

D R A F T

Regular Session

TENTATIVE AGENDA April 10, 2017
Shakopee Park and Recreation Advisory Board
7:00 p.m.
LOCATION Shakopee Community Center
1255 Fuller St South
Shakopee, Minnesota

Our mission is to provide, develop, protect, and enhance excellent park and recreation services, open spaces, and natural resources that contribute to a high-quality of life for our residents.

Present: Jeremy Casper; Josh Forsythe; John Janke, John Otto, Karen Cahoon, Mike Vogel and Kyle Verley

Staff Present: Jamie Polley, Parks and Recreation Director

1. Roll Call

Karen Cahoon P
Jeremy Casper P
Josh Forsythe P
Kyle Verley P
Mike Vogel NP
John Janke P
John Otto P

2. Approval of Agenda

Jeremy Casper, Mike Vogel moved to approve the Agenda as presented.

Vote: 6 - 0

3. Approval of the February 13th, 2017 and March 13, 2017 Meeting Minutes of the PRAB

John Janke, Karen Cahoon moved to approve the February 13th, 2017 and March 13, 2017 Meeting Minutes of the PRAB as presented.

Vote: 6-0

4. Recognition of Interested Citizens for Items Not On Agenda (No action will be taken.)

5. General Business

A. Community Center Membership Rates

Ms. Polley addressed the Board and presented the first Agenda item. The City Council approved a Community Center membership fee increase as part of the 2017 Fee Schedule. The fee increase was effective on March 15th. At the time the City Council approved the fees, they viewed the initial increase as an introductory rate and directed staff to further evaluate the fees and determine a rate that would best reflect a fully completed Community Center.

Ms. Polley noted that staff looked to other communities with similar Community Centers in order to determine what their current membership rates were. Staff compared Chaska, Eden Prairie, Maple Grove, Monticello and Inver Grove Heights.

In addition, staff reviewed the process of how the March 15th rates came to be and further evaluated the fees of Community Centers comparable to Shakopee's. The March 15th increase was a 50% increase for family memberships and a 40% increase for all other memberships. The proforma completed during the feasibility study of the project had suggested a 70% increase for family and 25% increase for all other memberships in the first year.

Ms. Polley noted that the Community Center will be completed at the end of June and that is when all members, current and new, will first be able to experience the added amenities. The direction from the City Council when the fees were first being evaluated was to stay affordable yet competitive. The current rates are still affordable and competitive and they will help to build a strong membership base. It is important however to have the membership fees reflect the amenities that the community is getting for their fees. Staff is therefore proposing rates that are more competitive with our surrounding comparable Community Centers. The proposed rates reflect the following increases over the current rates: 22% for family, 17% for adult, 30% for youth/senior/military and 50% for adult +1. The rates are on Attachment A and staff will be reviewing the rates specifically.

Staff would like to recommend that the fees be increased again on January 1, 2018 instead of in July of this year for the following reasons:

Current rate is an introductory rate meant to help build the membership base and from March 15-July no new amenities are available for these members.

Rates should build trust in our members. Minimal increases were made in the past because there were no new amenities or services to offer. The completed Community Center will get the city caught up on amenities and we need to gradually increase our fees vs. outpricing ourselves to quickly.

Community Center operations will change and time is needed to give staff the ability to get used to the changes, work out hiccups, build staffing and manage operations to provide the best quality service possible.

Fee changes require additional staff time to manage and track multiple membership packages and multiple monthly rate for members.

Perception of the community.

Increasing the membership fees to reflect the amenities added to the Community Center is projected to have a positive impact on the membership revenues as long as the rates are reasonable, which staff believes they are.

The community is excited about the renovated Community Center and the enhanced amenities the city has to offer. Prior to the advertisement of the March 15th price increase there were 1,175 membership packages sold consisting of 2,817 members. As of April 5th there is a total of 1,564 membership packages sold consisting of 4,075 members. This is an increase of 389 membership packages made up of 1,258 members since January 21, 2017. We are on track to meet or exceed our membership revenue goals for 2017.

Ms. Polley provided the Board with the proposed fees for the Community Center and asked the PRAB for questions and comments.

The Board discussed the new membership rates. Verley and Janke both felt it would be best to wait until January 2018 to make any changes to the membership rates. Janke suggested they wait until January 15th in order to capture new members who have New Year's resolutions. Raising the rates in the summer would not make sense in that attendance drops sharply in the summer when it is nice outside.

Ms. Polley agreed. She stated that it is the goal of the City to change the perception of the Community Center. She noted that there is a stigma to the current Community Center. Staff would like to change that and advertise what a great facility we have in the City. In addition, waiting for January would allow staff to build the operations of the new facility, while working out any issues with staffing, budget and daily operations.

Verley inquired about rentals within the Community Center to offset some of the costs.

Ms. Polley briefly discussed the immediate increase in birthday party and multi-purpose room rentals.

Otto discussed his concerns with the amount of increase in the Senior Couple rate (or Adult plus one). He felt that the percentage of increase of the Senior Couple was the highest percentage increase of all the age groups. He thought that it may cause a decrease in Senior membership. He understood that the rate should increase but felt that the amount was too great. It would almost make more sense for two seniors to get individual Senior memberships, opposed to an Adult plus one.

The Board discussed the rate increase and felt that the current rate was so low that the increase was bringing it up to the rates in the comp communities.

The Board also discussed in depth the timing of the increase. They all agreed that the rates would need to be increased but some members felt that raising the rates right from the start would not encourage new members to join. While some felt that it would be best to start off higher and have less rate increases over time. The Board did agree that City Council needed to provide some more guidance as to where they would like to see rates 3 to 5 years from now. That would give the Board a better idea of how to stagger the rate increases. They asked Ms. Polley to go to the City Council and obtain their vision for the number of memberships they would like to see in 3 to 5 years and where they would like to be with regard to membership rates. The Board was concerned that if they don't capture new members now and then have to

raise rates down the line while battling decreasing membership rates, they will not put themselves in the best position to succeed.

The Board also discussed with Ms. Polley resident and non-resident membership rates.

Ms. Polley asked the Board for their general direction regarding Community Center rates.

The Board discussed and determined that they would like to see more direction from City Council but agreed that new Community Center rates should begin sometime in January of 2018.

Jeremy Casper, John Otto moved to recommend that rate increases for the Shakopee Community Center would not take effect until January of 2018.

Vote: 6-0

Ms. Polley noted that the City Council has also asked to see a separate membership fee for use of the pool. A membership fee is proposed however staff does not recommend having specific amenity memberships. If a pool membership is offered then there will be a request for a fitness only membership or a gym only membership, etc. Too many membership packages will lead to confusion, customer service issues with more room for errors and additional staff needed to monitor the facility to ensure people are only using the amenities they have paid for.

The Board discussed options for a separate membership rate for just the Aquatic Center but ultimately determined that a la carte membership rates would logistically be too difficult. In addition, it would be difficult to offer separate Aquatic memberships and not fitness memberships.

Jeremy Casper, Karen Cahoon moved to eliminate Aquatic only memberships.

Vote: 6-0

B. Community Room Use Guidelines

Ms. Polley addressed the Board and presented the next Agenda item. She noted that the new Community Center Community Room is 2,653 sq ft with an additional 195 sq ft catering kitchen. The majority of time the Community Room will be utilized by the seniors or teenagers as it serves as an extended activity space for these groups during the day. The space however was designed to also be a rental facility for community gathering and weddings. The capacity of the Community Room is 191 people and includes a dance floor, dual 65" TV's, a projector and sound system.

The added amenities require different use requirements then a general room rental. Staff has developed guidelines for the Community Room that cover:

- Rates and Options

- Reservations/Payments

- Event set up and take down

- Food and Alcohol

- Equipment

- Other Items of Interest

She has asked that the Board review the proposed guidelines for the Community Room, which would allow the space to be rented by the Community for a variety of events. The rental of the room will provide revenue to the Community Center's general fund budget.

The Board discussed the guidelines as presented.

Otto agreed with the guidelines but would like to see the restrictions regarding rentals for the following year. The Board discussed possibly removing the calendar restrictions but requiring a 4 hour minimum rental time. Ms. Polley noted that the 2 hour minimum was for business meetings and small gatherings.

Jeremy Casper/Kyle Verley moved to approve the Community Center guidelines/forms as presented with the exception of removing the calendar restrictions for scheduling.

Vote: 6-0

6. Informational Items

A. April Update

April Project Update

Community Center/Ice Arena Update

Ms. Polley addressed the Board with the final Agenda item. She noted that staff would be choosing the final touches! They have been busy finalizing wall colors, making small changes for functionality, picking furniture and getting ready to buy supplies.

The leisure pool has been poured! The pool company will be working on installing the slide and getting ready to dig out the rest of the lap pool. The locker rooms are being tiled and the storefronts have been installed.

Contractors are working diligently on the upper level. The plan is to turn over the upper level to the city at the beginning of May. Flooring will be installed in the fitness studios starting the week of April 11th, the ceiling grids and tiles are almost completed and the painting has begun. Once the upper level is completed the new fitness equipment will move to its new and final home. The indoor playground will then be installed.

The entire project is still on schedule and on budget. The planned completion date is June 30, 2017.

Quarry Lake Park

The Parks Department is working on a design for the gazebo and assembling the docks. Staff did apply for an Outdoor Recreation Grant for additional docks and a small shelter at Quarry Lake. The grant awards will be announced in July of this year.

Fun For All Inclusive Playground

Staff will be meeting with the playground taskforce on April 12. The goal is to finalize the design of the sign. The donors will then be placed on the sign prior to the final design approval. We hope to have the design finalized in April and have the grand opening in May. The playground was also chosen to receive an Award of Excellence through the

Minnesota Recreation and Parks Association for all of the volunteer work that helped make the playground a reality. The award will be presented to the City Council at a future meeting.

Tahpah Park West

Bids were received for an additional baseball field at Tahpah Park on March 28th. The bids came in favorable. Staff is getting funding confirmation from the partners in the project. It is anticipated that the City Council will award the contract on April 18th. Substantial completion is scheduled for June 16th.

Lions Park Warming House/Shelter

The revised project is currently out for bid. Bids are due back on April 11th. It is anticipated that the City Council will award the bid contract on April 18th. Substantial complete is scheduled for the beginning of September, 2017.

7. Other Business

8. PRAB Adjourn

John Janke, Jeremy Casper, moved to adjourn the April 10, 2017 PRAB meeting at 8:52 p.m.

Vote: 6 - 0

Regular meetings of the Shakopee Park and Recreation Advisory Board are normally held the second Monday of the month, 7:00 p.m. at City Hall. All meetings are open to the public. Please contact Jamie Polley at 952-233-9500 if you have an item you would like placed on the agenda.