

Wednesday, February 21, 2024
Recreation & Parks Advisory Commission
Minutes

- 1. CALL TO ORDER/ROLL CALL - The Recreation & Parks Advisory Commission meeting was held at the Community Activity Center and was called to order by Chairperson Erickson at 6:00 PM.**

Commission Members present:

Dwain Erickson, Chairperson
Latrina Caldwell, At-large
Deborah Lande, Central
Mercy Matthews, West
Taylor Murray, East
Miriam Osammor, East
Terry Parks, At-large
Judy Purcell, Central
Kellina Quigley, At-large

Youth Liaisons:

Aria Reickard

Commission Members absent:

Joe Gomez, Vice-Chair
Tawah Crawford, At-large
Mark Nolen, At-large
Klarissa Yu – Youth Liaison

Councilmember Morson

Brooklyn Park Staff present:

Brad Tullberg, Director of Recreation and Parks
Greg Hoag, Parks and Buildings Maintenance Manager
Pam McBride, Manager Youth Services
Tashawna Williams, Arts and Engagement Specialist
Jeanine Machan, Administrative Assistant

- 2. OPEN FORUM-PUBLIC COMMENT AND RESPONSE**

Collette Guyott-Hempel spoke in favor of more facilities.

- 3. APPROVAL OF AGENDA**

A Motion was made to Approve the February 21, 2024 agenda by Commissioner Purcell and second by Commissioner Parks.

Motion unanimously approved.

- 4. APPROVAL OF MINUTES**

A Motion was made to Approve the January 17, 2024 minutes with a correction by Commissioner Lande and second by Commissioner Caldwell.

Motion unanimously approved.

- 5. ACTION ITEMS**

NA

- 6. GENERAL INFORMATION - PRESENTATIONS**

- 1. ARTS & RE-BEAUTIFICATION SURVEY RESULTS**

Director Tullberg introduced Tashawna Williams, Arts & Engagement Specialist, Recreation and Parks. Specialist Williams provided a PowerPoint presentation (attached) of the results from the city-wide Arts and Engagement Re-beautification Survey that was taken in 2023.

Questions/Comments:

Commissioner Purcell asked what is a solar powered bench? Specialist Williams responded that it is a

cocoon style bench that as darkness occurs, lights in the bench come on. Manager McBride stated that the suggestions were options that staff had seen in other communities and used them to see what would resonate with the community.

Commissioner Lande asked how the question around “Family Days” was framed to get the results for example; Twins Game, Walker Art Center, MN Zoo, etc.? Specialist Williams responded that the results on the presentation were the events that were provided and the participation at those events. Manager McBride stated that the events were the result of what was learned from the survey.

Chairperson Erickson stated that there is a project putting art at the City Hall. Specialist Williams stated that she is also part of the task force and is working on the photo contest winner submissions to be displayed at City Hall.

Commissioner Lande asked if all the activities that were discussed were fee based? Specialist Williams said it was about 50/50. Some of the family events were paid for by “tickets for kids” organization. Programming events such as sewing are fee based but there are scholarships available to residents so that the cost is not a deterrent for those who want to participate.

Commissioner Murray asked for the name of the organization that gives tickets. Specialist Williams responded it is “Ticketsforkids.org”.

Commissioner Murray asked if that was how an event such as at the Walker was paid for? Specialist Williams stated that the Walker is a straight partnership. They approached the city to work directly with the families of Brooklyn Park.

Commissioner Lande asked if there were more opportunities for partnerships should they be put in touch with Specialist Williams? Specialist Williams responded that she is the contact for any such partnerships.

Commissioner Lande mentioned Foci Glass as a place that the teens would be interested in.

Commissioner Murray asked for the title of the podcast. Specialist Williams stated “The Zanewood Podcast – The Wood”.

2. PARTICIPANT DASHBOARD

Director Tullberg presented the Recreation and Parks Participant Dashboard. This is the data taken from the RecTrac software that is used to register all programming participants. The data is populated into meaningful maps and data points that are useful to staff in multiple ways when evaluating program offerings. It gives staff the ability to breakdown data into multiple different categories such as geographic locations, household status, ethnicity, gender and age. This provides staff with information on where additional promotion is needed and alternate locations of where programming is held that would better serve our community.

Question/Comments

Commissioner Lande asked for clarification on participant numbers. Director Tullberg stated that if a person registered for an event that met 4 times it would translate into 4 participants.

Commissioner Purcell asked if I register for a program do I list my age? Director Tullberg stated as a person registered as a household the person can provide an age. This is not required but is helpful in the event of an emergency to provide information to the EMS. Race is also not required. The data that is captured is a result of what the participant chooses to share.

Commissioner Osammor stated that the registration process is not always user friendly. Director Tullberg stated that has been a topic of discussion with staff on improvements needed.

Commissioner Lande stated that it is good that there is the option for Google Translate.

Commissioner Lande asked in regard to the Arts and Engagement Re-beautification presentation that was just given, were the programs discussed reflected in the Dashboard. Director Tullberg stated that some of the field trips might not but sewing classes would.

Commissioner Purcell asked if there was a way to capture the “free” programs? Director Tullberg stated that staff is working on a check-in process for programs such as open gym. A possible solution would be to get people logged into the system and then have a card scanner in place to capture. This is one option the staff is researching.

Commissioner Lande asked if the Dashboard was a canned system or built from the ground up. Director Tullberg stated it was developed by the city’s GIS coordinator John Nerge.

Commissioner Purcell pointed out that regarding the demographic question a person who is multi-racial would select “other”. Director Tullberg acknowledged that there needs to be some tweaking to provide more accuracy in the way the data is displayed.

Chairperson Erickson asked if the Participant Dashboard is available to the Commissioners and the residents. Director Tullberg stated no. There is personal data such as addresses.

Commissioner Parks stated that the lack of participation in programming in certain geographic areas of the city is tied to the lack of public transportation. Director Tullberg said staff is digging into options for certain events such as Tator Daze to provide transportation from certain locations to the events.

Commissioner Purcell stated that low-income individuals are not, even with scholarships, going to participate in paid programs when they are struggling to put food on the table.

Commissioner Purcell stated that it is a cool tool.

Chairperson Erickson asked if there were ways to pinpoint through filters certain activities such as pickleball? Director Tullberg showed that it is possible to pinpoint specific programming activities.

7. OLD BUSINESS

NA

8. WRITTEN REPORTS

1. PROGRAM AND EVENTS UPDATE
2. PARK PROJECTS UPDATE
3. DIRECTORS REPORT

Manager Hoag announced that the city was awarded a grant from the DNR for \$498,000 for Emerald Ash Borer tree damage removal and replacement in boulevards.

Director Tullberg noted that the city was awarded \$350,000 out of the \$2.8M Public Safety YGVI grant.

9. DISCUSSION ITEMS

1. OPEN FORUM – QUESTION AND ANSWERS

Commissioner Lande asked if the city was planning a memorial celebration for Eldon Tessman? Director Tullberg stated that he was not aware of anything new.

Director Tullberg asked for a volunteer for the BP2025 Steering Committee. Commissioner Parks volunteered.

Program Assistant Machan announced that volunteers are needed for the Good in the Hood event that occurs the 2nd Tuesday of every month at Zanewood.

10. VERBAL REPORTS AND ANNOUNCEMENTS

1. CITY COUNCIL UPDATE - Councilmember Morson

No Report

2. CITY HALL ENHANCEMENT TASK FORCE – Chairperson Erickson and Commissioner Matthews
Chairperson Erickson stated they had one meeting in December 2023 where they walked the City Hall. There are 4 more meetings scheduled.

3. KEY TOPICS FOR DISCUSSION AT THE NEXT RPAC MEETING

- MARCH 20 – Youth Violence and CAC
- APRIL 17 – Program and Events Transportation
- MAY 15 – Tour Operations and Maintenance

4. KEY DATES FOR FUTURE MEETINGS/EVENTS

- March 7 Community Engagement for the CAC redesign.
- NO Meet in June

11. ADJOURNMENT

A Motion was made by Commissioner Murray to close the meeting, second by Commissioner Quigley.

Motion unanimously approved.

Adjourned by Chairperson Erickson at 7:42 P.M.

Submitted respectfully,

Jeanine Machan

Secretary

Attachments:

4.0A Re-Beautification Survey Results