

**Greenway Technical Committee (GTC) Staff  
Meeting Notes  
Tuesday, April 9, 2013 – 10:30 AM  
Grand Forks Park District Office – 1210 7<sup>th</sup> Ave. S, Grand Forks, ND**

Steve Mullally, Chair  
Catherine Johnson, RRSRA  
Bill Palmiscno, GF Park District

Dave Aker, EGF Parks & Rec  
Kim Greendahl, City of GF  
Karen Salwey, City of GF

**I. Old Business**

**a. Special project request updates**

- i. Bocce ball court:** Survey results are in with only 12 responses; 6 of which are in the neighborhood. There were some positive comments but no real passion about it. Details still need to be worked out regarding equipment rentals, length of field, portable or permanent courts and maintenance involved. Portable courts would be a smaller investment until we know how much use they will get. Tabled until Eliot returns for more discussion.
- ii. Disc golf course expansion in Riverside:** Survey results showed there is support for the expansion 13:8, but there are some concerns with traffic in the park. This is a valid request, and will be discussed with Streets to see if a speed bump can be added in the park. Mowing/Maintenance will also need to be expanded. Committee recommends we move ahead to allow for disc golf course expansion.
- iii. Greenway intern for 2013:** Aubrey Ellefson has been hired as intern for Summer 2013, and will be starting in May. Aubrey is a student at UND majoring in Leisure & Recreation Studies. Her duties will include setting up visual service for trails for the picture post project, work as camp ground security, promotions through Greenway via social media, work with disc golf and bocce courts among other things.

**II. New Business**

**a. Special project request:**

- i. Social media update - Kim** – Social media is rapidly becoming most popular form of communication. Kim submitted a snapshot of social media demographics noting the following information for each of the social media networks that the Greenway is using:  
**Website:** Highest traffic with average of 335 visits per month. Most are generated from US, but new visitors are increasing from Canada. Good source of information about the Greenway.  
**Email:** Currently sending messages to 1,500+ addresses – All City, County and Park District employees, along with residents that have signed up for updates.  
**Facebook:** Majority of followers are female between the ages of 25-44. Posts are being shared with friends on followers on Facebook and they are actively checking into the page.  
**Twitter:** Not as successful with only 7 followers at this time.
- ii. ND Trails Conference, June 18-19:** This is a State conference being held in Bismarck. Melanie will provide more information once the agenda comes out.
- iii. Flood updates:** Snow melt is going well. Slow. City is ramping up but on a wait-and-see pattern. If river ice melts quickly there is less ice damage to Greenway. Dave mentioned that at 42' they will be closing more campsites in the park.

I. **Greenway & Trail Users Advisory Group (GTUAG) update:** The GTUAG is currently working on the Green Lanes plan, to paint bike lanes in green. The City has applied for permission to do this. City is receptive. Federal Highway needs to approve and we can begin a pilot program in Grand Forks.

II. **Greenway Agency Updates:**

- a. **City of EGF:** Dave is hiring a maintenance person for the park, and is still trying to get 2 more positions hired for full staff. Pool will get a new motor and pump this summer, and there is \$1.5 million to be used in 2016 in conjunction with monies raised by Save The Pool.
- b. **GF Park District:** Bill commented they're just waiting for Spring – tables have been cleaned out of the park already and they are waiting on a decision for pool equipment. There will be an update after meeting on 4/12.
- c. **City of Grand Forks:** Kim commented that the City will be sending out postcards to address the increasing deer population along areas of the Greenway and Riverside Park areas. There have been reports that some residents are putting out feed for the animals and this will remind residents of the City Ordinance that prohibits this activity. Also, a group of runners had contacted Kim to organize a "30 Days of Running" competition that will promote the Greenway. More information will follow after meeting with this group next week. Mowing/Maintenance contracts have all been awarded.
- d. **MN DNR:** Campgrounds are flood ready – most work is done as part of the winterizing efforts in the fall. There is some minor work that may need to be done this Spring depending on how high the water will get.

III. **Other:** If anyone is interested in taking a very good class, Dave Lambeth's Birding Class is highly recommended.

IV. **Next Greenway Technical Committee meeting: Full Committee meeting May 14, 2013 at 10:30 am at Grand Forks Park District, 1210 7<sup>th</sup> Avenue South**

Submitted by: Karen Salwey, Public Works Sr. Administrative Specialist, City of Grand Forks

Supporting documents: Social Media Demographics snapshot, white-tailed deer postcard

## Greenway Social Media Demographics Snapshot April 2013

### Facebook

#### Demographics - Likes

68% female  
27.5% female 25 – 34  
16% female 35 – 44  
11% male 25 -34

#### Reached

59% female  
20.9% female 25 -34  
14.9% male 35 – 44  
13.4% female 35 – 44

Viral  
Organic

#### Talking About

18% female 13 – 17  
16.9% female 25 – 34  
12.3% male 13 – 17

#### Checked In

18% female 13 – 17  
16.9% female 18 – 24  
10.6% female 25 – 34

### Email Notices

Approximately 1,500 +/- addresses

### Website

Average 335 visits per month  
Average 1.46 minutes on the site  
Average 3.14 page views per visit

Majority of visits are generated from US but 85% of new or unique visitors are from Canada.

- Could improve return visits

White-tailed deer and other wildlife are thrilling to see in the natural setting of the Greenway but feeding them causes them to return, and often in large numbers. Deer and other wildlife belong in the Greenway but not in our backyards and city streets.

The City of Grand Forks would like to remind residents living along or near the Greenway that the feeding deer within city limits, including the Greenway, is prohibited by City Ordinance #11-0219:

***Feeding of deer prohibited. No person shall feed or allow the feeding of deer within the city limits of Grand Forks.***

Q: What's the harm?

A: Feeding deer in urban areas increases the potential for unwanted interaction between humans and wildlife, often causing harm to the wildlife.

Questions or comments? Give us a call or send us an email:

(701) 738-8781

[greenway@grandforksgov.com](mailto:greenway@grandforksgov.com)



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