

**AGENDA
MAPLEWOOD CITY COUNCIL
MANAGER WORKSHOP**

5:45 P.M. Monday, February 24, 2025

City Hall, Council Chambers

Mayor Abrams attending remotely due to medical reasons

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. UNFINISHED BUSINESS

None

E. NEW BUSINESS

1. YMCA of the North Discussion
2. Maplewood Community Events Discussion

F. ADJOURNMENT

RULES OF CIVILITY FOR THE CITY COUNCIL, BOARDS, COMMISSIONS AND OUR COMMUNITY

Following are rules of civility the City of Maplewood expects of everyone appearing at Council Meetings - elected officials, staff and citizens. It is hoped that by following these simple rules, everyone's opinions can be heard and understood in a reasonable manner. We appreciate the fact that when appearing at Council meetings, it is understood that everyone will follow these principles:

Speak only for yourself, not for other council members or citizens - unless specifically tasked by your colleagues to speak for the group or for citizens in the form of a petition.

Show respect during comments and/or discussions, listen actively and do not interrupt or talk amongst each other.

Be respectful of the process, keeping order and decorum. Do not be critical of council members, staff or others in public.

Be respectful of each other's time keeping remarks brief, to the point and non-repetitive.

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CITY COUNCIL WORKSHOP STAFF REPORT

Meeting Date February 24, 2025

REPORT TO: Michael Sable, City Manager

REPORT FROM: Mike Darrow, Assistant City Manager/Human Resources Director

PRESENTER: Mike Darrow, Assistant City Manager/Human Resources Director

AGENDA ITEM: YMCA of the North Discussion

Action Requested: ☐ Motion ☒ Discussion ☐ Public Hearing

Form of Action: ☐ Resolution ☐ Ordinance ☐ Contract/Agreement ☐ Proclamation

Policy Issue:

Overview of existing programming at the Maplewood Community Center as well as a determination of the long-term financial sustainability and partnership with the YMCA of the North.

Recommended Action:

For discussion only

Fiscal Impact:

Is There a Fiscal Impact? ☒ No ☐ Yes, the true or estimated cost is \$0.00

Financing source(s): ☐ Adopted Budget ☐ Budget Modification ☐ New Revenue Source
☐ Use of Reserves ☐ Other: n/a

Strategic Plan Relevance:

☒ Community Inclusiveness ☒ Financial & Asset Mgmt ☐ Environmental Stewardship
☐ Integrated Communication ☐ Operational Effectiveness ☐ Targeted Redevelopment

The YMCA of the North provides services to a wide range of Maplewood residents, from children to senior citizens. The building is owned by the City and capital improvement costs are shared between the two entities.

Background:

The City of Maplewood entered into an operating agreement with the YMCA of the North on November 1, 2016, with a term ending on October 31, 2026. To assist the Mayor, City Council, and stakeholders in understanding operational costs, community impact, and long-term needs, staff recommends a series of discussions with the City Council prior to the agreement's expiration.

We anticipate three core work-session meetings before presenting a comprehensive overview of options for Council consideration later this year. The first work session will include a presentation from YMCA of the North stakeholders, providing an overview of core services, demographic data, short- and long-term financial commitments, and projected programming. This session is intended

to facilitate a high-level discussion with the City Council, focusing on the YMCA's core values, populations served, and the shared operational costs between the YMCA and the City.

Following the YMCA's presentation, staff will seek input from the Mayor and Council on additional questions or tools needed for the next core discussion, anticipated for summer 2025. That session will focus on projected financial needs, capital improvements, and any further data required by the Council.

In fall 2025, we plan to hold a final core discussion to present options for the Council's consideration regarding the facility, including a potential extension of the operating agreement or alternative site scenarios.

Attachments:

1. YMCA of the North Presentation

YMCA OF THE NORTH



MAPLEWOOD YMCA COMMUNITY CENTER

Alex Schmitz – Director of Operations

Katie Lowe – Vice President of Operations

FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY



Agenda

Introductions

Mission Moment

What We Do

Membership Overview

Financial Overview

Facility and Programming

Community and Mission Impact

Partnership and Future Outlook



Mission Moment

To put Christian principles into practice through programs that build healthy spirit, mind and body **for all**.



What We Do



ForeverWell

Events

Personal Training / Small and Large Group
Exercise

Wellbeing

Kids Stuff

- Swim Team. Special Olympics Swim team.
- Neighborhood Centers
- Summer Power / Get Summer
- Sports
- Achievers
- Youth in Government (YIG)

Youth In Government



"I've gained confidence in my abilities, developed my leadership skills and opened my eyes to all that there is outside my little bubble. My life has changed for the better because of MUN. It gave me friends and a purpose."

— Annika, 11th grader





Achievers



Spirit



Body



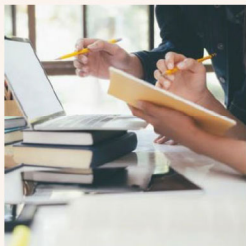
Mind



POSITIVE IDENTITY



POSITIVE
RELATIONSHIPS



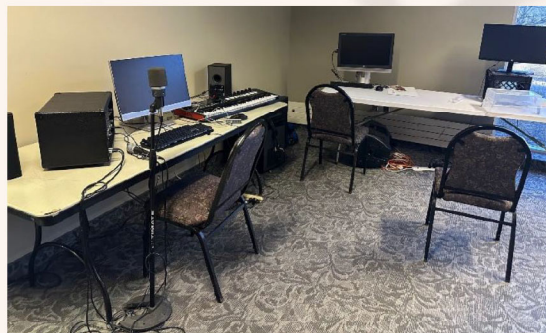
ACADEMICS



LIFE SKILLS



COLLEGE KNOWLEDGE





ForeverWell



119,600 yearly senior swipes.

Combating isolation and increasing wellbeing.

Community events, daily activities, and social get togethers.



Event Center



Grossing \$18,000 a month.
Average 12 inquiries a day.
5 birthday parties a month.





Health and Wellbeing

Personal Training

Massage

Small group classes

Large group classes

Fun new classes: Sound Baths,
Zumba, Body Pump, SHiNE, Water
Aerobics, Oula, Barre Fusion, Line
dancing.



Grossing \$11,000 a month.
5 Personal trainers, 10 instructors, 1
Nutritionist and 2 wellness coaches



Mahtomedi

Mounds Park Academy

Special Olympics

Events

Scouts

Swim Team/Lessons

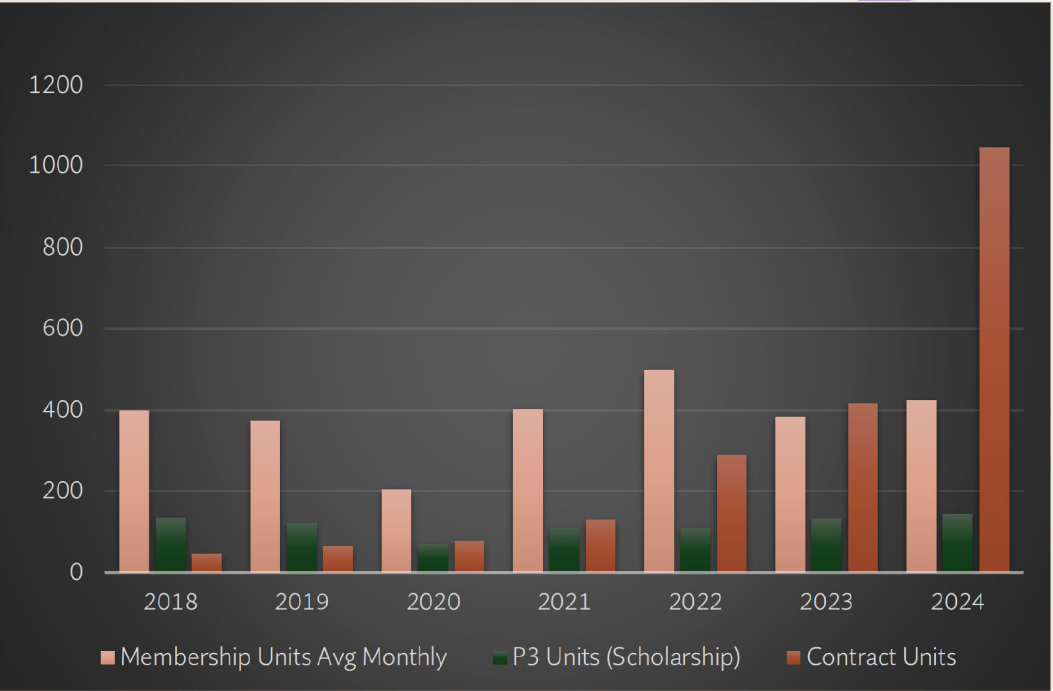
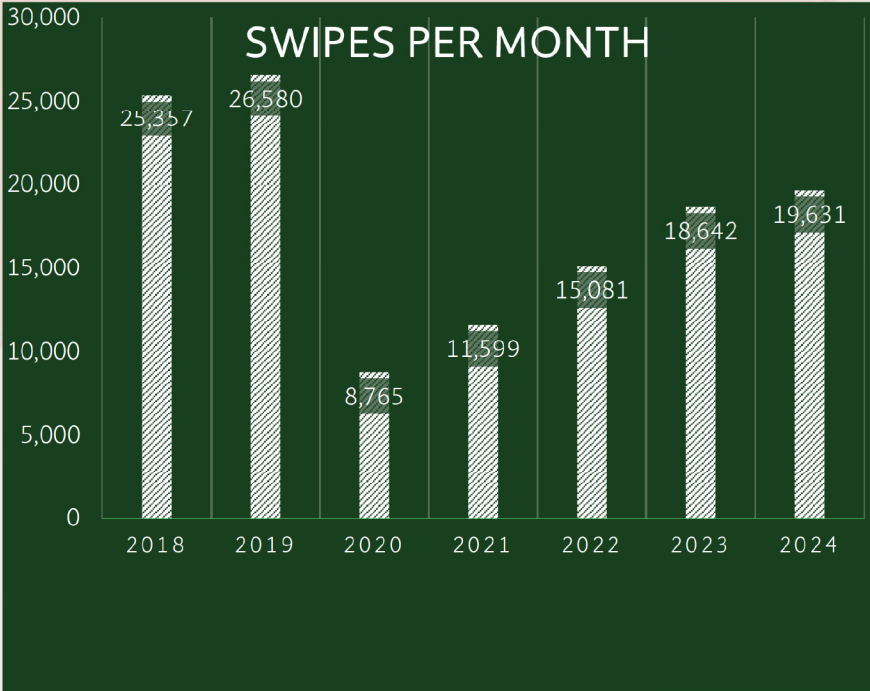




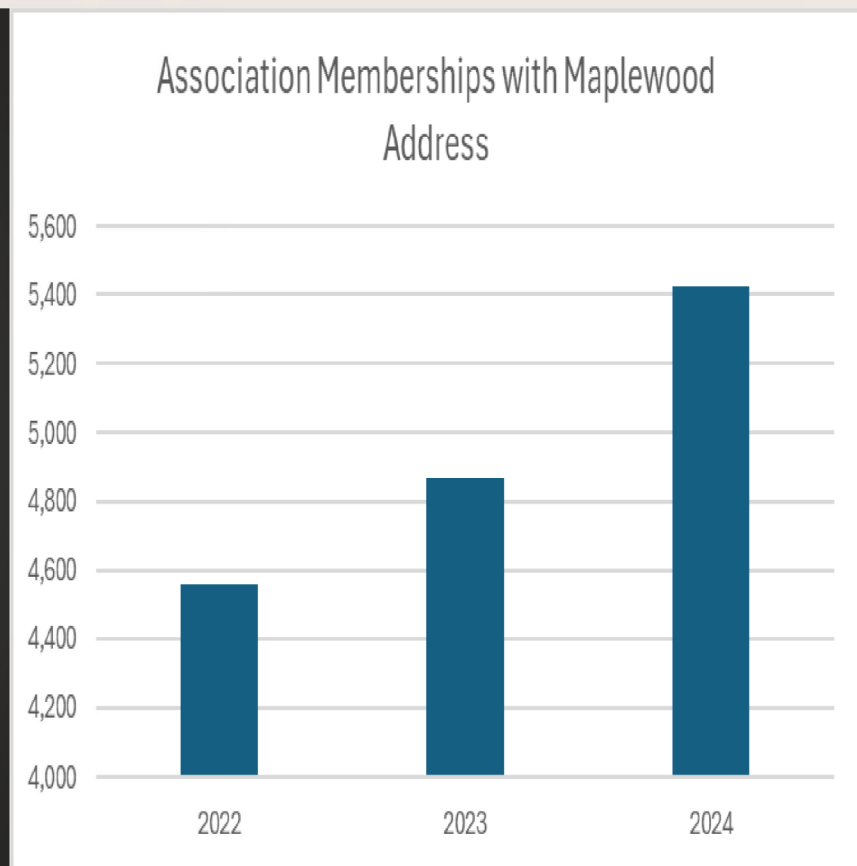
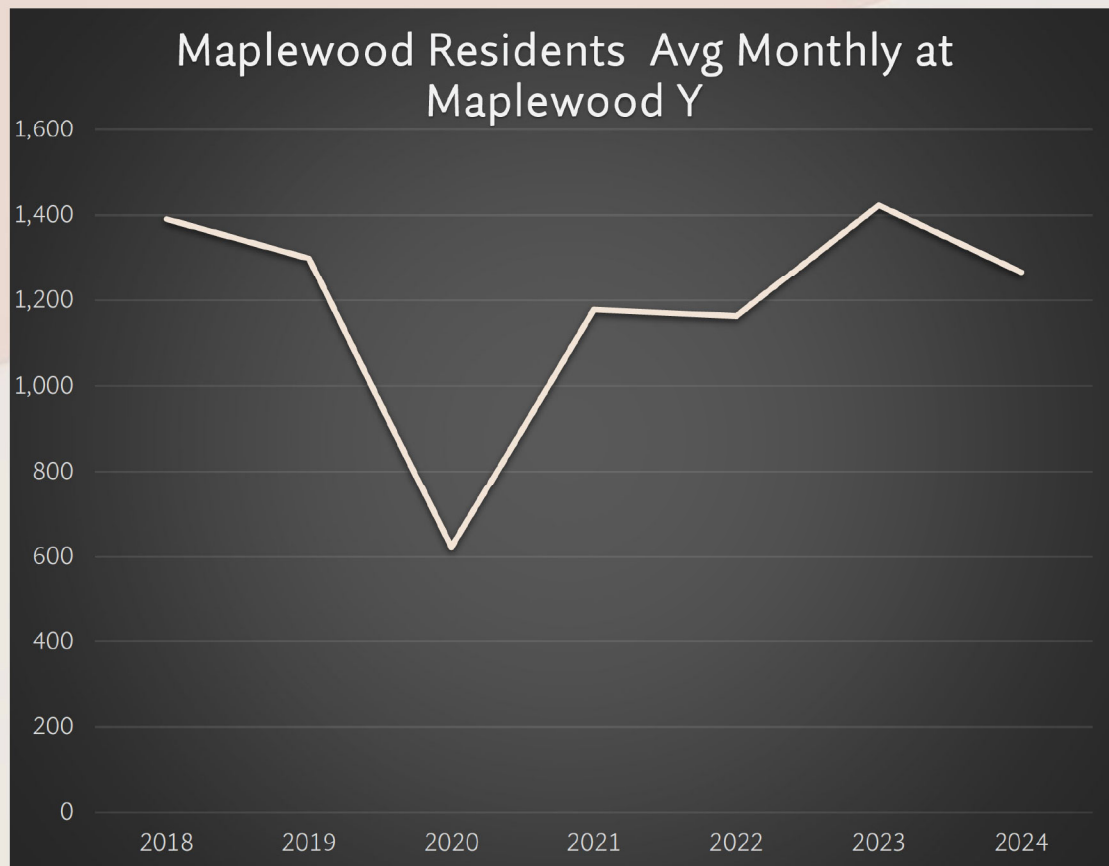
Neighborhood Centers



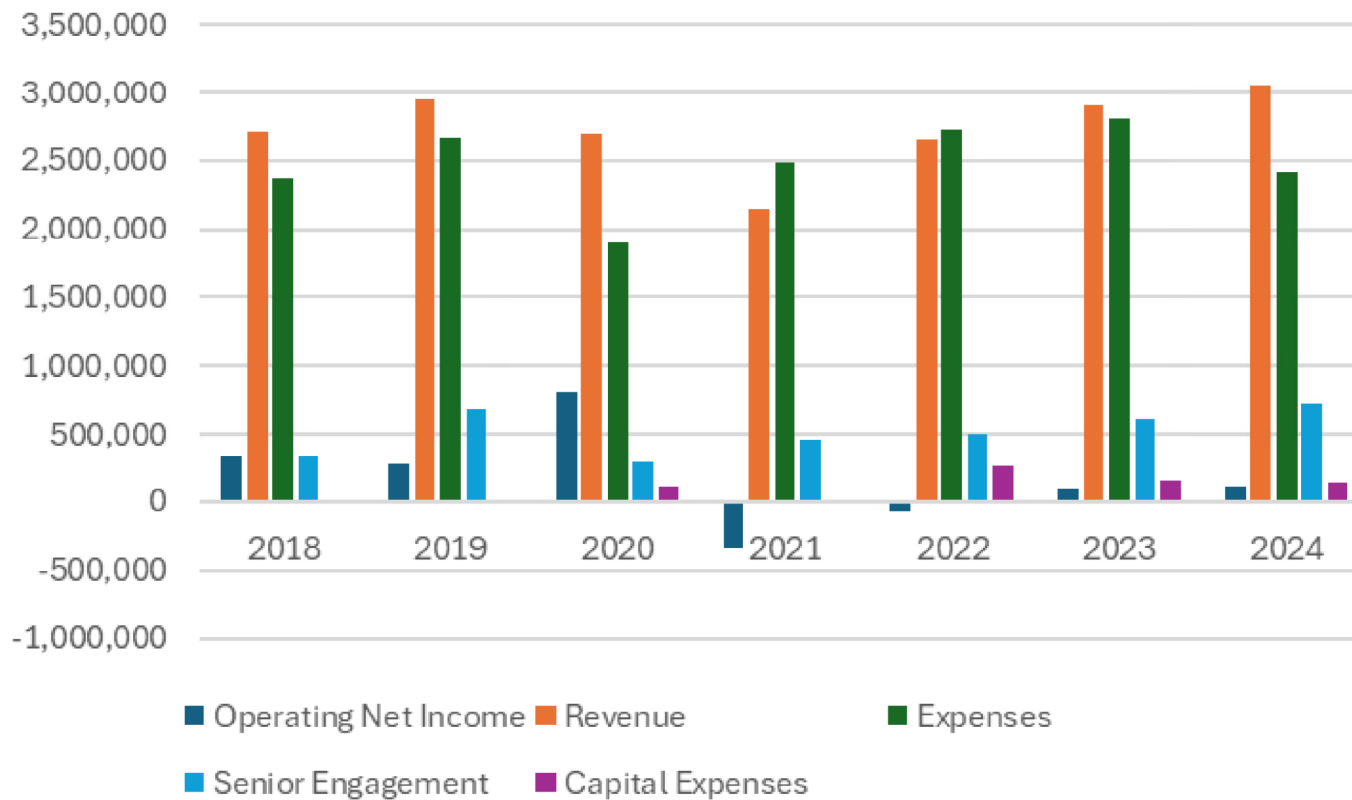
Membership Overview



Maplewood Residents Usage



Financial Overview



Capital:

2020: \$114,000

2021: \$0

2022: \$269,000

2023: \$153,260

2024: \$142,000

Capital Projects Overview



2022	Actuals	2023	Actuals	2024	Actuals	2025	Budget	2026 +	Budget
Men's Locker Room	98,108	Pool PRV	40,870	Carpet Extractor	11,782	Member Seating in lobby	30,000	Convert to Chlorine gas	20,000
Repair Dectron	17,286	Fire Alarm	32,923	Elevator Upgrade	106,095	Cameras	20,000	Window Frames	?
Paint Pool Ceiling	55,660	Pool Doors	9,555	Lobby Cubes	11,161	Projector Conf. RMD	40,000	Pool Furniture and toys (get rid of sub)	100,000
Replace Clocks	6,373	Roof Repairs	22,339	Dectron Compressors	21,026	Conference Partitions	160,000	Y Sign	22,000
Replaced Valves	8,854	Theater Garage Door	12,900			Gym Floor (coming from 225,232?)	100,000	Group Training and 3rd floor track walls	200,000
Upgraded Pool equipment	9,160	Elevator Door Operator	34,673			Trane Upgrade	35,000	Replace Track Flooring	125,000
Gym Lighting	7,398					Replace Oven/ Hot top	7,000	Remodel Dakota	?
Pool PRV	8,178					UV Pool Leisure	40,000	Replace AHU #5	100,000
Elevator Control	8,000							Boiler Valves	10,000
Total:	273,385		153,260		150,065		425,000	Replace Oven/ Hot top	7,000
								Total:	584,000

Community Wins



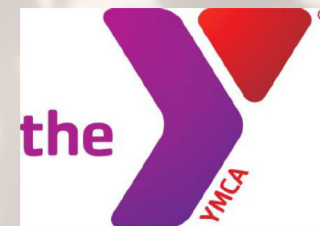
- Neighborhood Centers
 - 2 free food shelves a month. Open to the whole community.
- Free lunches for summer power and Emma's place
- Everymeal
- YIG (John Glenn Delegate)
 - John Glenn artwork. Free day passes.
- Achievers
- Family Nights once a quarter
 - Chick Fil A, Hyvee, Salvation Army
- 10,000 popsicles.
- Food trucks during COVID. USDA food program during COVID. 4 weeks of drive through food give aways. Fruit/veggies/meat and milk.
- Back to school drive with police.
- Free guest passes to homeless with catholic charities.
- Day passes for community.
- Parks and Natural Resources
- Welcome week. Partnered with immigration experts
- Maplewood Public Safety relationship.
 - Basketball with a cop.
 - LGBTQ liaison.
- Youth programing with Maplewood Mall
- Station on gateway trail. Trail to success race. 2021.

2024 Impacts



- \$257,000 in financial assistance to offset membership and programming fees.
- 134 kids and adults learned water safety skills
- 1,280 youth served in safe, inclusive, and educational spaces.
- 2,300 Senior visits were logged weekly.
- 52 team members were employed.

Partnership and Future Outlook



Interest and commitment to a long-term lease.

More to come. Monday 17th.

Nonprofit. Through partnership we support the community differently than all other orgs. Events, fitness, partnership, childcare, community council.



Thank you

Q&A

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AGENDA ITEM: Maplewood Community Events Discussion

Action Requested: ☐ Motion ☒ Discussion ☐ Public Hearing

Form of Action: ☐ Resolution ☐ Ordinance ☐ Contract/Agreement ☐ Proclamation

Policy Issue:

Staff will provide an overview on community engagement events set for 2025 and discuss replacing the 4th of July event with a Fall Fest.

Recommended Action:

The City Council is being asked to provide direction on 2025 events including the Fall Fest.

Fiscal Impact:

Is There a Fiscal Impact? ☐ No ☒ Yes, the true or estimated cost is incorporated into budgets for 2025. Costs are dependent upon the size of the community event.

Financing source(s): ☒ Adopted Budget ☐ Budget Modification ☐ New Revenue Source
☐ Use of Reserves ☐ Other: n/a

Strategic Plan Relevance:

☒ Community Inclusiveness ☐ Financial & Asset Mgmt ☐ Environmental Stewardship
☒ Integrated Communication ☐ Operational Effectiveness ☐ Targeted Redevelopment

Our goal is to provide a variety of events that provide opportunities for meaningful engagement with our diverse population.

Background:

Community Events Overview

On January 15, 2025, staff members from multiple departments participated in a community event goal-setting discussion to evaluate and enhance the city's approach to community-wide events. The purpose of this meeting was to assess city events through various lenses to ensure meaningful engagement with residents and stakeholders across Maplewood's diverse community.

Core Objectives for Community Events

City-sponsored events should:

- Be welcoming and inclusive for all ages.
- Provide educational opportunities or increase awareness of Maplewood.
- Engage a diverse population, with a focus on youth participation.
- Strengthen existing partnerships and create new collaborations (e.g., school district, YMCA, non-profits).
- Be unique to Maplewood, showcasing our community's identity.
- Foster positivity and trust, both internally and externally.
- Be evaluated based on quality rather than quantity.
- Be fiscally responsible, ensuring the effective use of public funds.

Planned 2025 Events

- Potential Event: Fall Fest / Touch-a-Truck – September 19, 2025
- Santa Parade –
- National Night Out (NNO) –
- Spring Clean-Up –
- Egg Hunt, Fishing Event, and Mini-Golf –
- Celebrate Summer events (2)

Core Values Lens for Event Planning

If the city transitions from a 4th of July event to a September event, considerations include:

- Community Connection: Will this change strengthen city engagement and attract visitors?
- Potential Hardships: What challenges might arise with a change in event date, and how can those hardships be addressed?

Rationale for Event Shift

- Scheduling Conflicts: The July 4th weekend coincides with 24 other community events leading to competition for attendance.
- By shifting the 4th of July event, staff members required to work the 4th of July event would have an open holiday.
- Budget Considerations: The 4th of July event incurs higher overtime costs due to holiday pay.
- Alternative Timing: The third weekend of September has fewer competing large-scale events. Fireworks can be displayed hours earlier than on the 4th making it a more family friendly event. No issues with the public lighting off fireworks in the park in September compared to many in July.
- Event Synergy: Combining Fall Fest, Touch-a-Truck, and Fireworks enhances collaboration and engagement and reduces the need for a separate touch-a-truck stand-alone community event. Holding the event in September enables the city to include many more community partners in the event that would not be available on the 4th of July.

Attachments:

1. Metro Area Firework Displays

Metro Area Firework Displays

Occurring on or around July 4th

