



AGENDA
PARKS, RECREATION & NATURAL RESOURCES COMMITTEE
MEETING 08-07-2024

August 7, 2024 - 6:00 PM
City Hall Council Chambers

1. Call to Order
2. Approval of the Minutes
 - a. July 17, 2024 Meeting Minutes
3. Citizen Comments
4. Discussion Items
 - a. Recreation Program Update
 - b. Sponsorship Signage and Naming Rights Policies Review
5. Staff Report
6. Adjourn

CITY OF LAKEVILLE
PARKS, RECREATION & NATURAL RESOURCES COMMITTEE
MEETING MINUTES
July 17, 2024

Committee Chair Weberg called the meeting to order at 6:00 p.m. in the City Council Chambers

Members Present: Holly Weberg, Erin Young, Steve Henneberry, Daniel Volkosh

Members Absent: Surya Ganesan (alternate), Lindsay Haneman, Monica Joubert, Shahid Nadeem

Staff Present: Parks and Recreation Director Joe Masiarchin, Environmental Resources Manager Mac Cafferty, Senior Administrative Assistant Stella Eskelson

1. Approval of June 5, 2024 minutes

A motion was made by Volkosh, seconded by Young to approve the June 5, 2024 minutes as written.

Ayes: unanimous

2. Citizen comments

No citizens were present.

3. Staff Report and Park Bond Referendum Update

Staff shared an updated on a number of Pan-O-Prog events that are organized by the Parks and Recreation department including the July 4th Fireworks (move to July 5th due to weather), 1 and 4-mile runs, Pickleball Tournament, Active Adults Craft and Bake Sale, Art on the Lawn and Art Sale.

Fall program registration begins online August 8 and the brochure will be mailed to residents starting August 23. The number of pages increased from 12 to 16 due in part to the new/returning nature programs planned for the new Ed Mako Environmental Learning Center. Staff is working with the Communications and Environmental Resources Department on online marketing and social media promotion and nature education programs at Ritter Farm Park.

Staff is making changes to indoor facility rental timelines for the winter/spring months. This would allow for rentals from January 1-April 30 beginning August 15 at the John Hennen Pavilion, Parkview, Prairie Lake and Steve Michaud Parks.

Grand Prairie Park grading continues after being delayed due to rain, the contractors anticipate the project still being completed on time. The grandstand and baseball field construction are well underway. Staff is working on developing new policies for the new amenities at the park including the splash pad, among others. Staff has been meeting ongoingly with representatives from Lakeville Baseball Association (LBA) on finalizing the design documents. A sponsorship and advertising policy is being developed to assist LBA on selling advertising and sponsorship space at the ballfield to assist with funding part of their \$1-million pledge to the construction of the facility.

Committee Member Discussion: Has there been feedback on parking at Antlers Park? Staff has heard from several neighbors and is working on temporary and permanent solutions to the parking needs of the park. Drowning, wind,

4. Sundance Lakeville Second Addition Preliminary Plat

This plat consists of one block and one lot with 13 townhome buildings and 167 dwelling units and nine single family home lots on 15.75 acres north of 162nd Street, west of Buck Hill Road and east of Kendale Drive. Formerly the property had been agricultural property and more recently, utilized for aggregate mining.

The construction of Sundance Lakeville Second Addition includes the construction of public sidewalks. Five-foot wide concrete sidewalks, with pedestrian curb ramps, will be installed along one side of Kendale Drive from 162nd Street West to Dupont Avenue. The City's Parks, Trails and Open Space Plan does not designate a future park with this plat and the Park Dedication Fund will be satisfied through a cash contribution of \$9,383 per dwelling unit for high density residential and \$5,774 per dwelling unit for low density residential. A wetland delineation was completed, and no wetlands were identified on site.

The tree preservation plan identified 783 significant trees located within the plat boundaries, most of the trees will be removed with this plat. The developer will be responsible for replacing removed trees following the city ordinance for tree replacement.

Committee Vice Chair Henneberry – Expressed his concern with the number of trees that would be removed from the proposed plat and spoke to the visual and sound barrier that the current trees provide for the existing neighborhood. Given the city's ordinance of removal to replacement ratio, the screening will be significantly reduced. Henneberry proposed that this committee make a recommendation to the Planning Commission and City Council to increase the number of proposed replacement trees along the north and west sides of the plat boundaries along the single-family home lots. Henneberry also indicated that any plat with this proposed amount of tree removal would be concerning to him as PRNRC member.

Committee Chair Weberg – Weberg confirmed the tree removal ordinance and if this committee had the ability to make a recommendation to have the amount of replacement trees increased. Staff indicated that this committee could make a recommendation to the Planning Commission and City Council regarding the tree replacement.

Committee members further discussed the consistency of making similar recommendations and if there were other plats that had been reviewed by this committee where this would have been appropriate. The committee members did not feel as though there was another comparable plat and were agreeance that a recommendation on the proposed tree replacement plan would be appropriate.

A motion was made by Volkosh, seconded by Young to approve the Sundance Lakeville Second Addition Preliminary Plat with a recommendation to the Planning Commission and City Council to add additional screening along the north and west sides of the plat boundaries along the single-family lots.

Ayes: Weberg, Volkosh, Young
Henneberry recused himself from the vote

Motion was made by Henneberry, seconded by Volkosh to adjourn the June 5, 2024 meeting.
Ayes: unanimous

5. Adjourn

Meeting 6:47 p.m.

SPONSORSHIP AND ADVERTISING POLICY FOR PARK FACILITIES

I. PURPOSE AND NEED FOR POLICY

The primary purpose of this policy is to safeguard the City's values, image, assets and interests pertaining to advertising while increasing the opportunities for revenue generation. The City of Lakeville (the City) welcomes and encourages sponsorships and advertising undertaken to assist in providing select City services and projects. All sponsorships and advertising shall be consistent with the City's mission and values and will not compromise or contradict any ordinance or policy of the City or reflect negatively on the City's public image. All sponsorship and advertising agreements shall be established in a manner that ensures access and fairness, and results in the optimal balance of benefits to the City and the community.

This policy applies to (1) all relationships directly between the City and businesses, organizations or individuals that contribute either financially or in-kind to City programs, services or facilities in return for recognition, public acknowledgement or other promotional considerations; and (2) to any relationships with third-party advertising sales contractors or organizations.

This policy applies to:

Paid advertising on City park properties that is solicited by and directly benefits the City; or that is solicited by and directly benefits a third party organization subject to a Master Agreement.

This policy DOES NOT apply to:

- City-sponsored or co-sponsored events such as Pan-O-Prog, Taste of Lakeville, Lakeville Art Festival, or similar future events.
- Private events hosted by renters of City facilities that adhere to the City's signage requirements (City Code 11-23-15).

II. POLICY AND PROCEDURE

1. Definitions:

Sponsorship: Support such as goods, services or financial contributions that directly benefit a specific park facility.

Advertising: The display of commercial content that specifically identifies and promotes a product or service of a specific business or individual in return for financial contributions, goods or services.

Master Agreement: An agreement made between the City and a third party organization to allow said organization to solicit and/or display advertising in City park facilities at the discretion of the City.

Banner: Temporary displays that are made of fabric, mesh, vinyl, or other similar material with wind holes.

Sign: Permanent or temporary displays that are constructed of city approved materials including vinyl, corrugated plastic or metal.

III. GENERAL CONDITIONS AND RESTRICTIONS

1. A written agreement or Master Agreement must be made with the City to identify the terms of an advertising or sponsorship agreement.
2. In accordance with the Parks and Recreation Department's Sponsorship Signage in the Parks pertaining to temporary signage, no advertising for firearms, liquor products (by name), tobacco products (by name), marijuana or marijuana infused products or political or religious persons or organizations, or sexually oriented products or stores shall be permitted on or within public facilities or property.

3. No Sponsorship of City facilities by religious organizations is permitted.
4. All sponsorship and advertising agreements must comply with federal and state statutes and existing municipal policies and ordinances. Agreements shall not in any way invoke future consideration or influence or be perceived to influence the day-to-day business and decision-making of the City. The advertisement of a product or service does not act as the City's endorsement of any one product or service over another.
5. Unsolicited sponsorship and advertising proposals received by the City will be reviewed and evaluated by the relevant program director per the provisions of this policy. The City reserves the right to reject any sponsorship. The City reserves the right to terminate an existing sponsorship or advertising agreement in the best interests of the City.
6. Sponsorship Acknowledgement: Acknowledgement of sponsors may be made in the following manner: display of logo or verbal thanks to sponsor. No price or call to action may be included in the sponsorship acknowledgement.
7. Advertising Acknowledgement: At the City's discretion, commercial advertisements may be placed on select City property and in select City of Lakeville publications. Advertising may include a price and/or call to action.

IV. ADVERTISING ON OR WITHIN PUBLIC PARKS AND FACILITIES

At the City's discretion, and upon the signing of a Master Agreement, the City may allow advertising within public parks and facilities as specified in the proceeding Subdivisions.

1. All banners / signs shall be maintained in a safe and orderly condition at all times. In accordance with the Parks and Recreation Department's Sponsorship Signage in the Parks policy, youth athletic associations are given 48 hours from receiving notification of a damaged sign to make necessary repairs. If repairs cannot be made within the 48-hour timeline, the sign(s) must be removed.
2. The City reserves the right to determine the structural integrity and safety of all proposed signage.
3. No advertising for firearms, liquor products (by name), tobacco products (by name), marijuana or marijuana infused products or political or religious persons or organizations, or sexually oriented products or stores shall be permitted on or within public facilities or property.
4. This policy does not apply to the naming rights for any park or facility. Naming rights shall be subject to a Master Agreement to be approved by the City Council in accordance with the Parks and Recreation Department's Park Naming Policy that was adopted in 1997.

V. OUTDOOR FACILITIES

1. Signs shall be located at least one foot (1') from the top and bottom of the outfield fence and centered on the fence section.
2. The structural stability of the fences in each park will determine the size of the banner / signs.
3. All banners / signs shall face the interior of the field.
4. Signs shall be permitted on permanent scoreboards subject to the approval of the City.
5. Signage that does not adhere to existing fences/buildings must be freestanding and pre-approved in accordance with the Parks and Recreation Department's Sponsorship Signage in the Parks policy.

VI. AUTHORITY

Administrative implementation of this policy belongs to Parks and Recreation staff.

CITY OF LAKEVILLE POLICY FOR NAMING OF PARKS

INTRODUCTION

The naming of parks and park facilities is a thoughtful process, which requires careful analysis. As with any place name, a park name can be enduring and stay with a piece of property long after any knowledge of its origin has passed. The selection of a proper name for a park should be purposeful and systematic, resulting in a name both meaningful and symbolic.

A park name may honor a person of significant stature within the community, recognize an organization or group of citizens which has contributed to the development of the facility, or appreciate a significant natural aspect of the park. Park names should be apolitical and honor the contribution to a park or the community rather than an affiliation with a political party or action group.

The procedures set forth herein are meant as a systematic process to develop meaningful and creative names for Lakeville's park properties. The procedures are intended to simplify the process, ensure consistency in park and facility naming, remove emotional motivations and encourage creativity. Lakeville's future park names will exhibit balance, diversity and creativity.

TIMING

The park naming procedure is a lengthy process by design. The process is intended to minimize the emotional impact of the naming process or a naming request. All parties involved are given time to think through the long-term implications of the chosen name.

Prior to the time of the development, a working name may be used. The working name would best be of a nondescript nature that is not meant to resemble in any way a possible permanent name. In the case of land acquisition for future parks, the assignment of a permanent park name may be delayed by a significant amount of time, thus a temporary identification will be needed until development takes place. A permanent name will be recommended by the Parks and Recreation Advisory Committee for consideration of formal adoption by City Council.

The following procedure should be followed in the naming of parks:

1. Staff will prepare a list of potential names and rationale based on input from any appropriate source including a public notice in the City's official newspaper announcing the need for citizen input. The list will be filtered, based on the criteria contained in this policy.
2. The Parks and Recreation Advisory Committee will review the list of potential names. The committee will discuss each name and its relative merits. Names may be added or eliminated from the list at this time. No decision will be made at this point.
3. At the next committee meeting, staff will provide any information requested by the committee. The committee shall narrow the list to three at this meeting.
4. At their next meeting the Parks and Recreation Advisory Committee shall debate the merits of the three remaining names and select the name that it will recommend to the City Council.
5. The final actions would be to place the proposed park name on the agenda of the next regular City Council meeting. If the Council chooses not to approve the recommended name, they will return the issue to the advisory committee with direction and the process will begin anew.

PARK NAMING CRITERIA

Listed below are the criteria, which should be used to generate a list of potential park names, which shall be considered during the procedure described above.

- The name of the subdivision associated with the park.
- The name of the neighborhood in which the park is located.
- The school name if adjacent to or closely identified with the park.
- The street name adjacent to or closely identified with the park.
- A name suggested by the developer of the property.
- The name of a local interest point or local focal point near the park.
- The name of a stream, creek or body of water adjacent to or near the park.
- The name of a hill, valley or topographical feature associated with the park.
- The name of an event or historical occurrence associated with the park or abutting area.
- A creative name based on some impressions of the site.
- A name based on the vegetation present or the ecology of the area.
- A name based on a dominant feature of the site.
- The name by which most of the neighborhood and/or area children refer to the park.
- The name of a person who dedicates a major part or all of the land for the park.
- The name of a person of significant stature within the community.
- The name of an organization or group of citizens, which has contributed to the development of the facility.

RENAMING PARK FACILITIES

Renaming of parks should be done only after careful consideration. The renaming of a park facility should be considered if one or more of the following criteria is met:

1. The name of the park is the working name for the park assigned prior to the lime of development.
2. The primary park users have submitted a petition for a name change that deserves consideration through the normal naming process described herein.
3. An individual or organization contributes a significant portion of the cost of acquiring/developing/renovating ~~or~~ adds significant land or enters into a Naming or Master Agreement with the City.
4. A park facility can be renamed in honor of a living individual who has made significant contributions to the community or in memory of someone who has done so. In order to be considered for such an honor, the honoree should have completed at least ten years of service. A waiting period of at least six months from the conclusion of service, or six months from death is required.

MEMORIALS

An individual or organization may pay tribute to a deceased Lakeville resident by donating a living memorial, such as a tree, shrub or other planting, accompanied by a plaque. The donor must provide for the cost of the planting and plaque, plus installation and any future maintenance that may be required. Specific plans must be submitted in advance, with the planting and location to be approved by the Parks and Recreation Director. Plaque size must be no larger than 15 inches by 15 inches. The installation of these memorials will be supervised by City personnel.

An individual or organization may pay tribute to a deceased Lakeville resident by donating a memorial bench and plaque with personalized message. The donor must provide the cost of the bench pad, bench, plaque and any future maintenance that may be required. Opportunities to refurbish an existing bench into a memorial bench are available on a limited basis. Specific plans must be submitted in advance, with the location and personalized message to be approved by the Parks Superintendent and in some for instances, the Parks and Recreation Director.