



**CITY OF BLOOMINGTON
parks and recreation**

AGENDA

City of Bloomington Board of Park Commissioners
Regular Meeting: Tuesday, April 22, 2014 4:00 – 5:30 p.m.

Council Chambers
401 North Morton

CALL TO ORDER - ROLL CALL

A. CONSENT CALENDAR

- A-1. Approval of Minutes of March 25, 2014
- A-2. Approval of Claims Submitted March 26, 2014 – April 21, 2014
- A-3. Approval of Non-Reverting Budget Amendments
- A-4. Review of Business Report

B. PUBLIC HEARINGS/APPEARANCES

- B-1. Public Comment Period -
- B-2. Bravo Award - T410 Class in School of Public Health (Lynsie Haag)
- B-3. Parks Partner Award -
- B-4. Staff Introductions -

C. OTHER BUSINESS

- C-1. Completion of Board Conflict of Interest Document (Barbara McKinney)
- C-2. Review/Approval of Partnership Agreement with DBI for 4th of July Parade (Bill Ream)
- C-3.

D. REPORTS

- D-1. Recreation Division - Farmers' Market Advisory Council Annual Report (Janice Lilly)
- D-2. Sports Division - Kelly MBA School Consulting Academy Report on TLRC (John Turnbull)
- D-3. Administration Division - None
- D-4. Operation Division - None

ADJOURNMENT



Board of Park Commissioners
Regular Meeting
Minutes

Tuesday, April 22, 2014
4:00 – 5:30 p.m.

City Hall Council Chambers
401 N. Morton St.

CALL TO ORDER

The meeting was called to order by Mr. Carter at 4:00 p.m.

Board Present: John Carter, Joe Hoffmann, Jane St. John

Board Absent: Les Coyne

Staff Present: Mick Renneisen, Judy Seigle, John Turnbull, Becky Higgins, Bill Ream, Kim Ecenbarger, Paula McDevitt, Leslie Brinson, Robin Hobson, Marcia Veldman, Dave Williams

City Admin: Barbara McKinney, City Legal - Human Rights

Intern: Libby Winter

A-1. Approval of Minutes of March 25, 2014 Meeting

A-2. Approval of Claims Submitted March 26 – April 21, 2014

A-3. Approval of Non-Reverting Budget Amendments

A-4. Review of Business Report

Mr. Hoffmann made a motion to approve the Consent Calendar as presented. Ms. St. John seconded the motion. Motion unanimously carried.

B. PUBLIC HEARINGS/APPEARANCES

B-1. Public Comment Period

No public comment at this time.

B-2. Bravo Award – T410 Class in School of Public Health

Ms. Ecenbarger addressed the Board and stated that the April Bravo Award is being presented to the students in the School of Public Health class T410 for their participation in this year's Mad Egg Dash. The students, Kelly Harris, Haley, Sorenson, Sofia VanTilburg, Mackenzie Lenaham, and Daniel Liao, chose to work with the staff as part of their Event Planning and Program Development course instructed by Jill Sturts. During their 11 weeks of planning, the group considered all aspects of event planning. They solicited sponsors for prizes, and after securing 949 prizes, they turned their attention to creating a "pre-dash" obstacle course, worked within a budget, considered market strategies, recruited and trained volunteers, and created a supply list. Their attention to detail and professionalism was exceptional.

B-3. Parks Partner Award – None this month

B-4. Staff Introductions – None this month

C. OTHER BUSINESS

C-1. Completion of Conflict of Interest Document

Ms. McKinney addressed the Board and stated that in an on-going effort to ensure that the City conducts its business in compliance with state law and internal policy, Administration is requiring all members of boards and commissions that

make significant financial decisions to complete and return a conflict of interest questionnaire. The questionnaire asks for business affiliations, outside interests, outside or community activities, and any other activities which may be perceived as a potential conflict of interest. By providing full disclosure on all activities and interests of board and commission members, it provides the public with greater transparency of City operations.

C-2. Review/Approval of Partnership Agreement with DBI for 4th of July Parade

Mr. Ream addressed the Board seeking approval of the partnership agreement with Downtown Bloomington Inc (DBI) for the 4th of July Parade. He stated that this is the eighth year for this partnership. The goal of the partnership is to combine resources for BPRD and DBI to provide a 4th of July Parade for the Bloomington community and a performance by the Bloomington Community Band prior to the parade on the courthouse lawn. The parade will be on Friday, July 4, 2014 from 9am to noon. This year's theme is "Explore Bloomington" and organizations, groups, businesses, and individuals are encouraged to have an entry in the parade that shows how they like to explore their community. This year's parade route is the same as 2013 and starts at 7th Street and Indiana Avenue, heads west on 7th Street, turns right (north) on Walnut Avenue, then left (west) on 8th street, then left (south) on College Avenue. It will then head down College Avenue and turn left (east) on Kirkwood Avenue, past the courthouse and end at the Sample Gates. Applications for parade entries will be available beginning May 1 and can be obtained at the parks website: Bloomington.in.gov/parks or in person at the BPRD office.

Mr. Hoffmann made a motion to approve the partnership agreement with DBI for the 4th of July Parade. Ms. St. John seconded the motion. Motion unanimously carried.

D. REPORTS

D-1. Recreation Division – Farmers' Market Advisory Council Annual Report

Ms. Lilly addressed the Board and stated that she has served as the Chair of the advisory council for the past year. The market had double digit growth again in 2013, where they average 6,900 customers per week. In addition, the market experience a 98% cost recovery in 2013. The advisory council only had four meetings during the year, as the council only meets on an as needed basis. One of the things addressed was the new use of social media. A "vendor of the week" was featured on social media sites. In addition, one of the vendors was nominated for a National Green American Award. This brought up some discussion regarding how marketing and social media would be used to promote (or not promote) activities that are not specific to the department. This discussion resulted in revisions to the social media policy. Other discussions revolved around vendors selling items with their farm logos. However, it was determined that this was not really appropriate. However, they could wear the items and tell customers how the items could be purchased. Ingress and egress policies were also reviewed to help with congestion and traffic flow on Saturday mornings.

Ms. Veldman reported on the Double Market Bucks Program. During the 2013 season, thanks to a private donor's contribution to the Bloomington Parks Foundation, the Department was able to offer Double Market Bucks (DMB) at the Saturday and Tuesday Markets. This program aims to develop the customer base for farmers while offering an incentive to low income individuals to use federal Supplemental Nutrition Assistant Program (SNAP, formerly known as Food Stamps) to purchase healthful, local foods. At Saturday Market, the amount of Market Bucks purchase reached \$33,393, an increase of 543% over 2012. The amount of Market Bucks purchase at Tuesday Market was \$2,628, an increase of 1,009% over 2012. In 2013 there were a total of 987 transactions at Saturday Market, an increase of 384% over 2012 figures. In 2013, Market staff administered 85 (+608%) total SNAP transactions at Tuesday Market. She provided the Board with a brief video that explained how the DMB program works.

D-2. Sports Division – Kelly MBA School Consulting Academy Report on TLRC

Mr. Turnbull addressed the Board and stated that he recently submitted a proposal to the Kelley School of Business to provide an analysis of the operations at the Twin Lakes Recreation Center (TLRC). The proposal was accepted and completed by graduate students in a consulting academy class working under the direction of Professor Chris Cook. The students, Timothy Akanmu, Ajay Jain, Santosh Raghunath, and Kevin Ruuhela, presented their findings to the Board. They stated that the TLRC is exploring options to increase membership revenue. The team worked with the staff at the TLRC to better understand its customer base and identify opportunities to help achieve its potential. The project deliverables include:

- A visual plot of the location of TLRC's current and former members
- A visual plot showing the frequency of visits by members
- Report indicating the primary features used in the facility by members
- Utilization report of courts and turf in the facility
- A map of competitors in the health and fitness sector
- The primary drivers of TLRC membership
- The primary drivers of membership cancellations

A member survey was sent to 857 individuals with 84 individuals responding (9.8% response rate). A cancelled members survey was sent to 233 individuals with 28 individuals responding (12% response rate). The chance to win a digital camera was offered as an incentive to respond.

Highlights from the survey findings include:

- A majority of members visit the TLRC frequently (averaging at least twice per week). Members are very satisfied with the current offerings at the facility.
- Over 70% of the respondents say they never use the turf, courts, and classes. Almost 50% of the respondents say they use the track every time they visit. Staff should create new offerings to increase utilization of these amenities.
- TLRC is not in an overly concentrated area. Points of differentiation should be highlighted to attract potential members.
- The monthly membership rates are in line with competitors. The added value for members should be emphasized to attract members.
- Most members are attracted to the facility because of its features (61%), while 51% stated the proximity of location is attractive.
- Of the cancelled members surveyed, most (20%) stated that they joined another facility. Many of the cancelled members moved out of the area. 10% of the respondents stated that they lost motivation which leaves opportunity for TLRC to increase member engagement to reduce membership cancellation.

Recommendations include:

- Focus marketing materials by segment: Seniors, adults, kids
- Create easy to read monthly calendar of classes and related brochure
- Implement a direct mail campaign to market to prospective members
- Launch social media promotions to increase awareness and engagement
- Offer 1 week trial memberships
- Develop special offers for membership
- Partner with other Parks and Recreation facilities to leverage resources that TLRC lacks (ie. Bryan Park and Mills Pools)
- Schedule drop-in sessions for turf and courts
- Develop new programs to utilize idle capacity on the turf and courts
- Install additional lockers in public areas

Implementation plan:

- Identify and schedule drop-in sessions – May 2014
- Develop targeted postcards – May- June 2014
- Explore partnership opportunities – May-June 2014
- Develop calendar/brochure – June 2014
- Social media promotion – June-August 2014
- Monitor postcard return – July-August 2014
- Other promotions – November-December 2014
- Locker installation – September 2014-January 2015

The Board thanked the group for all of the detail they put in to this project. Staff will take the recommendations under advisement and implements changes as time and budget allows.

D-3. Operations Division – No Report

D-4. Administration Division – No Report

ADJOURNMENT

Meeting adjourned at 5:10 p.m.

Respectfully Submitted,



Judy Seigle, Secretary Board of Park Commissioners