



## Project Champions and Stakeholders Breakout Battle Creek Winter Recreation Area

### Champions & Stakeholders Team:

- Kevin Johnson – Steering Committee member

### Meeting Notes - Champions

Created sub-categories to search for champions.

- Ski Clubs
- School Teams/Coaches/Athletic Directors
- Related Businesses

Discussion about the groups not represented besides the cross-country ski people – snow boarders, downhill skiers, tubers, etc.

Some feeling that “grass roots” efforts will help equip “champions” at that level building upwards. This also works for equipping and building supporters, fundraisers, and lobbyists.

### Meeting Notes - Stakeholders

We need to determine contacts at the nearby elementary school, recreation center, and neighborhood council.

The Minnesota Amateur Sports Commission had expressed an interest in developing a similar type of facility. We need to include them in conversations to determine if there is a partnership opportunity.

### Action Items

- 1) Champion sub-groups need to identify key individuals as the champion(s)
- 2) Get representatives besides the cross-country ski audience including snow boarders, downhill skiers, tubers, etc.
- 3) Create a grass roots campaign to help equip champions which will also help build additional support within the fundraising and lobbying categories.
- 4) Find key contacts at the nearby Battle Creek elementary school, St. Paul Parks and Recreation Rec Center, and neighborhood council
- 5) Find key contact at the MN Amateur Sports Commission and meet with them to discuss possible partnership opportunities.



## Fundraising Breakout Battle Creek Winter Recreation Area

### Fundraising Team:

- Commissioner Jim McDonough
- Steering Committee representative – Ann Rykken

### Meeting Notes

How would we raise \$1M

- 1) Hire a professional fundraiser
- 2) Explore Legacy funding
  - Identify legacy committee members
  - Identify connections to the ski community
  - Model what Lake Elmo did?
- 3) Fundraising through individual donations
- 4) Approach large corporations
  - Identify who should ask
  - Identify the process
  - Identify what companies to ask
- 5) Approach Public Schools for funding (John agreed to organize)
  - Identifying who to ask
  - Identifying the process / timeline
  - Identifying who will make the ask
- 6) Create a Community Fundraising Campaign
  - Establishing a Fiscal Agent
  - Ski Clubs
  - School Teams
  - Individuals
- 7) Approach Foundations
  - Who are we asking
  - What is the process
  - Identify who is making the ask

### Action Items

Notes: The Group Needs

- Clear plans for facilities – what are the funders funding
- What are the key messages
- Need key decision resolved or identified. Example; Parking – are we upgrading in phases?

Ramsey County Parks and Recreation needs to provide committee

- A list of high school teams using Battle Creek (done)
- Need coaches contact information (done)

#### Other information needed/shared

- Need to identify private schools as well. Prioritize contacting Ramsey County schools first, then schools further out.
- Info from Jean O'Connell. St. Paul schools – Have winter rec area supporters address school board re: capital bonding plan
  - Public comment – Speakers get two to three minutes to get the message out to the school board.
  - Need student participators to speak to board about Nordic skiing facility needs compared to other sports and the support the school board gives – i.e. funded football stadiums/equity issue
  - Jean encouraged attendance at month school board public comment meetings to persuade them to invest capital.



## Lobbying Efforts Breakout Battle Creek Winter Recreation Area

### Lobbying Team:

- John Baker – Steering Committee member
- Commissioner Mary Jo McGuire
- David Christopherson
- Craig Jarvinen
- Steve Gordon
- Nick Riley

### Recommend splitting lobbying efforts into 2 phases:

- Snowmaking and trails
- Facilities, parking, concessions, etc.

### Organizations/areas we should be targeting:

- Amateur sports commission
  - Target Alpine and Cross-country skiing
- Legislators
  - Reps. Lillie, Mahoney, Johnson
  - Sens. Wiger, Hawj, Housley, Kent
- LNR (Worth)
- Anyone with connections to the governor
- LCMR
- Lottery and Lieu

### Action Items

*With the bonding bill already out, efforts should be focused toward 2016 session*

- 1) Develop and introduce a full proposal for the state by May (John and Nick)
- 2) Call for letters to legislators
  - a. Need a writing team for outreach
- 3) Organize and mobilize support groups (Craig)
  - a. School board associations
  - b. MN HS ski coaches
- 4) Research available money and grants in Legacy Fund (John)
  - a. Talk to Gary Laidig about how he got legacy dollars
- 5) Research ways to leverage funds from Amateur Sports Commission (Steve)

- 6) Continue building contacts for support (Everyone)
- 7) Gather crucial facts and key messages for a 1-page fact sheet
- 8) Prepare a resolution for presentation to potential supporters
- 9) Call special legislative meeting
- 10) Continue recruiting members



## Operations Breakout Battle Creek Winter Recreation Area

### Operations Team:

- Steering Committee Representative -David Gorringer
- John Fitzgerald
- Ahvo Taipale
- Mary Beth Tuttle
- David Bridges
- Jim Reckninger
- Paul
- Eric

### Meeting Notes & Action Items:

#### Operational Needs / Considerations

- 1) Is Ramsey County going to add to their maintenance employee staffing? Feeling that staffing is not adequate now and will need to be increased if area is built. Work – determine how many more maintenance hours will be needed if we are going to build the winter park.
- 2) Parking –
  - Need to conduct a parking inventory. Who owns the current lots?
  - What are the city of St. Paul's plans now and do they have any plans for expansion?
  - What would be needed for parking if we were to build out the lot?
  - What are alternative sites for parking? Could we use Battle Creek elementary school for parking? Could we use BC waterworks lot with a shuttle for parking?
  - Compare what Elm Creek and Highland have for parking vs. what we have
- 3) Sledding / Tubing / Skiing
  - Would need to contract with a vendor to provide equipment. Check into the Como model for renting / supplying equipment. Get operational info from Como as well.
  - Explore different operational models – Highland has just Nordic. Elm Creek has Nordic plus tubing and downhill.
  - What are the facility / infrastructure repercussions for adding tubing / skiing? Might make it difficult to host cc-ski events if the race staging area is taken up by tubers and skiers.
- 4) Data that's been requested / Suggestions
  - Build the winter park in phases – adding cc-skiing first then tubing and downhill
  - Get picture of demographics of people who ski versus tube versus downhill ski

- 5) Site development issues
  - What was the determining factor with the location of the reservoir?
  - What is the projected cost of the water? Assume we have to buy all from City of St. Paul?

#### Funding for Annual Operations

- 1) User fees will be collected to fund annual operations
  - Who will enforce paying user fees?
  - How are the fees established?
  - What are the effects of DNR grant money for reimbursement on trails if fees collected?
  - How much will Ramsey County be willing to cover for annual operating expenses?
- 2) Fee structures
  - Look at school permit fees. Race fees.
  - Review Highland and Elm Creek fee structures
  - St. Paul Park and Rec may cost share on some things

#### Other Items

- 1) Security concerns
  - Concerns over the security of user vehicles in parking lots. Will video surveillance be provided?
  - How will the snow making equipment be secured?
- 2) Additional parking concerns
  - Neighbor considerations for overflowing streets with parking
  - Any sites on turf to park cars either on park side or City of St. Paul side
- 3) Alternative locations for the entire operation
  - What about the TCAAP site?

#### Action Items

- 1) Work – determine how many more maintenance hours would be needed if we build the winter park.
- 2) Need to conduct a parking inventory
- 3) Identify alternative sites for parking
- 4) Check into the Como model for renting / supplying equipment. Get operational info from Como as well.
- 5) Obtain information from other government run cc-ski facilities. Explore different operational models – Highland has just Nordic. Elm Creek has Nordic plus tubing and downhill.
- 6) Determine operating costs of water purchased through St. Paul Regional Water
- 7) Examine Highland and Elm Creek fee structures
- 8) Review alternative location options