



AGENDA

1. CONVENE PARK COMMISSION MEETING

A. Roll Call

Commissioner Hirner _____

Commissioner Garske _____

Commissioner Bahneman _____

Commissioner Sylvester _____

Commissioner Stern _____

B. Review Agenda

2. APPROVAL OF MINUTES

A. June 30, 2026 Park Commission Park Tours Meeting Minutes

3. MATTERS FROM THE FLOOR

This is an opportunity for members of the public to bring an item, that is not on tonight's agenda but related to the governance of the City of Shorewood, to the attention of the Commission. In providing this limited public forum, the City of Shorewood expects respectful participation. We encourage all speakers to be courteous in their language and behavior, and to confine their remarks to those facts that are relevant to the question or matter under discussion. Please make your comments from the podium and identify yourself by your first and last name and your address for the record. Please limit your comments to five minutes. No discussion or action will be taken by the Commission on this matter. The Commission may request the issue be forwarded to the City Council or to staff to prepare a report and place it on the next agenda.

4. GENERAL BUSINESS

A. SCEC Task Force Update

B. Parks Capital Improvement Plan Discussion

C. Freeman Park North Playground Planning

D. Safety Camp Preview

5. REPORTS/UPDATES

A. City Council

B. Staff

C. Commission

6. **ADJOURN**



Park Commission Item 2.A.

Title/Subject: June 30, 2026 Park Commission Park Tours Meeting Minutes

Meeting Date: July 28, 2026

Prepared By: Mitchell Czech, Park/Rec Director

Attachments

1. 06.30.2026 Park Tours Meeting Minutes

Background

Action Requested

A motion to approve the June 30, 2026 Park Commission Park Tours Meeting Minutes.

Simple majority vote is required.

MINUTES

1. CONVENE PARK COMMISSION MEETING

Chair Hirner convened the meeting at 6:04 p.m.

A. Roll Call

Present: Chair Hirner, Commissioners Bahneman, Stern, and Sylvester;
Mayor Labadie; Parks & Recreation Director Czech

Absent: Commissioner Garske

2. APPROVAL OF MINUTES

A. Park Commission Meeting Minutes of May 19, 2026

Sylvester moved to approve the minutes of the May 19 2026 meeting. Bahneman seconded the motion. Motion carried 4-0.

2. PARK TOURS

A. Freeman Park

Items that were discussed on the tour:

Eddy Station

- Fix gap between concrete pads on south side of pavilion, lots of mud from downspout and people walking
- Questions regarding performed maintenance on interior mechanicals
- Exposed wire on the South door inside of Eddy Station (likely from Verkada access control installation)
- Women's restroom handle needs repair

Fields 4, 5, 6

- Fields look great!
- Weeds growing on warning track

Plaza/Monument Area

- Lettering on the plaque is starting to lose color

North Playground

- Discussion regarding engagement and process for 2027 replacement
- Discussion of shadow planting trees surrounding the playground

Soccer Fields

- Uneven playing fields were discussed
- Potential to add fence northwest corner to prevent balls from going to Smithtown Ponds
 - o Staff has not received complaints from Tonka United regarding either issue
- Recycling bins frequently blow over – investigate long term solutions

Trail System

- Flooding of trails in wooded area remains an issue
 - o Long term solutions discussed. Pave more trails (if allowed) or add material to the trails
- Gravel trails are getting packed down, causing wet/muddy conditions

Volleyball Court

- Noted they are in better condition than years past – some weeds remain
- Recurring issue of bees nests in the corners of the sand

Picnic Shelter

- Picnic table is damaged and bent
- Grill needs to be straightened up – leaning backwards
- Rust is starting to show on the posts -discussed potentially painting to prevent rust and increase longevity
- Potential to stain underside of roof to increase longevity was mentioned

South Playground

- Some weeds coming through woodchips
- Additional woodchips needed at the entrances to create level entry
- Concern of cars parking in front of the trail entry by playground – potential for “no parking between signs” on each side of trail

Fields 1, 2, 3

- Fields look incredible – Minnetonka Baseball Association contributions were discussed
- Field 1 fence replacement project turned out great
- Overgrowth on trail leading to the fields from Shorewood Oaks causing a blind corner for bikers
- Fill needed for divot off trail by portable restroom located by the concession stand
- Mud and tire marks from cars turning around/parking at turnaround location by field 2/3
- Trees hovering fenceline in outfield of field 2 that need to be trimmed

Other

- Discussed adding “blind corner” signage to turn leading to the dirt baseball parking lot
- Request to investigate if drainage stream that flows to Smithtown Ponds can be cleared out to prevent future drainage problems
- Trim overhead branches on trail system
- Request for markers along park boundaries to signify parkland vs. private land

B. Cathcart Park

Items that were discussed on the tour:

Hockey Rink

- Discussed off-leash dog pilot program
 - o Commissioner Sylvester noted she visited a variety of rinks that are used as dog parks throughout the metro – Cathcart Park resembles those locations with minimal changes needed
 - o Grass is beneficial for this use
- Discussed board repairs and painting project for this year
- Discussed replacement of fencing on ends with netting
- When boards are painted, portable restroom fence needs to be included

Playground

- Overgrowth of weeds and thistle in swing area
 - o Park Maintenance weeded the area recently, growth is hard to control
- Briefly discussed scheduled playground replacement

Tennis Court

- Surface is cracked
- Signs on both entrances to court need replacement
- Tennis backboard needs to be painted and adjusted
- Tennis net needs replacement

Basketball Court

- Basketballs get stuck in the south net – replace with netting that allows balls to easily pass through
- When court is replaced, dying tree at center court should be removed
- When court is replaced, consider adding a small pad with a bike rack
- When court is replaced, consider paving underneath hoop as well to ensure even surface

- Adjustable height rims would be a valuable addition in the future
- Consider adding gravel under the hoop in the short term to flatten

Baseball Field

- Bent metal on ends of player benches and caps that need to be replaced

i. Cathcart Park Tennis Court Resurfacing

The Park Commission conducted a site inspection of the tennis court to evaluate existing conditions and discuss options for an upcoming resurfacing project. Commissioners reviewed several cracks throughout the court surface, including multiple areas exhibiting noticeable heaving, which is believed to be caused by root growth from nearby trees. Staff explained the resurfacing process, including crack repairs, surface preparation, and application of new court coatings. It was noted that with a resurface, existing cracks will reappear as hairline cracks within a year or two, and gradually worsen over time. Within 5-7 years, existing cracks will likely return to their current state.

It was noted that resurfacing the courts would improve playability and extend the useful life of the facility for approximately 5–7 years. The Commission commented that extending the life of the court, along with the use that it will receive over time, is a quality investment into the park. However, commissioners recognized that resurfacing is a temporary solution and does not address the underlying structural issues contributing to cracking and heaving. A full replacement will need to be planned for in future years.

Commissioners reviewed the quotes provided within the packet. Commissioner Sylvester expressed excitement that staff's recommendation was ATE Recreation, as she noted from their website they completed the courts at Minnetonka High School that look great.

Commissioner Sylvester moved to recommend approval of the quote from ATE Recreation in the amount of \$15,984.60 to the City Council for the resurfacing of the Cathcart Park Tennis Court. Commissioner Bahneman seconded the motion. Motion carried 4-0.

7. ADJOURN

Commissioner Stern moved to adjourn the Park Commission Meeting of June 30, 2026 at 8:10 p.m. Commissioner Bahneman seconded the motion. Motion carried 4-0.

DRAFT



Park Commission Item 4.A.

Title/Subject: SCEC Task Force Update
Meeting Date: July 28, 2026
Prepared By: Mitchell Czech, Park/Rec Director

Attachments

1. 05-20-26 SCEC Task Force Minute Packet #1
2. 07-08-26 SCEC Task Force Minute Packet #2

Background

The City is currently working with ISG to conduct a comprehensive facility analysis of the Shorewood Community & Event Center (SCEC). The goal of the facility analysis is to evaluate opportunities to increase facility use, improve cost recovery, and support the long-term sustainability of the facility. This effort includes a review of facility operations, programming, market conditions, community needs, and the facility's long-term capital investment requirements.

A key component of the analysis is a community task force composed of individuals representing a variety of professional backgrounds, experiences, and perspectives. The task force was intentionally assembled to include expertise in areas such as business development, marketing, hospitality, finance, recreation, facility operations, and senior programming. Current key user groups of the SCEC were also selected to participate in the task force. The purpose of the task force is to serve in an advisory capacity to provide community based insight and feedback that supports the evaluation of current operations and the development of practical, financially realistic recommendations to increase utilization and revenue at the SCEC.

The task force held its kickoff meeting on May 20, 2026. The kickoff meeting allowed the task force members to become familiar with the project, gain insight on the current use of the building, and provide their initial thoughts regarding the facility. A second meeting was held on July 8, 2026 that focused on senior programming, a market analysis of comparable facilities, program brainstorming, and a brief overview of the current budget. The next task force meeting is scheduled for August 12, 2026, where the task force will review the philosophy for cost recovery, a marketing strategy, and potential options for scenarios. If needed, the task force will meet one more time on August 26, 2026 before final recommendations go to the City Council for review.

To keep the Park Commission informed throughout the process, staff has attached the meeting agendas and minutes. Staff will also provide a verbal update on the progress of the task force to the Commission.

Action Requested

No formal action is required.

Meeting Minutes

Focus Group Kickoff

ISG

Project Name: Shorewood Community and Event Center Operational Analysis
ISG Project Number: 26-34250
Date: May 20th, 2026
Time: 4 - 6 pm
Location: Shorewood Community & Event Center, 5735 Country Club Rd, Shorewood, MN 55331

MEETING ATTENDEES

Task Force Members			Present
Mitchell Czech	City Staff - Parks and Recreation Director	mczech@ci.shorewood.mn.us	X
Janet Sylvester	Park Commission Liaison	jsylvester@ci.shorewood.mn.us	X
Tiffany King	Local Business Connector	tiffany@excelsior-lakeminnetonkachamber.com	
Tena Brandhorst	Senior Programming	tena323@aol.com	X
Kelsey Vercruysse	Current Renter/Partner	kelseyvercruysse@gmail.com	X
Barry Brown	Resident Expert	barrydbrown58@gmail.com	X
Kim Carlson	Youth/Adult Programming	kim.carlson@minnetonkaschools.org	X
Jeanna Raap	Facility Operations	jeanna.raap@gmail.com	X
Laura McCauley	Hospitality & Event Venue Operations	laura@boomislandbrewing.com	X
Nick Ruehl	Market & Business Development Strategist	nruehl@outlook.com	X
Scott Gaul	Finance & Cost-Recovery Analyst	sgraul@sandvoldfg.com	X
ISG			
Claire Roth	Project Manager (Planner)	Claire.roth@isginc.com	X
Jay Lotthammer	Parks and Rec Programming	Jay.Lotthammer@isginc.com	X

MEETING AGENDA

Today's Agenda

- Welcome and Introductions
- SCEC Operational Study and Scope of Services
- Task Force Role
- Facility Tour – *Led by City Staff*
- Current Role of the SCEC
- Key Document Review
- Open Discussion
- Next Steps and Assignments

Meeting notes are indicated in [blue](#) text.

Welcome + Introductions

Each task force member introduces themselves by sharing their:

- Names
- Backgrounds, and
- Connection to the Shorewood Community and Event Center (SCEC)

Task force members introduced themselves, sharing their backgrounds and connections to the SCEC. The group represents a diverse range of perspectives, including:

- Facility design and municipal leadership
- Operations, manufacturing, and sustainability
- Finance and business strategy
- Event planning and hospitality (including weddings)
- Education and school district programming
- Nonprofit and senior services leadership
- Current tenants, volunteers, and staff

Members bring both long-standing familiarity with the facility and new, market-oriented perspectives, providing a balanced foundation for the study.

SCEC Operational Study and Scope of Services

Provide information about the scope of the study, type(s) of analysis, and final deliverable format

1. Task 1: Project Initiation, Inventory, and Data Collection (April – May)
 - a. Inventory + Document Review
 - b. Market Benchmark Analysis
2. Task 2: Community Engagement (May – Aug)
 - a. 3 Meetings with the Community Task Force
3. Task 3: Operational Scenarios + Comparative Analysis (June – July)
 - a. Baseline Assessment of Current Operational Model
 - b. Alternative operational scenarios
 - i. Modified model, similar to existing
 - ii. Innovative, community focused model
 - iii. Scenario comparison matrix
4. Task 4: Final Recommendations + Report (July – Aug)
 - a. Marketing Strategy
 - i. Priority user groups / new users
 - ii. Target customer profiles for each room
 - iii. Marketing recommendations and approaches
 - b. Recommendations and rationale
 - c. Final Report + Presentation to council
 - d. Project completed by late August / Early Sept

Task Force Role

Clarify the task force's purpose and what a successful outcome looks like:

Purpose Statement: The Shorewood Community & Event Center (SCEC) Task Force serves in an advisory capacity to provide community based insight and feedback that supports the evaluation of current operations and the development of practical, financially realistic recommendations to increase utilization and revenue at the SCEC.

The question, “What does a successful outcome look like?” was asked to the task force. Task force members identified several shared indicators of success:

- Financial Sustainability
 - Reduce reliance on City subsidy
 - Improve cost recovery (council noted target of ~70%)
 - Continue recent positive trends in revenue growth
- Community Value and Access
 - Maintain and enhance the facility as a community asset
 - Support meaningful, well-utilized programming
 - Recognize and communicate non-monetary community benefits
- Utilization and Market Positioning
 - Increase awareness and marketing effectiveness
 - Better define and target priority user groups
 - Identify service gaps and potential niche uses
- Actionable Outcomes
 - Deliver implementable, realistic recommendations
 - Align with City Council goals and expectations

Facility Tour

Task force members toured the facility, with staff highlighting current uses, operational constraints, and improvement opportunities.

Key Observations

- Space Utilization
 - Conference room is updated but underutilized; opportunity for more business and small-group rentals
 - Activity room has a capacity of ~60, has potential but features outdated finishes
 - Banquet room serves as the primary event space and is the most utilized, but has practical seating capacity closer to 150
- Kitchen
 - Designed for commercial use but today is primarily used for warming food; notes one regular Friday renter / user
 - High maintenance and licensing costs
 - Nearing end of lifecycle; future investment dependent on study outcomes
- Restrooms
 - Recent improvements from fixture upgrades, though finishes remain dated
- Operations and Equipment
 - Heavy tables and chairs create setup challenges; current staffing support may not be sustainable
 - Storage is limited and inefficient, with underutilized materials (e.g., linens, dishware) occupying space
- Staffing and Customer Experience
 - Staff offices are located in a repurposed coat closet, creating operational and customer service challenges
- Circulation and Access
 - Lobby congestion occurs during peak programming (e.g., dance)

- Parking is constrained during peak park events in warmer months

Current Role Of The SECC

- Facility history + what led to this study - See attached handout that details history
- Identify facility strengths and benefits to the community
 - Strengths
 - Accessible facility with generally convenient parking
 - Attractive setting in a natural, wooded environment
 - Safe, well-lit site
 - Recent interior updates provide an enhanced user experience
 - Technology amenities (Wi-Fi, TVs) support a variety of uses
 - Proximity to Badger Park adds value for families and multi-use visits
 - Support kitchen, while limited in current use, is an amenity not available in all facilities
 - Weaknesses
 - Inconsistent staffing model tied to rental schedule
 - Limited acoustic separation in event spaces
 - Aging infrastructure in key areas (kitchen, layout constraints)
 - Capacity and operational limitations that affect event flexibility

Key Document Review

- Review background documents and current utilization data
 - Background materials and utilization data were introduced through handouts and have been reattached to this packet. Additional detailed financial and operational information will be provided at future meetings.

Open Discussion

Identify comparable facilities

- The facility was generally characterized as occupying a mid-range market position, between:
 - Lower-cost community spaces (e.g., church basements), and
 - Higher-end private venues (e.g., Lafayette Club)
- Facilities identified for benchmarking include:
 - Gillespie Center (Mound)
 - Barn/event venue rentals
 - Municipal community room rentals (e.g., Plymouth, Brooklyn Park, Maple Grove, The Marsh)
 - Laura noted her experience in the wedding industry and offered to assist in identifying and analyzing comparable venues.

Hear member perspectives

Programming + User considerations

- South Shore Senior Partners (nonprofit tenant)
 - Volunteer-run organization facing declining volunteer capacity
 - Potential need to explore City-facilitated senior programming models

- Just For Kix Dance (for-profit tenant)
 - Major evening user during the school year
 - Noted for flexibility in accommodating other uses

Wedding and Event Market Opportunities

- Currently limited number of weddings annually (~4–5), generating modest revenue. Laura affirmed the potential of the space for more weddings.
- Identified opportunities to:
 - Improve marketing and visibility
 - Create targeted wedding packages or bundled offerings
 - Better leverage facility amenities (e.g., prep space, setup support)
 - Utilize existing photography and promotional materials
 - Adjust pricing and positioning to better compete in the market

Key Themes and Areas for Further Exploration

- The task force identified several priority areas for deeper study:
 - Better communicate non-monetary community benefits
 - Increase marketing and awareness
 - Explore new partnerships
 - Conduct a needs and gaps analysis of facility use
 - Evaluate the future of the kitchen (investment vs. alternative approaches)

Next Steps + Assignments

- Define meeting cadence
 - 2 remaining meetings throughout the summer
 - Discuss preference of days of the week / times of day
 - Scheduling to be determined via follow-up poll
 - Preference indicated for late afternoon / early evening meeting times
- Assign follow-up tasks
 - Task force members to:
 - Review background materials and data
 - Identify additional comparable facilities
 - Share ideas and feedback with the project team
 - Project team to:
 - Develop summary materials and additional data for review at the next meeting
 - Continue analysis of operations, comparables, and market positioning

Attachments:

- SCEC Background Information
- Inventory + Document Review Summary



SHOREWOOD

COMMUNITY & EVENT CENTER

Building Background

- The Southshore Senior Center opened in 1996 as a joint venture between Shorewood, Deephaven, Excelsior, Greenwood & Tonka Bay
 - Friends of the Southshore Center leased the building and were responsible for operations and maintenance, as well as providing senior programming and private rentals.
- Working group was formed in 2009 to discuss a new operational model
 - Renamed as the Southshore Community Center
 - Operation and maintenance transferred to the City of Shorewood
 - Changed emphasis on programming from purely seniors to community
 - Contracted with Community Rec. Resources to provide center management, marketing, and programming
- Advisory Committee formed in 2013 to establish future for the building
 - "Break even" topic was discussed
 - End result was other Cities giving sole ownership and responsibility to Shorewood.



Recent Timeline

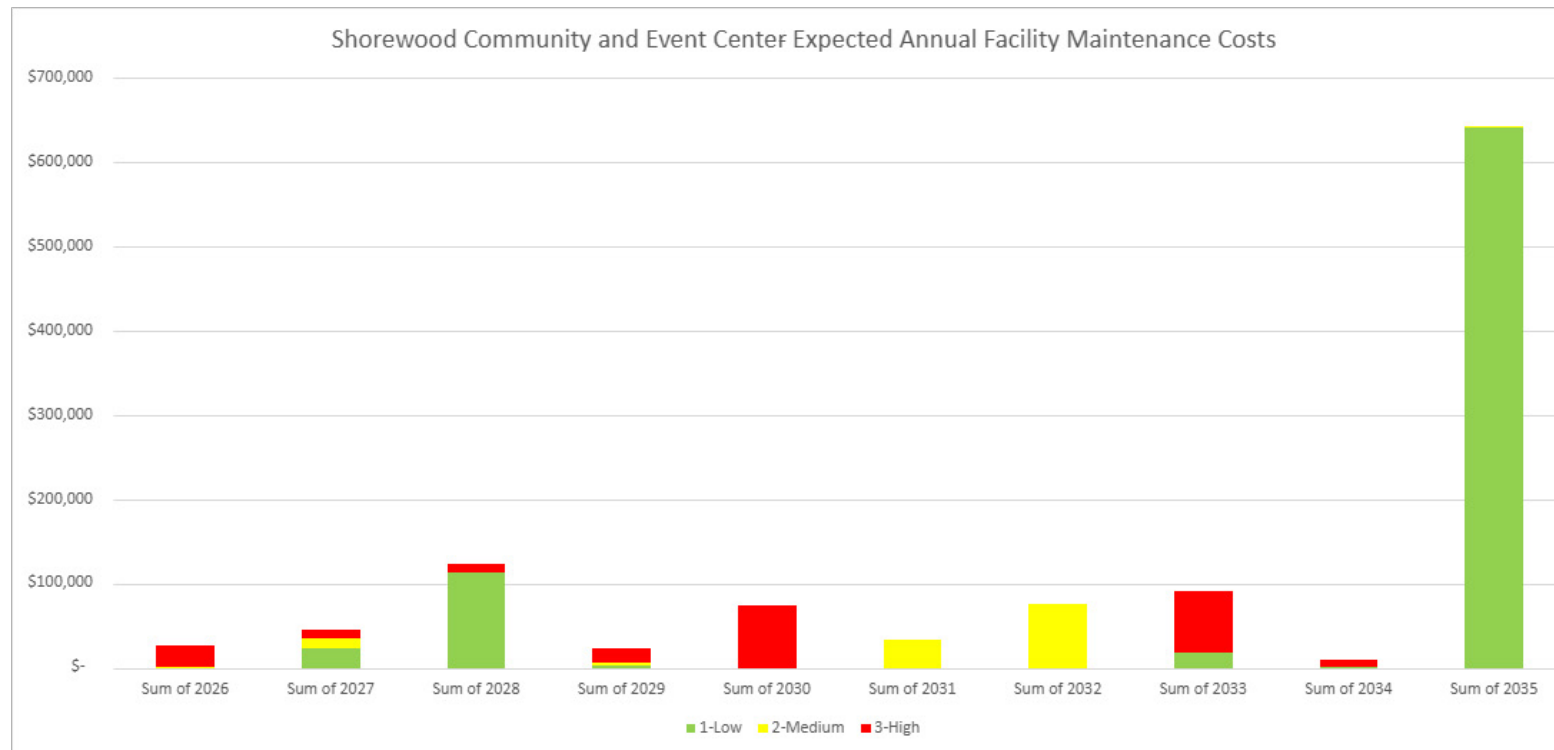
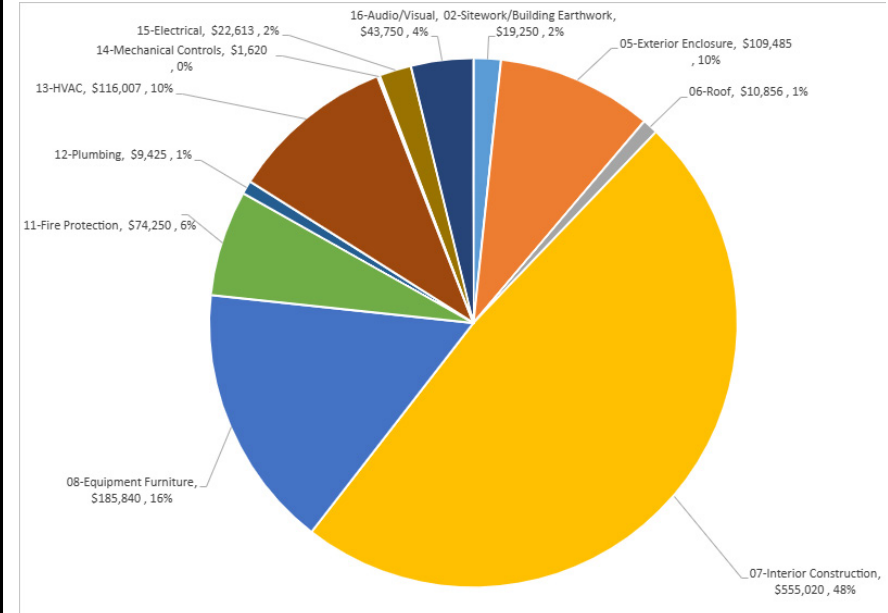
- February 18, 2025 City Council Annual Retreat
 - Council expressed desire to have facility break even
 - At minimum, increase utilization and decrease gap between expense and revenue
- April 28, 2025 City Council Work Session
 - Discussion of task force framework
- May 27, 2025 City Council Work Session
 - Facility data shows a self-sustaining facility is not possible under current structure
 - 70% cost-recovery discussed
- July 2, 2025
 - Request for Proposal for consultant to conduct an assessment and planning study was issued
 - Proposals received didn't fit what the City was hoping to achieve
- October 9, 2025
 - Project kick-off with Kraus Anderson to conduct a facility assessment
 - Findings presented to the City Council during November 24, 2025 Work Session
 - Representatives from Kraus Anderson connected staff to ISG for operational/marketing analysis

Current Project

- March 9, 2026 City Council Regular Meeting
 - Proposal from ISG to conduct a facility analysis presented to City Council
 - Desire for increased marketing and community task force expressed by Council
 - March 23, 2026 City Council Regular Meeting
 - Revised proposal from ISG presented to City Council and accepted
 - April 9, 2026
 - Project Kick-off with ISG
 - Early-September 2026
 - Final presentation to City Council
 - 2027 Budget
 - Recommendations from the project is incorporated
- 

2025 Facility Assessment

- Conducted by Kraus-Anderson on October 24, 2025
- Goal: Assess the current condition of the building and determine future investment needed
 - Accounts for structural components, mechanical components, furnishings, and equipment
 - Provides replacement recommendations based on current condition and industry-standard replacement schedule
- Building graded as "Fair" on the Facility Condition Index (FCI)
- \$1.14 million of capital investment is needed over the next 10-years
 - Interior Construction: \$555,020
 - Equipment Furniture: \$185,840
 - HVAC: \$116,007
 - Exterior Enclosure: \$109,485
 - Fire Protection: \$74,250
 - Audio/Visual: \$43,750
 - Electrical: \$22,613
 - Roof : \$10,856
 - Plumbing: \$9,425
 - Mechanical Controls: \$1,620



Current Community Based & Civic Events

- Arctic Fever
- Elections
- Blood Drive
- Mayor's Forum
- City Council Annual Strategic Planning Session
- Excelsior Fire District Annual Banquet
- South Lake Police Department Banquet
- Minnetonka School Retreats
- Rotary Meetings
- Highway 7 Meetings
- Excelsior Lake Minnetonka Chamber
- Community Safety Presentations

Current Paid Rental Uses

- Birthday Parties
- Graduation Parties
- Celebration of Life Events
- HOA Meetings
- Wedding Receptions
- Graduation Parties
- Sports Banquets
- Senior Activities
- Just for Kix Dance Classes
- Food Prep
- La Senda Spanish Immersion Summer Camp

South Shore Senior Partners

The South Shore Senior Partners (SSSP) is a volunteer led non-profit organization dedicated to encouraging seniors ages 55+ in maintaining a healthy and active lifestyle. They provide programs and activities to seniors that allow time to socialize, recreate, and learn. The SSSP is funded through membership and fundraising efforts. The SSSP rents space at the Shorewood Community & Event Center from 8:30am - 3:30pm Monday - Thursday and 8:30am - 12pm Friday. The volunteer leadership of the SSSP has expressed concerns of longevity due to a decrease in volunteers, volunteer burnout, decrease in participation, and limited funding sources.

Regular Annual Programming

- | | | |
|------------------------|--------------------|---|
| • Card Crafters | • Senior Exercise | • Crafts & Creative Arts |
| • Quilting | • Bridge | • Write Your Story Club |
| • Bingo | • Wood Carvers | • Half Price Bakery |
| • Engage PT & Wellness | • Dementia Support | • Card Sales |
| • Beading | • Just Write It! | • Glasses Collection for the local Lions Club |
| • Knit & Crochet | • Book Club | |
| • Mahjong | • Cribbage | |

Annual Events

- Shining Stars Luncheon
- AARP Taxes
- Veteran's Day Luncheon



PROJECT KICKOFF

City Council Work Sessions

City Council discussed the financial sustainability of the SCEC during the February 2025 City Council Annual Retreat and held three additional work sessions in April, May, and November 2025 to further evaluate the facility's long-term feasibility. Discussions focused on overall facility use, operating costs, and findings from the facility assessment. Together, these conversations helped Council and staff better understand long-term implications for the SCEC and initiated the facility assessment and the operations and market analysis.

Kickoff Meeting

ISG met with City staff on April 9, 2026, at Shorewood City Hall to initiate the operational analysis of the SCEC. The meeting included an overview of the facility's history, current use, and programming, as well as discussion of project goals, scope, schedule, and timeline. The meeting also helped prepare staff for selecting members for the Community Task Force.

OVERVIEW OF EXISTING DOCUMENTS

Materials Reviewed

- City Council Work Session Agendas + Minutes
- 2025 Facility Assessment
- Rental Guides
- Rental Reports + City Budgets
- Staffing Structures + Overview Documents
- Recreation Facility Survey Results
- City of Shorewood Park System Plan
- 2025 SWOT

2025 Facility Assessment

Kraus-Anderson completed a Facility Condition Assessment (FCA) of the 9,000-square-foot SCEC on October 24, 2025. The facility was rated to be in *fair* condition based on the Facility Condition Index (FCI), which compares deferred maintenance costs to the estimated building replacement value. The assessment identified approximately \$1.15 million in deferred maintenance needed over the next 10 years, including both capital investments and routine maintenance. Areas requiring near-term investment include the exterior enclosure, fire protection, and HVAC systems, as these components are aging and critical to facility operations. The assessment also identified recommended interior and equipment upgrades to enhance functionality and user experience.

Rental Guides

The City updates the SCEC Rental Guide annually to provide clear and accessible information about facility use, including an overview of the three rentable rooms, hours of operation, rental rates, amenities, photos, floor plans, and frequently asked questions. The guide also outlines reservation procedures and facility policies to support a consistent rental experience. In 2026, the City simplified the rental fee structure by incorporating the custodial fee into the hourly rate, improving transparency, reducing confusion, and making event planning more predictable for users.

SCEC Rental Reports + Fiscal Budget

The City shared both the 2024 and 2025 annual budgets for the Shorewood Community & Event Center (SCEC), as well as annual rental reports for both years. The rental reports provide a monthly breakdown of rental revenue, total number of reservations, and room utilization across the facility, offering insight into usage patterns and demand for the space. Together, the budget and rental data reflect a funding structure that relies on facility rentals, interest earnings, donations, and City support through transfers to support ongoing operations and capital needs. City Council members have expressed a desire to improve the long-term financial sustainability and self-sufficiency of the SCEC. Findings from the operations and programmatic analysis are expected to inform future decisions related to rates, programming, and facility use, with implications for the 2027 budgeting process.

Staffing + Operations Overview

The City provided an overview of SCEC staffing, contracted services, and volunteer support, along with position descriptions for key roles. Overall management and operations are led by the Parks & Recreation Director, who oversees facility operations, staffing, budgeting, scheduling, marketing, and coordination with partners. Day-to-day scheduling and rental support are assisted by a part-time Recreation Specialist and part-time Community Center Attendants who staff the facility during evenings and weekends. Maintenance support is provided by Public Works staff on an as-needed basis and supplemented by contracted services for building maintenance, cleaning, HVAC, and fire suppression systems. In addition, South Shore Senior Partners (SSSP) provides volunteer front desk staffing and senior programming during weekday daytime hours; however, the organization has noted increasing challenges related to volunteer capacity, funding constraints, and long-term sustainability, which may require future City involvement to maintain current service levels.

Facility Survey Results

The City collected survey feedback from individuals who utilized the facility to better understand user satisfaction with the SCEC, including perceptions of facility quality, amenities, operations, and fees. Overall, responses reflected high satisfaction across all room types, with strong ratings for the reservation process, cleanliness, amenities, and likelihood to recommend the facility. The survey also provided valuable qualitative feedback to help identify opportunities for targeted improvements and future investment.

Average Responses by Facility

Survey Question	Banquet Full Room	Conference Room	Activity Room
How would you rate the procedure for reserving the SCEC for your event?	4.6 / 5	5 / 5	4.8 / 5
Would you recommend this facility?	96% Yes out of 28	100% Yes out of 6	88% Yes out of 65
How would you rate our facility fees?	4.6 / 5	4.7 / 5	4.8 / 5
How would you rate the amenities?	4.7 / 5	4.8 / 5	4.9 / 5
How would you rate the cleanliness of the facilities?	4.8 / 5	5 / 5	5 / 5

Additional Feedback

Respondents shared a mix of positive feedback on the facility's condition, location, and operations, along with suggestions for additional amenities, updated features, and greater rate flexibility.

- **Facility Quality + Location:** Respondents praised the facility for being well arranged, adequately sized, clean, and well maintained, and noted the location as a strong asset. The sound system and kitchen also received positive feedback.
- **Operational Experience:** Staff and volunteers were consistently recognized for their helpfulness and support.
- **Desired Amenities + Updates:** Comments included requests for additional amenities such as additional performance risers and audiovisual equipment (projectors, screens, TVs), as well as a general desire for facility updates or modernization.
- **Cost + Rate Structure:** Some respondents noted the facility is more expensive than other venues they use and expressed interest in resident rates, repeat-use discounts, or reduced rates for multi-day reservations.

How Users Heard About the SCEC

Survey responses indicate that most users learned about the facility through direct familiarity with the community, past experience with the space, or word-of-mouth, with limited reliance on online discovery.

- **Community Familiarity:** Many respondents indicated they learned about the facility because they live in the community or area or have family in the area, reflecting strong local awareness.
- **Previous Use:** A significant number of users reported they were familiar with the facility because they had previously used it or attended an event there, suggesting a high level of repeat use.
- **Word-of-Mouth Referrals:** Several respondents noted learning about the facility through friends or personal referrals, highlighting the role of informal networks.
- **Visibility & Online Discovery:** A smaller number of users cited driving by the facility or finding it online (e.g., Google/search/social media) as how they became aware of the space.

Community Demographics

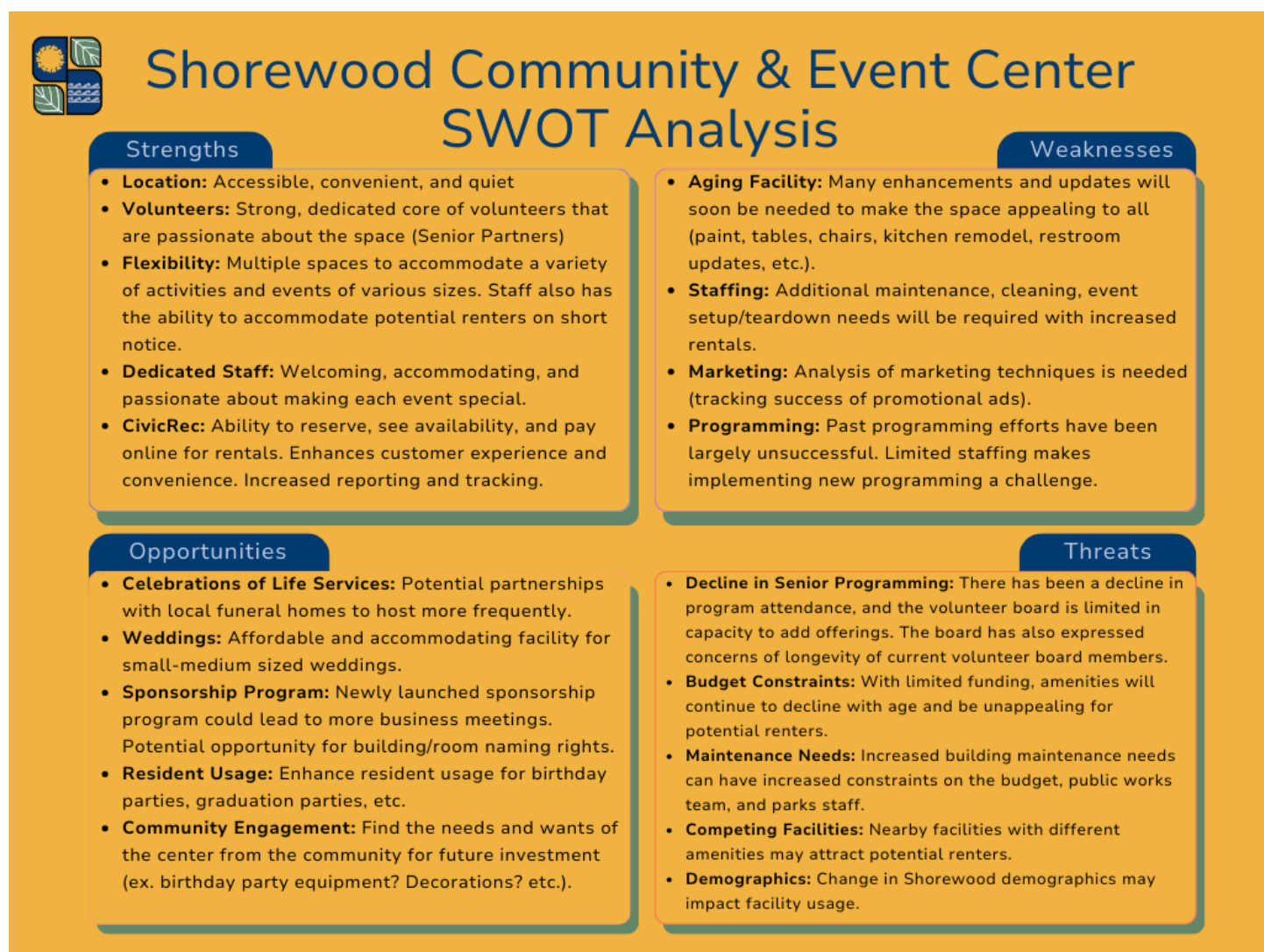
The City adopted a Park System Plan in February 2026, including updated community demographics. The following includes an overview of trends and the full demographic analysis can be found in the 2026 Park System Plan.

- Shorewood is a modestly sized suburban community with an estimated population of approximately 7,768 residents.
- According to the City's 2040 Comprehensive Plan, Shorewood's population is projected to remain relatively stable, with an estimated growth rate of 1.3% between 2020 and 2040. This limited growth contrasts with Hennepin County, which is projected to grow by 12.1% over the same period. Shorewood's stable population outlook is largely attributed to the lack of large vacant parcels and limited redevelopment opportunities for higher-density residential development.
- The community is predominantly White (90.7%), with residents also identifying as two or more races (7.3%), Asian (1%), or another race (1%).
- Shorewood has a median age of 45.3 years, and the 65+ age cohort is expected to be the fastest-growing segment of the population in the coming years.

- Shorewood is a relatively affluent community, with a median home value of \$657,895 and a median household income of \$170,262, both substantially higher than Hennepin County (\$410,000 home value; \$96,300 income) and the United States overall (\$403,800; \$83,700).
- Rental costs are also higher than the county average, with a median rent of approximately \$1,828, compared to \$1,735 countywide.
- The City has low poverty and unemployment rates, with the share of residents living below the poverty line (4%) well below county and state averages of 10.1% and 10.6%, respectively.

OPPORTUNITIES + CONSTRAINTS

During the February 2025 City Council Annual Retreat, Council conducted a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis to understand the context around the SCEC. The following provides a summary of the SWOT findings.



Additional Opportunities + Constraints Identified from Existing Conditions

- **Growing Senior Population:** The 65+ population is expected to be the fastest-growing population cohort in the coming years. This demographic shift presents an opportunity to stabilize weekday program participation and strengthen volunteer capacity.
- **Underutilized Daytime Capacity:** While corporate and business meetings have been identified as a growth opportunity, there is additional potential to expand daytime use through remote work, coworking, and partnerships with nonprofit organizations. The City could also explore pilot strategies such as off-peak pricing or bundled rental packages to increase utilization without displacing core users.
- **Pricing Structure as an Education + Policy Tool:** Survey feedback reflects concern around rising rental rates. As the facility undergoes improvements, this presents an opportunity to better communicate what rental fees support and to reframe pricing as cost recovery that enables essential community services, rather than profit generation.
- **Facility Modernization as a Revenue Multiplier:** Interior upgrades represent more than aesthetic improvements; they enhance market competitiveness relative to nearby facilities, enable higher-value rentals (such as corporate events, celebrations, and multi-day bookings), and strengthen marketing efforts by improving perceived value. This supports the case for targeted reinvestment, even if renovations are phased over time. However, ongoing maintenance and capital reinvestment needs place pressure on both operational budgets and staff capacity. Without phased reinvestment, aging systems may limit the facility's competitiveness and the City's ability to pursue new revenue-generating opportunities.
- **Partnership with Students + Interns:** Limited staff capacity presents an opportunity to explore partnerships with students or interns to support marketing, communications, and data tracking functions. Partnerships with local schools or academic programs could provide mutually beneficial arrangements, potentially offering academic credit in lieu of paid positions.
- **Stable Local Population within Regional Growth Context:** Shorewood's population is projected to remain relatively stable from 2020 to 2040, which may limit organic growth in demand from residents alone. However, continued population growth in Hennepin County presents an opportunity for the SCEC to attract non-resident users through facility improvements, targeted marketing, and programming or rental offerings that appeal to a broader regional audience.

Meeting Minutes

Focus Group Meeting #2

ISG

Project Name: Shorewood Community and Event Center Operational Analysis
ISG Project Number: 26-34250
Date: July 9th, 2026
Time: 4 - 6 pm
Location: Shorewood Community & Event Center, 5735 Country Club Rd, Shorewood, MN 55331

MEETING ATTENDEES

Task Force Members			
Mitchell Czech	City Staff - Parks and Recreation Director	mczech@ci.shorewood.mn.us	Present
Janet Sylvester	Park Commission Liasion	jsylvester@ci.shorewood.mn.us	Present
Tiffany King	Local Business Connector	tiffany@excelsior-lakeminnetonkachamber.com	Absent
Tena Brandhorst	Senior Programming	tena323@aol.com	Present
Kelsey Vercruysse	Current Renter/Partner	kelseyvercruysse@gmail.com	Present
Barry Brown	Resident Expert	barrydbrown58@gmail.com	Present
Kim Carlson	Youth/Adult Programming	kim.carlson@minnetonkaschools.org	Present
Jeanna Raap	Facility Operations	jeanna.raap@gmail.com	Present
Laura McCauley	Hospitality & Event Venue Operations	laura@boomislandbrewing.com	Absent
Nick Ruehl	Market & Business Development Strategist	nruehl@outlook.com	Present
Scott Graul	Finance & Cost-Recovery Analyst	sgraul@sandvoldfg.com	Present
ISG			
Claire Roth	Project Manager (Planner)	Claire.roth@isginc.com	Present
Jay Lotthammer	Parks and Rec Programming	Jay.Lotthammer@isginc.com	Present

MEETING AGENDA

Today's Agenda

- Recap last meeting
- Senior Programming
- Facility Benchmark Review
- Schedule Review + Open Space Programming Brainstorm, Target Rental Market Identification
- Budget Overview + Scenario Impacts
- Next Steps and Assignments

Meeting notes are indicated in blue text.

Recap Last Meeting

Purpose Statement: The Shorewood Community & Event Center (SCEC) Task Force serves in an advisory capacity to provide community-based insight and feedback that supports the evaluation of current operations and the development of practical, financially realistic recommendations to increase utilization and revenue at the SCEC.

Last meeting, we:

Meeting Minutes

Focus Group Meeting #2

The ISG logo is located in the top right corner of the page. It consists of the letters "ISG" in a white, sans-serif font, centered within a dark gray square.

- Shared our backgrounds
- Learned about the SCEC Operational Study and Scope of Services
- Discussed the Task Force Role
- Toured the Facility
- Discussed the Current Role of the SCEC, Comparable Facilities, and Ideas for future changes
- Closed with Next Steps and Assignments

Senior Programming

SSSP Programming Background

The SouthShore Senior Partners (SSSP) have facilitated senior programming at the SCEC for a number of years. The SSSP pay \$600 of rent [a month] to the City for use of space Monday – Thursday from 8:30am – 3:30pm and Friday from 8:30am – 12pm. In addition, the SSSP have provided a volunteer to staff the welcome desk of the SCEC to open/close the building (when staff is not present), answer phone calls, greet users, etc.

Programming Updates

The SSSP are currently working on a transition plan of ceasing operations and transferring assets to the City. While not official, this will likely take place at the conclusion of 2026.

Focus group members discussed the current state of senior programming, including declining participation, limited resources for specialty programming, and the importance of maintaining opportunities for seniors to gather, socialize, and check in on one another. Tena noted that senior volunteering and programming has been dwindling, and that additional support for programming and advertising would be beneficial.

Operationally, the group noted that many existing activities are self-run and do not require formal registration or facilitation, but still depend on building access, basic setup, and staff or volunteer coordination. Jeanna shared that current activities are largely run independently, with support needs such as table setup and building coverage.

Potential Senior Programming Models

The task force discussed several potential approaches for future senior programming, including:

- Register-and-pay-per-class models.
- Annual membership for base activities.
- Additional fees for special events.
- A voluntary nonprofit-style membership drive, similar to the current annual membership model.

Focus group members also discussed the potential for a hybrid model in which senior programming continues during daytime hours, while other programs, classes, and rentals occur during evenings and weekends.

The group emphasized that future programming will likely need to balance three major operational functions: marketing, sales, and operations. Members noted that the right staffing structure may depend on the individual role and whether one person has the capacity to support multiple functions.

Facility Benchmark Review

Jay led the group in reviewing results from the facility benchmark analysis conducted by ISG. Facilities reviewed included: Brooklyn Park Community Activity Center, Gillespie Center, Plymouth Community Center, Maple Grove Community Center, Brookview Golden Valley, and The Marsh.

The group discussed how difficult it can be to benchmark facilities like the SCEC, given differences in facility type, operations, amenities, staffing, and cost recovery expectations. Members noted that rental rates appear comparatively low, which may

indicate an opportunity to adjust pricing and improve revenue while still maintaining the facility's position as an accessible community venue.

Key discussion points included:

- Benchmark analysis only included facilities within the local metro area.
- Comparable facilities vary significantly in their operating models and amenities.
- City staff has received feedback on both sides of current pricing, but benchmark information may support opportunities to increase revenue.
- Additional benchmark data related to senior programming structure, membership, fees, and City support would be useful for internal discussion and future Council conversations

Schedule Review + Open Space Programming Brainstorm

Using the recurring rentals calendar provided, attendees broke into pairs. For 10 minutes, the pairs brainstormed programming opportunities during the frequently vacant time slots, marking up the calendars provided. Pairs then shared their ideas with the group.

Themes of ideas shared:

Revenue Diversification and Recurring Use

- The group identified a need to diversify revenue streams, with particular focus on evenings and weekends. Members noted that recurring rentals or programs may be easier to schedule and manage than one-time events. Ideas included corporate off-site meetings, team-building events, quarterly or monthly programming, and recurring community uses.
- Suggested recurring or seasonal uses included:
 - Corporate brainstorming sessions or off-site team-building events.
 - Vintage clothing markets.
 - Indoor farmers markets.
 - Arts and crafts markets.
 - Holiday markets.

Event and Rental Market Opportunities

- The group discussed whether weddings should be a primary target market. Some members noted that the SCEC may be better positioned as a lower-budget venue in the metro area, which could support rentals such as baby showers, bridal showers, family gatherings, celebrations of life, and other community events.
- Additional rental and event opportunities discussed included:
 - Baby showers, bridal showers, and family gatherings.
 - Celebrations of life, with outreach to funeral homes and churches.
 - Indoor mini-golf events, potentially in partnership with local businesses.
 - Co-working space.
 - Standardized room setups to simplify operations and improve consistency for renters.

Programming Ideas

- The group brainstormed a wide range of program opportunities that could support facility utilization and respond to community interests. Ideas included youth camps, technology camps, financial camps, arts and digital media programming, cooking classes, tastings, parent/adult activities, and childcare-related opportunities.
- Specific ideas included:
 - Kitchen or cooking classes.
 - Wine tastings, bourbon tastings, and charcuterie classes.

- After-school or childcare-related programming.
- Parent and adult activities
- Food truck prep kitchen opportunities.
- Camps focused on technology, AI, photography, finance, art, digital media, podcasting, and painting.
- Active recreation such as taekwondo or yoga may require flooring considerations.
- Members also noted an interest in aligning future programming with niche community interests and using parks plan survey data to better understand demand for children's programming.

Partnerships and Community Outreach

- Several members emphasized that marketing and outreach will be critical to increasing awareness and use of the facility. The group discussed opportunities to reconnect with nearby communities, share information through existing communication channels, and better promote the SCEC to residents and potential renters.
- Potential outreach channels and partnership ideas included:
 - Engagement with nearby communities that may already have residents using the facility.
 - Social media and targeted marketing.
 - Promotion through the Shore Report, SSSP newsletter, and a potential SCEC newsletter
 - Partnerships tied to the nearby sports center, including concessions or toddler play opportunities for parents and young children using the park

Budget Review + Scenario Impacts

Mitchell walked the group through the 2025 Budget and CIP, discussing sources of revenue and expenditures.

2025 Budget overview

- **Revenue: 201-00-3920, Transfers In:** Transfer from the General Fund to create a balanced budget for the SCEC. Ideally, the council would like to see this amount to 30% of the revenue totals or less.
- Facility Capital Outlay was minimal in 2025-26 as the City refocused on determining a future for the facility. In future years, this will be much higher.

Discussion included several potential revenue and funding strategies that could support future scenarios for the facility. Ideas included sponsorships, naming rights, donations, and potential use of other available funding sources.

Specific ideas discussed included:

- Exploring a legacy sponsorship program similar to parks sponsorship models.
- Evaluating naming rights by room or facility area.
- Increasing promotion of donation opportunities.
- Considering opportunities for philanthropic or business donations.
- The group emphasized that cost-benefit considerations will be important for building Council support around future recommendation

Target Rental Market Identification

- Many 'target rentals' were identified by the group during the calendar programming activity earlier in the meeting.
- Marketing, sales, and operations are all necessary components of a sustainable business model.
- The facility should consider markets beyond weddings, including smaller gatherings, community events, celebrations of life, corporate rentals, youth programming, and specialty classes.
- Improved digital marketing may be needed, including attention to the facility website and metadata.

- Standardized room setups could make rentals easier to market, book, and operate.

Next Steps + Assignments

- Scheduling of next meeting in August; Finalize recommendations for Council in September.
 - Topics at our next meeting will include: philosophy of cost recovery; marketing strategy; scenario options
- Continue to share data, examples, thoughts and ideas with Jay, Claire, Mitchell
- Barry requested that ISG share his notes about a marketing strategy with the broader group – these have been attached to these meeting notes.

Attachments

- Marketing strategy developed by Barry Brown for consideration by the group

SCEC TASK FORCE

Fundamentals

Search Engine Optimization

Search & Search Results

Social Media

Communications Marketing

Identifying Who Is the SCEC Customer?

Programming

Event Center Rental Market

Marketing

Partnerships

Signature Community Events

E-mail sent May 22, 2026 to Claire, Jay, Mitch, cc:Barry

Claire & Jay - here's my thoughts on the marketing fundamentals (block & tackle) issues we spoke of at the end of the task force meeting. These are all very basic things that should be addressed in your recommendations. Please let me know if you have any questions or if you would like me to go into further details. Thank you. Have a great weekend!

Barry Brown

FUNDAMENTALS

Identify Ideal Customer Profile(s)

- This should be a task force exercise (who is the customer? should be the first question the group addresses)
- It is required to understand the target audience for marketing the facility and affects messaging, marketing, seo, communications, rental rates, and administration.

Search Engine Optimization

- There has been no SEO, metadata optimization (per Eric Wilson). Suggest Eric look into optimization to drive future traffic to the site using metadata recommendations from ISG's final report. Once completed start spending a nominal amount (\$50/mo.) on Google AdWords and adjust upon results analysis.

Search & Search Results

- High search results phrases: "conference rooms"; "party rooms"; "wedding space for rent"
- Low search results phrases: senior programs; continuing education; adult programs; children programs; teen programs; youth programs (top results for these searches are Minnetonka Community Center & Eden Prairie Community Center). This furthers the argument below

that the city should be publishing and promoting programs (see Marketing/Communication section below)

- Search results - links the user directly to Room Reservation then Rental Package. The Rental Package Brochure should be the first item the user sees. **Brochure** should have new images to include people at real events. **Question** – why do we need 2-3 days to process a request? Kraus Anderson Study - Remove this as it may scare people away with the Krause Anderson study of everything that's wrong with the facility. \
- Website landing page should be used for marketing the facility. Consolidate documents: Refund Policy, Alcohol Policy, Decoration Policy, T's & C's and FAQ's into one document to make it less restrictive to the purchaser. Remove the Krause Anderson report, FAQ's and the survey from this landing page.
- Importance of removing FAQ's. If the buyer has questions they are showing interest. A representative should speak to the buyer directly to form a relationship and improve the opportunity to close the sale.

Social Media

- For civic events Eric Wilson does an excellent job of promoting on multiple social media platforms.
- For non-civic events like SSSP the renter is responsible. However, SSSP is actually a civic event and should be promoted through the city's own communication department.

There could be some benefit for promoting “Just for Kix” in the ShoreReport and social media as it could increase awareness of the facility's multiple uses and expand awareness of the facility creating additional opportunities.

Communications/Marketing

The city does little to nothing to support or promote the SCEC/SSSP programming or independent events. Marketing requires **dual-purpose messaging** with the objective to attract **repeatable** event organizers while engaging residents with public programming opportunities.

- Shore Report - should include ALL community programs offered at SCEC. Start treating all "program" activities for the benefit of all community members. Not a link to the SSSP.
- Shorewood Website - implement "program activities" into the city's website.
- Shore Report - **advertise** various uses for the SCEC in every publication - birthday, graduation, weddings, business meetings, etc. with targeted timing for events like graduations in April/May etc.
- Social Media - highlight SCEC events with images and replicate ShoreReport highlights across platforms
- Online Rental Brochure - should be redone with photos including people from real events.

Partnerships will provide greater marketing reach with cross-marketing communications. Specific event promotional websites extend the reach to planners, small businesses and customers.

Identifying Who Is the SCEC Customer?

The task force should consider the primary **customer** for the SCEC is the **local resident**. Taxpayer money built the facility and taxpayer money continues to support the facility. Programming for seniors is well established however programming for families and youth gatherings is needed to round out the facilities usage. The well-established Minnetonka Community Education Center (MCEC) can be a model for establishing additional SCEC programming to fulfill gaps for youth and families.

Programming

- Today active adults and seniors engage in dedicated senior programming through the South Shore Senior Partners (SSSP). Some younger adults also participate.
- For future consideration families & children utilizing amenities like playground facilities to compliment indoor activities. As there are NO established indoor civic programs the task force should consider education areas of interest like the **arts, technology- specifically AI, tutoring, finance**, etc.

Summary – establish family & children programming and promote all programming through the Shore Report, opt-in e-mail lists, city's website and social media platforms. Emphasis must be given to the SCEC to **eliminate the stigma of an exclusive SSSP** event center.

Event Center Rental Market

- One-off events for local residents should receive priority registration, and preferred rates for room rentals for such events as birthdays, graduations, etc. Marketing to residents can easily be accomplished through the bi-monthly Shore Report, opt-in email customers, website and the city's social media platforms.
- Focus marketing to event and meeting planners who rent out banquet halls, commercial kitchens, or multipurpose rooms for weddings, corporate conferences. Partner with platforms like PartySlate, Eventective, PeerSpace, AmericanMeetings, TripleSeat, Giggster.
 - Wedding planners
 - Corporate training & events
 - Food truck owners for prep space (Laura's idea)
 - Small business owners in need of space
 - More...

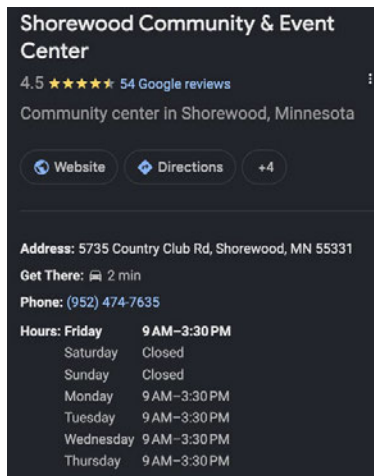
Summary – marketing efforts should be channeled towards business' or individuals that ideally have long-term recurring activities. The well-established renter "Just for Kix" could/should be the model for marketing and sales.

Marketing

Focus on hyper-local strategies. Maximize SCEC reach by leveraging current sports partnerships, consulting contracts, memberships, administration relationships, police, fire and city council contacts.

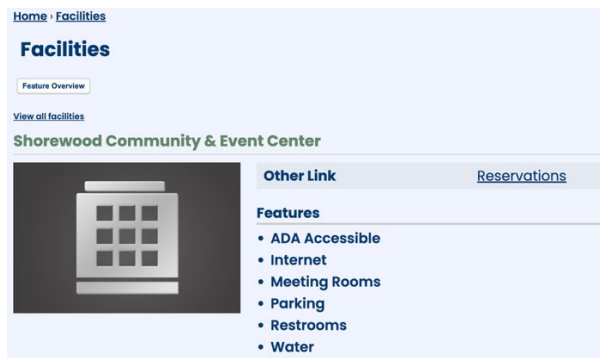
Hyper-Local Digital Optimization

- Claim and optimize your Google Business profile on Google Maps. Ensure accurate address, operating hours, and a link to your booking calendar. Encourage event attendees to leave reviews to boost local search rankings.
- A current Google Profile shows the hours of operation of 9:00am – 3:30pm 4 days per week and closed on weekends. This needs to reflect accurate building hours and not staff hours.



- Clean up website information. The Facilities Information is disjointed from the Community & Event Center Home Page as see below. Personally, until now, I have never seen this page. None of the Links are working. IMO these items should be listed on the left-sidebar of the SCEC Home Page. This may be a redundant page but important with the exception of “water” (not sure what this is for). BTW there are ~150 parking spaces.

Website landing page should be used for marketing the facility. Consolidate documents: Refund Policy, Alcohol Policy, Decoration Policy, T's & C's and FAQ's into one document to make it less restrictive to the purchaser. Remove the Krause Anderson report, FAQ's and the survey from this landing page.



- Engage directly with residents by posting in neighborhood groups (e.g., Shorewood/Excelsior specific groups). Offer behind-the-scenes venue tours.

- Publish ALL civic and SOME non-civic events & activities to Shore Report, email lists and social media platforms.
 - Civic events example: South Shore Senior Partner programming
 - Non-civic events examples: Just for Kix w/photos & articles; recent local weddings w/photos; chef food preparation ongoing in kitchen w/photos, etc.

Partnerships & Cross-Promotion

- Partner with local businesses, caterers and florists and post on SCEC Home Page. Offer them reciprocal promotion when they recommend the SCEC to clients seeking event venues.
- Offer discounted or free rental space to local nonprofits for fundraisers or charity drives. This generates substantial local goodwill and exposes community leaders to your venue.
- Host quarterly “open-house” for businesses, meeting coordinators and residents.



Park Commission Item 4.B.

Title/Subject: Parks Capital Improvement Plan Discussion

Meeting Date: July 28, 2026

Prepared By: Mitchell Czech, Park/Rec Director

Attachments

1. 2027-2036 Parks and SCEC CIP

Background

The Park Commission reviews the Parks and Recreation Capital Improvement Plan (CIP) annually to evaluate and prioritize future capital investments throughout the park system. This ongoing review process helps ensure that planned improvements reflect current park and facility conditions, community needs, operational considerations, and long-term strategic priorities. As part of the annual review, projects are evaluated and adjusted based on factors such as amenity condition, asset life cycle, safety considerations, system needs, community benefit, and overall priority. The CIP serves as a planning tool that guides future funding decisions and supports the City's efforts to maintain and enhance its parks, trails, facilities, and recreational amenities.

In 2025, the Commission developed a Park System Master Plan that was adopted by the City Council on February 23, 2026. The Master Plan included a 10-year CIP for the park system through 2035. This recommended CIP has been incorporated into the CIP, with new additions for the year 2036. With the newly adopted plan, it is not recommended the Commission make major changes at this time. Future projects included within the plan will continue to be evaluated and shifted as necessary, but the projects in the early portion of the plan were based on community feedback, amenity conditions, needs, and current budget. In 2027, the plan includes a renovation of the Freeman Park North Playground in the amount of \$350,000.

During the 2026 Cathcart Park Tennis Court resurfacing project, it was noted that a resurface would extend the lifespan of the court. However, it was recommended that the City begin preparations for a full replacement of the court. This replacement has been added to the plan for the year 2036 in the amount of \$95,000. A resurfacing of Badger Park Tennis Court has also been added to the plan in 2036 in the amount of \$20,000.

The CIP for the Shorewood Community & Event Center was also modified based off the facility assessment that was conducted by Kraus Anderson in November 2025. The updated plan is based on the recommendations provided by Kraus Anderson, but it has been modified to align with the current budget in the short term. In 2027, the plan includes a condensing unit replacement in the amount of \$7,872 and a kitchen remodel in the amount of \$24,149. The City is currently working through a facility analysis with ISG, and a task force has been working towards developing recommendations for the future of the facility to City Council. The CIP may adjust based on these recommendations.

The updated Parks and SCEC CIP's, along with the rest of the City CIP's, are scheduled to be

presented and discussed at the City Council work session on Monday, July 27. Staff will provide the Commission with an overview of the discussion and summarize any feedback, comments, or direction received from the City Council regarding project priorities, scheduling, funding considerations, and implementation strategies.

Action Requested

Discussion of the Updated Parks and Shorewood Community & Event Center (SCEC) Capital Improvement Plans is requested.

No formal action is required.

2027 through 2036
Capital Improvement Plan
Shorewood, Mn

Department	Project #	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	Total
201 - Community & Event Center												
Condensing Unit Replacement	SCEC-27-01	7,872	8,163	8,455								24,490
Kitchen Remodel	SCEC-27-02	24,149										24,149
Tables & Chairs Replacement	SCEC-28-01		114,100									114,100
Water Softener Replacement	SCEC-29-02			9,425								9,425
Fire System Updates (Panel replacements & compressor)	SCEC-30-01				66,000							66,000
Building Tuckpointing	SCEC-31-01					31,000						31,000
Exterior Door Replacement	SCEC-32-01						61,200					61,200
Furnace Replacement (x5)	SCEC-33-01							72,188				72,188
Activity Room Remodel	SCEC-35-01									201,656		201,656
Hallway & Lobby Renovation	SCEC-36-01								36,260			36,260
Restroom Renovation (Men's & Women's)	SCEC-36-02								33,852			33,852
Banquet Room Renovation	SCEC-36-03										113,533	113,533
Banquet Room Sound System	SCEC-36-04										43,750	43,750
Banquet Room Room Divider Replacement	SCEC-36-05										70,000	70,000
Conference Room Renovation	SCEC-36-06										133,224	133,224
201 - Community & Event Center Total		32,021	122,263	17,880	66,000	31,000	61,200	72,188	70,112	201,656	360,507	1,034,827
201 - Community & Event Center		32,021	122,263	17,880	66,000	31,000	61,200	72,188	70,112	201,656	360,507	1,034,827
Source Grand Total		32,021	122,263	17,880	66,000	31,000	61,200	72,188	70,112	201,656	360,507	1,034,827
402 - Park Capital Improvement												
Freeman Park North Playground Renovation	P0112	350,000										350,000
Freeman Park Volleyball Court Renovation	P0113							18,000				18,000
Freeman Park Picnic Shelter Replacement	P0114								80,000			80,000
Cathcart Park Full Court Basketball Replacement	P0203		50,000									50,000
Cathcart Park Bituminous Trail Repair - 250 LF	P0204		25,000									25,000
Cathcart Park Playground Replacement	P0205			350,000								350,000

Department	Project #	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	Total
Cathcart Park Tennis Court Replacement	P0206										95,000	95,000
Badger Park Tennis Court Resurfacing	P0303										20,000	20,000
Manor Park Tennis Court Resurfacing + Fence and Retaining Wall Replacement	P0406		85,000									85,000
Manor Park Volleyball Court Renovation	P0407							18,000				18,000
Manor Park Playground Replacement + Sign Replacement	P0408									450,000		450,000
Silverwood Park Bituminous Trail Repair - 310 LF	P0504					30,000						30,000
Silverwood Park Half Basketball Court	P0505							28,000				28,000
South Shore Park Trail Improvements	P0703				100,000							100,000
South Shore Park Pickleball Courts w/ Lighting (2)	P0704				140,000							140,000
South Shore Park Picnic Shelter	P0705				80,000							80,000
South Shore Park Full Basketball Court w/ Lights	P0706				75,000							75,000
South Shore Park Ornamental Fencing	P0707				20,000							20,000
South Shore Park Parking Lot Renovation	P0708				130,000							130,000
South Shore Park Circulation + Plaza Spaces	P0709				60,000							60,000
South Shore Park Plantings	P0710				30,000							30,000
South Shore Park Fitness Stations (5)	P0711						60,000					60,000
South Shore Park Park Lighting	P0712						18,000					18,000
South Shore Park Kiosk	P0713						6,000					6,000
South Shore Park Interpretive Signage	P0714						7,000					7,000
South Shore Park Gateway Element/ Public Art	P0715						15,000					15,000
South Shore Park Water Line, Spigot, and Drinking Fountain	P0716						25,000					25,000
Gideon Glen Park Interpretive Sign Improvements (3)	P0901			22,500								22,500
402 - Park Capital Improvement Total		350,000	160,000	372,500	635,000	30,000	131,000	64,000	80,000	450,000	115,000	2,387,500
402 - Park Improvements		350,000	160,000	372,500	635,000	30,000	131,000	64,000	80,000	450,000	115,000	2,387,500
Source Grand Total		350,000	160,000	372,500	635,000	30,000	131,000	64,000	80,000	450,000	115,000	2,387,500



Park Commission Item 4.C.

Title/Subject: Freeman Park North Playground Planning

Meeting Date: July 28, 2026

Prepared By: Mitchell Czech, Park/Rec Director

Attachments

1. Freeman Park North Playground Engagement Materials

Background

The 2027 Capital Improvement Plan includes the replacement of the Freeman Park North Playground. To ensure the selected playground reflects community preferences and provides a high-quality play experience for residents, staff intends to begin the community engagement process during 2026, allowing sufficient time to gather input, prepare specifications, solicit proposals, and select a playground vendor in early 2027.

Community Engagement

Staff has developed preliminary engagement materials that will be utilized at upcoming community events to gather feedback regarding desired playground features, play styles, and overall design preferences. The engagement materials include opportunities for residents to identify their preferred playground themes and features. Staff anticipates in person engagement to be conducted at the following events:

- **Movie in the Park:** Saturday, September 19, 7:00pm at Freeman Park
- **Concert in the Park:** Reschedule date TBD
- **Comprehensive Plan Engagement:** October 7 at Freeman Park
- **Potential Fall Event:** TBD at Freeman Park

Utilizing these existing events allows the City to reach a broad audience while minimizing additional costs and maximizing participation.

Project Timeline and Approach

After consulting with parks and recreation professionals from other communities regarding successful playground replacement projects and community engagement practices, staff is recommending the following timeline and approach:

Late-Summer/Fall 2026

1. Conduct community engagement activities.
2. Compile resident feedback and develop project priorities.

Late 2026

1. Prepare and release playground RFP to vendors. RFP will include information gathered from community engagement

Early 2027

1. Receive vendor proposals and concepts.
2. Review concepts with staff and Park Commission.
3. Conduct community voting on preferred concepts.
4. Select final design and vendor.

Spring 2027

1. Finalize contracts and place equipment order.
2. Pursue available grant opportunities.

Summer/Fall 2027

1. Equipment delivery and installation.
2. Ribbon cutting event for grand opening.

Staff anticipates a typical lead time of approximately 8 to 12 weeks from equipment order to delivery, with installation occurring thereafter.

This process balances meaningful community involvement with professional design expertise and allows vendors flexibility to provide creative solutions that meet community expectations.

If desired by the Park Commission, staff could also incorporate the following opportunities into the engagement process:

1. Publish an online survey that includes questions similar to the in-person engagement materials.
2. Host a community open house to review and discuss playground concepts.
3. Coordinate with user groups and partners, including: Tonka United, Minnetonka Baseball Association, and Minnetonka Softball Association

Budget and Funding

The project currently has a budget of \$350,000 within the Capital Improvement Plan for 2027. Staff will also pursue external funding opportunities to help offset project costs, including the Hennepin County Youth Activities Grant and other recreation-related grant programs that may become available during 2027.

Action Requested

Staff is seeking Park Commission feedback regarding the proposed structure for the planning of the Freeman Park North Playground replacement.

My Dream Playground Has....



City of Shorewood
PARKS & RECREATION

Playground Style (Pick 1)

Traditional



Natural



Themed



Abstract



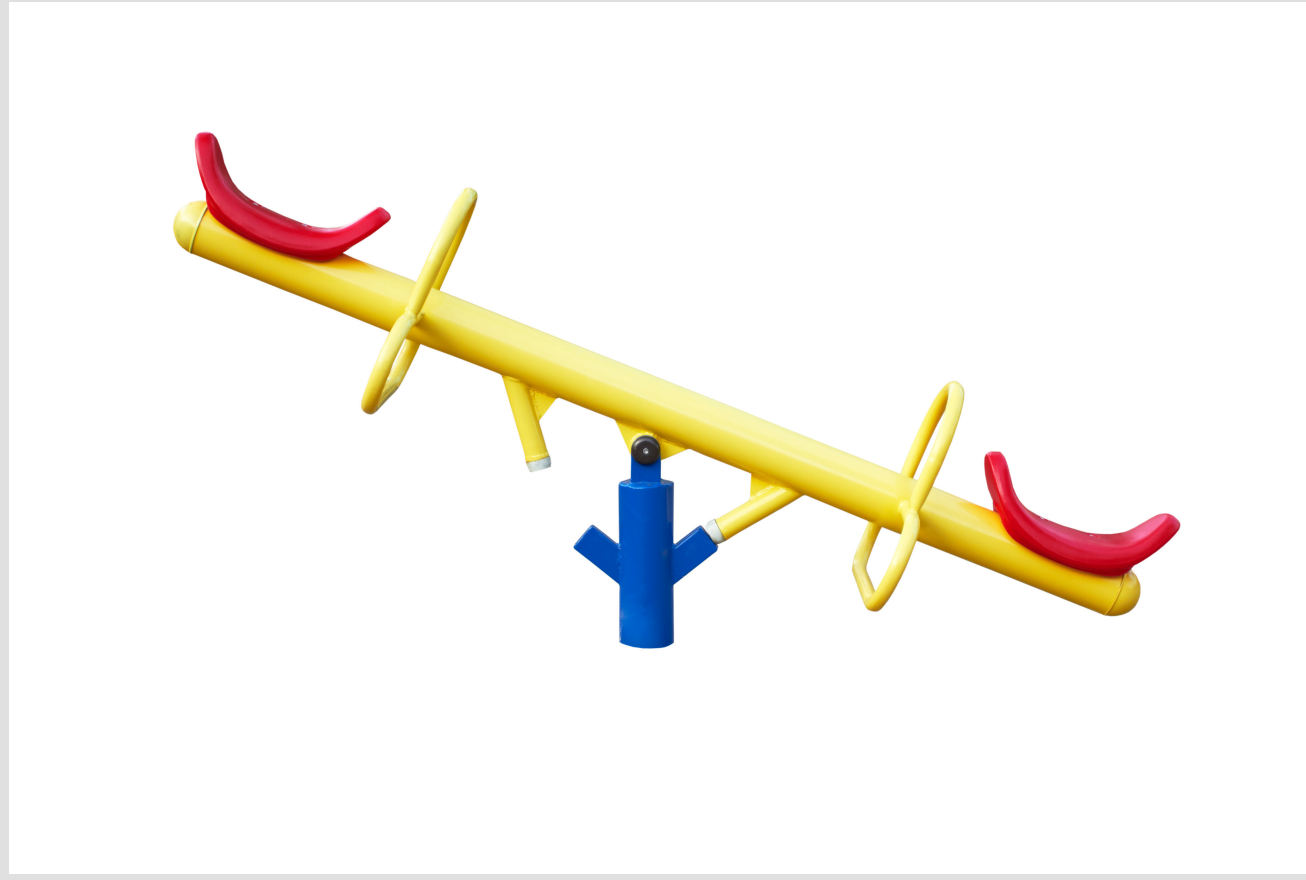
City of Shorewood
PARKS & RECREATION

Favorite Playground Features (Pick 3)

Accessible Features



See Saw



Climbing Features



Swings



Spinners



Sensory Play



Slides



Natural Elements



Obstacle Course



City of Shorewood
PARKS & RECREATION



Park Commission Item 4.D.

Title/Subject: Safety Camp Preview
Meeting Date: July 28, 2026
Prepared By: Mitchell Czech, Park/Rec Director

Attachments

1. South Lake Safety Camp 2026 Flyer

Background

The City's annual Safety Camp is scheduled for Tuesday, August 25, 2026 from 8am - 3:30pm at the South Lake Public Safety Building. Safety Camp is a long-standing program that introduces youth to important personal safety topics through hands-on learning experiences led by public safety professionals, community partners, and volunteers. The City has offered this camp in partnership with Excelsior Fire District and South Lake Minnetonka Police Department for many years. After experiencing enrollment challenges in recent years, the City has partnered with Minnetonka Community Education for the 2026 program. The partnership expanded marketing efforts, streamlined registration processes, and will enhance the overall camp experience through additional resources and program support.

The 2026 Safety Camp has reached its maximum capacity of 40 participants and transitioned to a waitlist-only status on Friday, July 17. This represents a significant increase in participation compared to recent years.

- **2024:** 22 registered participants
- **2025:** Camp was canceled due to low enrollment, with only 10 participants registered two weeks prior to the event.
- **2026:** Capacity of 40 participants reached on July 17; registrations are now being accepted on a waitlist basis.

Program pricing was also adjusted for 2026. The registration fee increased from \$30 per participant in 2025 to \$45 per participant in 2026 to support the enhanced partnership model.

Participants will rotate through a variety of interactive safety-focused experiences throughout the day. Activities include an electrical presentation by Wright-Hennepin, bike safety, fire safety, fire spray house, K-9 demonstration, SWAT presentation, a "Drugs Steal the MAGIC" magic show, and more.

The success of the 2026 registration period highlights the positive impact of the partnership with Minnetonka Community Education and demonstrates continued community demand for hands-on youth safety programming.

We are still in need of Junior Counselors (ages 12 - 17) and Lead Counselors (ages 17+) for the

camp to assist in leading groups. Interested volunteers can visit the City website at shorewoodmn.gov/safetycamp, email parksandrec@shorewoodmn.gov, or call the recreation department at 952-960-7902.

Action Requested

No formal action is required.



SOUTH LAKE SAFETY CAMP

TUESDAY AUGUST 25TH, 2026 8:00AM-3:30PM
24100 SMITHTOWN ROAD SHOREWOOD MN 55331

CALLING ALL INCOMING 3RD-5TH GRADERS!
SPEND THE DAY LEARNING ALL THINGS
SAFETY! YOU WILL LEARN WHAT TO DO IN A
FIRE. HOW TO BE SAFE WHEN RIDING A BIKE.
WHAT GOES INTO WORKING WITH A POLICE
K-9. HOW TO HANDLE DOWN POWER LINES.
KEEPING SAFE NEAR TRAIN TRACKS. HOW TO
SAY NO TO DRUGS AND SO MUCH MORE!

REGISTRATION:

FEE: \$45

INCLUDES:

TSHIRT

WATERBOTTLE

SNACKS

LUNCH

[HTTPS://MINNETONKA.CE.ELEYO.COM](https://minnetonka.ce.eleyo.com)



**Excelsior
Fire District**



**City of
Shorewood**

