



# Wayzata Parks and Trails Board Meeting Agenda

Wednesday, January 18, 2017  
6:00 pm

Wayzata City Hall, Conference Room  
600 Rice Street East  
Wayzata, Minnesota

1. **Call to Order, Roll Call**
2. **Introduction of new Board Member, Mary Bader**
3. **Approval of Minutes of December 7, 2016 Board Meeting**
4. **Approval of Agenda for January 18, 2017 Board Meeting**
5. **Old Business**
  - a. **St. Bart's Catholic School Proposal for Garden Project**
  - b. **Skateboard Park in Wayzata Presentation by Amy Marten**
  - c. **Minnetonka Community Education—Review curriculum proposal for 2017**
  - d. **Strategic Plan for P&T Board Finalization**
  - e. **Platform Tennis Project Update**
    - i. **Brochure Status**
    - ii. **Fund Raising Discussion**
6. **New Business**
  - a. **Discussion on Focus and Direction for Wayzata Parks & Trails Board**
7. **Other Business**
8. **Adjourn**

## Wayzata Parks and Trails Board Meeting Minutes: December 7, 2016

Meeting was called to order at 6:05 by Board Chair, Dan Baasen, at Wayzata City Hall

Present: Dan Baasen as Chair, Merrily Borg Babcock, Joanie Cunningham, Jim McWethy, Sarah Randolph, Tyler Purdy, Sarah Showalter and David Dudinsky from City. Also present was resident Tim McCormick of McCormick's Beachside, Tim Litfin and Jenny Bodurka both from Minnetonka Community Education.  
Absent: None

Minutes from April 20, 2016 meeting were approved unanimously by motion of Baasen and second by Showalter.

Agenda was approved by motion of Bog Babcock and second of McWethy.

### **Announcements:**

- Mary Bader was elected to Parks and Trails Board on a one year term
- Randolph and Purdy were re-elect to three year terms

### **Old Business:**

- Beach Concession Stand Year-end Operations Review* - Tim McCormick, proprietor of McCormick's Beachside provided an overview of his first summer of operating the food stand at Wayzata Beach. The first summer of operations, Memorial Day through Labor Day, was successful and results exceeded original budget. Improvements for 2017 being considered include menu additions, improved marketing/awareness and possibly a half window for customer pick-up.
- Minnetonka Community Ed Review* – Litfin & Bodurka presented on the results and learnings from first year of programming in Wayzata Parks. Minnetonka Community Ed viewed the first year as positive and learned much about what programs were successful and will apply this learning to continue to grow the program in 2017 and beyond. The Community Ed Staff is currently working on programming for the summer of 2017 and has proposed an offering that includes programs that were successful in 2016 along with new adult, family and youth programs. A copy of proposed programming was provided to board members for review.

Bodurka also suggested a "summer kick-off BBQ open house" hosted by the City and Minnetonka Community Ed to drive awareness of programming and also to introduce new programs. Board discussed hosting this event prior to the start of programming which is tentatively scheduled to start the week of June 12<sup>th</sup>.

Minnetonka Community Ed to send a draft of a schedule for 2017 programming in advance of the Board's January meeting on the 18<sup>th</sup>.

**New Business:**

- a. *Strategic Plan Update* – McWethy provided an update on the Board’s 5 year strategic plan that has been updated to include projects recently added to the City’s CIP. Several changes were discussed and it was decided that the Board’s Vision and Mission statement will be added to the strategic plan document.
- b. *Platform Tennis Update* – McWethy is working on a brochure to be ready for the Chilly Open on February 11<sup>th</sup>. Dudinsky order a survey that should be ready in approximately 30 days. A kick-off gathering is being considered at the Woodhill platform tennis courts to drive awareness and introduce the sport in early March.
- c. *Roundabout Art Committee* – Cunningham presented on the recent artist selection process for a sculpture at the roundabout. The committee has reduced the field of applicants from 11 to 3. The committee is scheduled to meet again on January 23<sup>rd</sup> when applicants will present a model of their vision and a single artist will be selected to create the roundabout sculpture. It is anticipated that the artwork to be completed and installed summer of 2017.

Meeting adjourned at 8:46 moved by Showalter and seconded by Purdy.

# Memorandum

TO: Dave D  
FROM: Kristin Classey  
DATE: January 5, 2017  
SUBJECT: Summer Rec Programs Marketing Meeting

Hi Dave,

I met with Minnetonka Community Ed yesterday to come up with a plan for the marketing/promotion for this year's summer recreation program.

The following are the items we discussed:

- February Portal—teaser saying that the program is back again and registration is coming mid-February, classes fill fast, and refer them to the website, [www.minnetonkacommunityed.org/wayzata](http://www.minnetonkacommunityed.org/wayzata). (catalogs are also mailed in February)
- March Wayzata Life- do the similar write up teaser with photos for the issue that we did for the February Portal
- March Utility Bill—buck slip
- April—MCE will do a big Postcard mailing like they did last year
- May- we'll do a 2<sup>nd</sup> buck slip if needed based on registrations
- Social media—we'll coordinate many posts between MCE and the City
- Wayzata Weekly mentions
- MCE will do email blasts to their lists
- Wayzata Chamber—looking into advertising with one of their mailings and maybe reach out to businesses to have catalogs?
- Ask the Mayor-I'll have you talk about it during an upcoming taping (February taping most likely)
- Last year Sarah passed out either buck slips or catalogs to schools or places of interest—is she going to do this again?
- They mentioned posting to peachjar.com
- We will put a poster in the Warming house asap to start advertising to the people using the rink
- We will also have Lakeshore and Sun Sailor do something too. I think last year Sun Sailor Jason Jenkins wrote something up on the program.

I'll send you posters when I get them for someone to post at Warming House.

Thanks,  
Kristin Classey  
Communications Specialist  
City of Wayzata  
600 Rice Street East Wayzata, MN 55391  
952-404-5315

**5-Year Strategic Plan Update  
Wayzata Parks & Trails  
November 1, 2016**

The attached revised P & T Strategic Plan has been updated  
November 1, 2016

Not included are scheduled routine maintenance projects on parks  
and parks equipment such as marina, gardens, EAB and tree  
maintenance.

The projected cost earmarked by the city, and funding source, for  
each projected is included in parentheses:

PTIF = Parks & Trails Improvement Fund

TIF = Tax Increment Financing

LIF = Lakefront Improvement Fund

MF = Maintenance Fund

Jim Mc

# Wayzata Parks & Trails 5-Year Strategic Plan

Updated 11/1/2016

GOAL 1 EXPAND PARKS ACTIVITIES AND ENGAGEMENT	2017	2018	2019	2020	2021
1a. Already scheduled					
Platform Tennis courts (\$250,000: PTIF/132,650, grants and donations/125,000)		x			
Paid summer P & T Program Coordinator with Mtka Community Services (\$20,000 PTIF)	x				
Maple tree tapping at Shaver and/or Big Woods	x	x	x	x	x
Sunday Summer music programs for Klapprich Park (\$4,300 PTIF)	x				
Lakefront ice skating (\$1,100 LIF)	x				
1b. Proposed strategies					
Waterfront boat parade for July 4	?				
Renew Park Programming (revised) with Mtka Community Services		?	?	?	?

<b>GOAL 2 PARKS AND TRAILS ACCESS AND CONNECTIONS</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
2a. Already scheduled					
Dakota/Luce Line trails connecting signage and striping (\$32,900 MF)	x				
Wayfinding signs—phase 3 (\$71,900 PTIF)	x				
Wayfinding signs—phase 4 (\$41,300 PTIF)		x			
Wayzata Blvd trail—U S Bank to BP (\$308,400 PTIF)					2022
2b. New proposals					
Monitor Lake Effect and other city project proposals, and provide timely input regarding parks and trails access and connections goals	x	x	x	x	x
Bike Repair Stations (3)—discuss with Three Rivers & DNR	x				

<b>GOAL 3 COMMUNICATIONS</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
3a. Already scheduled					
Communicate and cross-market with other city boards and task forces	x	x	x	x	x
Volunteer program coordination	x				
3b. New proposals					
Update Parks & Trails brochure	?				
Publish activities and events calendar for parks and trails activities	?				
Enhance info on Parks & Trails website	?				
<b>GOAL 4 FINANCE</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
4a. Already scheduled					
4b. New proposals					

<b>GOAL 5 MAINTENANCE AND UPGRADING OF EXISTING PARKS, TRAILS</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
5a. Already scheduled					
Nature Center grand plan formulation (\$16,900 PTIF)		x			
Additional adirondak chairs in parks (\$4,000/yr PTIF)		x 4,200	x 4,300		
Depot Park restroom facility upgrade (\$10,400 LIF)	x				
Klapprich Park playground facility upgrade (\$168,900 PTIF)				x	
Little Beach pier (\$5,200 LIF)	x				
Replace beach playground equipment (\$82,500 PTIF)					x
Security cameras at beach and marina parking lots (\$34,000 PTIF)	x				
5b. New proposals					
Investigate Klapprich Field baseball/softball facilities upgrade	?				