

**LYNNWOOD PARKS AND RECREATION BOARD
MEETING MINUTES
July 2, 2014**

10. Call to Order – The meeting was called to order at 7:05 pm.

20. Roll Call

Boardmember Aldrich	Councilmember Goodwin
Boardmember Cheek	Director Sordel
Boardmember Gilbertson	Administrative Assistant Flesher
Boardmember Hildebrandt	
Boardmember Megill	Matt Amundsen, Premier Golf

30. Approval of Minutes. June 4, 2014. Approved.

40. Written Communications – None.

50. Public Comments – None.

60. Comments from Boardmembers.

Boardmember Gilbertson thanked Director Sordel and his staff, and Premier Golf, for their hard work at the Golf Course.

Boardmember Megill noted that the Pro Shop was busier than it had ever been at previous meetings at the Golf Course. He appreciates the hard work and looks forward to many successful years.

Boardmember Megill noted that the Farmers Market has been a success and people seem very happy with it. He has been volunteering each week to close up the market at the end of the evening.

70. Resolutions and Other Business.

70.1 Lynnwood Golf Course Report. Director Sordel introduced Matt Amundsen, Director of Operations for Premier Golf. Mr. Amundsen is very active in the day-to-day operations at the Golf Course. The transition to Premier’s management is complete.

Mr. Amundsen thanked Director Sordel and staff for the transition. The Golf Course was #2 for all of Premier’s properties through the end of June, with expenses under budget and revenues over budget.

Premier is a small, Seattle-based management company that manages six municipal golf courses. A full spectrum of golfers play at municipal courses, which creates challenges different than those at higher-end facilities. The City provided a great service at the course prior to the transition to Premier’s management.

Parking is the biggest issue for the course. Once parking is resolved, attention can turn to improving the food and beverage service and other potential capital improvements.

Mr. Amundsen noted that course conditions are improving. Premier took over maintenance on May 1, with a superintendent shared between Maple Valley and Lynnwood. Staffing the course has been a challenge. Premier has now leased a couple of new pieces of equipment – a rough mower and a greens mower.

Mr. Amundsen reported that effective June 1 the course started opening earlier, at 5:30am on weekdays and 5:00am on weekends. There hasn't been a single complaint as a result of the change. There are a lot of golfers that want to play early in the morning.

Mr. Amundsen mentioned the app for the Lynnwood Golf Course. With this fully functioning application, users can book tee times, use it as a GPS yardage device, for scoring, weather forecasts, and even to order food and beverages from the menu. Premier can contact golfers at a moment's notice for marketing and maximizing the tee sheet; during a dead time, the app can push a special immediately to all users.

Director Sordel thanked Premier's team for their professional attitude. They have been very helpful.

Boardmember Aldrich asked what makes Lynnwood different. Mr. Amundsen responded that there many things that make Lynnwood different: the Par 65 course, the relationship with the college, the lack of real food and beverage service, the lack of outdoor patio space and seating at the clubhouse, parking, and the fact that people still think the course is closed because of last year's publicity.

Boardmember Aldrich asked if the Golf Course is still practicing Audubon methods. Mr. Amundsen responded that he doesn't know but will find out. One of the disadvantages of the Audubon standards is that you must maintain natural areas, which can affect play. Premier is following the City's Integrated Pest Management protocols.

Boardmember Cheek asked about the ability to book tee times. Mr. Amundsen noted that staff at the Pro Shop answer the phone prior to 7:00 am and after 6:00pm, otherwise callers are routed to call center. This allows for cross bookings if one of the courses is not available.

Boardmember Gilbertson asked about Premier Golf membership. Mr. Amundsen responded that the Premier club is an affinity program, with discounts earned based on the amount spent. There are also men's and ladies clubs at each course.

Boardmember Aldrich asked what the City might do better. Mr. Amundsen explained that parking is the biggest issue. Director Sordel and staff have been fabulous. He thanked Eric Peterson, Park Maintenance Superintendent, who has been absolutely fabulous to work with during the transition of course maintenance.

Boardmember Gilbertson suggested that Premier consider linking with Economic Development to promote the course with the Convention Center when people are in town. He also suggested looking at work study with Edmonds Community College, with their horticulture or culinary programs.

Director Sordel reported that staff had met with the college regarding the parking issue. For the season, when school is not in full session, the Golf Course has been given permission to use some spaces down the driveway (marked with big green dots), which is an additional 40-50 spaces during the summer. During the weekends, there is flexibility. We are educating our customers to park in those designated spots. Long term, Director Sordel has been working with the college and PW staff to engage a consultant to do an entire study of the parking, looking at the grassy berm for a permanent solution which might allow up to 50 additional spaces. There is capacity and infrastructure to move groundwater to the lake without having to create a stormwater retention area. The study will be complete by the end of summer.

Mr. Amundsen noted that the golf industry was overbuilt in the 1990s; many courses are closing and golf is in decline. Director Sordel noted that Lynnwood has the type of course people want to play. It isn't as difficult or as long, and it can be played in less than four hours. It is the right type of course – with the parking issue solved and some improvements in the Pro Shop, we should take off. Boardmember Gilbertson noted that the course is also so walkable compared to many other courses. It also has great drainage.

Boardmember Megill asked about the status of food and beverage improvements. Director Sordel noted that it was important to take the year to evaluate what's working and not working. The focus is on parking now. Food and beverage numbers have improved with minor improvements. Next year we'll likely develop a strategy to make a change to the Pro Shop.

Boardmember Megill suggested signage to report that we're open. Director Sordel noted that staff will work with Public Works to include signage with upcoming improvements on Highway 99. Mr. Amundsen noted that current lack of signage is a weakness and an opportunity.

Boardmember Cheek noted that during the US Open, he saw PGA's campaign "If you don't have time, play nine," reflecting that people don't have time to play golf for six hours a day. That plays right into Lynnwood's unique course. Mr. Amundsen explained snag golf and foot golf, which are new programs designed to make golf more accessible.

Boardmember Gilbertson asked if staff would be presenting to City Council soon. Director Sordel noted that a presentation to City Council is scheduled for July 21.

70.2 July 10 Citizen Engagement at Farmers Market. Director Sordel reminded Boardmembers to be at the Farmers Market between 3:00-7:00pm for interaction with the community. There will be a canopied tent there for their Board. Boardmember Megill mentioned that it is nice to see the City partners participating in the community events.

70.3 Joint Parks & Recreation Board/Arts Commission Presentation to City Council August 4? Director Sordel talked about a possible presentation to City Council. The Diversity Commission presented to City Council earlier in the year. The Board tentatively agreed that September 29 would work well.

70.4 Scriber Corridor Stakeholders Committee Report. Boardmember Gilbertson reported that he and Boardmember Aldrich have been involved with the committee to look at flood reduction in the Scriber Corridor. Recommendations have been framed. The process and conversation was a very open dialog in looking at flood issues along Scriber Creek. We were interested in the impact to Scriber Lake and the undeveloped park land on 188th behind 7-11. The committee will present recommendations to City Council. He provided a draft for the Board's information.

Director Sordel reported on a connection from the transit center to the Sound, dealing with the flooding issues and finding a way to build a public green space, potentially using mitigation dollars from light rail. Boardmember Aldrich agreed that would be a great solution.

Boardmember Hildebrandt asked about the potential for the maintenance yard for light rail. This maintenance yard will likely not be in Lynnwood.

Boardmember Gilbertson noted that the conversation was focused mainly on dealing with flooding, but it was also talked about opportunities for walking paths and working around the City's vision of a walkable City.

One of the recommendations is to enlarge Scriber Lake to create more storage. Another recommendation is to enlarge storage at the 188th property. Director Sordel thanked Boardmembers Gilbertson and Aldrich. Boardmember Aldrich noted that trails are always a high priority for citizens when surveyed, so such a trail would meet the demand of the citizens.

Boardmember Gilbertson suggested that City Council should look at zoning and setbacks along these areas.

Boardmember Gilbertson will let the Board know when recommendations will be presented to City Council.

80. Staff Reports.

80.1 Director's Report:

Director Sordel mentioned the full menu of summer activities coming up. Attendance and registrations are at all-time highs for summer camps and pool rentals. Revenues at the Recreation Center are high. The Farmers Market has been a success.

Boardmember Megill asked if staff was considering bringing back summer programming that was cut due to budget constraints. Director Sordel noted that, with staffing, we're maxed. For instance, in the past we had a budget for dollars for part-time staff to work a special event. We don't have that funding now. We are looking at other ways to deal with that – with volunteers, etc. Staff is evaluating what it will request for the next biennium.

Director Sordel reported that he would present the Meadowdale Playfields grant application to the state in Olympia on August 11, looking for \$500,000 to install artificial turf on the two multipurpose fields.

Director Sordel discussed an idea for creating a new 4th of July in 2015. This idea is consistent with the community vision and the community priorities established at the May 7 community meeting.

Director Sordel noted that the upcoming budget process will be an exercise to reinvent, reposition and regenerate. Staff will have to consider structural changes in the City. If parks and recreation are going to continue to be viable, it will take some tough decisions.

Boardmember Gilbertson noted that there is a great camaraderie among park and recreation professionals. Every park and recreation system was affected by the recession. In Seattle, voters will determine on August 5 whether Seattle moves to a metropolitan park district. They would still need general fund dollars.

Director Sordel noted that he has shared the metropolitan park district idea with the Mayor and Finance Director. He and the Finance Director had a phone conference with Metro Parks Tacoma.

Director Sordel announced that Sarah Olson had been promoted to Deputy Director effective July 7. We are repositioning. Ms. Olson will continue to oversee our community programs, arts and events. She will be very involved in projects and the comprehensive plan. We used existing dollars to make this happen.

Boardmember Gilbertson asked if Laurie Cowan's retirement had necessitated contracting for architectural services. Director Sordel indicated that there had not been a need for those services. Staff has repositioned those dollars for the Marketing/Customer Service

Supervisor position. Director Sordel, Ms. Olson and Ms. Flesher have taken on many of those duties.

Boardmember Gilbertson asked if the comprehensive plan would address potential impacts of annexation. Director Sordel indicated that there is a question in the survey about it, specifically as it relates to a metropolitan park district.

90. Messages from the City Council. Boardmember Goodwin thanked the Board for everything they do. It's something the City needs to engage the citizens. It often goes unrecognized but the time you put in is appreciated.

Director Sordel agreed that the Board's support of all the department is doing means a lot to staff, and was significant in the success of the Golf Course transition.

Boardmember Gilbertson thanked the City Council for its decision on the Golf Course. It was not an easy call. He is pleased with the success and how quickly it's happened. In Seattle it took two years before Premier had success.

Boardmember Cheek reminded the Board about the Celebrate! event on July 19 from 10:00am until 10:00pm, with family-friendly programming during the day, and a wine and beer garden with adult entertainment in the evening.

100. Adjournment – The meeting was adjourned at 9:00 p.m.