

**CLOQUET PARKS COMMISSION
AGENDA**

**City Hall
Monday, March 2, 2015 4:30 p.m.**

ACTION TAKEN

1. Call to Order.

2. Approval of Minutes.

- a. January 5, 2015, Regular Commission Meeting.
(Additions, deletions, or corrections)

3. Announcements, Agenda Adjustments, Correspondence, and Other Comments.

4. Information and Reports.

- a. Community Ed Report –Ruth
- Presentation - Youth Programs.
 - Beach Advertising.
- b. City Staff Report – Les/Caleb
- Community Ed Advisory Council.
 - Council Work Session/2015 Projects.
 - Maintenance Activities.
- c. Commissioners Update/Other.

5. Future Items.

- Next Regular Meeting (April 6, 2015 – City Hall)

6. Adjourn.

Regular Meeting.
 Parks Commission January 5, 2015 4:30 p.m.
 City Hall

Present: Badger, Stowell, Urbanski, Wyman, Louhela, Krohn.
 Absent: Roberts.
 Staff: C. Peterson.
 Others: L. Wilkinson, R. Reeves.

MINUTES

The minutes of the December 1, 2014 regular meeting were presented and approved.

CITY STAFF REPORT

- Skatepark Matrix – A lengthy discussion was held regarding the results of the skatepark matrix. Staff directed to narrow the list to three locations (Athletic, Veterans and Cloquet Avenue) and prepare a revised matrix for discussion at the joint Commission/Council meeting in February.
- Council Work Session/2015 Projects.
 - Staff met with SEH to kick off the Pinehurst and Riverfront projects.
 - The joint Commission/Council meeting will be held February 17th at 4:30pm.
 - The regular February Commission meeting will be cancelled in lieu of the Council work session.

ELECTION OF 2015 OFFICERS

Staff gave an overview of past Commission practice for the chairperson rotation.

Motion by Wyman, 2nd by Urbanski, to appoint Commissioner Urbanski as Chair and Commissioner Stowell as Vice-chair of the Park Commission in 2015. Motion Carried, 5-0.

NEXT MEETING

The next meeting to be held March 2, 2015, 4:30 p.m. at City Hall.

On motion duly carried by a unanimous yea vote of all members present, the Parks Commission adjourned.



Secretary

Caleb Peterson

From: Ruth Reeves <rreeves@CLOQUET.k12.mn.us>
Sent: Tuesday, February 24, 2015 11:29 AM
To: Caleb Peterson
Subject: FW: Beach advertising

Follow Up Flag: Follow up
Flag Status: Flagged

Caleb,

Please include this in packet for next Park Board meeting. This is the "usual" advertising for the Beach...plus the banners. I'd like the Parks Board to decide if they want us to get the banners printed.

Ruth

From: Karen Sorensen
Sent: Tuesday, February 24, 2015 11:11 AM
To: Ruth Reeves
Cc: Kayla Cresap; Gina Painter
Subject: Beach advertising

Hi Ruth,

I've looked into having three large 4 x 10 ft. banners made by Advantage Emblem. The cost is \$140 per banner for a total of \$420. Their graphic designers would design the banners at no cost.

- One banner would go on the fence bordering 14th Street at Hilltop Park.
- One would go by the Cloquet sign located near Cloquet Ford Chrysler on Hwy 33.
- The third one would hopefully go in the vacant lot between Sammy's and The Warming House on Hwy 33. I will need to find out who owns the lot and get permission to place one there.
- If that location won't work then possibly on the fence at Athletic Park on 14th Street.

I will also be contacting Premiere Theatre again this year to set up advertising with them.

Last year we also did the WKLK Auction Show and gave away \$276 worth of Beach Passes, but I'm wondering if doing a couple of ads in the Cloquet Smart Shopper might be a wiser use of funds.

Another possibility is having Rack Cards printed again (I'm waiting to hear back on the cost for those – should be around \$400-\$500 for 10,000 cards). Last time we had 10,000 rack cards printed they lasted four years and were distributed in the Duluth/Cloquet and surrounding area at campgrounds, hotels, restaurants, etc.

Of course we will also do in house advertising: LumberLog, emails (Constant Contact and to past Beach pass holders using rSchool email), flyers sent home with students, and website.

Karen

Karen Sorensen
Marketing Coordinator
Cloquet Community Education & Recreation
218-879-1261 ext. 2107
CloquetCommunityEd.com



**Registration for
Winter 2014-2015
classes is now open!**