

ADMINISTRATION COMMITTEE MEETING NOTES

Wednesday, March 15th, 2023; 8:00 AM

Depot Boardroom

In Attendance: Commissioner Aaron Hill, Commissioner Joe Deutsch (via Teams), Broc Lietz (via Teams), Dave Leker, Carolyn Boutain, Dave Bietz, Susan Faus, Luke Evenson, Stacy Kruger, Amy Longtin, Tori Benders, Kylie Kanwischer, Cassie Doll, Kelly Kuntz, Cindy Boettcher

Absent: Commissioner Vicki Dawson

1. **Marketing Review October 1, 2022-February 28, 2023;** Carolyn Boutain, and Marketing Staff, presenters.

This is a review since the last Administration Committee meeting. There have been some changes within the department with the staff, and current staff members are doing some different/additional jobs now. The following are highlights from the report shared by marketing team members.

Marketing Accomplishments- Website

- Website users for the Fargo Park District- 81% of our users are new users for this time frame, which is just over 94k.
- The top page after our home page is the Broadway Square open skate page which has just over 14k users.
- The Marketing team is always open to collaborating and creating new information for the needs of other departments and have now incorporated a Fargo Park District Maintenance FAQ page into the website.

Website goals the team will be working on:

- Integrate the VSS website into the Fargo Parks website with a new look and complete analysis on what is currently on the site and have some focus groups on what needs to be happening on the website.
- How to best use the website analytics to make sure our top pages are what is featured on the website.

Social Media Accomplishments

- The Park District Facebook page reached 17,892 followers and continuously growing.
- Broadway Square followers is now at 7,540.
- Incorporated 48 reels, and the top reel reached more than 9000 users.
- We now have more than 35,000 assets along with photos and graphics so the team will be implementing Canto which is a digit asset library software.

Social Media Goals

- Increase Quality which is what the community is looking for.

- Continue to update programs, events, and photography.

Dave Leker asked what a reel is and Kylie explained it is a video for Instagram. It can be a compilation of events, a compilation of a season or just a video of a park.

Commissioner Hill asked what has the most engagement on social media? Reels have the most engagement as it allows us to reach a broader audience. Our top reel has reached more than 9,000 users. This was a floral installation with Love Always floral.

Events Accomplishments:

- More than 100 events and programs
- Christmas tree lighting at Broadway Square with over 600 visitors
- Hosted the first State of the Parks event.
- Beam signing event.

External Communications and Public Engagement:

- Created and distributed the Spring/Summer Brochure
- Media contacts for entire organization and all entities with 3-4 stories and media mentions each week.
- Sent out 51 news releases and hope to continue that high volume.
- Love Always Floral installation at Broadway Square which the community really enjoyed.
- E-news blast with about 17,000 active subscribers with an average open rate of 42%
- Promoted Yunker Farm master plan public input sessions in November and February. There were over 500 completed forms online and over 1600 clicks.
- Launched Restream for our Board meetings.

Commissioner Hill asked how many people watch the Board meetings and with the most recent meeting there were seven watching.

Internal Communications:

- Started a new staff communication email that is sent to all full-time staff every Monday with district updates and announcements. We are over 50% for the staff open rate.

Goals:

- Increasing community involvement and engagement with our Park Board and the decisions being made.
- Implementing and executing through Text.gov for the community to use to text in any maintenance requests, a tree that is down, etc....
- Send out more communication as it relates to all our projects and develop power point presentations for the staff and the foundation to use so our look is consistent, were branded, and the look is the same across all boards.

Dave Leker stated staff really likes the new weekly overview along with Commissioner Hill stating the format is much nicer and user friendly. Commissioner Hill also stated how much the Board appreciates all the work the Marketing team does for the Board and everyone else.

2. HR Policy Review; Stacy Kruger, presenter.

Stacy presented on the Personnel Manual Definitions page and four HR policies with no significant changes made in content to any of the policies. Changes made were in adding/updating new titles.

Policy No. 200- Keeping us Informed.

- Added item #8 Name Change.

Policy No. 410- Hiring Policy Benefitted Staff

- Changing “Manager” title to “Director”

Policy No. 460- Technology

- Changing “Coordinator” title to “Director”
- Data critical information also updated.

Policy No. 490- Conflict of Interest

- Removing Valley Senior Services as they are a part of us now.

The Committee recommends this item for the Consent agenda.

3. Financial Review Monthly Reports; Broc Lietz, presenter.

To provide transparent financial reporting Broc Lietz presented two reports for review and feedback regarding the value of these reports and desired frequency.

1. Budget-to-Actual (Year-to-Date)

- This is a whole picture of the entire district and used for prepping for year-end 2022. This is presented on a quarterly basis and was last presented at the last Facilities meeting.
- The plan moving forward would be to provide these on a monthly basis in the Board packet.

2. Preliminary Income Statement, Department Summary

- This is a summary report per department and a detailed breakdown of each area.
- This is provided to each department and breaks down the broad revenue categories.
- Broad categories on the expense side
 - Compensation & Benefits
 - Full-time
 - PT and seasonally based on certain times of the year.
- Would like feedback if the Board would like to receive this monthly.

Commissioner Hill stated how this is a lot of information and some Board members may want to review it so providing this information would be helpful. Commissioner Deutsch concurred with Commissioner Hill.

4. Administration Division 2023 Goals; Susan Faus, presenter.

Susan presented the 2023 annual work goals for each department. These were the priorities identified by each Department and will give the Commissioners a sense of the essential work completed this year.

The goals are to be more intentional about our work, our communication and transparency, and list the priorities for each department

IT Department

- Securing bids for the Networking Equipment for the Fargo spools complex. RFP has been completed and we are reviewing this with the different team members.
- Finish the phone upgrades. The Depot location has been completed. Will be working on Osgood, Prairiewood, and Edgewood. This should cut our phone bill in half once completed.
- Asset tracking software for the business office that will be most efficient for all of us.
- Backup and disaster recovery implementation- possibly set up 2nd location at the North Softball Complex and not just in the cloud.
- Cyber security training has been completed by 85% of the employees. Test emails have gone out and only about 26 employees clicked on the attachments in those test emails (clickers group). Those employees will get additional training.
- Would like to revamp SharePoint or find a better solution.
- New computers for VSS, Courts Plus, Edgewood, and Prairiewood.

Commissioner Hill asked how our point-of-sale systems are integrated and currently these are all separate systems.

HR Department

- Develop hiring process in Q1.
- Bring back seasonal hiring kick off meetings.
- Create new hire orientation training.
- Develop supervisor training. Ends in May with EAP and would like to continue this and keep it going bi-monthly.
- Update new hire checklist.
- Overhaul the performance reviews. They are based on a 3-point scale currently and would like to have them based on a 5-point scale and on specific job functions.
- Bring back the retirement seminar for those over 55 years old.
- Look into employee recognition/appreciation/engagement options.

Community Relations (Marketing, Golf, and Sales)

- Marketing team to develop standard of expectations, roles, and structure.
- Create a plan to update the bi-annual brochure.
- Develop a strategy for engagement with the public in projects being planned and implemented (State of the Parks)

- Improve ADA compliance in signs and overall communication. We want to be able to communicate with the entire community.
- Review of the brands and discuss rebranding, if desired.
- Review the Park District brands through education.
- Develop comprehensive golf department. Plan for transfer of youth golf program into the golf department and discuss adding a Golf Director position.
- Develop standards for Sales and Sponsorship to provide clarity between Sales and foundation.

Commissioner Hill asked how many brochures are printed and how often. We print about 13,000 brochures twice a year.

Finance

- Technology integration throughout the entire finance area and create efficiencies.
- Zero-Base budgeting philosophy throughout the district. Do a better job of planning for the future.
- Project Financing- continue to monitor and manage cash flow for the current capital projects. Develop long-range financial plan and long-range facilities plan.
- Cost Recovery Targets – Beginning with Golf
 - How to operate all the program's we have
 - What should our goal be
 - Enhance the budgeting process
 - Acceptable margins
 - Historical data and comparisons
- Look at Asset tracking software with Business Office
 - Will work with the IT team on this

Commissioner Hill stated this whole process seems very good and asked about timeline and tracking. Susan stated this will be something we will work on in December and have ready by the 1st of the year. The commissioners will be updated on a quarterly basis.

Dave Leker talked about the next steps and having the Commissioners help us with the higher-level goals going forward.

With no further items, the meeting was adjourned at 9:00 AM

Notes submitted by: Cindy Boettcher, Administrative Specialist.