

**MINUTES  
PARK BOARD MEETING  
JANUARY 21, 2021**

The meeting was called to order at 6:31 p.m.

Present: Josephson, Koster, Lee, Lombardi, Sinclair; Town Board Supervisor: Ruzek;  
Public Works Director: Reed; Planner: Riedesel

Absent: Akenson, Reeves with notice

Present at the Township were Riedesel and Lee, all others were present via Zoom. All motions, seconds, and votes were given by roll call.

**APPROVAL OF AGENDA (Additions/Deletions):** Lee moved approval of the agenda as submitted. Lombardi seconded. Ayes all.

**APPROVAL OF MINUTES OF DECEMBER 17, 2020:** Josephson moved the approval of the minutes of December 17, 2020. Lombardi seconded. Ayes all.

**POLAR LAKES PARK IMPROVEMENT:** The Town Planner reported that the Park Board is waiting on the playground portion of the park until the final cost of the restrooms is tallied. The cost is getting close to \$900,000 for the restrooms which doesn't leave much room for the playground using bond funding. It was noted that the Public Works Director worked with the Met Council and got the interior drop for the southerly restroom approved so the Town doesn't have to dig for an exterior drop, which will save the Township money with the Restrooms. The Park Board discussed the options and seemed to think going out for bid has no harm, with an initial number of about \$200,000 or TBD once the final restroom numbers are tallied.

There was discussion of the time when staff would want the playground to be completed and the Town Planner gave the date of by fall of 2022, for Hockey Day Minnesota. The Park Board has plenty of time to vet proposals and chose an option, or hybrid of options that will best fit the Town's and the premier park's interests. There was also discussion of looking for other revenue sources: clubs around the communities, grants, etc. Greater White Bear Area grant has amounts for \$5,000 or under, which could help with specific equipment. Maybe the Lions Club would be interested in sponsoring an item, or other club or organization. There was discussion of Lisa Beecroft marketing the sponsorship opportunities among the community to get funding. Maybe the Town could have a plaque, "\_\_\_\_\_ sponsored these swings" or something. Beecroft noted that the Park Board or she and staff could create a timeline and work backwards. The Park Board also could plan either a ground

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breaking ceremony or unveiling of the playground at Township Day 2022. There will be more discussion at the February meeting.

**2021 WORK PLAN:** The Town Planner added the comments Park Board made from last meeting and wanted to know if there were any additional thoughts. He has left November and December open as of now, as he is planning on retiring prior to then. It was noted that the Park Board will still have playground equipment discussions then.

**BEECROFT MARKETING & EVENTS CONTRACT:** Lisa Beecroft was present to discuss the contract and what she is working on in her other endeavors currently. She is working on More than Meals Program, which is the culmination of 5 local restaurants putting together more than 2,000 meals for local families in need. The restaurants are getting paid for the meals, so it is a win-win; and the program will go through March.

Beecroft was approached by **Ice Sculpture Exploration** and thinks this might be a good idea to do some experimental marketing, placing sculptures around Town and the company sells tickets to the event: expecting 5,000 people spread out over 10 days of the event.

The investment price is \$500-\$5,000 and other local areas are participating: Stillwater, Anoka, White Bear Lake, even businesses within these communities. The sculptures are going to be all over, and Beecroft wanted to invite the Park Board to discuss joining in on the fun and community event. The Park Board could recommend a dollar amount. Beecroft noted that she thinks there is an option for a \$1,000 amount with \$500 off, for a total of \$500.

It would be best to take action tonight, as the event is the end of February and Ice Sculpture Exploration is looking for commitment. There was discussion of areas where the sculptures could be placed: Polar Lakes Park at the popular sliding hill, Bellaire beach is getting the most traffic right now. Bellaire Beach was decided upon, as the parking lots are being maintained. The sculptors could sculpt a bear. Beecroft noted that the sculptors can put lights inside the sculpture so that it glows at night.

Josephson motioned for \$1,000 funding value given the Town can't get the \$500 discount, pending Finance Officer can get funding, noting that the sculptures would be placed at Bellaire Beach. Sinclair seconded. Ayes all.

There was some discussion of **Township Day**. Beecroft has hope that with better weather and the vaccines, things should be opening up so Township Day 2021 should be able to happen, with the caveat that if things do not look promising by the June 15<sup>th</sup> meeting or early July meeting, the Township can cancel it and finish up Beecroft's contract early. **Movies in the Park:** 1 in June, 1 in July, 1 in August. The summer is busy enough without trying to cram 2 more movies in there, especially with May weather not always warm enough. Movie hosts, concessions, guest vendors were all discussed and agreed they are great ideas to keep going. In the event that Township Day 2021 does get cancelled, Beecroft would finish up her work for the Township in August after the Movie in the Park, unless otherwise agreed upon.

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There was some discussion of social media marketing and things for Beecroft to work on: movies, Polar Lakes Park, the parks in general, marketing. She noted that the Town's Instagram account now has 126 followers with few posts, so that is good. There was discussion of a "ground breaking" for the playground equipment at Polar Lakes Park, and that the Town could maybe send out mailers for donations or grants from people. It was noted that the Town cannot solicit like that, but Beecroft Marketing & Events could potentially. The Town does have donor kiosks at Polar Lakes Park.

There was discussion of the contracts as presented without Beecroft. The Township Day, Movies in the Park, advertising, promotion, 4-8 social media posts per month, etc. for \$1,000 per month on a 10-month contract (February through November). There was some discussion of things she could incorporate into the posts and marketing for the Township: Little Free Libraries, Tree Trust, etc. It was noted that she is bumping up the contract amount a little, but she's also adding responsibility for herself and is regularly at the meetings. The Park Board agreed that she works hard.

Josephson made the motion to recommend to approve the contract as is. Lee seconded. Ayes all.

It was noted that a separate proposal would be agreed upon for other marketing related to the park equipment and staff will discuss and present at a later date. There was some discussion on this additional marketing and it was decided that it is worth giving a shot. It was brought up that perhaps she could receive a percentage of the funds raised, just to ensure incentive, not that she needs incentive, but as a certain "not to exceed" type of caveat. Of course there would have to be proper wording in the contract to ensure that it is aboveboard legally and doesn't look like she is getting paid from the money raised, just a percentage, from the Township, based on the money raised. The Town Planner will discuss with Beecroft and report back. He will also discuss with the Town Attorney on how best to word the contract.

**GRANTS:** The Town Planner put together last year's application and noted that the perimeter trail would work to focus on for the grant for Polar Lakes Park, DNR grant application. Some things staff can note in the grant application are: the Town is adding \$1,000,000 of its own money for the bathrooms, the trail connects with Tamarack Nature Center, Tree Trust trees are going in, Township Day is held there every year, it is the premier park of the Town and many other communities frequent it, Hockey Day Minnesota 2023 will be held there. Staff will work on the grant and will bring the completed application for Park Board approval at next month's meeting.

**LAKE LINKS TRAIL – HIGHWAY 96/RUTHERFORD PARK:** The Town Planner reported that the trail has a consultant to help with the design and preliminary work of the trail and so far consideration and feedback from the White Bear Beach Community Club (WBCC) has been related to their access to Portland/Highway 96 property. The abutting parcel which could give the WBCC better parking options if the Town gives access through its property. There was discussion of safety and this parcel. There was discussion of the design of the trail, this corridor along Highway 96 and the implications of the design. The map was emailed as a supplement to today's meeting. There was discussion on dividing the parcel of

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the Town's, or maybe the Town could meet WBBCC halfway and lease the property rather than sell it. The Town Planner will take the feedback to the Board and the Town Attorney at the January Executive Town Board meeting.

**TREE PLANTINGS – 2021:** The Town Planner explained that there are aerial photos of a few parks in the packet with potential areas for tree locations. Karen at the Tree Trust provides landscape plan. The Park Board discussed the notes on page 42 of the packet, noting Columbia Park, Polar Lakes Park, Deer Meadow Park, and Four Seasons Park, as there have been plans to add additional tree plantings at these parks. There was also discussion of Bellaire Beach, Bellaire Beach Park, and Benson Park as there have not been any tree plantings at these parks.

**BELLAIRE BEACH – LOGO/SIGN:** The Park Board wanted to continue discussion from last month's discussion on the Bellaire Beach logo. The Public Works Director reported that there is no difference in pricing on the 2 logos with the different wording "White Bear Township" on the road side and "Bellaire Beach" on the lake side. The rationale behind the differences are easier identification for people, injuries, etc. Ice and boats on the lakeside, trail and Sheriff's Departments can see the sign from the road side.

Josephson made the motion to recommend approval of quotes of stencil with "Bellaire Beach" on the beach side of the shelter and "White Bear Township" on the road side of the shelter. Lombardi seconded. Ayes all.

**PUBLIC WORKS DIRECTOR REPORT:** The Public Works Director reported on the Public Works Department Activity of December 2020. He noted that staff is still flooding rinks at the parks. There is a tree in the middle of Glider Park's former rink. Staff is focused on ice maintenance and tree trimming still this winter. Staff is tree trimming in preparation for the 2021 street improvements.

**ADDED AGENDA ITEMS:** Town Board Supervisor Ruzek noted that the Lake Links Trail/South Shore Boulevard is getting closer to agreement with the County, City, and Township. There will be a 1-way, there are current drainage issues that will be discussed in some manner, and the parties are working on details of the turn back to the Township's benefit. South Shore Boulevard is looking at a 2022 construction.

Josephson moved to adjourn the meeting at 8:23 p.m. Lee seconded. Ayes all.

Respectfully Submitted,

Megan R. Cavanaugh  
Recording Secretary