

Roseville Parks and Recreation  
Commission Meeting  
Thursday February 6, 2014  
6:30 P.M.  
Roseville City Hall  
2660 Civic Center Drive

## **AGENDA**

1. Introductions
2. Public Comment Invited
3. Approval of Minutes of January 7, 2014
4. Moore's Farrington Estates Park Dedication
5. Park and Recreation Renewal Program Update
6. Communications Plan Discussion
7. Commission Goals Annual Review
8. Staff Report
9. Other
10. Adjournment

Roseville Parks and Recreation  
"Building Community through People, Parks and Programs"  
[www.ci.roseville.mn.us](http://www.ci.roseville.mn.us)

*Be a part of the picture...get involved with your City... Volunteer!  
For more information, call Roseville Parks and Recreation at 651-792-7006  
or check our website at [www.cityofroseville.com](http://www.cityofroseville.com)  
Volunteering, a Great Way to Get Involved!*

## MEMORANDUM

To: Parks and Recreation Commission  
From: Lonnie Brokke  
Date: January 29, 2014  
Re: Notes for Commission Meeting on Thursday, February 6, 2014

### 1. **Introductions**

Commissioners and staff will be introduced.

### 2. **Public Comment Invited**

Public participation and public comment is encouraged.

### 3. **Approval of Minutes of the January 7, 2014 Meeting**

Enclosed is a copy of the minutes of January 7, 2014. Please be prepared to approve or amend.

**Requested Commission Action:** Approve/amend meeting minutes of January 7, 2014.

### 4. **Moore's Farrington Estates Park Dedication – 297/311 County Road B W**

Included in your packet is a proposal for a proposed subdivision for the Moore's Farrington Estates site at 297 and 311 County Road B W that qualifies for Park Dedication.

The role of the Commission is to discuss and make a recommendation from a Park Dedication perspective, specifically recommending either land or cash in lieu. The Park Dedication Ordinance is in your packet.

This is a subdivision proposal where JW Moore Inc. is seeking to re-plat 3.6 acres of land and creating eight single family residential lots. There are currently two existing structures on the land but they have never paid Park Dedication. The cash amount is 8 units x \$3500 = \$28,000 vs. the land amount is 10% of 3.6 acres = .36 acre.

JW Moore Inc. is requesting that cash be accepted in lieu of the land dedication.

This area is located in constellation N. There are no specific plans for a parcel in this area. For reference and guidance, included in your packet is specific information from the Master Plan including the constellation map and goals and policies related to Parks and Open Space acquisition.

**Requested Commission Action:** To make a recommendation to accept land or cash in lieu of land dedication to satisfy the Park Dedication requirements.

### 5. **Park and Recreation Renewal Program Preliminary Plans and General Discussion**

There are 11 proposal packages in all. Six were released on January 21, 2014. The other five will be released on February 18, 2014.

A third pre-proposal meeting was held on January 28, 2014 with 50 + attendees.

Any additional information on the Renewal Program will be shared at the meeting.

**Requested Commission Action:** Hear latest information, discuss and provide advice.

### 6. **Communications Plan Discussion**

Enclosed is the Audience Analysis Grid that Commissioner Gelbach reviewed at your last meeting. Since then, Gelbach and Assistant Director Anfang have met with City Communications Manager Garry Bowman to discuss opportunities. An update will be provided at the meeting.

### Kickoff and Ribbon Cutting/Open House

Approaches are being discussed and considered for announcing the Renewal Program projects and for the opening/ground breaking/ribbon cutting.

To announce the Renewal Program projects and timeframes to the community, an overall project “kickoff” event is being discussed and considered for May 3, 2014 at Lexington Park. Check your calendars and save the date.

A ribbon cutting/open house event is being considered at numerous locations as a part of the summer 2014 Discover Your Parks (DYP) program series. A fall “special edition” of DYP is being considered for those fall project completions. Expanded DYPs have worked well to inform, communicate and gather ideas and input from all areas of the community over the last few years and will continue to serve as a communication and involvement tool.

The latest information on this effort will be provided to you at the meeting seeking your thoughts and advice as we move forward with projects.

**Requested Action:** Discussion approach and provide input and advice.

### **7. Commission Goals Annual Review**

It was suggested at your January 7, 2014 meeting that the Commission’s annual review of goals occur at the February meeting. Included in your packet are the 2013-2015 goals for your review and discussion.

**Requested Action:** Review and discuss.

### **8. Staff Report**

### **9. Other**

### **10. Adjournment**

**ROSEVILLE PARKS AND RECREATION COMMISSION  
DRAFT MEETING MINUTES FOR JANUARY 7, 2014  
ROSEVILLE CITY HALL ~ 6:30pm**

**PRESENT:** Diedrick, Doneen, Gelbach, D. Holt, M. Holt, Stoner  
**ABSENT:** Azer, Boehm, Simbeck and Wall notified staff ahead of time about being unable to attend  
**STAFF:** Anfang, Brokke, Evenson

**1. INTRODUCTIONS**

**2. ROLL CALL/PUBLIC COMMENT**

None

**3. APPROVAL OF MINUTES – DECEMBER 3, 2013 MEETING**

**Commission Recommendation:**

Minutes for the December 3, 2013 meeting were approved unanimously.

**4. PARK & RECREATION RENEWAL PROGRAM**

Brokke and Evenson updated the Commission on the Renewal Program.

- Trails & Pathways: \$2M allocated in the Renewal Program
  - o \$2.6M in projects have been identified:
    - County Road B2 is potentially a \$1.3M project. Staff are inquiring into the possibility of allocating storm water funding to address those areas of the B2 project, resulting in a savings to the Renewal Program Pathways budget
    - \$50,000 is ear-marked for pathway signage
    - Doneen inquired into whether the County would be involved in funding any of the pathway projects
      - Brokke responded that the County has not identified funding but they do support the concept
  - o Evenson reviewed the spreadsheet of projects and pointed out the projects using the pathways map and walked the Commission through the suggested projects
  - o D. Holt inquired into more information on striped shoulders component of projects
    - Evenson talked about adding striped shoulders along low volume roads with low speeds. A striped shoulder is a painted line separating pedestrians from vehicular traffic with sufficient safe distance from cars
  - o Evenson explained to Commissioners that the RFP for the pathways would not be part of the initial announcement and are scheduled to go out in mid-February
- Natural Resource Management: \$1.5M allocated in the Renewal Program
  - o Evenson talked about the potential of grants to leverage funding and hopefully maximize the Natural Resource dollars. The Renewal Program looks to spread the investment in Natural Resources as wide as possible
    - Natural Resources are recognized as a high priority for our community. The goal of the Renewal Program is to include a natural area in every park and feature a Natural Resource project in each sector
      - Our Natural Resource consultants have identified projects in every park with attention for maintenance needs and new additions to the community
    - Doneen appreciated the work that has been done to identifying the core projects and recognizing the core projects as identified in the Natural Resource Master Plan plus those initiatives the community is interested in



- Evenson addressed the upcoming RFPs
  - Like the pathway projects, the Nature Center project and the Skating Center project RFPs will be going out mid-February. All remaining RFPs (8 RFPs totaling over \$10M in park improvements) will be released January 21

## 5. COMMUNICATIONS PLAN DISCUSSION

Commissioner Gelbach prepared a draft matrix for discussion purposes to begin the Commissions thought process towards Parks and Recreation communications with the Community. The spread sheets were prepared looking at all potential audiences and how we might get the best mileage out of all the good things being done throughout Roseville's parks and recreation system.

In many instances the Community communications address

- What can the Parks and Recreation Commission and ultimately Parks and Recreation do for the Community, and,
- What can the Community do for Roseville parks and Recreation?

Gelbach recognized the need for talking points that allow for accuracy and a consistent message. It is important to communicate why we are here and what we are doing (through the renewal program).

Gelbach encouraged the Commission to review the spreadsheet and provide feedback. Communication is an ongoing process; we look to include Commission Communication as an ongoing and regular Commission Agenda item for the coming year.

## 6. STAFF REPORT

Brokke reported;

- Weather update: "It's been cold" ☺
  - Unfortunately recent weather has resulted in cancelled programs and facility hours.
  - On the good side, the extreme cold could possibly be killing the EAB. Reports suggest that -30 degree temperatures could kill 90% of the larvae
  - In anticipation of the cold, maintenance staff were out over the first weekend in January doing some pathway clean-up of snow
- 2014 Park Shelter reservations began Thursday, January 2.
- The winter brochure has been delivered to area homes – check it out for indoor and outdoor recreation opportunities.
- Council has recently discussed the addition of 2 new commissions; citizen engagement and finance.
- February Commission meeting will be on Thursday, February 6 due to Caucus' earlier in the week.

## 7. OTHER

- Commissioner Diedrick recommended adding the Commission Communication Plan to the Commission Goals.
- D. Holt suggested adding the Commission Goals to each meeting as an opportunity for update.
- L. Diedrick has been appointed for a second term. Congratulations!

Meeting adjourned at 8:15pm

Respectfully Submitted,

Jill Anfang, Assistant Director



*TC Realty Team*

January 16<sup>th</sup>, 2014

To: Mr. Brokke, Director of Parks and Recreation

From: TC Realty Team

Re: Moore's Farrington Estates – 297/311 County Rd B W., Roseville

Mr. Brokke,

In regard to the Moore's Farrington Estates we are proposing a development of eight single family homes and a ponding area on approximately 3.6 acres of land. There are currently two existing structures on the land which we believe should be exempt from park dedication. If any park dedication is required we would like to propose cash in lieu of land.

Sincerely,

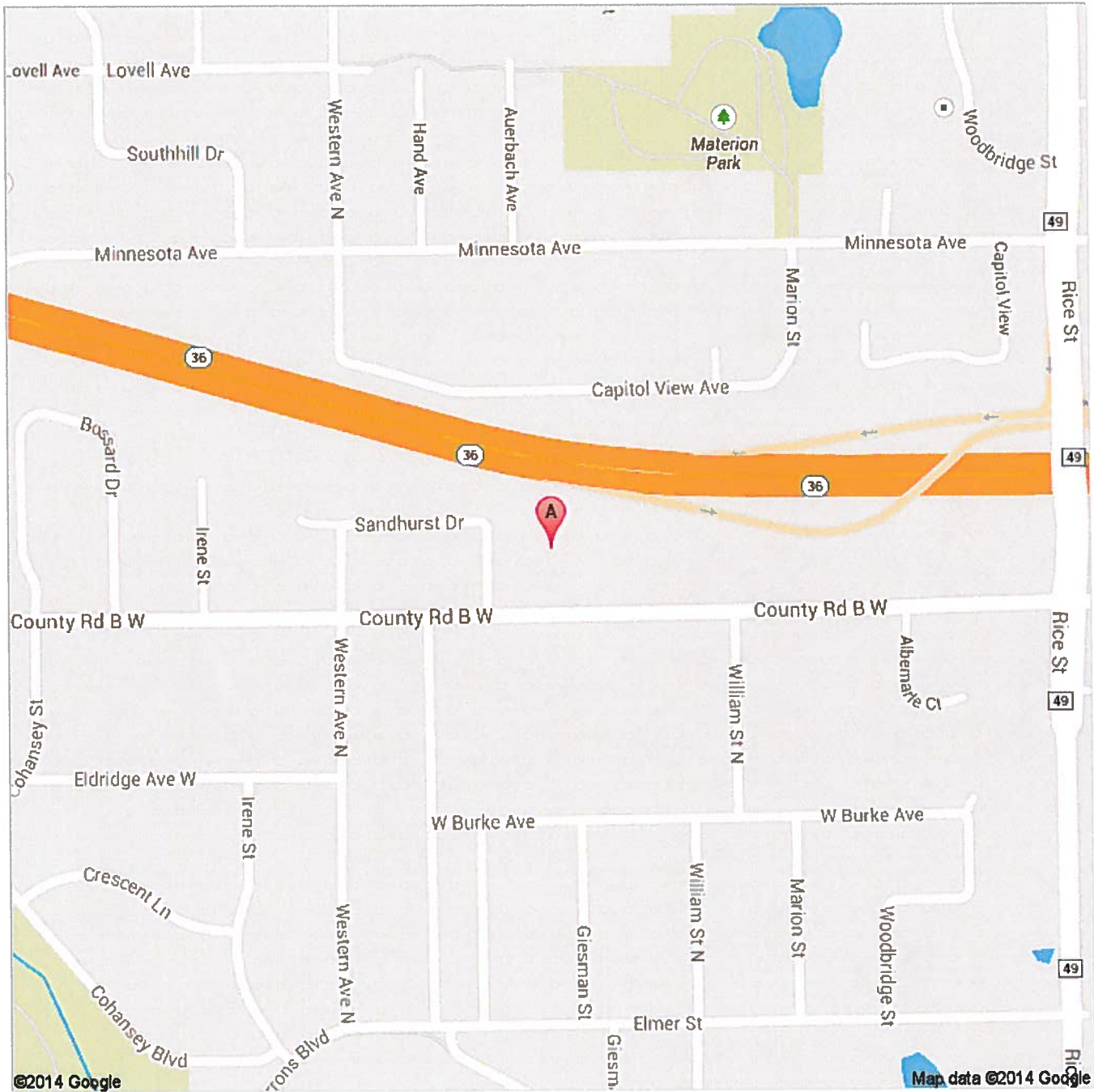
Grant Johnson on behalf of JW Moore Inc

RE/MAX Results

651-324-3787



Address **311 County Road B W**  
**Roseville, MN 55113**



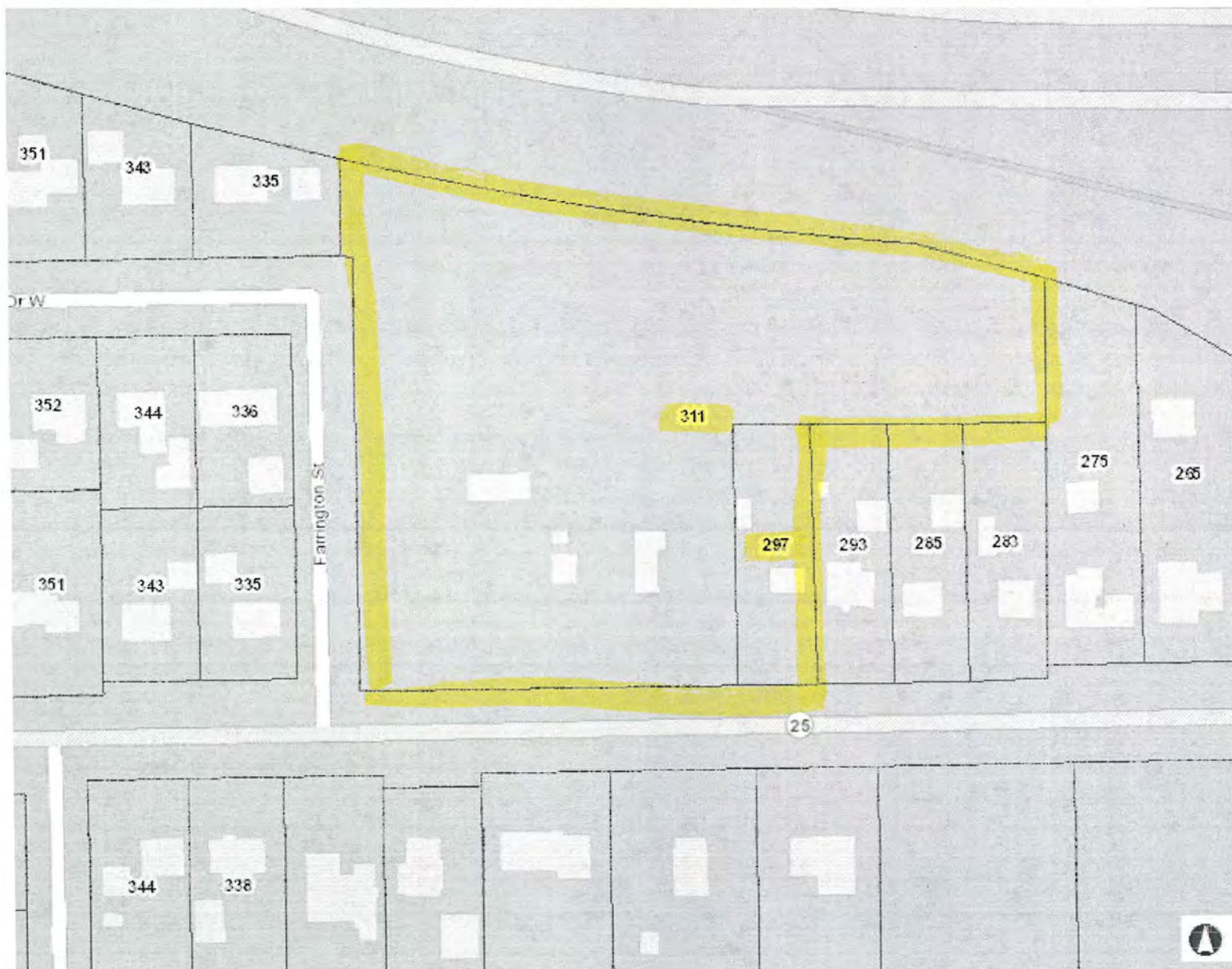


# MOORES FARRINGTON PARK DEDICATION

## Legend



-  City Halls
-  Schools
-  Hospitals
-  Fire Stations
-  Police Stations
-  Recreational Centers
-  Parcel Points
-  Parcel Boundaries



229.9 0 114.93 229.9 Feet

NAD\_1983\_HARN\_Adj\_MN\_Ramsey\_Feet  
© Ramsey County Enterprise GIS Division

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

## Notes

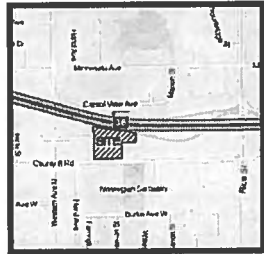
Enter Map Description

# PRELIMINARY PLAT

~of~ MOORE'S FARRINGTON ESTATES  
~for~ J.W. MOORE CONSTRUCTION  
714 PENNINGTON PLACE  
VADNAIS HEIGHTS, MN 55127  
651-426-3703

## VICINITY MAP

PART OF SEC. 12, TWP. 29, RING. 23



RAMSEY COUNTY, MINNESOTA  
(NO SCALE)

## PROPERTY DESCRIPTION

Lot 7, Michael's Rearrangement of Lots 9 to 16 inclusive of Mackubin and Iglehart's Addition to Outlets to St. Paul, except the East 240 feet of the South 200 feet thereof. Subject to Highways and roads. Ramsey County, Minnesota.

AND  
The South 200 feet of the West 80 feet of the East 240 feet of Lot 7, in Michael's Rearrangement of Lots 9 to 16 inclusive of Mackubin and Iglehart's Addition to Outlets to St. Paul, Ramsey County, Minnesota.

## DEVELOPMENT DATA

APPROXIMATE TOTAL SITE AREA = 3.702 ACRES  
8 PROPOSED SINGLE FAMILY LOTS  
DENSITY = 2.16 LOTS / ACRE

## ZONING AND SETBACKS

CURRENT ZONING IS LDR 1 (LOW DENSITY RESIDENTIAL)  
PROPOSED ZONING IS LDR 2 (LOW DENSITY RESIDENTIAL)

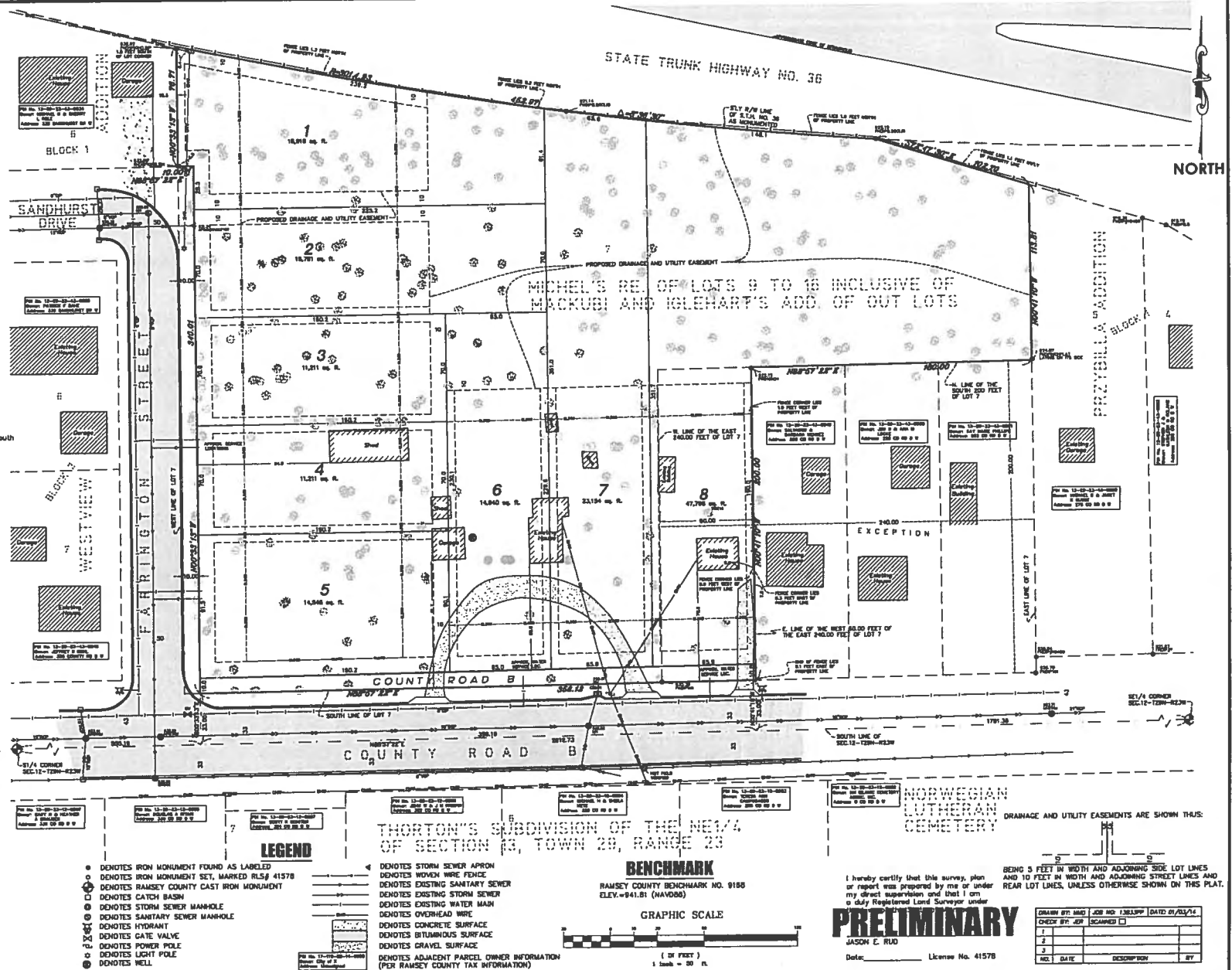
FRONT SETBACK 30 FEET  
SIDE YARD 5 FEET  
CORNER 10 FEET  
REAR SETBACK 30 FEET

DEVELOPMENT REQUIREMENTS FOR ZONE LDR 2 (LOW DENSITY RESIDENTIAL)  
MAXIMUM DENSITY 8 UNITS PER ACRE  
MINIMUM LOT AREA 8,000 S.F.  
MINIMUM LOT WIDTH 60 FEET AT SETBACK LINE

## NOTES

- Fee ownership is vested in Michael D. Boudin, Trustee of the Michael D. Boudin Revocable Trust Under Agreement dated January-23-2007.
- Parcel ID Numbers: 12.29.23.43.0039 & 12.29.23.43.0040.
- Address of the surveyed premises: 297 AND 311 County Road B W, Roseville, MN 55113.
- Field survey was completed by E.G. Rud and Sons, Inc. on 12/20/13.
- Bearings shown are on Ramsey County Coordinate System.
- Curb shall be taken at the top and back of curb.
- This survey was prepared without the benefit of title work. Additional easements, restrictions and/or encumbrances may exist other than those shown hereon. Survey subject to review upon receipt of a current title commitment or an attorney's title opinion.
- Surveyed premises shown on this survey map is in Flood Zone X (Areas determined to be outside the 0.2% annual chance floodplain), according to Flood Insurance Rate Map Community Panel No. 27123C000306 by the Federal Emergency Management Agency effective date June 04, 2010.
- Due to field work being completed during the winter season there may be improvements in addition to those shown that were not visible due to snow and ice conditions characteristic of Minnesota winters.

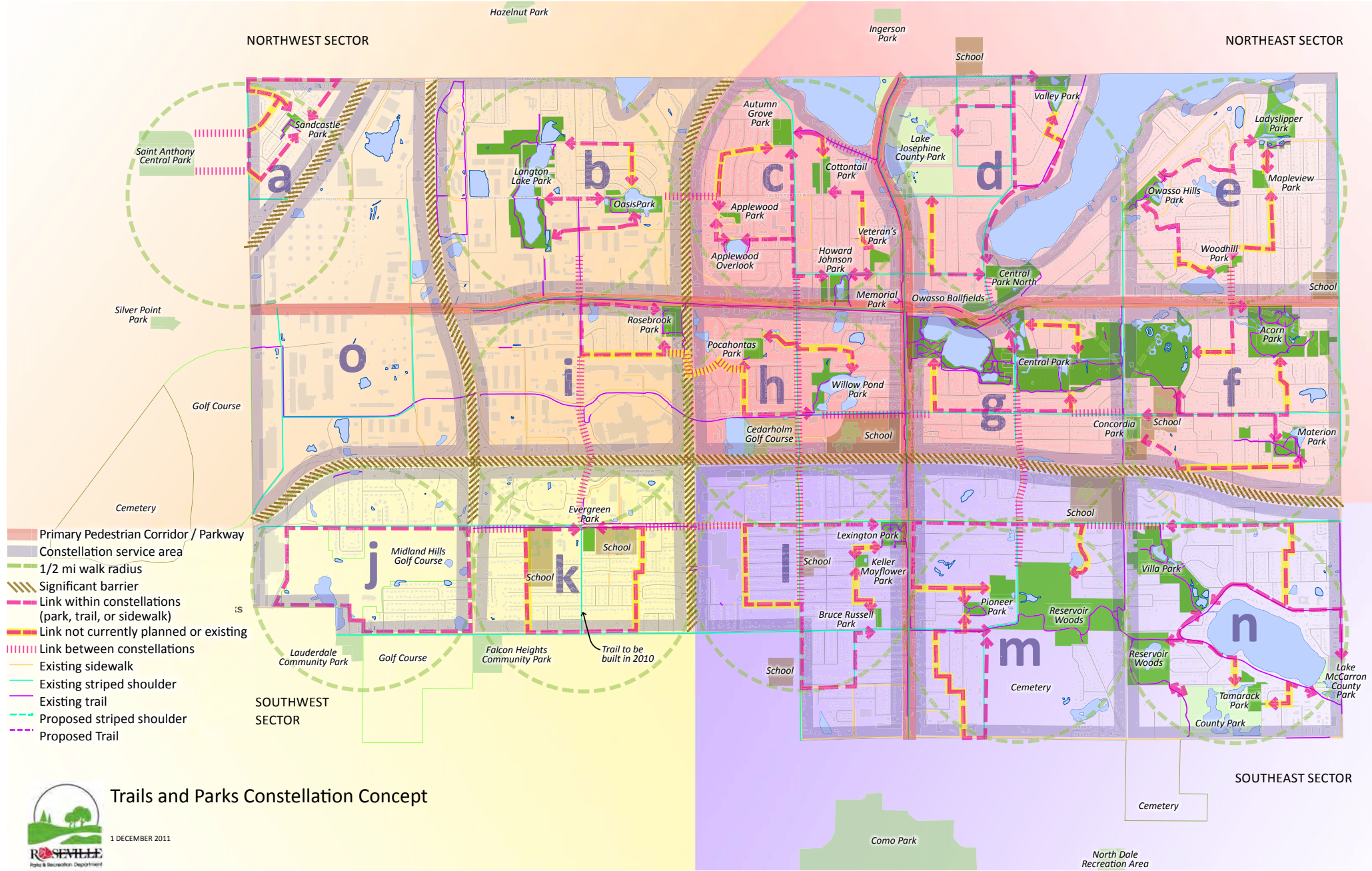
**E.G. RUD & SONS, INC.**  
Professional Land Surveyors  
6776 Lake Drive NE, Suite 110  
Lino Lakes, MN 55014  
Tel: (651) 341-8200 Fax: (651) 341-8701





NORTHWEST SECTOR

NORTHEAST SECTOR



SOUTHWEST SECTOR

SOUTHEAST SECTOR



# Trails and Parks Constellation Concept

1 DECEMBER 2011

## Goal 2

### *Parks Development, Redevelopment, and Rehabilitation*

Provide a high-quality, financially sound system of parks, open spaces, trails, and waterways that meets the recreation needs of all city residents, offers a visual/physical diversion from the hard surfacing of urban development, enhances our quality of life, and forms an essential part of our community's identity and character.

Policy 2.1: Evaluate and refurbish parks, as needed, to reflect changes in population, age, and diversity of residents, recreational activities preferred, amount of leisure time available, and best practice designs and technologies, and asset management strategies.

Policy 2.2: Orient parks and programs equally to youth activities that focus on community building activities teaching them life-long skills, and exposing them to a variety of recreation experiences, and to adult activities which accommodate adults' needs for wellness and provide a range of social interaction opportunities.

Policy 2.3: Focus parks on passive and active recreational activities and activities that take advantage of the unique natural features. Pursue opportunities for incorporating art and cultural programs, which enrich citizens' mental and emotional well-being, as a complement to primary

physical focus of parks and recreation programs.

Policy 2.4: Organize all parks and facilities so that a component is provided for informal, non-programmed activities—those open to anyone in the community, at any time.

Policy 2.5: Maintain parks and open space according to the standards outlined in the Park Maintenance Manual which recognizes that levels of service must be provided based on the intensity of use and purpose of the site.

Policy 2.6: Use innovative methods for park and facility improvements that offer lower lifecycle costs, even if the initial cost is higher. Develop park and recreation facilities that minimize the maintenance demands on the City by emphasizing the development of well-planned parks, high-quality materials and labor-saving maintenance devices and practices.

Policy 2.7: Promote and support volunteerism to encourage people to actively support Roseville's parks and open spaces.

Policy 2.8: Encourage the preservation of features in parks considered to be of historic or cultural value, especially those features that do not conflict with other park uses and activities. Consider the potential of historic landscapes in parks, including agricultural landscapes or features. Work to perpetuate those landscapes and other features of historic or cultural significance when they are identified through recognized investigations.

## Goal 3

### *Parks and Open Space Acquisition*

Add new parks and facilities to achieve equitable access in all neighborhoods, accommodate the needs of redeveloping areas, and meet residents' desires for a range of recreation opportunities serving all ages, abilities, and cultures.

Policy 3.1: Ensure that no net loss of parkland or open space occurs during alterations or displacement of existing parkland and open space. If adverse impacts to parkland or open space take place, ensure that mitigation measures include the acquisition of replacement parkland of equal or greater size and value.

Policy 3.2: As areas of Roseville evolve, and properties undergo a change of use and/or density, land should be dedicated to the community for park purposes to ensure adequate park facilities for those new uses.

Policy 3.3: Determine potential locations and acquire additional park land in neighborhoods and constellations that are lacking adequate parks and recreation facilities.

Policy 3.4: Determine locations for new park and recreation facilities in redevelopment areas as part of the redevelopment process and use the park dedication process to acquire appropriate land.

Policy 3.5: Make continued effective use of the Park Dedication Ordinance. Park land dedication will be required when land is developed or redeveloped for residential, commercial, or industrial purposes. Review annually park dedication requirements in order to ensure that dedication regulations meet statutory requirements and the needs of Roseville.

Policy 3.6: Use park dedication funds to acquire and develop new land in addition to other funding sources.

Policy 3.7: Acquire properties necessary to implement adopted park concept plans and in Roseville's Comprehensive Land Use Plan, and consider other additions based on needs identified in the sector or constellation concept. Acquire land on a "willing seller" basis unless otherwise determined by the City Council.

## **Goal 4**

### ***Trails, Pathways, and Community Connections***

Create a well-connected and easily accessible system of parks, open spaces, trails, pathways, community connections, and facilities that links neighborhoods and provides opportunities for residents and others to gather and interact.

Policy 4.1: Develop, adopt, and implement a comprehensive and integrated trails, pathways, and community connections system plan for recreation and transportation uses, including separate facilities for pedestrians, and bicyclists (including off-road unpaved trails for bikers and hikers that offer new challenges while protecting resources).

Policy 4.2: Develop, adopt, and implement a Trails Management Program (TMP).

Policy 4.3: Advocate the implementation of community parkways on the County Road C and Lexington Avenue corridors to accommodate pedestrian and bicyclist movement and inclusion of community character and identity features.

Policy 4.4: Maintain the trail and pathway system through all seasons.

Policy 4.5: Make the park system accessible to people of all abilities.

Policy 4.6: Align development and expansion of non-motorized trails, pathways, community parkways, and other routes with the need to provide connections to and within parks, to open spaces, recreation facilities, and key destinations, as well as between neighborhoods, constellations, and sectors.

Policy 4.7: Educate the public on the advantages and safe use of non-motorized trails, pathways, and community parkway connections.

Policy 4.8: Develop clear and communicative signage and kiosks for wayfinding.



**ORDINANCE 1278**  
**AN ORDINANCE AMENDING**  
**TITLE THREE, SECTION 1103.07**  
**PARK DEDICATION**

THE CITY OF ROSEVILLE ORDAINS:

Section 1103.07 of the Roseville City Code is amended to read as follows:

**1103.07: PARK DEDICATION:**

- A. Condition To Approval: As a condition to the approval of any subdivision of land in any zone, including the granting of a variance pursuant to Section 1104.04 of this Title, when a new building site is created in excess of one acre, by either platting or minor subdivision, and including redevelopment and approval of planned unit developments, the subdivision shall be reviewed by the Park and Recreation Commission. The commission shall recommend either a portion of land to be dedicated to the public for use as a park as provided by Minnesota Statutes 462.358, subdivision (2)(b), or in lieu thereof, a cash deposit given to the City to be used for park purposes; or a combination of land and cash deposit, all as hereafter set forth.
- B. Amount To Be Dedicated: The portion to be dedicated in all residentially zoned areas shall be ten percent (10%) and five percent (5%) in all other areas.
- C. Utility Dedications Not Qualified: Land dedicated for required street right of way or utilities', including drainage, does not qualify as park dedication.
- D. Payment in lieu of dedication in all zones in the city where park dedication is deemed inappropriate by the City, the owner and the City shall agree to have the owner deposit a sum of money in lieu of a dedication. The sum shall be reviewed and determined annually by the City Council by resolution. (Ord. 1061, 6-26-1989)
- E. Park Dedication Fees may, in the City Councils sole discretion, be reduced for affordable housing units as recommended by the Housing and Redevelopment Authority for the City of Roseville.

Ordinance 1278 Effective date. This ordinance shall take effect upon its passage and publication

Passed by the City Council of the City of Roseville this 24<sup>th</sup> day of February, 2003.

Roseville Parks and Recreation  
DRAFT Audience Analysis Grid  
01/30/14

| Audience                                                                                                                                                                                                                                            | Description of audience                                                                                                                                         | What can PARKS & REC do for this audience                                                                                                                                                                                                                                                                                                                                                                                                                                                              | What do we want this audience to do on behalf of PARKS & REC                                                                                                                                                                                                                                                                                                                                         | Key messages                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Brand promise expectations                                                                                                                                                                                                                                                                                                                                                                                          | Tools                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Residents of Roseville</b> <ul style="list-style-type: none"><li>Private homeowners</li><li>Renters</li><li>Seniors</li><li>Businesses</li><li>Commuters into Roseville</li><li>City Staff</li><li>Visitors</li></ul>                            | <ul style="list-style-type: none"><li>People who come into contact with the services and of the Parks and Recreation Department in their daily lives.</li></ul> | <ul style="list-style-type: none"><li>Provide well managed parks, park programs and facilities.</li><li>Provide information on PARKS &amp; REC services</li><li>Preserve parkland and natural resources for current and futuer generations.</li><li>Monitor and respond to citizen and legislative input and issues.</li><li>Work cooperatively with residents and city departments to meet city goals.</li><li>Be a good steward of City budget dollars. (Be a good steward of tax dollars)</li></ul> | <ul style="list-style-type: none"><li>Volunteer</li><li>Continue active involvement in PARKS &amp; REC programs and park use.</li><li>Be an advocate for PARKS &amp; REC and Roseville parks.</li><li>Talk positively about PARKS &amp; REC services peers and public</li><li>Help identify key issues affecting Roseville parks and natural resources.</li><li>Contribute ideas and funds</li></ul> | <ul style="list-style-type: none"><li>Parks, natural resources, open spaces and multi-generational recreation programs and facilities are critical to the health and well-being of you, your family or business and to the growth and prosperity of Roseville.</li><li>When you're involved in PARKS &amp; REC services and programs you are helping to build a stronger community.</li><li>Nationally acredited.</li><li>You can be assured that RP&amp;R administers services efficiently and in accordance with approved professional practices,</li><li>RP&amp;R is financially responsible, managing your tax contributions to thei greatest advantage of the community.</li></ul> | <ul style="list-style-type: none"><li>PARKS &amp; REC makes it convenient for you to stay current with park and trail [development] information</li><li>PARKS &amp; REC provides you a voice in the process.</li><li>PARKS &amp; REC Builds public awareness of the importance of natural resources stewardship, parks, life-long learning and multi-generational recreation programs to community health</li></ul> | <ul style="list-style-type: none"><li>Citizen engagement task force</li><li>Overview (online and downloadable) brochure that describes PARKS &amp; REC services in terms that focus on benefits to which this audience will relate.</li><li>Issue specific eNewsletters.</li><li>Site signage to explain and clarify renewal activities-QR Link.</li><li>Renewal Web site, newsletter, brochures</li><li>Informal meetings with city council and other entities</li><li>Connection to other Roseville Departments</li><li>Opportunities to speak to organizations and the talking points to use</li><li>NextDoor Hamline?</li><li>Twitter; Instagram; Digg Facebook (maintenance progress)</li><li>QR Code; signage to renewal website</li></ul> |
| <b>Parks and Recreation Department</b> <ul style="list-style-type: none"><li>Staff</li><li>Seasonal staff</li><li>Commission</li></ul>                                                                                                              |                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"><li>Issue specific marketing checksheets</li><li>Commission laiason</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Roseville City Departments</b> <ul style="list-style-type: none"><li>Aministration</li><li>Community Development</li><li>Finance</li><li>Fire</li><li>LicenseCenter</li><li>(Parks and Recreation)</li><li>Police</li><li>Public Works</li></ul> |                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

**Roseville Parks and Recreation**  
**DRAFT Audience Analysis Grid**  
**01/30/14**

| Audience                                                                                                                                                                                        | Description of audience                                                                                                                                          | What can PARKS & REC do for this audience                                                                                                                                                                                                                                                                                                                                                      | What do we want this audience to do on behalf of PARKS & REC                                                                                                                                                                                                                                   | Key messages                                                                                                                                                                                                                                           | Brand promise expectations                         | Tools                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Allied And Interested Businesses</b> <ul style="list-style-type: none"> <li>Senior and Assisted Living Homes</li> <li>Contractors</li> <li>Recreation Vendors</li> <li>Architects</li> </ul> | <ul style="list-style-type: none"> <li>Companies and individuals that work in allied industries, use, support or supply parks and open space systems.</li> </ul> | <ul style="list-style-type: none"> <li>Provide methods and opportunities to sponsor and support the parks. (e.g. Medtronic Trail at Central Park)</li> </ul>                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                        |                                                    |                                                                                                                                                                                                              |
| <b>Students / teachers</b> <ul style="list-style-type: none"> <li>High school</li> <li>Grade school</li> <li>College / University</li> </ul>                                                    | <ul style="list-style-type: none"> <li>Interested students and teachers</li> </ul>                                                                               | <ul style="list-style-type: none"> <li>Provide information</li> <li>Provide recreational programming</li> </ul>                                                                                                                                                                                                                                                                                | <ul style="list-style-type: none"> <li>Be an advocate for PARKS &amp; REC</li> <li>Understand and use PARKS &amp; REC expertise and services</li> </ul>                                                                                                                                        | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                                                                                                                     |                                                    |                                                                                                                                                                                                              |
| <b>News Media Professionals</b>                                                                                                                                                                 | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                               | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                                                                                                                                                             | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                                                                                                                     | -                                                  | <ul style="list-style-type: none"> <li></li> </ul>                                                                                                                                                           |
| <b>Volunteers</b> <ul style="list-style-type: none"> <li>Current volunteers</li> <li>Potential volunteers</li> <li></li> </ul>                                                                  |                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                        |                                                    |                                                                                                                                                                                                              |
| <b>Mayor, City Council and other public policy officials</b>                                                                                                                                    | <ul style="list-style-type: none"> <li>Elected and appointed city leaders</li> </ul>                                                                             | <ul style="list-style-type: none"> <li>Inform them on issues relevant to the parks, recreational programming and natural resources in the city of Roseville</li> <li>Provide information on issues that affect parks community or natural resources in Roseville</li> <li>Execute relevant PARKS &amp; REC plans. (Public Tree Plan, Comprehensive Parks Plan, Pathways Plan, etc.)</li> </ul> | <ul style="list-style-type: none"> <li>Understand the value PARKS &amp; REC provides to a wide range of citizen constituents</li> <li>Connect PARKS &amp; REC's contribution to overall city planning efforts.</li> <li>Feedback</li> <li>Support, promote, listen to our positions</li> </ul> | <ul style="list-style-type: none"> <li>Parks and Rec is instrumental in helping to make Roseville a desirable place to live, work and play.</li> <li>PARKS &amp; REC is the preeminent natural resources and environmental health advocate.</li> </ul> | <ul style="list-style-type: none"> <li></li> </ul> | <ul style="list-style-type: none"> <li>Tha above plus:</li> <li>Informal meetings with council members and mayor.</li> <li>Program and project updates</li> <li>Educated commission spokespersons</li> </ul> |

Roseville Parks and Recreation  
DRAFT Audience Analysis Grid  
01/30/14

| Audience                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Description of audience | What can PARKS & REC do for this audience | What do we want this audience to do on behalf of PARKS & REC | Key messages | Brand promise expectations | Tools |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------------------------|--------------------------------------------------------------|--------------|----------------------------|-------|
| <b>Allied And Interested Groups</b> <ul style="list-style-type: none"><li>• FOR Parks</li><li>• FORHANC</li><li>• Roseville Central Park Foundation</li><li>• American Bandy Association</li><li>• Greater MN Speedskating</li><li>• ISD 623</li><li>• Gymnastics (RGBA)</li><li>• Midway Speedskating</li><li>• North Suburban Gavel Association</li><li>• North Suburban Soccer Association (NSSA)</li><li>• Roseville Area Youth Baseball (RAYB)</li><li>• Roseville Area Youth Football Association (RAYFA)</li><li>• Roseville Area Youth Lacrosse Association (RAYLA)</li><li>• Roseville Area Youth Hockey</li><li>• Roseville Youth Basketball Association (RYBA)</li><li>• Roseville Figure Skating Club</li><li>• Roseville Girls Fast Pitch Softball Association</li><li>• Roseville Community Band</li><li>• Roseville Big Band</li><li>• Roseville String Ensemble</li><li>• Rosetown Playhouse</li><li>• Roseville Arts Council</li><li>• Roseville Historical Society</li><li>• Roseville Senior Program</li><li>• Forecast Public Art</li><li>• Other Community Art Programs And Groups</li><li>• Other Non Profits</li><li>• Other Local Constituent Groups</li></ul> |                         |                                           | <ul style="list-style-type: none"><li>•</li></ul>            |              |                            |       |

## Parks and Recreation Commission Goals 2013 – 2015

| Goal                                                                                                                            | Timeframe                                                   | Action Steps                                                                                                                                                                                                                                                                                                                                                                                                    | Assigned                                 | Progress                            |
|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-------------------------------------|
| <b>#1</b><br><br>Increase & Enhance Volunteer Participation                                                                     | Long-term Ongoing                                           | 1. Commissioners to attend at least two community engagement functions annually.<br>i.e. DYP, Living Smarter Fair, Rosefest Events, renewal program meetings, others<br><br>2. Involve community work groups as appropriate and needed: i.e. Natural Resources and Trails<br><br>3. Attend and participate in annual volunteer recognition event<br><br>4. Support future volunteer coordinator recommendations | <b>P&amp;R Commissioners &amp; staff</b> |                                     |
| <b>#2</b><br><br>Collaborate with Public Works, Environment & Transportation Commission (PWET) on trails & pathways initiatives | Renewal:<br>short-term 2013<br><br>On-going:<br>2014 - 2015 | 1. Create joint PWET and P&R Commission committee by January 2013<br><br>2. NRATS representatives report progress to P&R Commission monthly                                                                                                                                                                                                                                                                     | <b>P&amp;R Commissioners &amp; staff</b> | 1. <i>NRATS created and working</i> |



| Goal                                                                          | Timeframe             | Action Steps                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Assigned                                 | Progress                                                                                                                |
|-------------------------------------------------------------------------------|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| #3<br>Advise Parks & Recreation on Renewal Program projects and opportunities | Renewal:<br>2012-2015 | <ol style="list-style-type: none"> <li>1. Keep abreast of and actively review progress of Renewal Program</li> <li>2. Discuss projects and timing with community members, bring ideas to monthly meetings and department staff.</li> <li>3. Participate as necessary and requested in project design and review.</li> <li>4. Identify at least one potential grant and/or partnership opportunities annually. Pursue opportunities as appropriate and available</li> </ol> | <b>P&amp;R Commissioners &amp; staff</b> |                                                                                                                         |
| #4<br>Provide research and recommendations for a Volunteer Coordinator        | Short-term:<br>2013   | <ol style="list-style-type: none"> <li>1. Designate commissioners to research cost/benefit of volunteer coordinators in similar communities.</li> <li>2. Utilize Civic Engagement Report findings where appropriate</li> <li>3. Make recommendation to P &amp; R Commission by April 2013</li> <li>4. Discuss options with City Council at June 2013 joint meeting</li> </ol>                                                                                              | <b>P&amp;R Commissioners &amp; staff</b> | <ol style="list-style-type: none"> <li>1. <i>Lee Diedrick &amp; Mary Holt identified as commission leads</i></li> </ol> |

| Goal                                                                     | Timeframe                | Action Steps                                                                                                                                                                                                                                                                                                                                                                                                 | Assigned                                 | Progress                                                                                                               |
|--------------------------------------------------------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| #5<br>Provide research and recommendations for a Community Center        | Ongoing:<br>2013-2015    | <ol style="list-style-type: none"> <li>1. Designate commissioners to research Community Center options and provide quarterly updates to Commission</li> <li>2. Review Master Plan and identify next step options.</li> <li>3. Preliminary report to P &amp; R commission Dec. 2013</li> <li>4. Establish future direction January 2014</li> <li>5. Formulate options to City Council by June 2014</li> </ol> | <b>P&amp;R Commissioners &amp; staff</b> |                                                                                                                        |
| #6<br>Provide research and recommendations for establishing a Park Board | Ongoing:<br>2013-2014    | <ol style="list-style-type: none"> <li>1. Designate commissioners to research benefits of a Park Board vs Park &amp; Recreation Commission</li> <li>2. Look at best practices in other cities.</li> <li>3. Report findings to P &amp; R Commission by April 2013</li> <li>4. Discuss with City Council June 2013</li> </ol>                                                                                  | <b>P&amp;R Commissioners &amp; staff</b> | <ol style="list-style-type: none"> <li>1. <i>Nolan Wall and Greg Simbeck identified as commission leads</i></li> </ol> |
| #7<br>Work with City Administration to explore local option sales tax    | Short-term:<br>2013-2015 | <ol style="list-style-type: none"> <li>1. Designate Commissioners to meet with City Administrators to learn and understand status and offer assistance</li> <li>2. Work with City Administration to finalize whether or not the local option sales tax is an option to be used for Community Center funding by February 2014</li> <li>3. Report to P &amp; R Commission quarterly</li> </ol>                 | <b>P&amp;R Commissioners &amp; staff</b> | <ol style="list-style-type: none"> <li>1. <i>Dave Holt identified as commission lead</i></li> </ol>                    |

## Upcoming Parks and Recreation Programs & Events

- February 4-April 29 Cheer America Program Ages 4 & Older at the Roseville Skating Center.
- February 4-April 15 AARP Tax-Aide at Roseville City Hall 9 – noon on Tuesdays only. No appointment.
- February 5 Arboretum Committee Meeting at Roseville City Hall at 6 p.m.
- February 6 Parks & Recreation Commission Meeting at Roseville City Hall at 6:30 p.m.
- February 7 FORParks Board Meeting at Roseville City Hall 9 a.m.
- February 7 Daddy-Daughter Sweetheart Dance at the Roseville Skating Center 6:30-8:30 p.m.
- February 7 Candlelight Snow Shoeing at Harriet Alexander Nature Center from 7 – 9 p.m.
  - Rental equipment available for \$5
- February 8 Kid's Ice Fishing Tournament on Lake Johanna Beach, Arden Hills 11 a.m.-1 p.m.
- February 8 Candlelight Snowshoeing for ages 12–adult at Harriet Alexander Nature Center 7-9 p.m.
- February 9 Neighborhood warming houses scheduled to close for the season. Rinks to remain open.
- February 9 HANC Open House “Year of the Horse” at Harriet Alexander Nature Center 1-4 p.m.
- February 11-March 1<sup>st</sup> DNR Firearms Safety Class at Roseville City Hall from 6 – 8 :30 p.m.
- February 12 Roseville Area Youth Baseball Registration at the B-Dale Club 6 -7 p.m. [www.rayb.org](http://www.rayb.org)
- February 12 AARP Smart Driver Classes for adults at Roseville City Hall at 9 a.m..
- February 13-April 3<sup>rd</sup> Safety Awareness/Self Defense for ages 5 & up at CP School & City Hall 5-9 p.m.
- February 15 “Living Smarter” Home & Garden Fair at Fairview Community Center 9 a.m –3 p.m.
- February 17 City Hall closed in recognition of Presidents Day
- February 17 Ooey Goody Fun Program for Ages 3 – 6 at the Roseville Skating Center 9 – Noon.
- February 18 Mosaic Mania Program for Ages 5 – 10 at the Roseville Skating Center 8 – Noon.
- February 19 Rosefest Parade Planning Committee Meeting at Roseville City Hall 7 p.m.
- February 19 Adult Trip Fiddler on the Roof at the Chanhassen Dinner Theater 10:15 a.m. – 4:30 p.m.
- February 24–April 14 Games Galore Program grades 1-4 at Brimhall Community Gym 4:15 – 5:15 p.m.
- February 25 Parks & Recreation Renewal Program Best Value Pre-Proposal Meeting at 9:30 a.m.
- February 27 CPR Class by American Heart Association at Roseville City Hall 6 – 9:30 p.m.
- February 28 Mom & Son Night out at the Roseville Skating Center 6 – 9 p.m.
- March 1 Kids Night Out for registered Dance students at Central Park Community Gym 5-8 p.m.
- March 4 Parks & Recreation Commission Meeting at Roseville City Hall at 6:30 p.m.

More details about any of the Programs & Events listed above can be found in the [on-line packet](#), or in the flyer racks by the Parks & Recreation office.