Live to have a consistent bi-weekly spot on North Dakota Today on Friday mornings.
- Increased Fargo Parks community presence through booths at Red River Market, and NDSU Memorial Union.

Events & Program Highlights

- 701 Day – Record participation with a thorough marketing plan that reached audience through all mediums of communication
- VIP Foundation Event -
- Contracted with FargoMom on two specific events & a general “Fargo Parks summer” features

Internal Communications and Employee Engagement

- 18 weekly newsletters sent to full-time staff with an average open rate of 57%.
- 18 weekly newsletters sent to board commissioners and directors with an average open rate of 71%.
- Led 1 Director level media trainings to prepare members of the Director Team for media engagements and 4 general media trainings
 - Training includes role play of common media interview experiences.

Other

- Maintaining the digital asset library of 35,000+ photos and graphics for the organization.
- **Parks & Recreation Month** – July – Review
 - Theme: Where Community Grows – July 1 – July 31
 - 6 videos released on social media throughout the month
 - Collab with Love Always Floral for public art installation at Lions Conservancy Park
 - 5 community “What do you love about parks” boards
 - Initiated signed declaration of “Parks & Rec Month” for July 2023 in Fargo by Mayor Mahoney
 - 2 area billboards raising awareness for Parks & Rec month
 - Recognized by NRPA on multiple occasions for social media posts

Marketing Plans for October 1 – December 31:

- Complete editing the Spring/Summer 2024 Program Guide.
- Review 2023 Fargo Golf survey and develop campaigns for 2024 pass sales and programs.
- Continue seasonal photography and video updates planned for Fargo Park District facilities, events, programs, amenities, and offerings.
- Increase community involvement and engagement with Park Board meetings.
- Implement and execute campaign for TextMyGov for park maintenance and continued communication with the public.
- Develop plan to look at how we can best use our website analytics and create marketing plan around top pages.
- Finalize VSS Volunteer Orientation video for Meals on Wheels
- Plan and execute Giving Hearts Day campaign for Valley Senior Services
- Plan and execute Giving Hearts Day campaign for Fargo Park District Foundation
- Create design standards and classifications for all park signage
- Complete hiring for open Marketing & Communications Specialist position

Ongoing and long-term goals

- Serve as intra-departmental consultant on all branding, marketing and communications needs across the District
- Assist and coach internal staff on public speaking and media engagements
- 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
- 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
- Create evaluation process and wrap up document for outcomes for each event and program season
- Continue Media Contact role to update the public on the latest Fargo Park District events and news
- Continue Valley Senior Services Meals on Wheels Volunteer campaign
- Continue to develop Foundation materials for capital campaigns



MEMORANDUM

DATE: October 12, 2023

TO: Fargo Park Board Administration Committee

FROM: Susan Faus, Interim Executive Director

RE: Agenda Item No. 3 – Administration Division 2023 Goals

Background Information

Included in the packet is the Administration Division's annual 2023 work goals updated through Q3 (Jan - Oct). The work goals listed are priorities named by each Department and not a comprehensive list of all the work conducted in the year but gives Commissioners a sense of the essential work completed this year.

Directors will be available to answer any questions.

Please let me know prior to the meeting if you have any questions.

Thank you.

2023 Administration Division Work Goals

IT GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. Secure Bid and order networking equipment Fargo Sports Complex	Equipment ordered and completed	IT department	Q1
2. Finish phone upgrade and cut off analog lines	Depot completed. Working on Courts Plus	S & L Computers	Q4
3. Look at asset tracking software with business office	Met and discussed a solution with admin, completed	Business office	Q2
4. Backup and Disaster Recovery implementation	This will be the next budget cycle as we need it budgeted. It is in the IT budget for 2024 and we will implement our own disaster recovery replication site.	Network Center	Q1 of 2024
5. Cyber Security Training	Completed first quarter training and tests, completed	Knowbe4	Q1
6. Revamp SharePoint or find a better solution	Look at companies that can assist with the revamp of our current SharePoint need to form a committee for this.	Community relations	Q4
7. Update VSS, Courts Plus Edgewood and Prairie Wood with new computers	Started to replace computers at VSS and Courts Plus	IT department	Q2
1. Research and apply for IT grant opportunities	Researching grant opportunities and will apply for them.	IT Department	Q4

2023 Administration Division Work Goals

HR GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. Develop Hiring Process	We have this pretty much finished, just need to put down on paper and relay to supervises - DONE		Q1
2. Bring Back Seasonal Hiring Kick off meetings	This was done in February, with great response from Supervisors, not sure if we will need for Fall hiring, but will evaluate closer to then. - DONE		Q1
3. Create New Hire Orientation Training	We will be holding our first end of June Held quarterly, go over policies, safety procedures, payroll processes, org charts, marketing, finance, IT, etc. For newly hired FT employees - DONE		Q2
4. Develop Supervisor Training	We have continued our supervisor training with Holly Huso, The Haymaker Sales & Leadership. - DONE		Q2
5. Update New Hire Checklists	To assist Supervisors with newly hired FT employees. Completed.	All Departments	Q1
6. Overhaul the Performance Reviews	Base on 5 pt scale and specific job functions	All Departments	Q3
7. Bring Back Retirement Seminar	For those over 55 years old, bring in BCBS, retirement, etc.		Q3
8. Conduct Full Time & Part Time/Seasonal Market Study	This has been completed, bringing final ranges forward to see who is out of range and what is needed to get employees into range - DONE		Q2
9. Look into employee recognition/appreciation/engagement options	Will be part of social committee and HR taskforce will look into - DONE	All Departments	Q3

2023 Administration Division Work Goals

Community Relations GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. Develop consistent wrap up and evaluation of marketing plan with documentation	Marketing team started to develop standard of expectations roles and structure	All departments	Q2-3
2. Develop an internal communications plan for staff based on issues identified by BerryDunn	Completed items including weekly overview, and board meeting blog. Complete.	Executive Team and Directors	Q2
3. Develop standards for the Parks Foundation and VSS Foundation to compliment the non-profit's success using similar tools and multiple platforms	Quarter 4 evaluate the current tools and platforms used for Giving Hearts Day, templates for meeting material	Foundation & VSS staff	Q4
4. Create a plan to update the bi-annual brochure	Public survey about brochure completed. Survey of staff completed. Developed plan to update the bi-annual brochure Fall-Winter 2024. Complete.	Focus Groups, Recreation front desk and registration staff, all departments	Q2 -Q4
5. Develop a strategy for engagement with the public in projects being planned and implemented.	Completed Standardized PowerPoints for presentations, and Yunker Farm Master Plan. Met with Operations to develop a campaign for Text My Gov and iWorks. Stalled due to staff changes.	All departments, Executive Team and Directors	Q1-Q4
6. Create plan with standards to improve ADA compliance in signs and overall communication	Held meeting with Parks/Operations to discuss signage and include costs in 2024 budget. Continue to be a resource to design signs.	Parks/Operations and Recreation	Q2-3
7. Develop steps for the review of the brands and discuss rebranding, if desired	Brand refresh approved at the May 16 Board Meeting. Completed some updates to website, social media, and documents. Building the list of priority updates and 2024 budget requests. Begin updating the Branding Guidelines due to brand refresh.	Board and Executive team InHouse Ad Agency	Q2-4
8. Review the Fargo Park District Brands through education. Determine education standards and tools to provide information	Work with HR to provide education to new staff on their platforms starting the end of June. Quarterly media training implemented. Meeting with HR Staff monthly. Complete.	HR Department	Q1-2
9. Develop comprehensive golf department.	Plan for transfer of youth golf program into the golf department. Started the Discover Golf Tour for youth. Discussing adding the position of Golf Director for 2024.	Board, Executive Team and Departments	Q1-3
10. Develop standards for Sales and Sponsorship to provide clarity between Sales and Foundation	Completed the written standards. (September)	Foundation, Sales	Q2

2023 Administration Division Work Goals

Finance GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. Technology Integration in Finance and Business Office	<p style="color: red;">Process review, policy update, find efficiency from manual processes.</p> <p style="color: red;">Financial Edge has been implemented and departmental training is ongoing. This is an expense management software that creates efficiency and checks and balances for departmental purchases.</p>	Amy Longtin. Finance Department. Department Directors	Q1 Initiation Q2/3 Full Integration Q3/4 Department Training.
2. Advance Zero-Base Budgeting Philosophy	<p>The finance team wants to develop/train/implement a budgeting philosophy that responsibly aligns district needs with resource allocation and managing expenses in the fiscal year for which they are budgeted.</p> <p>Luke and Broc have been conducting one-on-one meetings with department heads to discuss budget philosophy and answer any questions regarding budget approach.</p> <p>We presented to the board an overall, multi-year budgeting approach to budgeting to strategically close the gap between revenue and expenses.</p> <p>We have worked closely with the golf pros to analyze golf pricing with a goal of maximizing revenue potential moving forward.</p> <p>Finance team has conducted its first process improvement session with all directors and these efforts will continue into the 4th quarter of 2023, and the 1st quarter of 2024 to continue improvement efforts.</p>	Commissioners. Executive Leadership Directors	<p>Q2/3</p> <p>Integration complete with the 2024 budget cycle.</p> <p>Q4-2023 Q1-2024</p>
3. Project Financing	<p>We will continue to monitor and manage cash flow for the current capital projects. Work to develop a long-range financial plan and long-range facilities plan.</p> <p>The finance team has been working with our financial advisor, PFM, to review newly passed</p>	Executive Team. Directors	Q3/4

2023 Administration Division Work Goals

	<p>legislation allowing for Park Districts to participate in the low interest loan program through the Bank of ND for infrastructure loans.</p> <p>We have also participated in a presentation by Eide Bailly on Energy Efficiency Grants potentially available for the complex.</p> <p>We are preparing resolutions for the sale of General Obligation Bonds for Phase II of the project. This will be brought to the board at the June Facilities Meeting, for a July sale.</p> <p>New general obligation bond approved at the October board meeting. The finance team request short-term investment proposals from 6 banking partners as options for bond proceeds to maximize return throughout the completion of the Fargo Parks Sprots Center.</p> <p>Finance Team and D.D. of Operation are making plans to develop structure around a long-range capital plan for future project funding.</p>		
<p>4. Cost Recovery Targets</p>	<p>Golf</p> <p>We have worked closely with the golf pros to analyze golf pricing with a goal of maximizing revenue potential moving forward.</p>	<p>Finance, golf pros, community relations</p>	<p>Q1-Q2 Integrated as part of 2024 budget approval in October. Will continue into next budget cycle.</p>
<p>5. Look at asset tracking software with business office</p>	<p>The Finance team has worked with Amy and William regarding a change to IT asset tracking. IT is ordering asset tags and demoing software solutions with full transition of IT asset tracking July 1, 2023.</p> <p>IT asset tracking has been turned over to the IT department effective 7/1/23.</p>	<p>IT</p>	<p>Q2</p> <p>Fully integrated.</p>

2023 Administration Division Work Goals

VSS GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. Review and approve VSS Core Values as identified in our 2022 Staff Training Session for implementation.		Admin Team, The Village	Q3-4
2. Create plan to identify community partners for VSS led initiatives that promote senior citizen health and well-being	Will start with review of current corporate partners.	Admin Team	Q3-4
3. Review current VSS management structure to better align management resources to leadership needs in our region.	Completed – hiring new program Manager in October.		Q3-4
4. Develop a plan to update the VSS fundraising process.		VSS Inc. Board of Directors, PD Foundation leadership, DMF	Q1-4
5. Create a team-centered approach for management of our Meals on Wheels services.	The process will start with the hiring of a new Volunteer Coordinator. - New Volunteer Coordinator has been hired.		Q2-4
6. VSS website re-do.	In progress, expect to be complete in November.	Marketing	Q3-4