

**MRPA Programming Section Meeting  
October 14, 2011  
Shoreview Community Center**

Tonya Love, Elk River  
Ryan Parks, Roseville  
Roxann Maxey, Roseville  
Pat Tuma, New Brighton  
Harvey Feldman, Parc, LLC  
Kari Hemp, Bloomington  
Lisa Abernathy, St. Louis Park  
Michelle Tessar, Falcon Heights  
Kelly Mertes, Richfield  
Deb Weinreis, MRPA

Ann Mosack, Bloomington  
Eric Boettcher, Roseville  
Jen Graham, Inver Grove Hgts  
Bri Bachrach, Shoreview  
Teresa Gangelhoff, Mendota Heights  
Becky Sola, Shoreview  
Shari Kunza, Shoreview  
Jeremy Bailey, Shoreview  
Lisa Maurer, Rosemount  
Mike Anderson, Oakdale

**Agenda**

- Meeting was called to order by Tonya Love at 10:05 am

**Welcome and Introductions**

**Additions to the Agenda**

- MRPF Professional Connections

**Approval of Minutes**

- Approved by Eric B, Second by Roxann M

**Professional Connections**

- Jen Graham reported MRPA Membership Committee discussed going to Mankato Rec Club meetings to see what they would like to get from MRPA membership
- Deb Weinreis reported MRPA has 33 Mankato student members

**Topic Discussions**

Small group discussions around: What Works, What Doesn't and How to Improve – Tips to work through a tough economy & Do they exist? Revenue generating programs that are not equipment intensive

Working through a tough economy

- Richfield – Split adult fitness registration from 1-12 week session into 2 – 6 week sessions to cut down on initial cost to participants
- St. Louis Park – Added an Exhibition Show for Winter skating lessons, the show is included in the winter skating fee, but generates extra income from admission & concessions, hope it will help to build the skating program – Still has a big skating show in the spring that is an extra fee – Offers home school skating lessons on Tuesday's & Friday's
- Falcon Heights – Eliminated shirts for camps, only doing shirts for sports – Used to do snacks at camps, will eliminate snack this summer

- Shoreview – Went from a per session pre-school fee to a monthly pre-school fee or parents can set up a payment plan, there is a \$10 late fee if not paid by the 15<sup>th</sup> of the month – Having the Community Center helps to keep costs lower as well
- Richfield & St Louis Park – Partner with Community Foundations to subsidize costs of youth programs
- Roseville – Shortened sports programs from 7 weeks to 6 weeks, but kept the fee the same
- Oakdale – Got grants to run some free programs - Have increased sponsorships – More outreach for financial support
- Minneapolis – Offers a free football program
- Deadlines are not being as firm – No Late Fees – Registrations are slow to come in
- Increase fees in small increments
- Non-resident fees – some cities are doing – some are not
- Stick to the registration minimum to cover all program costs

#### Revenue Generating

- More contractual programs – contractor brings in supplies & equipment – City takes registration and gets a cut
- IGH - Birthday Parties have increased – include a b-day party host
- Adult fitness classes
- Convenience services have increased
- SLP – charged a fee at the splash pad for non-residents – residents still used for free – had specific days for groups & charged a group fee
- Aquatics dropped Red Cross
- Ultimate Frisbee tournaments
- Non-officiated leagues
- Teaming w/ businesses to promote events & programs
- Figure out what you do well & stick with it

#### Other Discussions

- Figure out what you do well & stick with it
- Ask – do you get to keep revenue or does it go into the general fund
- We are here to provide services to residents in our communities
- We are not like a regular business
- Early Bird fees – IGH does, will need to reevaluate, fitness classes register the week before save \$5 – Bloomington does give a few dollars off – Mendota Hghts gives \$25 off softball leagues
- Better to have the early bird fee or a late fee? Pros & cons to each

#### **Workshop Committees & Roundtables**

##### Upcoming Professional Development

- December 7 Elder Care in Woodbury
- November 17, 9:30 – 11:30, MRPF Casual Connection at Pardon My French in Eagan

### Leaders in Training Roundtable

- Survey went out – 27 people took so far
- If you have not taken the survey please do – contact Lisa for the link [labernathy@stlouispark.org](mailto:labernathy@stlouispark.org)
- Aiming for Mid-November

### Summer Leadership Workshop

- John Stutzman will chair
- Looking for others to help
- Possibly Plymouth for a site

### **MRPA Updates**

#### Staff Report

- Annual Conference – thank you to those who attended & the planning committee – 320 delegates, 65 exhibitors, many volunteers, positive feedback from delegates & exhibitors, seems to be competition between vendors to be there
- Best Practices: Corridor Management & Paved Trails Maintenance – great response, 50 registrants, MRPA corporate member, SRF Consulting Group provided helpful information
- Award Nominations – MRPA is now accepting, please nominate a colleague who is doing great work – there have been a few award changes to make the process more inclusive, such as broadening the years of service aspect for the Clifton E French, Jack Niles and Dorothea Nelson awards – Application deadline is October 21
- Board of Directors & RSC Nominations – MRPA is now accepting through October 19 – the board has the following seats available for election: president-elect, secretary, west metro, east metro and southern region – the RSC has the following seats available for election: West Metro District 4, Greater MN At-Large and At-Large
- Magazine – next issue is at print & should be in your mailbox soon
- NRPA Congress – will be held November 1 – 3 in Atlanta
- Concussion Roundtable on October 13 was well attended with about 40 registrants – Doug Carnival and Pete Klinkhammer spoke
  - Concussion Law will be the hot topic at the December 16 mtg in New Brighton – What are communities doing to implement the new concussion law
- October 20 there is a Hershey Track & Field webinar – looking for hosts for the 35<sup>th</sup> year

### **Board Update**

- No Board Update

**Next meeting: November 18, 10:00 am, Bloomington Civic Plaza**