



**Hyland Greens Task Force
January 26, 2016
6:30 – 8:30 p.m.
Haeg Conference Room
2nd Floor, Bloomington Civic Plaza
1800 W. Old Shakopee Road, Bloomington, MN**

Call To Order:

Facilitator Irina Fursman called the seventh meeting of the Hyland Greens Task Force to order at 6:30 p.m. in the Haeg Conference Room at Bloomington Civic Plaza.

Task Force Members Present: 12

Rod Axtell
Doug Bruce
Liz Heyman
Diann Kirby
Mike Kolthoff
Laura Perreault
Randy Quale
Cindy Rollins
Virg Senescall
Rick Sitek
Cary Weatherby
Roger Willette

Task Force Members Absent:

Andrew Carlson
Jim McCarthy

Other Staff Present: 1

Alison Warren, Office Support Specialist, Parks and Recreation Division (to take minutes)

Facilitators Present: 2

Irina Fursman, *Huelife*
Erik Juhl, Web Coordinator, Community Services Department, City of Bloomington

Members of the Public Present: 9

Welcome and Introductions/Overview and Summary of Subcommittee Work - 6:30 p.m.

Irina welcomed the Task Force members and guests to the seventh and final meeting for the Hyland Greens Task Force. She requested that the members introduce themselves. The introductions were as follows:

- Irina Fursman introduced herself as the co-facilitator of the Hyland Greens Task Force.

- Cindy Rollins is serving as a member of City staff (Budget Manager)
- Rod Axtell is serving as the representative of the business community
- Doug Bruce is serving as a representative of the community
- Rick Sitek is serving as a member of City staff (Golf Manager)
- Liz Heyman is serving as a member of City staff (Planner)
- Randy Quale is serving as a member of City staff (Parks and Recreation Manager)
- Laura Perreault is serving as a representative of the neighborhood
- Mike Kolthoff is serving as a Hyland Greens user
- Virg Senescall is serving as alternate representative of BAA Golf
- Cary Weatherby is serving as a representative of the community
- Diann Kirby is serving as a member of City staff (Community Services Director)

D. Kirby reviewed the contents of the meeting materials which included the agenda for the January 26, 2016 meeting; the minutes from the January 13, 2016 meeting; an addendum to the partial development scenario; a draft recommendation memo produced by a subcommittee of the Task Force and the evaluation summary from the January 13, 2016 meeting.

Fursman then asked the subcommittee members to share their experiences drafting the recommendations memo. R. Axtell stated that he felt that the memo is a good reflection of the entire Task Force project. He noted that everyone on the subcommittee had input and was heard. M. Kolthoff stated that D. Kirby came prepared with an outline for the memo and that it was a good starting point. He added that it was nice to be able to review the draft memo a second time and provide feedback before it was distributed to the larger group. M. Kolthoff also noted that he provided copies of the draft to several other members of the community and received positive feedback.

C. Weatherby thanked D. Kirby for all of her work prior to the meeting of the subcommittee. She noted that it wasn't easy but she felt as though the memo represented the Task Force and its various opinions well. V. Senescall agreed with the prior statements, noting the hard work of D. Kirby as well as the opportunity to have a second chance to review the document. He also stated that he would like to continue to be involved in the process after the Task Force provides its recommendations.

Small Group Review of Recommendation Memo – 6:45 p.m.

I. Fursman then asked the Task Force to split into groups to discuss the draft recommendation. She asked the members to explore two questions, “What are you happy with, like or appreciate about the recommendation?” and “What concerns, questions or cautions do you have about the recommendation?” Fursman requested that each small group include a member of the subcommittee.

I. Fursman asked each group to summarize their conversations about the draft recommendations. The following responses were received:

- “We liked the bulk of the recommendation. We are also looking for a few things to be clarified.” (*L. Heyman, V. Senescall, R. Sitek*)
- “Overall the recommendation is good. We are looking to potentially change some specific wording to clarify the recommendation.” (*R. Willette, L. Perreault, C. Weatherby*)
- “We thought the recommendation was good with a few minor changes.” (*M. Kolthoff, D. Bruce, R. Quale*)

- “We reviewed the document and ended up discussing what we were surprised about regarding the process. We discovered that our thoughts in the beginning about where we were going to end up compared to where we actually ended up were surprising.” (C. Rollins, R. Axtell, D. Kirby)

Collection of Input and Changes to Recommendations – 7:00 p.m.

Next the Task Force reviewed the suggestions for changes to the recommendations memo. D. Kirby made changes to the document live on a screen in front of the room for the Task Force to review.

V. Senescall suggested changing “hiring an outside consultant” to “hiring an experienced, unbiased, golf management consultant” to better represent the Task Force’s requirement for a well-qualified golf consultant, not just a business consultant to better serve the needs of Hyland Greens. The Task Force agreed.

L. Perreault suggested an addition to the recommendation regarding improving golf operations. She commented that recommendations A through E are listed sequentially and appeared to be in order of priority. V. Senescall stated that he didn’t feel as if they needed to be done sequentially since some of the recommendations could occur concurrently. He also noted that recommendation A may take some time to execute, and the City should not wait to start on other golf operation initiatives. L. Perreault agreed, and stated that the edit could just reference the order of priority and not the order in which they are to be completed. M. Kolthoff stated that he hesitated to rank them in order, noting that all of the recommendations are important.

C. Weatherby suggested adding the phrase “and beyond” at the end of the recommendation “continue to operate Hyland Greens as a golf facility to improve the bottom line in 2016.” The Task Force agreed. M. Kolthoff suggested the addition of “an environmentally-conscious development design” to the recommendation of a holistic approach. The Task Force agreed.

V. Senescall shared his group’s pleasure with the recommendation to incorporate development on the east end of the golf course site, but suggested that the Task Force come up with some clarification in regards to what “medium density” encompasses. He noted a previous conversation of the Task Force in which it appeared that single-family homes were not enough “bang for our buck” and that a large, high-rise apartment building was not desired. R. Axtell stated that he would like to see townhome units or something similar on the property. L. Heyman suggested adding “no greater than four stories” to the recommendation, noting that there are other three to four-story apartment buildings in the area.

M. Kolthoff asked if it would be appropriate to suggest a number of units per acre instead of a type of housing or a number of stories. L. Heyman suggested providing more of a type of housing instead of units per acre. D. Bruce stated that he felt as if it would be difficult to suggest a number of stories due to the elevation differences on the north and south sides of the parcel. R. Willette suggested single rows of townhouses to limit the traffic in the area. R. Axtell voiced his preference for villas with a low profile that are attractive to empty nesters as well as some two stories, some walk-outs and some single-story options. He noted that this would fit well with what is already in the neighborhood.

C. Weatherby stated that she felt the recommendation of “keeping the development in the context of the area” was sufficient and did not need to be any more specific. She stated that she thought the City Council should define those types of requirements. R. Axtell agreed, noting that by listing four stories in the recommendation, a developer may read into that and suggest four stories, which is not what he feels would be best for the neighborhood. D. Bruce stated that he thought the representation of the Task Force’s discussion in the minutes should provide enough information to the City Council with regard to the type of development that the Task Force had in mind. He noted the Task Force had concerns about the larger community and hoped that any development would appeal to empty nesters. D. Bruce also stated that he had a hard time imagining four stories in that location.

V. Senescall agreed, stating that the Planning Division and developers who responded to the project RFP would be able to figure out the details and get a sense of what is best for the area. L. Perreault reiterated her comments that medium density should be quantified so that no assumptions could be made and that the City Council had a good idea of what the Task Force had in mind. R. Axtell agreed, stating that by leaving “in the context of the neighborhood” in the recommendation, one could argue that because there are four and five-story apartment buildings in the area, a replica of that type of development could be built at Hyland Greens.

R. Quale suggested leaving the original language, noting that this recognizes that the decision lies in the hands of the City Council and what developers may bring forward for the property. C. Weatherby agreed, stating that by listing four stories or other language, it limits the options that a developer may be able to propose. C. Rollins also agreed, saying that the recommendation is a recommendation and not necessarily a commitment to do exactly what it says.

I. Fursman suggested that the Task Force take a vote to determine the language that would be used. Eight members voted to keep the verbiage as is and two members voted to change the language to include “two stories or less.” The language was left as originally presented: “Limit development to medium density or less to keep it within the context of the neighborhood.”

C. Weatherby suggested some clarification as to what the “gap in Bloomington’s housing stock” entailed. M. Kolthoff suggested adding “such as senior housing.” C. Weatherby also questioned the term “fitness facility” used in reference to other possible development options in the medium density section of the recommendations. She noted that the other options were related to golf or preserving green space and this didn’t seem to fit. R. Axtell stated that during the subcommittee’s discussion they wanted to recognize the fact that there have been several other proposals for the area. The subcommittee did not want to limit development opportunities if a proposal came along that fit the golf course well and made economic sense for the City. The examples of potential options other than development were deleted from the memo.

M. Kolthoff suggested a change from “operating losses” to “accounting losses” in the background section at the beginning of the memo. I. Fursman noted that this section of the memo was an overview of the situation at Hyland Greens and that the language should stay the same.

V. Senescall discussed the potential to add wetland in the northwest corner of the property if the wetland on the southeast corner is displaced. L. Perreault stated that she would like to clarify “disruption to the neighborhood.” As a result, the committee added “considering impact on traffic and home values in the surrounding area” to that sentence.

C. Weatherby stated that under the “enhance marketing” section of the recommendations, she would like to remove the sentence “Dwan should also be marketed more heavily,” noting that the Task Force was charged with focusing on Hyland Greens. M. Kolthoff disagreed, noting that the whole golf operation needed to be looked at, recognizing that the courses share staff and other amenities. V. Senescall said that any positive results at Dwan would be able to help Hyland Greens as well. D. Kirby noted that any advertising would be done for both golf courses, not just one or the other. R. Axtell agreed, stating that he hoped that there would be cross marketing for both locations. L. Perreault stated that asking for enhanced marketing is one thing, but suggesting that Dwan be more heavily advertised did not seem to fit into the recommendations. She suggested encouraging more marketing for Bloomington golf. R. Quale suggested changing the verbiage to “Hyland Greens and Dwan should be marketed more heavily.” The Task Force agreed and the text was changed.

C. Weatherby suggested adding “search engine optimization” to the marketing enhancements section of the recommendations. L. Perrault proposed adding clubhouse upgrades to the capital reinvestment section. The Task Force agreed to both changes.

C. Weatherby suggested removing, “revenues will decrease proportionately with density” in the discussion of the partial development option, noting that she thought this would encourage a higher density development which is not the desire of the Task Force. L. Heyman stated that this should remain in the memo because it is a factual statement. R. Axtell suggested that the sentence be moved to the section regarding medium density and adding “the Task Force recognizes” at the beginning of the sentence. The change was made.

E. Juhl reminded the Task Force that at least two members asked if the Task Force could continue its involvement in the process. He asked if this needed to be added to the memo. L. Perreault stated that she would like to add that some members of the Task Force would like the opportunity to be part of the process with Hyland Greens in some form. She suggested adding this language to the end of the memo. She noted that this should include a reminder to the City Council that they selected the members of the Task Force and entrusted them to come up with a recommendation about the golf course. L. Perreault suggested adding a sentence that the City Council should heavily weigh the recommendations of the Task Force due to the extensive amount of time and work that was put into them.

D. Kirby stated that she would be sending out a final draft of the memo to the Task Force members for review.

Resolution and Celebration – 8:00 p.m.

I. Fursman thanked the group for all of their hard work on the Task Force. She then asked the member to reflect back on past meetings and share a specific event, activity or conversation that stood out to them.

M. Kolthoff stated that the online survey was very successful and helpful for him. He noted that after the first four meetings he thought that the group was never going to come to a conclusion, but after the survey focused the group, he was much more optimistic. M. Kolthoff also said that he enjoyed the activity at the last meeting in which they all were able to share their ideas on notecards. He said this put things into focus and made the group realize that there was a lot of agreement. R. Willette stated that he was encouraged by the amount of spectators that attended

and provided their thoughts. D. Kirby appreciated the alternate Task Force members stepping in when Task Force representatives were not available.

C. Weatherby stated that the facilitation of the meetings was very helpful to her. She noted that this helped to form thoughts and get everyone on the same page. She also said that she liked the vision of success activity that helped to develop what the Task Force was looking for. V. Senescall said that the online survey was the stand-out activity for him. He also noted that he felt the group was most successful when meeting in a U-shape and providing input in a large group rather than in small groups.

R. Sitek stated the whole process had been very interesting to him and voiced appreciation for the time that was put into the project by D. Kirby and E. Juhl. L. Heyman expressed her gratitude for the amount of community involvement. R. Axtell stated that the Task Force was made up of a strong group of volunteers and he was pleased to have come to a recommendation that will be heard by the City Council. He also stated that he hoped in three years from now the Task Force can drive by the Hyland Greens and smile, knowing that the golf course is still there, the development looks sharp and that the Task Force had a part in its success.

R. Quale stated that he loved seeing the passion that everyone has for parks and recreation, green space and golf. He noted that these things are very important to creating a community and not just a city. C. Rollins said that she enjoyed making the recommendation and had fun in the process. D. Bruce thanked the Task Force for not jumping to conclusions quickly. He said that he appreciated the group being able to hang in there and really see the benefit of the whole process at the end. D. Bruce added that he is impressed at how the City of Bloomington believes that it is important to have citizen participation and that they really work at making sure the citizens are involved as much as possible.

D. Kirby then shared next steps in the process. She said that she would provide a revised draft of the recommendation memo to the Task Force members this week for review. She also said that the Task Force recommendations would be presented at the February 8 City Council study meeting. She said that members are encouraged to attend as she would like to recognize them at the meeting. She did note that this meeting is for the City Council to discuss amongst themselves and that there will not be opportunity for public comment.

To conclude the final meeting of the Hyland Greens Task Force, D. Kirby presented each member with a certificate of appreciation. She said that she wanted to recognize everyone for the significant amount of time they spent on the process.

The final meeting closed at 8:07 p.m.