

ADMINISTRATION COMMITTEE MEETING NOTES

Wednesday, October 18, 2023; 8:00 AM

Depot Boardroom

In Attendance: Commissioner Jerry Rostad, Commissioner Vicki Dawson, Commissioner Dawn Morgan, Susan Faus, Broc Lietz, Carolyn Boutain, Luke Evenson, Stacy Kruger, Amy Longtin, Tori Benders, Kylie Kanwischer, Tara Nielsen

1. Review Personnel Policies; Stacy Kruger, presenter.

A – Holidays Policy No. 300

Stacy noted the HR Taskforce is recommending recognizing two 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 HR 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).

Commissioner Dawson commented that the Park District needs to look at the proposed additional Holidays and see how the holiday would impact the Park District, i.e. staffing, programs, activities and events.

After discussion, the Committee recommends changing from 10 paid Holidays to 11 ½ paid Holidays and the HR Taskforce is to meet and review which Holidays to bring forward to the Leadership Team and then recommended to bring to the board on the Consent agenda.

Bring to Board Meeting: November 14, 2023

B – Funeral Leave Policy No. 250

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.

Stacy noted 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.

After discussion, the Committee recommended bringing the updated policy to the full board on the Consent agenda.

Bring to board meeting: November 14, 2023

C – Flexible Work Policy No. 159

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.

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

Stacy reviewed the HR 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 7:30 am to 4:30 pm 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.

The Committee asked for additional wording to be added to under General Guidelines (K) on the policy. It would read as follows – 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 and/or Executive Director.

After discussion, the Committee recommended bringing the new policy to the full board for approval on the Consent agenda.

Bring to board meeting: November 14, 2023

D – Inclement Weather Policy No. 180

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.

Stacy noted the HR Taskforce updated the existing policy to provide clarity to employees. The “remote work” aspect was added in relation to the 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.

After discussion, the Committee recommended bringing the policy to the full board for approval on the Consent agenda.

Bring to board meeting: November 14, 2023

E – Residency Policy No. 150

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 No. 150 – Residency Policy.

Commissioner Rostad thanked everyone for participating on the HR Taskforce and for their work.

The Committee is in favor of the elimination of Residency Policy No. 150 and recommends it be brought forward to the full board for consideration and approval on the Consent agenda.

Bring to Board Meeting: November 14, 2023

2. Marketing Review June 1, 2023 – September 30, 2023; Carolyn Boutain and Marketing Staff, presenters.

Social Media Highlights; Tori Benders, presenter.

- **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 Highlights; Tori Benders, presenter.

- 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 & Programs; Kylie Kanwischer, presenter.

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.

Commissioner Rostad thanked the marketing staff for their hard work. Great job!

This is for informational purposes only.

3. Administration Division 2023 Goals; Susan Faus, presenter.

Susan noted the Administration Division’s annual 2023 work goals updated through quarter 3 (January-October) are included in the packet. The work goals listed are priorities named by each Department and not a comprehensive list of all the work conducted in the year.

If there are any questions, please reach out to Susan or the department Directors.

With no further items, the meeting was adjourned at 9:30 AM.

Notes submitted by: Tara Nielsen, Executive Assistant