



**Hyland Greens Task Force
October 14, 2015
6:30 – 8:30 p.m.
Chadwick Conference Room
2nd Floor, Bloomington Civic Plaza
1800 W. Old Shakopee Road, Bloomington, MN**

Call To Order:

City Manager Jamie Verbrugge called the first meeting of the Hyland Greens Task Force to order at 6:30 p.m. in the Chadwick Conference Room at Bloomington Civic Plaza.

Task Force Members Present: 14

Rod Axtell
Andrew Carlson
Liz Heyman
Diann Kirby
Mike Kolthoff
Jim McCarthy
Laura Perreault
Randy Quale,
Cindy Rollins
Virg Senescall
Rick Sitek
Cary Weatherby
Larry Welte (Alternate for Doug Bruce)
Roger Willette

Task Force Members Absent: 1

Doug Bruce

Staff Present: 2

Jamie Verbrugge, City Manager, City of Bloomington (left at 6:48 p.m.)
Heather Lambert, Administrative Assistant, Human Services 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: 30 (including 4 Alternate Task Force Members)

Welcome and Introductions/Agenda Review - 6:30 p.m.

City Manager Verbrugge thanked those serving on the Task Force. He stated he was encouraged by the amount of interest in participating in the Task Force. He noted that the City Council discussed the golf course budgets at the Monday, October 12, 2015 study meeting, and it is anticipated that funds will be budgeted to keep Hyland Greens Golf and Learning Center open

through the 2016 season. The City Council is expected to vote on the 2016 budget for Hyland Greens at their regular meeting on October 19, 2015. City Manager Verbrugge said that this would allow the Task Force space and time to study all options and provide City Council with comprehensive feedback. He reminded Task Force members of the importance to actively participate and asked the Task Force Alternates present to stay engaged in the process and review all materials sent to them. He thanked the members of the public present for attending the meeting and announced there will be an opportunity for public input when a recommendation is made to the City Council.

City Manager Verbrugge introduced Irina Fursman, Certified ToP (Technology of Participation) Facilitator with *Huelife*. He stated that a professional facilitator was brought in to lead the discussion in order to best develop feedback for Hyland Greens' future usage. I. Fursman's role is to guide the Task Force through discussion while going through the process of exploring potential options for the use of the Hyland Greens facility. I. Fursman stated she, D. Kirby and E. Juhl have worked hard to make certain that the environment was conducive to accomplishing the goal of evaluating the current state and exploring the future use of Hyland Greens and coming to a consensus on feedback to bring forward to the City Council.

The Task Force made introductions:

- Andrew Carlson is serving as a Representative of the City Council.
- Cary Weatherby is serving as a Representative of the Community.
- Cindy Rollins is serving as a Representative of City Staff (Budget Manager).
- Virg Senescall is serving as a Representative of BAA Golf.
- Diann Kirby is serving as a member of the City Staff (Community Services Director).
- Jim McCarthy is serving as a Representative of the Parks, Arts and Recreation Commission.
- Laura Perreault is serving as a Representative of the Neighborhood.
- Liz Heyman is serving as a member of the City Staff (Planner).
- Mike Kolthoff is serving as a Representative of Hyland Greens Users.
- Randy Quale is serving as a member of the City Staff (Parks and Recreation Manager).
- Roger Willette is serving as a Representative of the Planning Commission.
- Rod Axtell is serving as a Representative of the Business Community.
- Rick Sitek is serving as a member of the City Staff (Golf Manager).
- Larry Welte is serving as an Alternate Representative of the Neighborhood (in place of Doug Bruce who was absent).

I. Fursman asked the Task Force to pair up and discuss their anticipations and goals for the work ahead. The following responses were received:

- "A definite recommendation to the City Council" (*C. Rollins and V. Senescall*).
- "Create an actionable recommendation for the City Council that compliments the long-term vision for the City while allowing us to be competitive with surrounding communities" (*J. McCarthy and D. Kirby*).
- "Thoroughly vetting all golf options that pays for its own operation" (*A. Carlson and C. Weatherby*).
- "To reach equitable and sustainable solution and land use that the community can support" (*L. Perreault and L. Heyman*).

- “Improve marketing and evaluate revenues and expenditures” (*M. Kolthoff and R. Quale*).
- “Options to keep the Course viable and open, open process where all alternatives and options are discussed, decision as to what is in the best interest of the whole community” (*R. Willette and R. Axtell*).
- “Keep Golf Course, but have it work for the City and Community” (*R. Sitek*).

The Task Force determined it is their job to come up with a recommendation that is in the best interest of the whole community.

D. Kirby described the contents of the binders provided to each Task Force member. Each binder has dividers for all six (6) planned meetings. The first tab, for the October 14, 2015 meeting, contains an Agenda for the October 14, 2015 meeting, a Hyland Greens History PowerPoint Presentation, the *Imagine Bloomington 2015* strategic plan, the Hyland Greens Task Force Charge, the City Council September 14, 2015 Agenda Item for the Hyland Greens Task Force Appointments, the Hyland Greens Task Force Applicant Chart, the list of Hyland Greens Task Force Representatives and Alternates, a listing of the Hyland Greens Task Force Contact Information, the Hyland Greens Task Force Timeline, the Hyland Greens Task Force Meeting Schedule, and an October 14, 2015 Meeting Evaluation Form.

D. Kirby went over logistics of the meetings: the location of restrooms in the Civic Plaza; minutes of all Task Force meetings will be posted on the City of Bloomington website on the Hyland Greens Task Force webpage; notice that per the signage upon entering the Conference Room, photos may be taken of attendees; free wifi is available throughout Civic Plaza; and that since this is an open meeting, media may be present at any time.

I. Fursman stated Task Force members will:

- Get to know each other and begin to create sense of cohesion and trust as a group
- Deepen our understanding of the Task Force charge
- Understand the overall content of this work
- Be informed about the topics to be covered at future meetings
- Agree on meetings norms and protocols

Project Background Overview – 7:00 p.m.

D. Kirby and R. Sitek gave a brief PowerPoint history of the Hyland Greens Golf and Learning Center. Hyland Greens was originally designed as an 18-hole, par 3 golf course in 1962. It officially launched operations in 1963, operated privately by Mr. Boche. The City of Bloomington purchased Hyland Greens in 1974 for \$92,000. At the height of the golf game, Hyland Greens had over 40,000 annual golf rounds. This number has decreased to 24,000 rounds of golf played in 2014. In order to enhance revenues, the inside 9 holes of the Golf Course were removed in 2012 and the space was turned into an expanded practice facility. The expanded driving range grew from 12 bays to 32 bays at the cost of approximately \$140,000. FootGolf was added to Hyland Greens in 2014. Even with the enhancements of recent years, a continued decline in annual golf rounds and further loss of revenues is expected. In determining the future usage of Hyland Greens, the City has looked to the vision spelled out in its strategic plan, *Imagine Bloomington 2025*: “To build and renew the community by providing services, promoting renewal and guiding growth in an even more sustainable, fiscally sound manner.”

After the PowerPoint presentation, J. McCarthy inquired about the possibility of Task Force members receiving financial information on Dwan Golf Course to get a more complete picture of the issue at hand. In addition, L. Perreault asked to see revenues for golf courses across Minnesota to use as a comparative base. R. Sitek recommended looking specifically at public municipal golf courses.

The Task Force broke into small groups to respond to two (2) questions: What are the implications of us taking on this work? What is our shared understanding about our work? The small group responses were:

- Implication: Once golf is gone, it is gone forever. The situation follows cycles and national trends. The demographics impact the decision to be made.
- Shared Understanding: It is hoped the legacy the Task Force leaves is that a good decision was made.
(A. Carlson, R. Sitek, R. Axtell, R. Willette)
- Implication: Agreeing with first group, once golf is gone, it is gone forever.
- Shared Understanding: The Task Force must gather the appropriate information, review it, and make a recommendation to the City Council.
(R. Quale, M. Holthoff, L. Heyman)
- Implication: Closure of the Golf Course would open up other opportunities.
- Shared Understanding: Members of the Task Force have a passion and personal agendas, which may result in pre-determined solutions; members must keep an open mind.
(L. Perreault, J. McCarthy, D. Kirby)
- Implication: Find a fiscally responsible solution that is attractive to the community.
- Shared Understanding: Make a fiscally responsible recommendation that is good for the entire community.
(V. Senescall, C. Rollins, C. Weatherby)

The Task Force took a break at 7:37 p.m. and reconvened at 7:50 p.m.

Task Force Project Charge Review – 7:50 p.m.

I. Fursman had the Task Force members read aloud the Hyland Greens Task Force Charge. The Hyland Greens Task Force has been created to evaluate the current state and explore the future use of Hyland Greens as a golf facility. The purpose of the Hyland Greens Task Force is to:

- Study data related to Hyland Greens and its services.
- Review budget forecasts and their implications.
- Identify problems to be solved.
- Study potential alternatives.
- Provide feedback to the City Council.

While discussing the Task Force Work, L. Perreault questioned how the six potential options for the use of Hyland Greens Golf Course were formulated. These options include:

1. Continue to operate Hyland Greens as a City golf facility.
2. Contract with outside management company to operate Hyland Greens.
3. Enter into a partnership on a year-round golf facility.
4. Convert the Hyland Greens' property into a park.
5. Sell the Hyland Greens property for private development.

6. Develop a hybrid approach that would combine the park and private development options.

D. Kirby responded these options were created approximately one year ago by staff when this topic was discussed by the City Council. She stated a copy of the memo/report presented to the City Council will be shared with the Task Force. Task Force members stated they would like to see a seventh option added entitled "Other".

J. McCarthy inquired about tying the discussion of Hyland Greens to the Community Center Task Force being formed for an overall view of the City's goals for City facilities. R. Axtell requested a professional presentation on what the Hyland Greens site could be, if not used as a golf course. L. Perreault stated she would like information on the trends and values of other golf facilities in surrounding communities.

D. Kirby stated that 45 applications were received for the Hyland Greens Task Force. The City Council appointed members to the Task Force at its September 14, 2015 meeting. Alternate members were designated in case a member needed to drop from the group; it was hoped that this would prevent a delay in the process by needing to return to the City Council to appoint a new member.

I. Fursman went over the meeting schedule, with meetings taking place 6:30 – 8:30 p.m. in the Chadwick Conference Room at Bloomington Civic Plaza:

- October 14, 2015 – Hyland Greens background and Task Force Charge
- October 28, 2015 – Budget and Financials
- November 10, 2015 – Identify problems to be solved
- December 16, 2015 – Review of Alternatives
- December 30, 2015 – Review of Alternatives
- January 13 2016 – Finalize City Council feedback and presentation

Task Force members must commit to attend at least four (4) of these meetings.

With consensus, the Task Force proposed to schedule additional contingency meetings, to make sure members have enough time to complete their work. R. Quale urged members of the Task Force to visit Hyland Greens Golf Course and take a tour of the grounds. R. Sitek asked that Golf Course staff be contacted prior to walking the grounds of the course.

Task Force Protocols Development – 8:00 p.m.

I. Fursman asked the Task Force to come up with protocols on how members will work with each other. J. McCarthy requested to meet in a larger room to accommodate everyone in attendance and would like everyone to be respectful. He stated that the Task Force must keep in mind the decisions it makes directly impact individuals. D. Kirby asked Task Force members to confirm their attendance at meetings with her. A. Carlson would like members to do their homework and come to meetings prepared. In addition, he stated that all members need to have a voice, and be comfortable with silence. R. Axtell encouraged a free exchange of ideas, with the ability to remind each other of their agreement to be respectful. L. Perreault stated the Task Force should assume the positive intent of all present and to listen to one another. She also said that Task Force members should challenge assumptions in a respectful manner with the intent to learn and understand. She would like to see the Task Force incorporate a variety of activities, by not only working in a large group, but in small groups as well. L. Heyman stated Task Force members need to remember they are representing a larger community. V. Senescall declared that

all ideas are good ideas, asking that the Task Force not immediately condemn what may be proposed. Also, he spoke of keeping emotions out of opinions and comments. M. Kolthoff requested that meetings start and end on time.

Closing and Evaluation – 8:20 p.m.

The meeting closed at 8:32 p.m. I. Fursman requested that Task Force members complete meeting evaluation forms found in the Hyland Greens Task Force Binders. She stated the next meeting of the Task Force is October 28, 2015.

Requests for Information from the Task Force:

- Receive financial information on Dwan Golf Course to get a more complete picture of the issue at hand.
- Provide plans that exist for the City of Bloomington Golf Course facilities for 2016 (Financial, how they are going to be run, changes proposed, etc.).
- Have the Golf Courses ever been/will be supported by taxes? Can Hyland Greens Golf Course be funded by revenue sources other than by golf fees?
- Provide a review of the Golf Course fund balance
- Look at the revenue numbers for public municipal golf courses across Minnesota to use as a comparison.
- Provide Task Force members a copy of memo/report that went to City Council listing the potential options for the use of the Hyland Greens facility.
- Presentation by a developer on other options for the property if not used as a golf course.
- Trends and values of other golf facilities in the metropolitan area.
- City demographics and course demographics.
- Future meetings should be held in a larger room.