

**ADMINISTRATION COMMITTEE MEETING**  
**Wednesday, March 13, 2024; 8:00 a.m.**

Fargo Park District Board Room  
701 Main Avenue, Fargo

**Board Committee Members:**

***Vicki Dawson, Jerry Rostad & Dawn Morgan***

**AGENDA**

1. Presentation on Fargo Parks Sports Center logo; Kali Mork and Kylie Kanwischer, presenters.
2. Marketing Review October 1, 2023–February 29, 2024; Carolyn Boutain and Marketing Staff, presenters.
3. HR – Policy Updates
  - a. Policy 473 – Parental Leave
  - b. Policy 235 – Donation of Vacation and Sick Leave
  - c. Policy 330 – Authorized Use of Park District Vehicles
  - d. Policy 230 - Vacation
4. Administration Division Work Plan 2024; Susan Faus, presenter.
5. Other

***Next Fargo Park Board Meeting: April 9, 2024; 5:30 p.m.***  
***Next Administration Committee Meeting: June 12, 2024; 8:00 a.m.***



## MEMORANDUM

DATE: March 5, 2024

TO: Fargo Park Board Administration Committee

FROM: Kali Mork, Fargo Parks Sports Center Director and Kylie Kanwischer, Marketing and Communications Specialist

RE: Agenda Item No. 1 – Presentation on Fargo Parks Sports Center Logo

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For the past number of months, the marketing and Sports Center teams have been working to create a logo for the Sports Center. Each iteration has brought us closer to curating an identity for the facility.

Throughout the development process, staff maintained a focus on the two following items:

- More than Sports:
  - In addition to being the home of the Park District offices, the intent of the building is to serve the entire Fargo community, not just athletes. As such, the logo needs to reflect that intention.
  - Thus, three tags/emblems were incorporated with the vision of “Connect, Compete, and Create.” These emblems primarily will be blended but each can also stand alone depending on the usage case.
- Connection to the Park District Logo:
  - As the Sports Center is a Park District owned facility, staff wanted to ensure there was a connection to the Park District logo.
  - Therefore, four of the Park District’s brand colors were utilized as the colors of the Sports Center’s logo and the primary Fargo Park District font is utilized as the wordmark of the logo.

If you should have any questions, please feel free to contact either of us prior to the meeting.

Thank you.



# FARGO PARKS SPORTS CENTER

CONNECT COMPETE CREATE



STAFF TITLE

Marketing & Communications Specialist

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FargoParks.com



CONNECT



COMPETE



CREATE





## MEMORANDUM

DATE: March 6, 2024

TO: Fargo Park Board Administration Committee

FROM: Carolyn Boutain, Community Relations Manager

RE: Agenda Item No. 2 - Marketing Review October 1, 2023-February 29, 2024

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At the Administration Committee meeting, the Fargo Park District marketing team will update you on marketing and communications efforts, outcomes and services provided to all departments since our last meeting.

Attached is a document detailing the Marketing and Communications highlights from October 1, 2023-February 29, 2024, and our plans through May 2024.

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

Thank you.



## 2023-2024 Marketing Review: October 1-February 29

### 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 October 2023-February 2024:

#### Website

- **FargoParks.com** - 92k users visited the website during this time. 70% of them were from a mobile device. The top 5 pages after the home page were:
  - Open Skate (20.8k page views)
  - Calendar (14.8k page views)
  - Santa Village (14.1k page views)
  - Youth Programs (7.3k page views)
  - Volleyball (7k page views)New Strategic Planning Overview page – created and launched a new page on the website for Strategic Planning information and updates with 55 page views in just 2 months.
  - Page includes meeting agendas, handouts, PowerPoints and recaps summarizing meetings
- **ValleySeniorServices.org** - 7.7k visited the website during this time. 47.8% of them were from a mobile device. The top 5 pages after the home page were:
  - Meals on Wheels (2,664 page views)
  - Senior Centers (1,675 page views)
  - Community Dining (1,670 page views)
  - Transportation (1,651 page views)



The redesign of the Valley Senior Services website was completed and went live on Jan 16. This updated website added features including donating toward a meal received, purchasing a Metro Senior Ride punch card, streamlined the MOW Volunteer application and added the option for users to reach out to VSS via contact form which has been used by 84 users in the first 60 days.

- **CourtsPlus.org** - 26k visited the website during this time. 25k were new users. 74% were from a mobile device. The top 5 pages after the home page were:
  - Group Ex (11.4k page views)
  - Programs Tennis (7.8k page views)
  - Memberships (7k page views)
  - Birthdays (4.5k page views)
  - Playground (4.1k page views)
- **FargoGolf.net** - 16k visited the website during this time. 67% of them were from a mobile device. The top pages after the home page were:
  - Book a tee time (8.7k page views)
  - Osgood (3.4k page views)
  - Rose Creek (3.3k page views)
  - Prairiewood (2.6k page views)
  - Edgewood (2.5k page views)
- **FargoParksSportsCenter.com** - AdShark is working on website build and will be complete by end of May. A splash page was created prior to the facility opening that will be live in the middle of March.

## Social Media

- **Facebook:** Fargo Park District Facebook page has 20,026 followers (442 new), Broadway Square has 8,952 (674 new) followers on Facebook. Fargo Golf Facebook page has more than 1800 followers in the first year. Courts Plus Facebook has 5,716 followers (87 new).
- **Instagram:** Fargo Park District has over 4,280 followers and Broadway Square has reached 3,400 (+345) followers. Courts Plus has 1,324 followers.
- Incorporated 23 reels to promote Fargo Park District organizations, events, programs, amenities, and offerings for social media campaigns. Top reel reached more than 6,740 users.
  - Courts Plus added 11 reels promoting events, amenities, classes, and more. Top reel reached 1300 users, and engagement is up 116%.
- 6 social media engagement contests on Fargo Park District, Broadway Square, Courts Plus and Fargo Golf social media pages.

## External Communications and Public Engagement

- 20 videos were uploaded to the Fargo Parks YouTube page.
  - 5 Park Board Meetings, 1 All Staff Meeting, 3 Muni Misfits, 4 Foundation GHD, 3 Event Promos, 2 Instructional, 1 VSS GHD, 1 Holiday Card
- Serve as Media Contacts for the organization with the goal of maintaining an average of 3-4 stories/media mentions each week.
- 30 news releases sent highlighting announcements and updates of the Fargo Park District and affiliated brands to an average of 80 contacts
  - 21 press releases garnered media stories/attention for a pick-up rate of 70%
- Offered a regular segment on Valley News Live's North Dakota Today show
  - Fargo Park District staff appeared in 9 North Dakota Today interviews
- 5 e-newsletters sent to an average of 16,591 subscribers with an average open rate of 42.5%, 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.
- Created a VSS Meals on Wheels Volunteer Orientation video to assist new volunteers with duties

- Organized and implemented a successful community engagement campaign to garner feedback for the Yunker Farm Dog Park re-design project
  - 339 survey responses in less than 2 weeks
  - 2 in-person engagements at Yunker Farm Dog Park and Natural Pet Center
- Developed and implemented marketing plans for Giving Hearts Day for the Foundation and VSS.
  - Foundation raised over \$293,370
  - VSS raised over \$75,921
- Created informational takeaways for legislators touring the FPSC to push the benefits of an interchange.

### **Events & Program Highlights**

- Organized and implemented marketing plan and created talking points for the Downtown Holiday Tree Lighting which brought more than 1,400 visitors and every major media outlet to Broadway Square.
- Coordinated the Fargo Park District parade float with Events and Operations.
- Contracted with FargoMom on two specific events
- Contracted with Love Always to do 3 public art installations featuring flowers and greens from across Fargo parks, a holiday installation, and event installation for the first ever Silent Disco party.

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

- 21 weekly newsletters sent to full-time staff with an average open rate of 57%.
- 20 weekly newsletters sent to board commissioners and directors with an average open rate of 68%.
- Led 2 general media trainings, preparing a total of 16 employees to participate in media engagements.
  - Training includes role play of common media interview experiences.

### **Other**

- Maintaining the digital asset library of 35,000+ photos and graphics for the organization across multiple platforms and our digital asset management software.
- Successfully created and launched a marketing campaign for the new FORGE Internship Program
  - Promotional items such as video, webpage and handouts
  - Social media campaign
  - In-person engagements at NDSU, Concordia and MSUM
- Updated brand guidelines to fit the refreshed Fargo Park district branding.
- Created logo for the Fargo Parks Sports Center
- Led the Art and Decor committee to come up with a plan for the Fargo Parks Sports Center. This plan integrates Fargo Parks into the visual narrative of the space with vibrant, locally-crafted installations that celebrate diversity, showcase Fargo's essence, and draw inspiration directly from the natural beauty of the Fargo Parks.

### **Marketing Plans for March 1 – May 31, 2024:**

- Editing the Fall 2024/Winter 2025 Program Guide.
- Develop and implement campaigns for 2024 golf pass sales and golf programs.
- Increase community involvement and engagement with new events and community partners.
- Implement signage and social media campaign for Let's Talk Parks 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.

- Develop and implement updated park signage
- Complete hiring for Marketing & Communications Intern position
- Move offices into the FPSC in May.
- Create campaign to increase participation in VSS Community Dining in both Fargo and Rural communities.
- Fargo Parks Sports Center
  - Social media will kick off mid-late of March
  - April – May will have social media posts and promos about rentals, general amenity information, grand opening party.
  - Full website live end of May
  - Continued media exposure





## MEMORANDUM

DATE: March 6, 2024

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 3 (a) – Review Policy 473 – Parental Leave

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Social responsibility plays a key role in an organization's success. By giving back to society, looking after customers, and caring for their people, companies see improved brand loyalty and a better overall bottom line.

The HR Taskforce sees extended paid leave, such as Parental Leave, as a way the Fargo Park District shows they are supportive of their employees and their family members, to be embracing of a family-friendly culture, and to have a positive reputation which will in turn contribute to a boost in recruitment.

Parental Leave policies are linked to better mental health of all parents. Parental Leave allows the employee to take on caregiving roles for their children that promote early bonding.

The HR Taskforce is recommending two weeks of paid Parental Leave.

If you should have any questions, please feel free to contact me prior to the March 13<sup>th</sup> Administration Committee meeting.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO  
**PARENTAL LEAVE**  
POLICY NO. 473

Date Approved by Park Board:  
Date Reviewed by Staff: 1/26/24

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The Fargo Park District will provide up to two weeks of paid parental leave to employees following the birth of an employee's child or the placement of a child with an employee in connection with adoption or foster care. The purpose of paid parental leave is to enable the employee to care for and bond with a newborn or a newly adopted or newly placed child. This policy will run concurrently with Family and Medical Leave Act (FMLA) leave, as applicable. This policy will be in effect for births, adoptions, or placements of foster children occurring on or after 1/1/2025.

**Eligibility**

Eligible employees must meet the following criteria:

- Be a full time benefitted regular employee (part-time, temporary, or intern employees are not eligible for this benefit.)

AND

- Have given birth or experienced stillbirth (loss of pregnancy after 20 weeks) to a child.

OR

- Be a spouse or committed partner of a woman who has given birth to a child or experienced stillbirth of a child.

OR

- Have adopted a child or been placed with a foster child (in either case, the child must be age 17 or younger.) The adoption of a new spouse's child is excluded from this policy.

**Amount, Time Frame, and Duration of Paid Parental Leave**

- Eligible employees will receive a maximum of two weeks of paid parental leave per birth, adoption, or placement of a child/children. The fact that a multiple birth, adoption, or placement occurs (e.g., the birth of twins or adoption of siblings) does not increase the two-week total amount of paid parental leave granted for that event. In addition, in no case will an employee receive more than two weeks of paid parental leave in a rolling 12-month period, regardless of whether more than one birth, stillbirth, adoption, or foster care placement event occurs within that 12-month time frame.
- Each week of paid parental leave is compensated at 100% of the employee's regular, straight-time weekly pay. Paid parental leave will be paid on a biweekly basis on regularly scheduled pay dates.
- Approved parental leave may be taken at any time during the six month period immediately following the birth, stillbirth, adoption, or placement of a child with the employee.
- Employees must take paid parental leave in one continuous period of leave and must use all paid parental leave during the six-month time frame indicated above. Any unused paid parental leave will be forfeited at the end of the 6-month time frame.

- Upon termination of the individual's employment at the company, he or she will not be paid for any unused paid parental leave for which he or she was eligible.

### **Coordination with Other Policies**

- Paid parental leave taken under this policy will run concurrently with leave under the FMLA if eligible for FMLA; thus, any leave taken under this policy that falls under the definition of circumstances qualifying for leave due to the birth or placement of a child due to adoption or foster care, the leave will be counted toward the 12 weeks of available FMLA leave per rolling 12-month period. All other requirements and provisions under the FMLA will apply. In no case will the total amount of leave – whether paid or unpaid – granted to the employee under the FMLA exceed 12 weeks during the rolling 12-month FMLA period. Please refer to the Family and Medical Leave Policy for further guidance on the FMLA.
- After the paid parental leave (and any short-term disability leave for employees giving birth) is exhausted, the balance of FMLA leave (if applicable) will be compensated through the employees' accrued sick and vacation leave balances. Upon exhaustion of accrued sick and vacation leave, any remaining leave will be unpaid leave. Please refer to the Family and Medical Leave Policy for further guidance on the FMLA.
- The Fargo Park District will maintain all benefits for employees during the paid parental leave period just as if they were taking any other company paid leave such as vacation or sick leave.
- If a holiday occurs while the employee is on paid parental leave, such day will be charged to holiday pay; however, such holiday pay will not extend the total paid parental leave entitlement.
- An employee who takes paid parental leave that does not qualify for FMLA leave will be afforded the same level of job protection for the period of time that the employee is on paid parental leave as if the employee was on FMLA-qualifying leave.
- If the employee fails to return to work at the end of the approved leave period, you will be considered to have voluntarily resigned, effective as the day following the last day of the authorized leave period. The Park District may capture any benefit premiums paid by the employer on behalf of the employee during that time.

### **Requests for Paid Parental Leave**

- The employee will provide his or her supervisor and their human resource liaison with notice of the request for leave at least 60 days prior to the proposed date of the leave (or if the leave was not foreseeable, as soon as possible). The employee must complete the necessary HR form and provide all documentation as required by the HR department to substantiate the request.
- As is the case with all company policies, the Fargo Park District reserves the right to modify this policy.

## Parental Leave Information

**Cass County** – None

**City of Fargo** – None

**Houston Engineering** – Parental leave runs concurrent with FMLA, Houston pay for STD for 6-8 weeks depending on the birth, standard 6 weeks, c section 8 weeks. This will pay out 60% of the employee's salary. There is a 2 week gap before the start of STD. Houston pays those 2 weeks at full salary as Parental Leave. Any remaining time employee must use PTO, or take unpaid leave.

**Moorhead Public Schools** – They have up to 5 days of emergency leave for partners that are in the hospital, can only be taken once per year, after partner is out of hospital, employee of partner must use vacation leave or provide a doctor note to use sick leave.

**City of Bloomington** – up to 12 weeks of 100% paid parental leave, for births, adoptions, or placements of foster children, runs concurrently with FMLA

**Butler Machinery** – Mothers only, 60% of wages for a maximum of 6 weeks for pregnancy, child birth, or adoption.

**Healthy Food Ingredients** – Maternity leave only, up to 8 weeks of 100% paid, must be employed for 1 year.

**BCBS ND** – Parental leave up to 3 weeks 100% paid, employed for 1 year. Have given birth to child, birth father as listed on birth certificate, be a legal spouse of a woman who has given birth to a child, have adopted a child (17 or under) or an adopted child who is at least 18 years old and incapable of self-care because of a mental or physical disability.

**Crystal Sugar** – 6weeks 100% paid maternity leave , 1 week paid for non-birthing parent

**NDSU Foundation** – Parental leave, 100% paid up to 2 weeks.

**Gate City Bank** – after 6 months of employment, 12 weeks 100% paid maternity leave, 4 weeks 100% paid Paternity leave

**Eide Bailey** – 12 weeks 100% paid maternity leave, 6 weeks 100% paid paternity

**Frito Lay** – Paid for STD policy, 6weeks maternity, 6 weeks paternity.

**Microsoft** – 100% 6 months paid.

Only Park District that offers paid leave was Jamestown – 2 weeks 100% paid for Maternity leave only

**John Deere** – 8 weeks fully paid parental leave, 1 year to use in 1 week increments. Also for adoption

**Sanford** – 60% of hourly wage. 6 or 8 weeks of employer paid ST disability depending on birth type.

**BIO Girls** – 6 weeks paid, 6 weeks employer paid ST disability.

**RDO** – Get more info from Randi. 6 or 8 weeks of employer paid ST disability depending on birth type.

**Valley City Park District** – offers 2 weeks paid parental leave, only Park District in ND that offers paid leave.

## **The direct benefits of maternity leave for employers**

The benefits of paid parental leave are relatively clear for employees: more time to bond with their new child, to adapt to becoming new parents, and a reduced cost in childcare. But paid leave has other benefits of note too.

It can mean [increased breastfeeding rates](#), [improved infant health](#) and reduced symptoms of [postpartum depression](#). And for employers, paid parental leave benefits are apparent for both employees and business performance.

Companies that provide benefits as a whole are proven to see increased employee morale, loyalty, and productivity, while also enhancing their ability to attract top talent. [One study](#) showed that workers are five times more likely to stay at a company where they feel rewarded and valued. And paid family leave is high on the list of desirable benefits.

According to one [global survey](#), 83% of millennials said they would be more likely to join a company that offers paid parental leave benefits, with a further 38% considering moving out of the U.S. to another country that provides improved parental leave policies.

Paid leave could be the differentiator between an employee taking or leaving a role. Research shows that [58% of employers](#) confirm parental leave benefits have played a large part in improving their talent acquisition.

## **The indirect benefits of maternity leave for companies**

For most women, working full time while having a family is not possible. Studies show that less than a [quarter of women](#) return to full time work after having a child – 79% of which end up leaving their role further down the line.

However, increasing access to paid family leave rather than temporary unpaid leave can significantly reduce this number. Not only does paid maternity leave benefit new mothers, it also promotes better gender equality by empowering women to keep their roles rather than reducing their hours or leaving the workforce altogether.

Paid leave can help close the gender pay gap, and it can also lead to more [female-led decision making](#), creating a more diverse and inclusive workplace.

## **The role of maternity leave in corporate social responsibility**

Corporate social responsibility plays a key role in an organization's success. By giving back to society, looking after customers, and caring for their people, companies see improved brand loyalty and a better overall bottom line. A company's parental leave policy hugely contributes to how it is viewed in the public eye. Extended paid leave shows a company to be supportive of its employees and their family members, to be embracing of a family-friendly culture, and to have a positive reputation which will in turn contribute to a boost in recruitment.

According to SHRM Research, parental leave saw a 5-percentage-point jump from last year, with over one-third of organizations now investing in this benefit for employee well-being.

According to the American Psychological Association, "Parental leave policies are also linked with better mental health. Women who aren't able to take as much time off—especially those who return to work in under two months—face more depressive symptoms and more marital and self-esteem problems. Even two to three years later, women who took shorter maternity leaves report more psychological distress."<sup>4</sup>





## MEMORANDUM

DATE: March 6, 2024

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 3 (b) – Review Policy 235 – Donation of Vacation and Sick Leave

The HR taskforce would like to expand the donation of leave to include an employee's sick leave. Currently an employee may only donate leave from their vacation leave. By expanding the donation options this will only enhance an already great program for those employees that are in need of donations.

If you should have any questions, please feel free to contact me prior to the March 13<sup>th</sup> Administration Committee meeting.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO  
**DONATION OF ~~VACATION AND SICK ANNUAL~~ LEAVE POLICY**  
POLICY NO. 235

Date Approved by Park Board 12/12/17      Date Reviewed by HR 8/4/21,12/18/23  
08/04/2021

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The Fargo Park District (FPD) provides employees the opportunity to donate accrued vacation and sick leave hours to assist employees who have exhausted all their vacation and sick bank hours due to unforeseen circumstances beyond the employee's control.

The party requesting the donation ("Recipient") must be a current benefited FPD employee and:

- 1) has worked for the FPD for at least 30 days
- 2) has exhausted, or anticipates exhausting, all vacation and sick bank hours due to a qualifying leave reason under the guidelines of the Family Medical Leave Act.
- 3) has completed a Request for Donation of Accrued Vacation and Sick Leave form ("Recipient Form") and has Director and HR approval
- 4) is not currently on any form of discipline or performance improvement plan.

The party contributing the vacation or sick leave hours ("donor") must also be a current benefited FPD employee, and

- 1) has a minimum of 200 hours of combined vacation and sick hours remaining in his/her bank following the donation of vacation or sick leave hours.

A donor's vacation or sick leave hours can only be donated in 4 hour increments up to a maximum of 40 hours per Recipient per donor per qualifying event. All donations for a Recipient will be used or applied in the order the Donor Forms are received and approved. Once the Donor Form is submitted and processed by Human Resources, the donations cannot be rescinded by the donor.

Donations are transferred to the account of the Recipient and are calculated on an hourly basis at the rate of Recipient's salary. All donations will be placed in Recipient's sick leave balance within the pay period in which the hours are used by Recipient.

The cumulative amount of donations added to an employee's existing leave balance may not exceed 12 work weeks (480 hours).

Donating vacation or sick leave hours pursuant to the policy is completely voluntary and neither a potential Recipient nor the Park District staff shall promote or otherwise pressure any employee to make such a donation.

PARK DISTRICT OF THE CITY OF FARGO  
**DONATION OF LEAVE POLICY**  
POLICY NO. 235

Date Approved by Park Board 12/12/17

Date Reviewed by HR 08/04/2021

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- 1) has worked for the FPD for at least 30 days
- 2) has exhausted, or anticipates exhausting, all vacation and sick bank hours due to a qualifying leave reason under the guidelines of the Family Medical Leave Act.
- 3) has completed a Request for Donation of Accrued Vacation form ("Recipient Form") and has Director and HR approval
- 4) is not currently on any form of discipline or performance improvement plan.

The party contributing the vacation hours ("donor") must also be a current benefited FPD employee, and

- 1) has a minimum of 200 hours of combined vacation and sick hours remaining in his/her bank following the donation of vacation hours.

A donor's vacation hours can only be donated in 4 hour increments up to a maximum of 40 hours per Recipient per donor per qualifying event. All donations for a Recipient will be used or applied in the order the Donor Forms are received and approved. Once the Donor Form is submitted and processed by Human Resources, the donations cannot be rescinded by the donor.

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Donating vacation hours pursuant to the policy is completely voluntary and neither a potential Recipient nor the Park District staff shall promote or otherwise pressure any employee to make such a donation.

## **Donated Leave**

### **Minot Park District:**

Employee can receive donated leave from co-workers for Family Health Related Emergency (critical or catastrophic illness or injury of the employee or an immediate family member) or Other Personal Crisis (natural disaster, fire, severe storm).

Employees can not receive more than 160 hours (4 weeks) within a rolling 12 month period

Employees must use their available time prior to any donated leave.

Employees who donate sick/personal time must be employed 1 year

Donation minimum is 4 hours, Donation maximum is 40 hours or no more than 50% of the donated employees current balance.

Employees on leave of absence, can not donate leave.

Donated time in excess of the need will be returned to the donor.

### **Cass County:**

Donate hours to a County Donated leave bank – the leave bank can't contain more than 1000 hours

Eligible to receive donated leave when exhausted all other leave, and is a condition that would qualify for FMLA.

Maximum amount of donated leave received is 480 hours or 12 weeks in any 12 month period, must use donated leave in 1 year from time of request. Unused leave goes back into County Donated leave bank.

No requirements for donors of leave.

### **City of Fargo:**

Only can donate Annual Leave, max up to 40 hrs per donor. donations cannot exceed 12 weeks when added to the existing leave balance of the receiver.

\*\*Donation of leave was not asked in the Questionnaire sent out to the other Park Districts



## MEMORANDUM

DATE: March 6, 2024

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 3 (c) – Review Policy 330 – Authorized Use of Park District Vehicles

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The Safety Committee recommends “Texting is prohibited for all drivers in ND and MN per their state laws”, be included in this policy to bring awareness that texting is prohibited by State Laws and that no texting while driving is not just simply a Park District policy.

If you should have any questions, please feel free to contact me prior to the March 13<sup>th</sup> Administration Committee meeting.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO  
**AUTHORIZED USE OF PARK DISTRICT VEHICLES**  
POLICY NO. 330

Date Approved by Park Board 03/17/09

Date Reviewed by Staff 02/01/18, 12/18/23

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The Executive Director may authorize a Park District employee to take Park District vehicles home at night or for a specified use of a Park District vehicle.

No other Employees are authorized to use Park District vehicles except during working hours. At no time can Park District vehicles be used for personal use.

Improper or unauthorized use of District vehicles or equipment will result in disciplinary action.

All District employees are required to wear a seatbelt while driving or riding in a District vehicle or within their own vehicle while being use for District business.

All Park District Employees driving a Park District vehicle must have a valid driver's license on their person at all times. At no time shall a Park District Employee allow anyone who is not a Park District Employee to operate a Park District vehicle.

Employees are to refrain from using a cell phone while driving a District vehicle. Employees are not required to answer a cell phone while driving and if they choose to do so, they are encouraged to safely move to the side of the road before conversing.

Employees are not allowed to text or send other electronic messages while driving a District vehicle. **Texting is prohibited for all drivers in North Dakota and Minnesota per their state laws.** Additionally, employees must maintain control of the District vehicle and not operate the vehicle while distracted.

All Park District vehicles will be identified with a Park District decal no smaller than 11" x 3" in size.

The unauthorized transportation of non-employees in Park District vehicles is prohibited (in accordance with the Park District Safety Manual).

Refer to the Procedure for Mileage Reimbursement of Personal Vehicles for instruction on how to be reimbursed for approved mileage for business use of your own vehicle.



PARK DISTRICT OF THE CITY OF FARGO  
**AUTHORIZED USE OF PARK DISTRICT VEHICLES**  
POLICY NO. 330

Date Approved by Park Board 03/17/09      Date Reviewed by Staff 02/01/18

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All Park District vehicles will be identified with a Park District decal no smaller than 11" x 3" in size.

The unauthorized transportation of non-employees in Park District vehicles is prohibited (in accordance with the Park District Safety Manual).

Refer to the Procedure for Mileage Reimbursement of Personal Vehicles for instruction on how to be reimbursed for approved mileage for business use of your own vehicle.

## Use of Park District Vehicles / Cell Phone Information

**Cass County** – You must obey all traffic laws and safety rules concerning the safe operation of motor vehicles while driving our vehicles or driving your own vehicles for work purposes. You must refrain from reading, sending e-mails, text messages, and/or instant messages, searching or scrolling for audio, and accessing the internet from your cell phone or other wireless devices while operating a motor vehicle at any time the vehicle is in motion. (This includes stopped at a stop sign or traffic signal).

**ND State Patrol – found by Alec Miller** - "Effective January 3, 2012, certain commercial motor vehicle (CMV) drivers are restricted from holding a mobile telephone to conduct voice communication and dialing a mobile telephone by pressing more than a single button. Hands-free use is allowed by either an earpiece or speakerphone.

The new rule applies to drivers of all CMVs in interstate commerce (operating across state lines), drivers of CMVs over 26,000 pounds in intrastate commerce (operating within ND), and all drivers of CMVs transporting a quantity of hazardous material that requires placarding."

In September 2010, FMCSA issued a regulation banning text messaging while operating a commercial truck or bus and PHMSA released a companion regulation in February 2011 banning texting by intrastate hazardous materials drivers. **Texting is also prohibited for all drivers in North Dakota.**



## MEMORANDUM

DATE: March 6, 2024

TO: Fargo Park Board Administration Committee

FROM: Stacy Kruger, HR Director

RE: Agenda Item No. 3 (d) – Housekeeping for Policy 230 – Vacation

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The changes in this policy are housekeeping only. We are changing the HR Manager title to HR Director.

If you should have any questions, please feel free to contact me prior to the March 13<sup>th</sup> Administration Committee meeting.

Thank you.

PARK DISTRICT OF THE CITY OF FARGO

VACATION  
POLICY NO. 230

Date Approved by Park Board 06/14/11, 12/13/22 Date Reviewed by Staff 11/1/2022, 2/3/24

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Annual vacation, with pay, is granted to all regular full-time Employees. Departmental operations normally determine when vacation will be taken. Consideration is first given to departmental needs, then to Employee's departmental seniority, and finally to the Employee's preference. Vacation is earned as follows:

Regular Full-time Employees:

<u>YEARS OF SERVICE</u>	<u>HOURS PER MONTH</u>	<u>HOURS PER YEAR</u>
Benefit Eligibility Date - End of Year 3	8	96
Start of Year 4 - End of Year 7	10	120
Start of Year 8 - End of Year 12	12	144
Start of Year 13 - End of Year 18	14	168
Start of Year 19 and Over	16	192

Under special circumstances, to assist with recruitment, allow for negotiations regarding an employee's starting accrual levels and/or annual vacation leave beginning balances other than 0. This request must be approved by the Department Director, Direct Supervisor, and HR Director Manager, before offered to the potential employee. Years of service will be computed from Employee's benefit eligibility date.

Accumulated vacation time, up to 240 hours, will be carried forward to the next fiscal year. Any accumulation in excess of 240 hours, as of the 26<sup>th</sup> payroll will be forfeited. Employee upon termination will be paid out unused leave balance. In case of death, an active Employee's beneficiary will be paid for all of the Employee's earned unused vacation time.

An Employee must request and obtain authorization from their supervisor before taking vacation. Requests and authorizations are obtained through our time and attendance system. Supervisor must respond to the request for vacation within 3 business days. Supervisors will either approve or deny the request. Vacation requests three (3) days or longer, must have supervisor's permission two (2) weeks prior to dates requested.

Exempt employees are expected to take minimum of 4 hours of vacation if they are at the workplace for less than 4 hours on that day and that is designated as a regular full workday and should be commensurate with the hours at the workplace to reflect a full workday. Exempt employees are expected to take 8 hours of vacation if they are gone for the entire scheduled workday. Exempt employees are required to take vacation time if they are missing regular scheduled hours of work due to performing work in which they are being compensated for at another entity. (Example: being a referee, coach, committee or second job). This includes travel time to and from such places.

Occasionally at the point a job offer is extended, a potential employee will request time off early in their employment due to previous commitment. If the department head approves the time off, the employee must use all of the annual leave accrued at the time of the leave before going into an unpaid leave status. Likewise, a current employee must exhaust their annual leave before going into an unpaid leave status for time off purposes and only upon the approval of the department head. HR needs to be notified before an employee can go into unpaid status.

If an employee becomes eligible to receive long-term disability benefits, or worker's compensation benefits, vacation leave accruals cease. An employee granted an approved leave of absence without pay will not accrue vacation leave during the leave of absence.

Employees cannot vacation their way out for retirement. The employee's official "retirement date" is the last day that employee physically works for the Park District.

Regular Part Time, Temporary Full Time and Seasonal Employees are not eligible for vacation leave.

PARK DISTRICT OF THE CITY OF FARGO

VACATION  
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## MEMORANDUM

DATE: March 6, 2024

TO: Fargo Park Board Administration Committee

FROM: Susan Faus, Executive Director

RE: Agenda Item No. 4 - Administration Division Work Plan 2024

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Included in the packet is the Administration Division's annual 2024 work plan. The items 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.

Initiatives may be added to the work plans after the Strategic Plan is completed.

Directors will be available to answer any questions.

Let me know if you have questions before the meeting.

2024 Administration Work Plan

IT GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. Knowbe4 Cyber Security Training	<b>Push out another compliance campaign and conduct training for all new hires and refreshers</b>		Q1
2. Consolidated phone bill revamp	Eliminate the 20 sip trunk lines, and many other analog lines that are not being used, to cut our phone bill cost		Q1
3. Research Commercial TVs for sports center	<b>Need to find a vendor to supply our TVs for the sports center through our state procurement site.</b>		Q2
4. Visit VSS locations and replace old equipment	Travel to the VSS sites to clean up cable management, replace old desktop/laptops throughout.		Q3
5. Install Networking Equipment and APs in Sports Center	<b>IT will need to get equipment in place by March 10th and test our APs in our location.</b>		Q2
6. Revamp the SharePoint Site	Work with vendor and SharePoint task force on the provisioning of our current SharePoint site.		Q4
7. Server replacement and Disaster recovery	<b>Replace end-of-life servers and create a secondary site for disaster recovery and backup file storage</b>		Q3
8. Network WAN Topology rearchitect	Create a fault tolerant topology with current VPN connections.		Q2

HR GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. <b>Broker RFP for 2025</b>			Q1
2. Budget	Help Finance with Annual Budget of labor costs		Q1 – Q2
3. Expanded Leadership Training	Work with Holly Huso		Q1
4. Set Up Leadership book library			Q2

2024 Administration Work Plan

5. Update New Hire Checklists	To assist Supervisors with newly hired FT employees. Completed.	Onboarding Taskforce	Q1
6. Bring Back Retirement Seminar	For those over 55 years old, bring in BCBS, retirement, etc.		Q3
7. Budget Process – Labor portion	Assist the Finance team with the annual budget pertaining to wages, benefits, company wide	Finance Team	Q1 – Q2
8. HR Taskforce Policy Review			All
9. Evaluate Potential technology solutions for budgeting, payroll, HR, financial management	The department has a goal to reduce the manual nature of data entry in the budget process. Strive to make the process more efficient for departments and central finance team	Finance Team/IT/HR	Q1 – Q2
10. Annual performance Reviews	Correlates with the new technology solutions stated above		Q1 – Q2
11. Compensation Philosophy	Updating our current compensation philosophy and policy to match our mission, vision, and values		Q1 – Q3

Community Relations GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. Research, select and implement Project Management Software for the department.	<b>Marketing Team using Trello for Project Management. Staff reporting positive experiences.</b>	Community Relations	Q1
2. Develop consistent wrap up and evaluation of campaigns within marketing plans with documentation	Start after GHD. Include purchased, free, analytics, success improvements, data	Events, Foundation, FPSC, Courts Plus	Q1-2

2024 Administration Work Plan

<p>3. Grow the Park District’s community engagement by: 1) taking part in 6 new events in 2024. 2) Grow relationships with other organizations to collaborate and celebrate partnerships to build audiences in the community.</p>	<p><b>The team hosted community engagement events for dog park surveys at Yunker Farm Dog Park and Natural Pet Center. Will host events at all three colleges for Forge Internship Program and help host a booth with VSS at Business After Hours May 1.</b></p>	<p>Strategic Planning committee Leadership, Departments</p>	<p>Q1-2-3-4</p>
<p>4. Establish inventory of websites and create a plan for regular maintenance and updates.</p>	<p><b>Completed the VSS website launch in Q1, Starting the FPSC website end of February 2024, New templates for Golf Website 2024 (Q3) and determining future needs of C+ and Fargo Parks website. (Q2)</b></p>	<p>Ad Shark, Dev-Den, In-House, FPD departments</p>	<p>Q1-2-3-4</p>
<p>5. Sales Department to develop a comprehensive list of advertiser/sponsor options for the FPSC and include these options in the Opportunities Packet. Start implementing in Q3-4</p>	<p><b>Developing plans for soccer turf wall signage, courts signage, ice arenas and mezzanine. Fargo Parks Radio is included. Prepping for sales meetings to be held when mock-ups, signage sizes and pricing is ready.</b></p>	<p>FPSC staff, Sales</p>	
<p>6. Develop comprehensive golf department.</p>	<p><b>Started in 2023. Golf staff presented their recommendations with priority to a Golf Director and Player Development position. Currently working on job description.</b></p>		<p>Q1-2-3</p>

<p><b>Finance GOALS</b></p>			
<p><b>GOAL:</b></p>	<p><b>NOTES/UPDATES:</b></p>	<p><b>PARTNERS</b></p>	<p><b>TIMELINE Q1-Q4</b></p>
<p>1. Refine annual budget process.</p>	<p>Work with leadership team and individual departments to provide data earlier in the fiscal year for planning purposes. Review processes and deadlines. Assure preliminary and final review earlier in the process.</p>	<p>Executive Team Leadership Team</p>	<p>Q1-Q3</p>

2024 Administration Work Plan

2. Evaluate potential technology solutions for budgeting, payroll, financial management.	The department has a goal to reduce the manual nature of data entry in the budget process. Strive to make the process more efficient for departments and central finance team.	Finance Team / IT	Q1-Q2
3. Establish criteria for Long Range Capital plan.	Work with leadership to establish prioritization, funding model, definitions for capital, equipment, and operational maintenance.	DD Operations Leadership team.	Q1-Q2
4. Establish cost recovery targets for park district facilities – sports center, golf, ice arenas, and pools.	Work with departments through the 2025 budget process to identify areas of need and training to establish realistic targets. Provide and analyze historical data to identify trends to assist with projections.	Leadership team Executive Team	Q1-Q3

VSS GOALS			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. In conjunction with Finance develop project income trends analysis process.		Finance	Q 2
2. Transit: Develop Dispatcher handbook.			Q 2
3. Transit: Develop Metro Senior Ride expansion plan based on new urban boundaries.	<b>The expansion area is West Fargo area south into Horace.</b>	NDDOT	Q 2
4. Develop congregate meal promotional campaign.		Marketing	Q - 1
5. Develop plans for expansion of meal services into SW Fargo, Horace and Casselton areas; plan could also include the use of Sports Center facilities for meal preparation and staging.		Concessions	Q 1- 4

2024 Administration Work Plan

Fargo Parks Sports Center			
GOAL:	NOTES/UPDATES:	PARTNERS	TIMELINE Q1-Q4
1. Ensure all Park District controlled items <i>necessary</i> for the Sports Center to open are in place prior to June 1st	<p><b>Tactic:</b> Create a master workplan to be used as a central clearinghouse for projects/tasks. The workplan will include a primary point of contact/responsible party from Sports Center team as well as appropriate deadlines. Workplan to be updated weekly prior to team meetings.</p> <p><b>Tactic:</b> Assign priority levels to each task and project. Some projects and tasks may not need to be ready to go on opening day as they are not critical to public impression but should be completed in initial months. Others may not need to be finalized until closer to phase 2 opening.</p>	Internal Departments, McGough, JLG, Various Suppliers	Q2
2. Cultivate cross-departmental relationships on an ongoing basis	<p><b>Tactic:</b> Each team member to serve on an internal task force/committee</p> <p><b>Tactic:</b> At least one team member should attend every social committee function</p>	Internal Departments	Q1 Start Ongoing
3. Provide experiences that are positive for all involved – partners and team members	<p><b>Tactic:</b> Implement regular meetings with other teams working in the building to ensure everyone is of the same mindset pertaining to upcoming rentals and processes</p> <p><b>Tactic:</b> Meet with a minimum of three user groups every month to discuss how the Sports Center can support their organizations' activities (crossover tactic with goal 5)</p> <p><b>Tactic:</b> Determine a software solution to streamline rental needs and communications (timelines, equipment needs, set up, etc) to ensure all necessary information to plan, prepare and execute rentals is accessible to all internal and external stakeholders</p> <p><b>Tactic:</b> Implement pre and post event/tournament internal/external meetings to assess wins and losses as well as areas to adjust (crossover tactic with goal 4)</p> <p><b>Tactic:</b> Establish procedures to ensure every avenue is explored and potential alternatives are presented for every</p>		Q2, Q3, Q4

2024 Administration Work Plan

	opportunity brought forth by our partners – “how <i>can</i> we help them” mentality		
4. Institute processes to foster evolvement	<p><b>Tactic:</b> Implement pre and post event/tournament internal/external meetings to assess wins and losses as well as areas to adjust (crossover tactic with goal 3)</p> <p><b>Tactic:</b> Launch monthly meetings once building opens where the sole intention is to evaluate and update best practices and standard operating procedures regardless of area of operation process is being used. This will encourage evaluation from a variety of perspectives and lenses.</p> <p><b>Tactic:</b> Develop communication standard operating procedure to ensure all team members are aware of any changes</p>	Internal Departments	Q3
5. Increase public awareness of the facility and its offerings – Tell our Story	<p><b>Tactic:</b> Meet with a minimum of three user groups every month to discuss how the Sports Center can support their organizations’ activities (crossover tactic with goal 3)</p> <p><b>Tactic:</b> One member of our team should attend other community partner networking events bi-monthly</p> <p><b>Tactic:</b> In conjunction with marketing team, disseminate a news release or pitch a news story to local media monthly</p>	Marketing Team External User Groups	Q2, Q3, Q4