



Public Services – Parks & Recreation

REGULAR MEETING MINUTES
OF THE
ANOKA PARKS AND RECREATION ADVISORY BOARD
Tuesday, January 14, 2020
COUNCIL WORKSESSION ROOM OF ANOKA CITY HALL
2015 FIRST AVENUE, ANOKA MN

MEMBERS PRESENT: Chairperson Steve Nelson, Julie Huspek, Tim Watson, Derek Sebesta, Sam Scott, Joseph Anderla, Mary Blankenship

MEMBERS ABSENT: Terri Poe, Mark Beckenbach

STAFF PRESENT: Lisa LaCasse, Public Services Administrator, and Jon Holmes, Public Services Supervisor, Nickie Jenks, Recreation Manager

GUESTS: N/A

OATH OF OFFICE

Chairperson Nelson conducted the oath of office for Anderla and Watson.

APPROVE MINUTES

There being no changes or corrections to the December regular meeting minutes, **a motion was made by Blankenship, seconded by Scott to APPROVE THE December 17, 2019 REGULAR MEETING MINUTES OF THE PARKS AND RECREATION ADVISORY BOARD AS PRINTED. 7 – AYES, 0 – OPPOSED. Motion carried.**

OPEN FORUM

NEW BUSINESS

A. Election of Chair/Vice Chair

The floor was open for nominations for Parks and Recreation Advisory Board (PRAB) Chairperson. Blankenship nominated Nelson for Chair. There were no additional nominations. **A motion was made by Anderla, seconded by Blankenship to approve Nelson for Chair. 7 – AYES, 0 – OPPOSED. Motion carried.**

Nelson is the 2020 Chairperson of the Parks and Recreation Advisory Board.

The floor was open for nominations for PRAB Vice-Chairperson. Watson nominated Scott for Vice Chair. There were no additional nominations. **A motion was made by Anderla, seconded by Nelson to approve Scott for Vice Chair. 7 – AYES, 0 – OPPOSED. Motion carried.**



Scott is the 2020 Vice-Chairperson for Parks and Recreation Advisory Board.

B. Committee Assignment

A copy of the PRAB Committee Outline was provided to all members for review. There were no questions or comments about committee assignments. **A motion was made by Huspeck to approve PRAB Committee Outline, seconded by Sebesta. 7 – AYES, 0 – OPPOSED. Motion carried.**

C. Aquatic Center – Season Pass Fee Restructure

LaCasse reviewed that the city is purchasing a new recreation management software system, Civic Rec, this program is more robust in what it will allow us to offer through on-line registration and reservations, but it has standard settings built in to it for pricing structures based on industry norms. The software's season pass or membership pricing structure is different than our current pricing structure and cannot be adapted to handle our tiered discounted per person pricing.

Jenks reviewed the current pass pricing structure. Season passes pricing has not changed since 2010. Completely restructuring season pass prices could increase revenues and help compensate for the increase in staff hourly pay that is required for us to remain competitive in hiring quality staff. Starting hourly pay for a lifeguard in 2010 was \$8.60 and is now approaching \$10.

The new recreation software provides membership sales (or season pass sales) in 3 categories as Individual, Dual, and Family. Jenks provided a breakdown of the season passes purchased in each pricing category in 2019. The Early Bird (EB) purchase provides a discount of 10%. When developing the new pricing options for consideration, the 2019 season pass sales in each category were used to extrapolate potential revenue.

Jenks presented four different options for the Aquatic Center Season Pass Restructure.

Option 1: Individual pricing structure by age. No family pass option or multiple pass purchase discount option like a dual or our pricing structure now. Same price for all. Recommending \$5 increase.

Option 2: Simplified tiered structure, Individual (under age 62), Dual (any two people in a household), Family (5 or more family members), Individual Senior (age 62+). Recommending \$5 increase to pricing structure.

A family of 3 people = combination of individual and dual (total of \$140)

A family of 4 people = two dual members (total of \$180)

A family of 6 people = family membership (total of \$200)

Under our current pricing structure a family of 5 paid \$170 (after tax \$182.11), family of 6 paid \$200 (after tax \$214.25), family 7 paid \$230 (after tax \$246.39), family of 8 paid \$260 (\$278.53). In 2019, we had 42 families of 5, 16 families of 6, 5 families of 7 and 1 family of 8, for a total of 64 families. Old structure this was \$11,750 in revenue. New structure this could be \$12,800 in revenue. Not a significant increase, but not a loss.

Option 3: Reintroduces a separate pricing structure for Residents and Non-Residents. Resident rate is same as pricing and categories introduced in Option 2. The non-resident rate has a significant increase over current pricing - \$20 or nearly 45% increase for individual season pass compared to 2019.

Option 4: Simplified pricing of Individual, Family, and Senior (individual) with Resident and Non-Resident pricing. Rate structure is similar to Option 3. Households with 3 family members would buy individual passes. This option creates the highest potential of revenue assuming all 2019 pass holders return. As in option 3, the non-resident pricing is 30-45% higher.

Option 1						
All passes sold per person						
Pass Category	Fee	# of passes sold 2019	potential revenue			
Youth (age 2 – 17)	\$50	1128	\$56,400			
Adult (age 18 – 61)	\$40	767	\$30,680			
Senior (age 62+)	\$35	38	\$1,330			
Kids Under 1 yr	free					
			\$88,410	Total		

Option 2						
Individual, Dual, Family structure						
Pass Category	Fee		# of passes sold 2019	potential revenue		
Individual (Ages 1 – 61)	\$50	Sold per person	357	\$17,850		
Dual (Ages 1 – 61)	\$90	Any two people in household	571	\$51,390		
Family 5+	\$200	5+ members in household	64	\$12,800		
Senior (age 62+)	\$35		38	\$ 1,330		
Kids under 1 yr	free					
				\$83,370	Total	

Option 3						
Resident/Non-Resident pricing based on Option 2						
Pass Category	Fee		# of passes sold 2019		Potential Revenue	
	Res	N-Res	Res	N-Res	Res	N-Res
Individual (Ages 1 – 61)	\$50	\$65	143	214	\$7,150	\$13,910
Dual (Ages 1 – 61)	\$90	\$116	217	354	\$19,530	\$41,064
Family 5+	\$220	\$285	14	50	\$3,080	\$14,250
Senior (age 62+)	\$35	\$45	10	28	\$ 350	\$ 1,260
Kids under 1 yr	Free					
					\$30,110	\$70,848

				Total	\$100,958
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Option 4 Pass Category	Resident/Non-Resident pricing based on Option 1					
	Fee		# of passes sold 2019		Potential Revenue	
	Res	N-Res	Res	N-Res	Res	N-Res
Individual (Ages 1 – 61)	\$50	\$65	393	522	\$19,650	\$33,930
Family (4+)	\$195	\$250	60	150	\$11,700	\$37,500
Senior (age 62+)	\$35	\$45	10	28	\$ 350	\$ 1,260
Kids under 1 yr	Free					
					\$31,700	\$72,690
				Total	\$104, 390	

Discussions regarding the impact of the price increase of \$5 and the perception of pricing in regard to daily admission and pros/cons of each rate option ensued. There were questions as to why staff was re-introducing the resident/non-resident rate structure. Jenks explained that during her presentation to council, one of the council members inquired about it and questioned whether we should charge a non-resident rate giving residents a discount. Several park board members raised concern about bringing back a non-resident rate when so many of our customers are from our neighboring cities. Overall, the board is not in favor of switching back to charging a resident and nonresident rate even if it could increase revenue by \$30,000 because the pricing structure would likely be a deterrent.

Nelson and Blankenship reiterated that we should be good neighbors and our non-residents visitors are essential to the success of the pool. The non-resident rate was eliminated for a reason – there were lots of issues with people trying to work the system and lying about their address or household size so that they could have a discount. When resident and nonresident rate was eliminated the resident number of passes purchased was not negatively impacted. Charging a resident and nonresident rate is not ideal and does not make sense as the city of Anoka has a lot of neighboring cities and we constantly see in the annual report statistics that less than 30% of the pass holders live in Anoka. There is potential to lose customers and revenue.

Nelson asked for Jenks and LaCasse’s opinion. Option 2 is the most similar to what we have been charging, has a modest increase of \$5 to the individual pass and multiple pass pricing is similar. Keeping the fee structure simple and straight forward would make it easier for people to understand. Staff felt that a \$5 increase is easy to explain due to wage increases and costs of providing services. Much consideration and evaluation was given to the number of households with multiple family members and keeping pricing close to what we currently have. Staff felt this was the simplest formula and could easily be increased by nominal amounts over the next few years to add revenue.

Discussions continued regarding Option 1 and Option 2. Specifically, for Option 1, regarding the amount of the individual pass and if it would be a deterrent to families with young children – when comparing it to the daily admission price. Daily admission is not being adjusted. Children under 1 year would continue to be free regardless of which option is chosen and seniors would have an individual price option at a lower rate. Kids under age 6 have to have a parent in the water and therefore do not come alone. Currently Little Splashers is an additional fee and not

included in the pass price. Consideration could be given to include access to that program. We do not have a posted age for when kids can be in the facility without an adult. It was suggested that the youth age range be split into 2 groups if Option 1 is selected.

Components of Option 1 are good but Option 2 is the most simple. Overall, the park board is not in favor of a resident/non-resident rate structure and do not support options 3 or 4. The cost of the dual pass and the family pass were heavily discussed. Jenks explained that under the current structure 5 family members would cost \$170, but if you increase the individual by \$5, that cost would be \$250 for 5 people – it was discussed that the Family pass should be set at 5+ people but should be increased to \$225 (\$45 each). The dual price could be \$5 less than the cost of 2 passes. Families of 4 would by 2 dual passes. The park board is still in favor of offering a 10% discount if purchased before Memorial Day. Sales tax is added on to the total cost of the pass. Overall, Option 2 was preferred but board members felt that the dual and family rates should be increased.

- Increase “Dual” rate to **\$95**
- Increase “Family (5+)” to **\$225**

A motion was made by Sebesta to approve the Aquatic Center Season Pass Restructure for Option 2 with the increases to Dual and Family rate as discussed. Option 2 is the preferred option for council consideration, but Option 1 would also be acceptable. Motion was seconded by Watson. 7 – AYES, 0 – OPPOSED. Motion carried.

Option 2 with the following changes (Park Board’s recommendation):

- Increase “Dual” rate to **\$95**
- Increase “Family (5+)” to **\$225**

Option 1 with the following changes (also acceptable, but 2nd choice):

- Break up “Youth” into two different rates according to age as follows
 - Youth (1-6) **\$40**
 - Youth (7-17) **\$50**

Option 2:

Individual	\$50 each	ages 1 – 61
Dual	\$95	2 family members
Family	\$225	5 or more family members
Senior	\$35	62+ years old
Kids under 1	Free	

Note: Families of 3 would purchase an individual \$50, and a dual for \$145

Option 1:

Individual	\$40	youth age 1 – 6 years
Individual	\$50	youth age 7 – 17 years
Adult	\$40	age 18 – 61 years
Senior	\$35	age 62+ years
Kids under 1	free	

UNFINISHED BUSINESS

A. Winterfest Saturday, February 8th, 12PM top 4PM – Volunteers Needed

Pam Bowman emailed all boards and commission members and council asking for volunteers. If anyone can volunteer, please respond to Pam's email. Huspeck has already signed up for hot cocoa duty.

B. Skating Rink Update

Ice is beautiful thanks to Public Services hard work! Rinks are open as long as staff is present, some days are short-staffed. We have 12 rink attendants this year and 5 rinks. All warming houses have skater assist for children.

Discussions were had about attendance. Wilson, Rudy and Enloe have been busy. Attendance at Lincoln has been sparse but it is being used as there are apparent marks.

C. Archery Hunting Update

Jenks presented the 2019 Archery Deer Harvest PowerPoint Presentation showing pictures and feedback from hunters.

Discussions were had regarding the following additions for the 2020 Archery Hunt Application:

- Limit the number of tree stands allowed to be set out per hunter during their hunt period. Staff recommended inserting language to – Limit 1 per hunter. At least 1 hunter installed multiple stands in the ANP, basically 1 in each quadrant of the park.
- Permit City of Anoka employees to apply (regardless of residency) to fill any open spots once the residents have been assigned.
- Informal Meet and Greet – Prior to the start of the season have hunters meet each other and staff, as well as, ask questions and strategize with each other prior to their hunts. In the past we have provided each hunting group with contact info for other hunters in case they needed assistance tracking or hauling out deer. The meet and greet will help hunters to identify where each is hunting so as not to overlap areas.

Park Board members agree with additions, **a motion was made by Huspek to approve the above additions to the 2020 Archer Hunt Application seconded by Blankenship. 7 – AYES, 0 – OPPOSED. Motion carried.**

COMMUNICATIONS

A. Mississippi Park River Bank Stabilization

Anoka Conservation District was successful in obtaining a grant for storm water improvements and river bank stabilization projects in the amount of \$800,000 for Mississippi Park. This will be a nearly \$1 million project which will affect the entire shoreline from Benton St to the fishing pier. This will be a major impact and shock to residents as the Rum River shore line will be regraded which means eliminating trees, revegetating and possibly relocating the trail from the riverbank.

A neighborhood meeting will take place once more information about the project is available. LaCasse will update committee at next month's meeting regarding project start date.

B. Flooding

Due to the recent flood parks and trails are closed at Mississippi, Aikin and Pen Point. Depending on the impacts of this flood we are unsure if trails will reopen. If there is extensive ice buildup we will do more damage by removing the ice buildup. LaCasse and Holmes will continue to monitor and decide once the water recedes and they can get a clearer picture of the aftermath.

ITEMS FOR NEXT (February) MEETING

A. Photo Contest

Park Board will be judging the Photo Contest. A couple of Park Board members submitted an entry but they cannot vote for their own photo.

B. Community Education

Community Education will be present at next month's meeting to give a summary 2019 highlights, program updates and use of funds/budget.

C. Riverwalk Project

Bolten and Mink will be assisting with grant writing and future plan revisions. Once LaCasse has documents will provide an update to committee.

There being no further discussion, **a motion was made by Watson, seconded by Blankenship to ADJOURN THIS MEETING.**

7 – AYES, 0 – OPPOSED. Motion carried.

Time of adjournment 7:58PM.

Respectfully Submitted,

Lisa LaCasse
Public Services Administrator

Leesha Yang-Lee
Public Services/Recording Secretary.