

**CITY OF SHOREWOOD  
CITY COUNCIL WORK SESSION  
MONDAY, MAY 8, 2023**

**5755 COUNTRY CLUB ROAD  
COUNCIL CHAMBERS  
6:00 P.M.**

## **AGENDA**

### **1. CONVENE CITY COUNCIL WORK SESSION**

#### **A. Roll Call**

Mayor Labadie \_\_\_\_\_

Johnson \_\_\_\_\_

Callies \_\_\_\_\_

Maddy \_\_\_\_\_

Sanschagrin \_\_\_\_\_

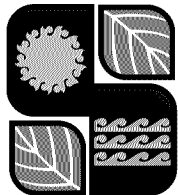
#### **B. Review Agenda**

## **ATTACHMENTS**

### **2. STRATEGIC DIRECTION FOR PARKS AND RECREATION DEPARTMENT / SHOREWOOD COMMUNITY AND EVENT CENTER**

**City Administer Memo**

### **3. ADJOURN**



City of Shorewood

## City Council Work Session Item

**Title/Subject:** Strategic Direction for Shorewood Parks and Recreation  
**Meeting Date:** May 8, 2023  
**Prepared by:** Janelle Crossfield, Park and Recreation Director  
Marc Nevinski, City Administrator  
**Attachments:** Strategic Direction PowerPoint

Item  
2

### Background:

The past several months has provided valuable insight into the operations and services available through the Shorewood Park and Recreation Department. Staff believes there are opportunities to build upon the existing assets, programs, and partnerships, and is proposing a strategic direction for the department to pursue in the next several years.

### Current Staffing and Operations

Currently the Park and Recreation Department is staffed with one full-time director and a part-time recreation specialist. Additionally, the city currently has three building attendants on staff to be present at the SCEC during evening and weekend building rentals. In the winter, the department hires ice rink attendants to staff the warming houses. The South Shore Senior Partners have an arrangement with the city for space in the SCEC in exchange for monthly rent and provide volunteer staffing to support senior programs and activities.

The Park and Recreation Department maintains relationships with area athletic associations and reserves fields and spaces, as well as with Community Education, Three Rivers Parks District, outside agencies and neighboring cities. It manages the rentals of park shelters, ice rinks, tennis courts, athletic fields and the SCEC which is used for gatherings (weddings, parties, faith-based organizations, etc.), businesses, meetings, programs, and includes a commercial kitchen which is used by small or emerging businesses. The director serves as the liaison to Parks Commission and the South Shore Senior Partners Board.

The City also offers its own programming, which is promoted in the monthly newsletter. Programs are staffed with internal staff, outside instructors or volunteers. The Park and Recreation Department coordinates events, programs and services such as:

Events: Artic Fever, Oktoberfest, Safety Camp, Movie the Park, Concert in the Park

Programs: Community Gardens, Adopt-a-Garden, Fitness and Health and Wellness, etc.

Services: AARP Tax Appointments, Defensive Driving, Happy Feet

---

**Mission Statement:** *The City of Shorewood is committed to providing residents quality public services, a healthy environment, a variety of attractive amenities, a sustainable tax base, and sound financial management through effective, efficient, and visionary leadership.*

Page 1

### Strategic Direction A: Enhance Operational Practices and Capacity (Near Term)

1. Formalize Relationships and Agreements
  - a. Standardize agreements and policies for renters, businesses, instructors, and contractors.
  - b. Develop new agreement with South Shore Senior Partners (SSSP) for space, services and roles. (Last contract expired in 2014)
  - c. Develop use agreements with athletic associations.
2. Revise and Develop Policies and Best Practices, such as:
  - a. Policies regarding facilities use and rental, registration policies, staff training, and.... resident/non-resident policies
  - b. Emergency protocols
  - c. Adaptive and Inclusion practices
3. Evaluate Fee Structure
  - a. Prepare recommendations for 2024 fee ordinance.
4. Address Facility Needs at SCEC
  - a. Immediate needs include replace ADA door opener, kitchen equipment replacement, customer service and workspace improvements, recreation/facility booking software, kitchen rental storage improvements, \
  - b. Future needs to be included in future budget and CIP include A/V improvements, restrooms, kitchen equipment, Activity Room, rental amenities items and storage improvements
5. Invest in Park and Recreation Management Software
  - a. Scheduling and reservation of fields
  - b. Program registration and payment of fees
  - c. Reporting program statistics, tracking revenue and expenses
  - d. Point of sale
6. Rearrange Office/Workstations and Increase Number of Available Building Attendants
  - a. Switch offices with SSSP and utilize coat room for office space. Make modest improvements.
  - b. Increase the number of building attendants available to monitor building rentals.

### Strategic Direction B: Maintain Current Services and Programs (Near Term)

- Events and programs such as Oktoberfest, Artic Fever, Movies/Concerts in the Park, Safety Camp, Health and Wellness, etc. Support and partner with South Shore Senior Partners
- Rental of SCEC spaces, athletic fields, park shelters, ice rinks
- Relationships with athletic associations and other programing partners
- Staff liaison to the Parks Commission, South Shore Senior Partners Board, Arctic Fever Committee

### Strategic Direction C: Future Areas of Focus (2024 and beyond)

As the Park and Recreation Department refines its operations, the opportunity to grow or reimagine programming and offerings will expand. While many programs and events are available to residents through neighboring communities and the Minnetonka School District, staff has identified five broad areas of focus for the future which build upon Shorewood's unique character and assets. These include:

- Art in the Parks
- Nature, Health & Well-Being
- Shorewood Community and Event Center / South Shore Senior Partners
- Asset Management & Planning (parks, trails, equipment, etc.)
- Community Events
- Communications, marketing and community engagement

The attached PowerPoint provides images and examples of activities that reflect these areas of focus. Exact offerings and activities will be dependent upon resources, interest, engagement, market demands and participation. Additionally, staff believes the SCEC has a unique niche in the event space market and intends to increase its promotion.

### **Financial or Budget Considerations:**

The activities necessary to enhance operations and efficiencies in the near term will be funded from the current budget or CIP. Future activities and expenditures will be proposed and planned for in future budgets and CIPs. Additional part-time or full-time staff will likely also be needed to maintain and/or expand programming and service delivery and will be considered as part of budget preparations. Facility improvements will be planned for annually and included in CIPs. Increased programming and rentals are anticipated to increase revenues to help off-set increased expenditures.

### **Discussion Requested:**

Council discussion and feedback is requested.

# HEALTH & WELLNESS PROGRAMS





## NATURE & ENVIRONMENT



Portland Parks and Rec



Portland Parks and Rec



Eden Prairie Park and Rec



Retrieved from <https://naturetherapyhub.com/>



Retrieved from: <https://greenworksnc.com/ourwork/westmoreland-park-nature-based-play>



Arlington, VA Park(ing) Day



## ART & BEAUTIFICATION







## EVENTS

Chalk Fest ▪ Holiday Lights Tour ▪ Juneteenth Flag Raising & Education ▪ Hmong New Year ▪ Kids Garage Sale  
Valentines Dinner & Candlelight Walk ▪ Kids Concert Series (not pictured)







## ASSET PLANNING & MANAGEMENT

- Associations want to partner for artificial turf at Freeman Park
- Community has requested designated pickleball courts

Potential for:

- Trails with potential public art pods or murals
- Art benches, nature playground, edible playground, (depicted in previous slides) and ninja warrior playground (not pictured)





## ENGAGEMENT PROGRAMS

Youth in Government  
Day: *Brooklynk and  
City of Brooklyn Center*



Lake Camelot Tree  
Walk: *City of Plymouth  
and Rotary Club  
of Plymouth*



Brook Park Kids Task  
Force, French Regional  
Park Creative Play  
Area: *Three Rivers Park  
District and Brook Park  
Elementary*

