

Mandan Park District
Strategic Planning
December 10, 2018

The Board of Park Commissioners duly met in special session on Monday, December 10 2018 at main conference room, Park Administration office (Raging Rivers).

Attendees:

Park Commissioners: President Wade Meschke, Vice President Jason Arenz, Commissioner's Wanda Knoll, Chad Hatzenbuehler, and Miles Mehlhoff.

Park District Staff present: Director Cole Higlin, Accounting Manager Teri Welch, Park Superintendent Dustin Fleck, Recreation Manager Naomi Erdahl, Golf Operations Manager Brad Olson, and Sports Complex Facility Manager Dave Frueh.

President Meschke called the meeting to order at approximately 6:15pm, CDT.

Director Higlin provided an overview of the 2019-2021 Strategic Plan. The plan was developed with information coming from Park District Staff, Park Commissioners, and a public survey which had over 500 responses.

Director Higlin asked that this document is in the last stage before we start the design of the final document, this retreat is to allow Park Commissioners direction on the goals/objectives presented.

Goal: Provide and develop safe, distinctive and well-maintained parks, trails and facilities•

- Develop Faris Field into two multipurpose fields and increase participation.
- Determine long term viability of the Mandan Aquatic Center while continuing to communicate with the school district regarding the potential pool at the new high school.
- Continue to replace playground equipment as opportunities arise.
- Reface the park shop exterior.
- Improve ADA accessibility to the softball building and Legion Park shelters.
- Update Raging Rivers waterfall feature in the lazy river.
- Maintain Raging Rivers concessions, catch pool and evaluate window replacement.
- Develop creative ways to maximize the kitchen at Prairie West to meet the needs of the patrons.
- Work to improve Raging Rivers food delivery efficiency to patrons.
- Train staff at Prairie West and Raging Rivers to up-sell concessions and pro shop items.
- Continue to analyze and evaluate parking needs with the finish of 16th St. and Old Red Trail.
- Define policies and procedures for Pepsi All Seasons Arena that align with the park districts mission.
- Determine long term benefit of HA Kautzman Park and Ventures Park.
- Start discussions with Mandan Progress Organization on the opportunity to lease Dacotah Centennial Park.
- Update Dacotah Centennial Park bathrooms.
- Allocate time and energy to find a location for outdoor sledding.
- Determine the horse shoe pits long term location.
- Monitor the future need of a splash pad.

- Expand on trails in Mandan while meeting the needs of Mandan's growing population.
- Evaluate current kiosks and signage throughout the park system.
- Work toward going paperless throughout the park district by utilizing laptops and a recycling system.

Goal: Ensure appropriate funding availability for operations, maintenance & Project

- Minimize spending and address the park district's general fund balance.
- Develop requirements for the vision fund.
- Grow the marketing budget with the demands of new technology as it becomes available.
- Evaluate the billing review/budget process for the park district while encouraging a paperless district.
- Establish a foundation for the park district.

Goal: Develop & Maintain recreation programs that align with community needs

- Utilize the Pepsi All Seasons Arena to offer more cost effective programs and events.
- Expand on US Kids and Dakota Junior Golf.

Goal: Develop & Maintain strategic partnerships

- Continue to develop relationships with the city municipalities, while meeting the park district's long term needs.
- Work to be proactive with user groups and gather their feedback as we determine necessary.

Goal: Continue to improve & provide innovative technology

- Maximize our current point of sale system through the training of full and part time employees.
- Reevaluate computers that need a CardConnect machine.
- Make the best use of the current time clock system by exploring its services.
- Expand our reach to consumers through a texting medium.
- Determine specific IT role for the Marketing Department.
- Evaluate p-card process for online approval and coding.

Goal: Provide excellent communication throughout the city of Mandan & to its visitors

- Continue to improve internal communication with staff.
- Find creative ways to stay ahead of technology and identify new methods to reach different audiences.
- Utilize park district point of sale system to target specific demographics to maximize marketing efforts.
- Expand reach to golfers by promoting golf through group rates, nonresidential and traditional marketing.
- Seek opportunities for corporate events at facilities.

Goal: develop a strong & inclusive workforce that represents the community we serve

- Reevaluate employee's strengths and their placement in the park district.
- Adjust park district handbook and offer employees an opportunity, by manager discretion, to work 32 hours a week while receiving benefits.
- Modify calendar year for comp. time use from December 31 to March 31.
- Expand on internal team building.

- Conduct a salary study for full and part time staff.
- Be proactive and communicate with staff to ensure consistent messages throughout the park district.
- Schedule trainings for full time staff and encourage cross training throughout departments.
- Utilize full time staff for lifeguard training.
- Continue to offer perks to part time employees to create good culture.
- Seek creative ways to find qualified part time staff.

Directives from the Park Board of Commissioners:

1. Start the process of closing Ventures Park.
2. Master Plan the future of HA Kautzman Park while exploring reducing the size of the park.
3. Develop language in the handbook for comp time and vacation carry over to be extended from December 31 to March 31 of each year.
4. Develop a plan for hot food availability at Prairie West GC.
5. Compare salary and benefits with local municipalities and Park District state wide.
6. In order to acquire additional property for the Sports Complex parking, discussions need to be held with Mandan Public Schools prior to negotiating discussions with land owners.
7. It was decided to not pave the land north of the District Maintenance Shop and wait until Faris Field construction occurs.
8. It was recommended to wait with paying off special assessments balances and review them at our July 2019 retreat.

Motion to adjourn the meeting was at approximately 8:10pm. Motion made by Vice President Arenz, seconded by Commissioner Hatzenbuhler. Motion passes 5-0.

Cole Higlin
Clerk, Mandan Park District

Wade Meschke
President, Board of Park Commissioner