

November 17, 2009

A Falls Park Master Plan Update presentation was held on Tuesday, November 17, 2009, at 3 p.m. at the Morningside Community Center prior to the regular meeting.

A REGULAR MEETING OF THE SIOUX FALLS PARKS AND RECREATION BOARD was held on Tuesday, November 17, 2009, at 4 p.m. at the Morningside Community Center.

Members present: Kevin Nyberg, Michelle Erpenbach, Sandra Pay, Michael Crane, and Bob McDowell.

Members absent: Pat Lloyd.

Parks and Recreation staff present: Don Kearney, Dave Fischer, Kelby Mieras, Barb Hermanson, and Tory Miedema.

Others present: Jon Brown and Mike Patton, Stockwell Engineers; Lary Etten, Falls Park Sound and Light Show Manager; Cindy Huether and Lou Bosch, Sioux Falls Tennis Association; Teri Ellis Schmidt, Sioux Falls Convention and Visitors Bureau; Tom Jansa, Dakota Golf Management; and Dave Burwitz and Cheryl Rath.

A motion was made to approve the minutes with corrections of the October 27, 2009, meeting. A name was misspelled in the unofficial minutes. The motion to approve the minutes was passed.

No public input.

For committee reports, Kevin Nyberg reported that all Marketing and Public Needs Committee items are on the agenda. The Park System Planning and Development Committee did not meet. Michelle Erpenbach reported that all Partnerships and Recreation Committee items are on the agenda.

Under unfinished business, the Falls Park Master Plan was discussed further. The Board requested to have the master plan added to all December committee agendas and the December regular Park Board meeting agenda.

Under new business, Dave Fischer and Lary Etten presented the Falls Park Sound and Light Show annual report. The attendance figures for the last ten years were given to the Park Board. The attendance was down from years past. Lary thought the down economy and 11 rain days were major factors. They have put the designs for a new show on hold until the Falls Park Master Plan is finished. They would like to know how the plan changes the current setup and what new opportunities they may have. The show does not have any money specifically budgeted for promotion, choosing to instead put the money into the production of a new show. They have relied on radio, TV, newspaper, and City publications to promote the show. There is one year remaining on the agreement to run the show.

Barb Hermanson and Cindy Huether presented the Sioux Falls Tennis Association report. The changes in the program for last year were sending out program information to all the Quickstart participants and developing a code of conduct for parents of the children in the programs. No lessons were offered at Frank Olson and Lewis Park in an effort to keep costs down and to become more efficient. The majority of the youth

participants were moved to Spellerberg Park to make that the center of the SFTA program. The total participation numbers for the program were down from last year. SFTA thinks that is mainly due to not being able to promote their program through the school district mailings. They are trying to use their website and emails more to get the word out. The SFTA also hired a new Tennis Director from Omaha. The association is trying to work with the school district to start an after-school tennis program to get children into the sport at a younger age. The Board asked why SFTA was using fewer sites and making the program less accessible when their numbers are trending down. Cindy thought the numbers were down because of the economy with tennis being considered as an extra to most families. Forty Connecting Kids passes, which are issued through United Way passes, were used last year to participate in the program. The Board suggested that SFTA put their program information in the community centers.

Dave Fischer and Teri Ellis Schmidt presented the CVB Falls Park Visitors and Information Center year-end report. Attendance numbers at the park were up for most months of this year, primarily due to the large events that Sioux Falls hosted last year. The attendance numbers given only represent the people who came into the center and signed in the book. Teri showed a number of publications they did promoting Falls Park. The CVB has also booked bus tours and shopping trips that feature a stop at Falls Park to see Winter Wonderland. The 2009 Winter Wonderland will be starting on Saturday, November 21. The agreement with the CVB runs through 2010. The Board asked Teri and staff to come up with ideas to promote the entire park system in Sioux Falls, in addition to Falls Park.

Don Kearney and Tom Jansa presented the Dakota Golf 2010 update. Dakota Golf is proposing a three to four percent increase in fees for next year. The early-buy passes will remain the same price. The fees at the courses are comparable or lower than other municipal golf courses in the area. The Board questioned why Elmwood lost money last year. Tom said a big reason was due to more administrative expenses being charged to Elmwood because it is the main office for Dakota Golf. They tend to look at the three courses as a whole instead of evaluating each course separately. They do not spend much time trying to split the bills and expenses to accurately reflect the true bottom line for each course. The expenses and revenues were pretty typical of an average year.

Don Kearney presented the notice of proposed Parks and Recreation Board bylaws changes. Staff found a couple areas where our bylaws conflicted with City ordinance. One month's notice is required to change the bylaws. The changes will be on the December 2009 regular Park Board meeting agenda for consideration.

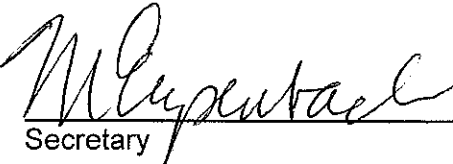
Under the Director's report, Dave Fischer reported that the Board should have received the summary of the CAPRA site visit. Family Park is set to open on Saturday, November 21. A ribbon cutting will follow in the spring. The park will be open for ice fishing. The Leaders Park Singletrack public meeting is scheduled for 5:30 p.m., Wednesday, December 2, at the Kenny Anderson Community Center.

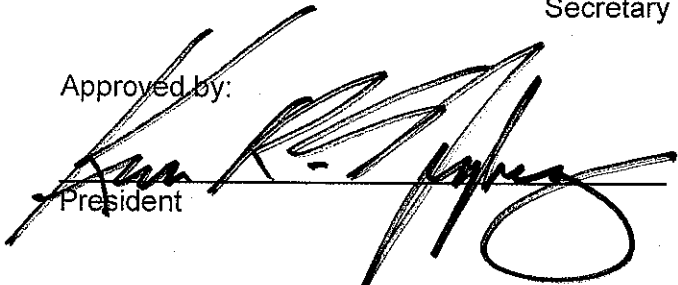
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No reading of communications to the Board.

No open board discussion.

There being no further business, a motion was made to adjourn. Motion passed unanimously; meeting adjourned.


Secretary

Approved by:

President