

AGENDA
PARKS ADVISORY COMMITTEE
COUNCIL CHAMBERS
MONDAY, APRIL 27, 2020
6:30 p.m.

1. CALL TO ORDER

2. ROLL CALL (Members: S. Marotz, D. McDowall-Seyko, D. Peterson, L. Talvitie, S. Fisher, J. Brevig, S. Zettervall)

3. ADOPT PROPOSED AGENDA

4. APPROVE MEETING MINUTES

4A. Approve Regular Parks Advisory Committee Meeting Minutes of February 24, 2020

5. BUSINESS

5A. Code Revision Task Force

5B. Dogs at Lakeside Park Discussion

5C. Lakeside Park Parking Kiosk Update

5D. Update for Lakeside Park Parking Policy

5E. Staff Updates

6. OTHER

7. ADJOURN

Attendance at Meeting: All attendees are expected to follow CDC recommendations ensuring social distancing of at least 6 feet away from other persons. Some members of the Parks Committee may participate in this Meeting via telephone or other electronic means on an as needed basis.

Disclaimer: This agenda has been prepared to provide information regarding an upcoming meeting of the Big Lake Parks Advisory Committee. This document does not claim to be complete and is subject to change.

Notice of City Council Quorum: A quorum of the City Council members may be present at this Big Lake Parks Advisory Committee meeting beginning at 6:30 p.m. in the City Council Chambers. No action will be taken by the City Council.



AGENDA ITEM

Big Lake Parks Advisory Committee

Prepared By: <i>Corrie Scott, Recreation and Communication Coordinator</i>	Meeting Date: 3/30/2020	Item No. 4A
Item Description: <i>February 24, 2020 Parks Advisory Committee Regular Meeting Minutes</i>	Reviewed By: <i>Layne Otteson, Public Works Director</i>	
	Reviewed By: <i>N/A</i>	

ACTION REQUESTED

Approve the February 24, 2020 Big Lake Parks Advisory Committee Regular Meeting Minutes as presented.

BACKGROUND/DISCUSSION

The February 24, 2020 Parks Advisory Committee Regular Meeting Minutes are attached for review.

FINANCIAL IMPACT

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENTS

02-24-20 Parks Advisory Committee Regular Meeting Minutes

**PARKS ADVISORY COMMITTEE
MEETING MINUTES**

MONDAY, FEBRUARY 24, 2020

**- DRAFT MINUTES -
NOT APPROVED**

1. CALL TO ORDER

Chair McDowall-Seyko called the meeting to order at 6:30 p.m.

2. ROLL CALL

Committee Members present: *Scott Marotz, *Denise McDowall-Seyko, *Jason Brevig, and *Scott Zettervall. Committee Members absent: *Doug Peterson, *Shane Fisher, and *Laura Talvitie.

Also present: *Recreation and Communication Coordinator Corrie Scott, and *MN GreenCorps Member Tom Wyatt-Yerka.

3. ADOPT AGENDA

Committee Member Zettervall motioned to approve the agenda as presented. Seconded by Committee Member Brevig, unanimous ayes, motion carried.

4. APPROVAL OF MINUTES

Committee Member Zettervall motioned to accept the January 27, 2020 Parks Advisory Committee minutes as presented. Seconded by Committee Member Brevig, unanimous ayes, motion carried.

5. BUSINESS

5A. BYLAWS AND STATUS OF TERMS REVIEW

McDowall Seyko reported that the Parks Advisory Committee Bylaws are not up to date with how the Committee is currently operating. This agenda item was brought to the Parks Committee in January, but Members wanted more time to review before making a final decision. Scott reviewed the items that need to be addressed including term status, performance criteria, regular meetings, conduct of business at meetings, and powers and duties. Committee Members had no further discussion on the proposed changes.

Committee Member Marotz motioned to create a revised Parks Advisory Committee term schedule with Denise McDowall-Seyko in Seat A, Laura Talvitie in Seat B, Shane Fisher in Seat C, Doug Peterson in Seat D, and Jason Brevig in Seat E. Seconded by Committee Member Brevig, unanimous ayes, motion carried.

Committee Member Marotz motioned to recommend to City Council the suggested changes to the Parks Advisory Committee Bylaws. Seconded by Committee Member Brevig, unanimous ayes, motion carried.

Zettervall updated the Parks Advisory Committee on the Council's current discussion of setting standards for all City boards and commissions' interview processes. A decision by Council has not been made, but they are exploring the option of bringing the proposed candidate appointee to a Council meeting for a secondary interview before final approval.

Discussion on the evolution of the Parks Committee and its involvement in programming and park structure planning ensued. Zettervall ask the Committee Members who created the layouts for previous parks and the Parks Master Plan. Marotz stated that each individual park layout was created mainly by previous Public Works Director, Mike Goebel with the proposed maps and visuals coming from previous members. Scott stated that Bolton and Menk created the visuals for the Parks and Trails Master Plan.

5B. FREEDOM ROCK UPDATE

Scott reviewed the potential new location for the Freedom Rock at Lakeside Park. Staff will bring the proposed location to City Council on February 26th along with any comments from the Parks Advisory Committee.

McDowall-Seyko commented that Lakeside Park has limited parking on the weekend and that fees could deter tourists from stopping to see the rock. Marotz stated that the Big Lake Schools would be a great location. Zettervall also mentioned the NorthStar Commuter Station. Scott commented that the timeline would likely be increased if the Freedom Rock is placed on land that isn't owned by the City as agreements can take years to finish. McDowall-Seyko stated that City staff should check in with the Freedom Rock committee to ensure that Lakeside Park is a location they all agree on for the Freedom Rock.

Discussion on Lakeside Park parking fees ensued. Marotz commented that other communities do not charge parking fees at their lakes. Zettervall stated that waiving parking fees will increase the chance of introducing aquatic invasive species and will allow the parking lot to fill earlier in the day on weekends. Zettervall commented that this issue will be brought up at an upcoming Council Workshop and he will update the Parks Committee on any final decisions.

5C. STAFF UPDATES

Scott reviewed the following:

Planning Commission

- Planning Commissioner Scott Marotz was appointed at the February Planning Commission Meeting as the Parks Advisory Committee Liaison for 2020. This appointment will be made annually at the December Planning Commission meeting going forward.

Student Representative

- Information for the Parks Advisory Committee meetings was sent to the High School Principal with a request to forward the information to all of the Big Lake School District School Counselors and other teachers who know of students interested in parks. If Parks Committee Members have other contacts that could benefit from this information, they are encouraged to send that information to Scott.

Summer Programming

- The Big Lake Library will host a Storytime at the Park event on Friday, August 14th from 10:30am-11:15am at Lakeside Park. Parking at Lakeside Park will be free during the event.
- The Sherburne County 4-H, Big Lake Library and City of Big Lake will be hosting a two-part event series. The first event will take place on Friday, July 24th from 10am-11am at Lakeside Park and the second event will be a day camp on August 6th from 8am-4:30pm at Highline Park. Parking will be free for both events. The focus for these two events will be for children to learn more about nature and environmental sustainability.
 - Corrie has requested a \$500 donation from Big Lake Spud Fest to go toward covering the cost for these events so that children can attend them both for free. The request was approved at the February Spud Fest meeting.
- The Big Lake Library is researching the possibility of having a Skateboard painting event at Lakeside Park. Registration would be required and parking for the 10-15 attendees would be waived.

Park Rx Meeting

- Gina Hugo and Janine Foggia met with Melissa from CentraCare and Brad from Wright Co. Parks and decided to push the informational meeting back. At this time, they do not have a date set, however, they do want to partner and make it a multi-county effort. They are currently working to secure one champion practitioner to attend the meeting and will keep the Parks Advisory Committee updated as the date for a meeting is confirmed.

Rebranding Project

- Como Lakes Marketing was chosen as the consultant to lead a Rebranding Project for the City of Big Lake in 2020 during an interview panel in mid-February. Como Lakes will be introduced to City Council at a workshop on February 26th and the BLEDA will make a final decision on March 2nd as to the official consultant for the Rebranding Project. This project will be delivered in-full by Como Lakes Marketing by the end of June 2020. The City will be provided with a new logo, tagline, marketing videos, photos for the website, and templates for a variety of items including business cards, PowerPoint presentations, social media posts, the City newsletter, etc...

March Parks Meeting

- Corrie will not be present at the March Parks Meeting. Options for the group are to reschedule the meeting, cancel the meeting, or Corrie can train in one of the Parks

Members to record the meeting so that minutes can be prepared when Corrie returns. Keep in mind that if the meeting is recorded, Members must state their name before making a motion or official comment.

- Scott recommends that the meeting be rescheduled to March 30 at 7pm after the Big Lake Community Lake Association's Boat Launch Training that will take place in conjunction with the MN DNR. All Parks Committee Members are welcome to attend this free event in the Council Chambers starting at 5:30 p.m. No registration is required.

Committee Member Marotz motioned to change the March Parks Advisory Committee Meeting to Monday, March 30, 2020 at 7:00 p.m. in the City Council Chambers. Seconded by Committee Member Brevig, unanimous ayes, motion carried.

6. OTHER

Scott reported that Westre's Marine and Sport located in St. Cloud would like to offer a free to the public Boat Demo event sometime this summer season. They haven't hosted an event like this on a lake before, but have hosted one on the Mississippi and they felt it was a success. Their intent is to spread the word on their business and have area residents try out their different styles of boats. They would bring between 4-6 boats and are happy to drop them off and bring the boat trailers to another location for parking during the event. They would only allow employees to drive the boats and would work around the boat traffic on the lake throughout the day. They are offering to pay a flat rate to allow for free parking for the public during their event. They don't plan to have any live music or projected sound, but are requesting to have one banner with their logo and verbiage stating 'free boat demos.' They would like to host the event on a Saturday that doesn't compete with local events from about 8 a.m. – 8 p.m.

Zettervall asked the committee what the potential issues and benefits of allowing an event like this could be for the City. Marotz stated that as long as they pay the fee to cover costs of parking fees, he doesn't see there being any issues with an event like this. The Parks Committee recommended that Scott research other communities that have hosted events boat demonstrations to seek out any potential issues that could arise. The Committee also recommended that staff bring the event idea to a Council Workshop for further discussion.

Scott reported that a local High School student named Brennan is refurbishing a soda machine and would like to place it at Lakeside Park. She noted that there used to be a soda machine at Lakeside Park, but it is no longer there. Also, Lakeside Park has been known for its frequent damage and vandalism including graffiti, broken soap dispensers, and livestock being locked in the portable toilets on site. The Committee also expressed concerns for vandalism and liability if the machine were to start a fire or cause harm to park-goers. They recommended that Scott look into the agreement from the last soda machine that was kept at Lakeside Park and if Council does allow the soda machine to be placed at the park, to have an agreement that states the soda machine owner carry insurance and that some of the proceeds from the machine cover the costs of electricity used at the park.

7. ADJOURN

Committee Member Zetervall motioned to adjourn the meeting at 8:12 p.m. Seconded by Committee Member Brevig, unanimous ayes, meeting adjourned.



AGENDA ITEM

Big Lake Parks Advisory Committee

Prepared By: <i>Hanna Klimmek, Community Development Director</i>	Meeting Date: 4/27/2020	Item No. 5A
Item Description: <i>Code Revision Task Force</i>	Reviewed By: <i>Amy Barthel, City Planner</i>	
	Reviewed By: <i>Clay Wilfahrt, City Administrator</i>	

ACTION REQUESTED

Select a Parks Advisory Committee Member to serve on the Code Revision Task Force.

BACKGROUND/DISCUSSION

Big Lake Community Development has decided to prioritize the creation of a Code Revision Task Force in an effort to proactively discuss and recommend reasonable and necessary changes to the City Code. The overall goal of the Code Revision Task Force is to allow for well thought out change that strives to create efficiencies in process, establish user friendly language, and cater to a developer-friendly approach.

Amy Barthel, City Planner, will be leading the Code Revision Task Force. We envision the commitment on the Task Force will require a Member to attend quarterly meetings. Amy plans to bring her recommendations to the Code Revision Task Force for discussion. From there, she will be looking to obtain a solid recommendation from the Task Force to bring to the Planning Commission.

The Code Revision Task Force will include 1 City Council Member, 1 Planning Commission Member, 1 BLEDA Member, 1 Parks Advisory Committee Member, and Staff. At this time, Staff is looking for each Board to select a Member to join.

FINANCIAL IMPACT

N/A

STAFF RECOMMENDATION

Select a Parks Advisory Committee Member to serve on the Code Revision Task Force.

ATTACHMENTS

N/A



AGENDA ITEM

Big Lake Parks Advisory Committee

Prepared By: <i>Corrie Scott, Recreation and Communication Coordinator</i>	Meeting Date: <i>4/27/2020</i>	Item No. 5B
Item Description: <i>Dogs at Lakeside Park Discussion</i>	Reviewed By: <i>Layne Otteson, Public Works Director</i>	
	Reviewed By: <i>Clay Wilfahrt, City Administrator</i>	

ACTION REQUESTED

Review the current rules about dogs at Lakeside Park and make a recommendation to City Council on whether to make changes.

BACKGROUND/DISCUSSION

City staff recently received an email from a Big Lake Resident asking why dogs are not allowed in Lakeside Park. The resident stated that although he doesn't think dogs should be allowed on the beach, he does advocate for adding pet waste stations at the park and along the sidewalk on Lakeshore Drive in front of the park to encourage residents and attendees to clean up after their pets. Below is a brief list of pros and cons to changing the rules of Lakeside Park to allow dogs in the park and sidewalk area:

Pros

- Other surrounding cities including Becker, Elk River, and St. Cloud allow dogs at their parks city owned parks
- Businesses are making strides to include more dog friendly events and patio seating
- Patrons of Lakeside Park often bring their dogs to the park whether or not they are allowed

Cons

- Facilities for dog waste will cost money, and will need to be maintained throughout the year
- Increased potential for dog waste to be left in the park, which could add to the Public Works staff's already busy schedules in the Spring-Fall months
- Increased potential for dog fights or dog attacks

Staff is asking that the Parks Advisory Committee review the current rules about dogs at Lakeside Park and make a recommendation to City Council on whether to make changes.

FINANCIAL IMPACT

Cost of installing pet receptacle stations and weekly maintenance by Public Works staff.

STAFF RECOMMENDATION

N/A

ATTACHMENTS

N/A



AGENDA ITEM

Big Lake Parks Advisory Committee

Prepared By: Layne Otteson P.E., DPW/CE PW20-029	Meeting Date: 4/27/2020	Item No. 5C
Item Description: Lakeside Park Parking Kiosk Update	Reviewed By: Nick Abel, Street/Parks Superintendent	
	Reviewed By: n/a	

ACTION REQUESTED

Discuss and provide feedback to staff.

BACKGROUND/DISCUSSION

Staff has been researching the viability of having an automated gate system installed at Lakeside Park. This would help alleviate on-site staffing problems and capture lost revenue year round. While looking at options, a remote pay station was determined to be the best option. On April 17, staff found that there was a cost savings opportunity if the unit was purchased before May 1st. At the April 22 City Council workshop, Administrator Wilfahrt presented information to the Council and requested approval to move forward with purchase and determine logistics. Council discussed and directed staff to move forward with purchase and installation this summer.

Attached to this memo is a picture and information of a remote pay station called Smart Parking Meter System by Parking Boxx. Also, I attached a Lakeside Park map showing proposed location of the kiosk (remote pay station). Additional information will be presented at the Park Advisory Committee meeting on April 27.

FINANCIAL IMPACT

The purchase cost of the Smart Parking Meter System unit and installation costs is estimated to be about \$14,000. The gate option was estimated to be \$25,000. Annual costs will be about \$2,000 included credit card fees.

Currently, the City provides entrance attendants at a cost of about \$20,000 annually. By installing the Smart Parking Meter System, the savings in 2020 is estimated to be \$6,000 and then \$18,000 annually (subject to fee changes and maintenance costs). An increase in parking fees is expected to be captured during fall, winter and spring however the amount is not known.

RECOMMENDATION

n/a

ATTACHMENTS

SMART PARKING METER SYSTEM by Parking Boxx
Lakeside Park with kiosk location shown

An aerial photograph of Lakeside Park. The park features a large paved area with several circular and rectangular sections, possibly for sports or events. There are green spaces with trees and grass. A road runs along the left side of the park. A body of water is visible on the right side. A black star is placed on the paved area, and the word "KIOSK" is written in black capital letters next to it. A white box with a black border is at the bottom of the image, containing the text "Lakeside Park".

KIOSK

Lakeside Park

SMART PARKING METER

**Unattended Revenue Collection: Credit, Bills, Coins (no change)
Payment at Start of Parking – No Gates**

- Manage multiple rate structures & coupons.
- CloudEASE provides around the clock monitoring.
- Sunlight readable display offers customizable text, multiple languages, advertising images & easy navigation.
- Illuminated numeric keypad improves usability in low-light conditions.
- Processes real-time payments via encrypted credit card reader.
- Accept bills & coin payments (no change given).
- Bill & coin vaults have locks to secure in cabinet and a second lock/key to open the vault.
- Use coupons to provide printed on emailed validation and discounts. 2D scanner reads QR codes and phone screens.
- Prints up to 9,500 receipts per paper roll. Receipt printing may be automatic or optional.
- Continues to operate in off-line mode in case of network loss. Optional credit-card off-line approvals will attempt approval as soon as connection is reestablished.
- Print audits and perform self-diagnostic tests.
- UPS backup protects electronics and provides stable current. Stainless steel cabinet is powder coated, multi-point security locks and concealed hinges.
- Slim profile: 11" deep (28cm). Fits in narrow places.
- Custom branding: corporate colors, logo and customized text.

OPTIONS

- Add a 3G/4G Modem and wireless plan.
- Add an Alpha Keypad for Pay By Plate Mode.
- Add an intrusion alarm that monitors unauthorized door opening, vibration and tilt sensors.
- Add a high-security locking bar.
- Include a thermostatically controlled heater or dehumidifier.
- Optional secondary document print, such as a coupon in addition to a receipt.
- Optional in-cement mounting bracket.
- Add P-123 pay-by-phone option in conjunction with machine.
- Add P-123 Validation (web or handheld with printer)





AGENDA ITEM

Big Lake Parks Advisory Committee

Prepared By: Layne Otteson P.E., DPW/CE PW20-028	Meeting Date: 4/27/2020	Item No. 5D
Item Description: Update for Lakeside Park Parking Policy	Reviewed By: Nick Abel, Street/Parks Superintendent	
	Reviewed By: n/a	

ACTION REQUESTED

Discuss and provide feedback to staff.

BACKGROUND/DISCUSSION

Concerns were raised regarding a potential influx of Lakeside Park users due to park and boat launch closures in other communities due to COVID-19. This would likely have a negative effect on Park users on busiest days. Staff responded and provided information with a recommendation at the April 22 City Council workshop (see attachment).

Council discussed and directed staff to develop a policy using Option 1 and bring back to the May 13th City Council meeting for adoption. **A change in operations utilizing Option 1 would only happen if needed.**

FINANCIAL IMPACT

If implemented, Option 1 would likely result in a 10% reduction of fees collected while implemented. Staffing reductions would correspond to tracked revenue loss.

RECOMMENDATION

n/a

ATTACHMENTS

City Council Workshop Item 4/22/2020



WORKSHOP ITEM

Big Lake City Council

Prepared By: Layne Otteson P.E., DPW/CE PW20-025	Meeting Date: 422/2020	Item No. 4A
Item Description: Lakeside Park Parking Policy for 2020	Reviewed By: Clay Wilfahrt, City Administrator	
	Reviewed By: Deb Wegeleben, Finance Director	

COUNCIL DIRECTION REQUESTED

Discuss parking options and provide direction towards establishing a policy for 2020.

BACKGROUND/DISCUSSION

Concerns have been raised regarding a potential influx of Lakeside Park users due to park and boat launch closures in other communities due to COVID-19. A significant increase by non-resident users would likely have an adverse impact to resident parking and access to Lakeside Park. In the event that this takes place, Staff needs to be able to respond immediately if the residents and seasonal pass holders are not being able to use the Lakeside Park parking lot as expected. There is no policy guiding Staff in such a circumstance. **A change in operations utilizing an approved option would only happen if needed.**

OPTIONS

After considering many ideas and concerns, the following are 4 viable options.

Option 1 – Designate Parking Areas

Define areas of the parking lot for seasonal passes and day passes. Seasonal pass holders will be prioritized while still allowing day passes. Parking needs for seasonal passes will be estimated based on counts and user feedback. Reduce staff during the week and increase staff during busy weekends to coordinate parking.

Pros - This allows seasonal pass holders ability to park. Revenue from the day pass users will still be collected.

Cons – A reduction in daily pass revenue would be likely. Staff will have to monitor parking lot capacity and direct parking during weekend’s peak hours.

Comment – This option has the least negative impact to those that live in the City and nearby. This option is attractive because disruption to operations and reduction of revenue is least.

Option 2 – Seasonal Pass Access for Residents and Non-Residents (no day pass)

Allow parking for all seasonal pass holders only. The cost for a resident is equivalent to 2 day passes and should be received well. It would be expected that non-residents would purchase more passes but not in problematic numbers. Attendants would be staffed at entrance on high volume days and perform parking spot checks during the week.

Pros – Simplifies access and minimizes confrontational situations. Residents likely receive this well. There should be a significant increase in season passes.

Cons – Without day pass sales, significant income loss is expected. Staffing would be reduced to reflect the expected loss in revenue.

Comment – This option will serve those in the City and nearby but require them to buy a seasonal pass. This options becomes attractive when the Park begins to reach parking capacity. The loss of day passes would likely result in revenues reduced to half.

Option 3 – Seasonal Pass Access Only for Residents (no day pass)

Seasonal passes continue to be available for those providing proof of residency at City Hall. The cost for a resident is equivalent to 2 day passes and should be received well. Attendants would be staffed at entrance on high volume days and perform parking spot checks during the week.

Pros – Simplifies access. Residents likely receive this very well, especially frequent users.

Cons – The City would receive criticism from non-residents in the area especially previous pass holders. Without day pass sales, significant income is lost. Staffing would be reduced to reflect the expected loss in revenue.

Comment – This option will work well for residents but have a significant revenue reduction. The loss of day passes would likely result in revenues reduced to half.

Option 4 – Adjust Current Price Schedule

Maintain the current price for resident season passes but raise the price of daily passes and non-resident season passes. This would encourage residents to get a season pass to save money. Staffing levels would remain as planned but subject to adjustment if loss in revenue.

Pros – Provides deterrence to overcrowding by non-residents especially from farther distances. Residents will likely appreciate the parking availability without cost increase.

Cons – Non-resident season passes would likely be reduced. We would expect negative response from non-residents in the area. If people are upset about the cost, they may avoid coming to the park in the future even after COVID related concerns are gone. This also may appear like the City is price gouging or trying to capitalize on the reduced entertainment options during the pandemic. A loss in revenue would be expected.

Comment – This option will work well for residents but can damage the City's reputation. If reputation was not a concern, this would be a favored option due to ease of implementation and effectiveness. If this option was selected, it would be best to implement immediately before more non-resident season passes are sold.

FINANCIAL IMPACT

Each option is expected to result in a reduction of fees collected. The losses in revenue would likely range between 10% and 50% depending on use from residents and non-residents. Staffing reductions would correspond to tracked revenue loss.

CONCLUSION

This response by the City will only take place if absolutely necessary. Parking lot and boat launch use this summer is unknown and the COVID-19 situation is very fluid. City staff will monitor parking lot use and capacity closely. There are 4 options that can be implemented but each has varying consequences to the City, residents and non-resident users. Of the 4 options, staff finds Option 1 to be best response to address parking lot use increases due to non-residents. If the situation continues to escalate, staff will would return with an amendment further restricting parking access. The policy would be applicable for Lakeside Park this summer only.

RECOMMENDATION

Staff recommends Council select Option 1 to be implemented into a Lakeside Park Parking Policy and have it brought back for adoption.

ALTERNATIVES

- A. Direct staff to incorporate one of the options into a policy and bring back a Lakeside Park Parking Policy for adoption.
- B. Direct staff to take no further action on this item

ATTACHMENTS

- 2019 Parking Pass Data
- 2019 Day Pass Data (graph)

2019 Lakeside Park Seasonal and Daily Pass

LRO April 14, 2020

Season Pass Purchases

Residential

	#	Ratio	Revenue Less Sales Tax	
			Rate	Total
Vehicle Only	493	60%	\$ 9.31	\$ 4,589.83
Vehicle/Trailer	328	40%	\$ 18.62	\$ 6,107.36
Sub-Total	<u>821</u>			\$ 10,697.19

Non-Residential

Vehicle Only	83	27%	\$ 27.94	\$ 2,319.02
Vehicle/Trailer	221	73%	\$ 37.25	\$ 8,232.25
Sub-Total	<u>304</u>			\$ 10,551.27

Grand Total \$ 21,248.46

Season Pass Comparisons

Vehicle Only v. Vehicle/Trailer

	#	Ratio
Vehicle Only	576	51%
Vehicle/Trailer	549	49%
Sub-Total	<u>1125</u>	

Residential v. Non-Residential (both passes)

Residential	821	73%
Non-Residential	304	27%
Sub-Total	<u>1125</u>	

Vehicle Only

Residential	493	86%
Non-Residential	83	14%
Sub-Total	<u>576</u>	

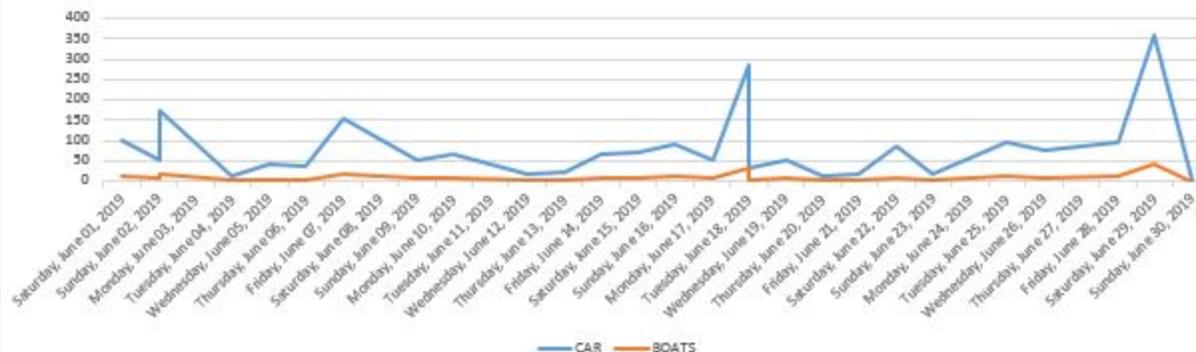
Vehicle/Trailer

Residential	328	60%
Non-Residential	221	40%
Sub-Total	<u>549</u>	

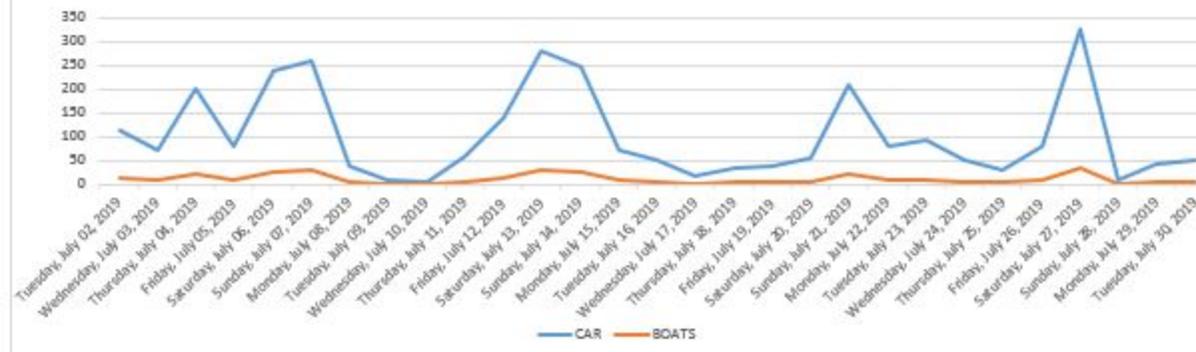
Day Pass Purchases

	#	Ratio	Revenue Less Sales Tax	
			Rate	Total
Vehicle Only	7320	90%	\$ 4.66	\$ 34,112.76
Vehicle/Trailer	814	10%	\$ 13.97	\$ 11,372.10
	<u>8134</u>			\$45,484.85

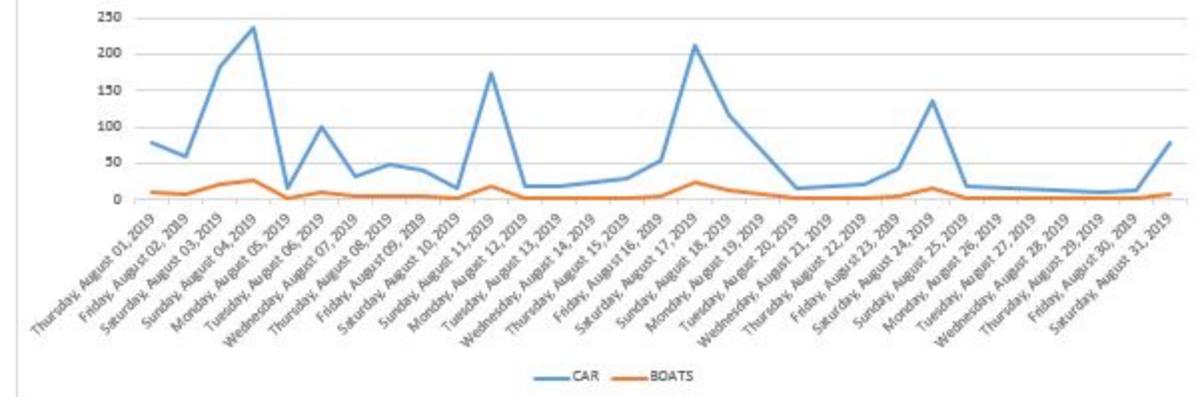
June 2019



July 2019



August 2019



2019 Lakeside Park (Day Passes)



Recreation and Communication Coordinator Updates

1. Summer Programming

- a. **Farmers Market:** The March winter market and Community Fair joint event was cancelled due to the School shutting down all events in March. Because the State of Minnesota considers farmers markets an essential service, we were able to host the April market with a few changes to our usual operations. The City moved the market outdoors, encouraged social distancing, canceled music and kid's activities, provided a handwashing station, gloves, and hand sanitizer for customers and vendors to use, banned sampling and onsite food consumption, and provided barriers to place in front of vendor booths to discourage customers from touching the product displays. Most customers practiced social distancing and many wore masks, but there was some crowding around booths during peak times and a few customers that leaned over the barriers and touched displays. The April 2020 market was the most successful winter market to date with the highest number of customers and highest overall vendor sales. The summer market season will begin on Wednesday, June 3, 2020. Staff has scheduled music, food trucks, and activities as usual, but will alter these programs if needed to abide by CDC requirements.
- b. **Library & 4-H Programming in the Park:** July and August events potentially will need to cancel or reschedule. Library has decided not to advertise for summer events, but are still allowing the use of their online registration software.
- c. **Movie in the Park:** June and September events are fully funded. Staff will continue to advertise unless Stay at Home Order is extended. There is a potential to host a drive-in style event with the Cable Commission's equipment.
- d. **Community Gardens:** Six additional plots will be added to the Community Garden site in 2020 expanding the total number of plots from 12 to 18. Tom has notified his waitlist and plans to have the full 18 plots filled by opening day on May 1st. The Gardening 101 Series will continue, but instead of an in person workshop series where registrants maintain the same plot, they will participate in monthly Zoom calls where the Master Gardeners will focus on a specific gardening topic and be available for questions. All current registrants have their own gardens at home and have expressed great interest in continuing with the new layout this year.

- e. **Music in the Park:** The Legacy Foundation has been seeking ways to continue with their Music in the Park series this summer. Keep an eye out for updates on the Legacy Foundation Facebook page in May.

2. Park Rx Meeting

- a. Gina Hugo and Janine Foggia met with Melissa from CentraCare and Brad from Wright Co. Parks and decided to push the informational meeting back. At this time, they do not have a date set, however, they do want to partner and make it a multi-county effort. They are currently working to secure one champion practitioner to attend the meeting and will keep the Parks Advisory Committee updated as the date for a meeting is confirmed. There is also a chance that this project will be postponed until further notice due to recent restrictions regarding COVID-19.

3. Rebranding Project

- a. Como Lakes Marketing was officially chosen by Council and EDA to be the consultant to lead a Rebranding Project for the City of Big Lake in 2020. The City will be provided with a new logo, tagline, marketing videos, photos for the website, and templates for a variety of items including business cards, PowerPoint presentations, social media posts, the City newsletter, etc... This project originally was to be delivered in-full by Como Lakes Marketing by the end of June 2020, but due to recent restrictions regarding COVID-19, the project has been postponed until further notice.