

ROCHESTER PARK & RECREATION BOARD MEETING MEETING MINUTES

Date: 8/11//2025

Time: 6:00PM

Location: 320 Main Street, Rochester, IN 46975

1. Call to Order

- The meeting was called to order at 6:00 pm. By Kim Landis
- Pledge

2. Roll Call

- **Board Members Present:**
 - Kim Landis, President
 - Ed Richard, Vice President
 - Mitch Hayes, Board Member
 - Jon Burnett, Board Member
- **Board Members Absent:**
 - Jon Burnett

3. Approval of Minutes from Previous Meeting

- Motion to approve minutes by Kim Landis
- Seconded by Mitch Hayes
- Motion carried

4. Public Comments

- N/A

5. Old Business/Reports

Kim Landis - Creating a parking lot at City Park.

- Duane is connecting with contractors to complete



Anthony Johnson - Course Maintenance

- A couple of quotes
- Had to fix irrigation and watering issues on holes 7, 8, 9, and 17.
- The green mower came in on Friday.
- Workmen are down 20 years and were required to find new ones. There are quotes for John Deere, Toro, and Gator ranging \$81,00-\$65,000. If we delay, there could be a change. They have

ROCHESTER PARK & RECREATION BOARD MEETING MEETING MINUTES

Date: 8/11//2025

Time: 6:00PM

Location: 320 Main Street, Rochester, IN 46975

fine gators, but the Workmen are pushing too many hours. We can push off until January to purchase it.

- We need more full-time employees, because the turnover is really high. We would like to extend benefits to two to three full-time employees.

Lee - Course Update

-

Lori Simpson - City Pool Update

- 2025-\$37,564.07, \$36356.60
- 2024-\$31,982
- 7,381 total people, 664 people less than last year
- Summer Parks Programs sales
- Fundraiser parties were very successful, and we should continue to do this. We made close to \$500
- We have no guards, so we are not able to keep our pool open in September.

Landon Notz/Duane Border - Park Supervisor and Maintenance

Daily duties: Bathrooms/Mowing/Landscaping/Trash/Inspections/Maintenance etc.

- Gerard came back and helped them winterize the pool.
- We will update the controls for the 10-year-old AHA chairlift; the controls will be a couple of thousand dollars.
- Splash pad will stay on until mid-September
- Climbing Wall-He got a form to mount and is filling it out.
- White House-
 - Do we want to tear it down? That will cost \$20,000. They will look for quotes once the board decides what to do. We can take it out of the building budget. We will double-check with Beth before moving forward.
 - A motion was made to tear it down.
 - Allow police to use the building.
- Maintenance is at 50% of our budget.
- Buildings budget-We need a shed for the pool. Currently, there are no plans for the money this year. (Kim)
- The season is slowing down the hours. Parks are looking good.

Abi Cronan - Summer Parks Program

- Parade Float has high school kids and campers recruited
- We are using a bus for the float and will have water guns and bubbles

Jessica Shafer - Marketing Update

PARKS

- Created an Instagram account. Working on more videos
- Sent out Summer Newsletter by email and Social Media
- Created a LinkedIn account to reach other parks and companies
- Posts are being shared to FB, Google, LinkedIn, Instagram, Website (Socials)

ROCHESTER PARK & RECREATION BOARD MEETING MEETING MINUTES

Date: 8/11//2025

Time: 6:00PM

Location: 320 Main Street, Rochester, IN 46975

- Getting started and refreshing Light Up the Park info from last year to begin the marketing campaign for September
- Took summer photos on August 3rd - added online

GOLF

- Continue designing, writing, and scheduling posts for event nights (Scheduled through 20th)
- Photos from Ryder Cup

SWIM

- Serenity on the Water August 5th - Design & Marketing Done
- Pack a Backpack Event - Design and Marketing Done
- Adult Pool Party - Design & Marketing Done
- Last day open is August 17th - Post is scheduled - Done
- Close Google Hours - To Do on August 18th
- Update the Swim website Page after the 17th

JULY 2025 ANALYTICS - Past 28 Days (August 3rd, 2025)

Parks Facebook Overview

Views - 62,026 (20,989 from followers, 41,037 from non-followers)

Reach - 9,729 (821 from followers 9,004 from non-followers)

Content interactions - 940 (551 from followers, 389 from non-followers)

Followers -1,006 (56 New. 3 unfollows)

Parks Instagram Overview

Views - 569 (30% from followers, 70% from non-followers)

Reach - 218 (16 from followers 203 from non-followers)

Content interactions - 27 (97% from followers, 3% from non-followers)

Followers - 23

Golf Facebook Overview

Views - 30.5K (34.9% from followers, 65.1% from non-followers)

Reach - 10.9K (974 from followers 9,824 from non-followers)

Content interactions - 927 (248 from followers, 679 from non-followers)

Followers -1,507 (22 New. 2 unfollows)

Rochester City Pool Group Overview - 6,427 views

Rochester Summer Parks Program Group Overview - 4,688 views

ROCHESTER PARK & RECREATION BOARD MEETING MEETING MINUTES

Date: 8/11//2025

Time: 6:00PM

Location: 320 Main Street, Rochester, IN 46975

Parks Website Overview - Last 30 Days

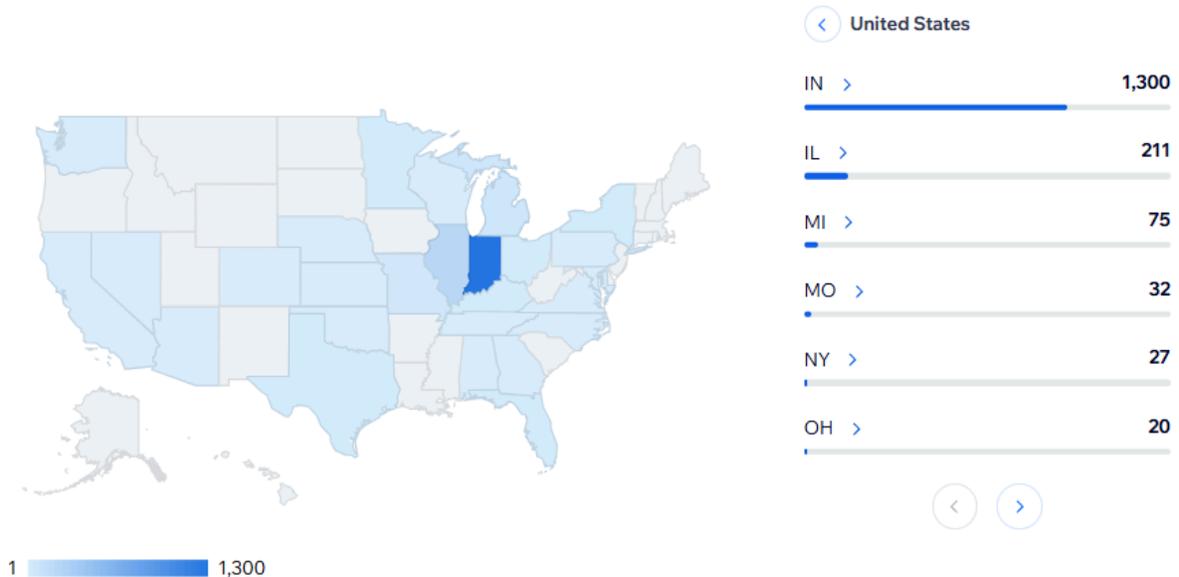
- Site Sessions - 1,890 (1,333 unique visitors - New 85% (1,138) Returning 15% (195))
- New Email Subscribers - 4
- Clicks to Top traffic sources
 - >Google (Organic) - 864
 - >Direct - 718
 - >Facebook (Organic) Sessions - 149
 - >Top page visit - Golf (888) Swim (409) Golf > Rates & Fees (105)

Clicks by Google searches

340 ↓ 47%

rochester city pool Avg. position: 1.3	↓ 120 90
round barn golf club Avg. position: 3.0	↑ 4 42
rochester pool Avg. position: 4.2	↓ 73 36

Sessions by state



ROCHESTER PARK & RECREATION BOARD MEETING MEETING MINUTES

Date: 8/11//2025

Time: 6:00PM

Location: 320 Main Street, Rochester, IN 46975

Golf's Google

- People viewed your Business Profile - 1,357
- Asked for direction - 345
- Calls - 321
- Website Clicks - 818
- Searches - 707

Top search terms

1. golf course - #
2. round barn golf club, lakeview drive, rochester, in - #
3. golf courses near me - #

Park's Google

- People viewed your Business Profile - 615
- Directions (City Hall) - 35
- Website Clicks - 19
- Searches - 49

Top search terms

1. Park - 25
2. Parks - 24
3. Attractions - < 15
4. big parks for kids near me - < 15
5. city of rochester parks and rec - < 15

Pool's Google

- People viewed your Business Profile - 1,168
- Calls - 82
- Directions - 187
- Website Clicks - 278
- Searches - 375

Top search terms

1. pools near me - 159
2. rochester city pool, east 6th street, rochester, in - 150
3. public pools near me - 115
4. Rochester pool - 86
5. Pool - 75

6. New Business

- Hammock In the Park-
 - I am raising \$1200, and we need to decide where the hammocks. The parks are proposed to be at City Park and Lakeview Park.
 - Duane & Landon will survey the parks to find a space for the hammocks
 - Naa will get the money raised for four hammocks.
 - Motion Agreed
- Cross Country Meet-Troy Pryor

ROCHESTER PARK & RECREATION BOARD MEETING MEETING MINUTES

Date: 8/11//2025

Time: 6:00PM

Location: 320 Main Street, Rochester, IN 46975

- We would like to host the cross-country meet at City Park. We will be done by 8-12:15. We will tear down the course.
- Motion Agreed
- Gray Sheets-Playground, Landscape Structures
 - Unsafe structures, Gaping in the woods, Manitou Mountain is great, but it's very aged, Surfacing is not up to date. We need 12 inches
 - A lot of options for customizing all areas of the playgrounds so they are tied together.
 - Quote of \$127,841.63-Playground Equipemnt, Turf, and Installation
 - Quote 2: \$135,275.61-Playgroudn Equiptment, Turf, and Installation
 - Quote 3: \$161,126.34-Playground Equipment w/Slides, Turf, and Installation
 - Quote 4: \$163,300.16 LSI Playground Equipment, Turf, Installation
 - We have financing-A TON of options
- Amy Roe/Chuck Layman-
 - Park Board IC Code-Will structure the parks board with the roles, responsibilites, policies and procedures.
 - General Services Agreement that will help you execute the 5-year plan. And we have a proposal of \$6000.
 -

7. Adjournment

- Motion to adjourn by Mitch
- Seconded by Kim
- Motion carried.

Minutes submitted by:

Jessica Shafer, Marketing Consultant

August 11, 2025