

**Greenway Technical Committee (GTC) Staff**  
**Meeting Notes**  
**Tuesday, May 14, 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  
Steven Halvorson, Greenway Seasonal

Stephanie Erickson, MPO  
Kim Greendahl, City of GF  
Karen Salwey, City of GF  
Aubrey Ellefson, Greenway Intern

**I. Old Business**

**a. Special project request updates**

- i. Bocce ball court:** Discussed options for installing temporary bocce ball courts. Special Olympics has used PVC pipe to mark the outline of the court but they don't recommend this because the pipe disintegrates in the sunlight. They have also used brackets with wood pieces but the wood may get stolen and requires more maintenance. Painting the lanes would be the least expensive option. Repainting could be done every two weeks. Visual observation and an online survey could be used to measure use.
- ii. Disc golf course in Riverside:** Approved to proceed.

- b. Greenway intern for 2013:** Aubrey Ellefson has been hired as intern for Summer 2013. Aubrey is a student at UND majoring in Leisure & Recreation Studies. Her duties will include setting up volunteers for the visual trail counts, setting up the website for the picture post project, working with the campground on a walking tour brochure, promoting the Greenway via social media, and organizing disc golf and bocce courts observational counts.
- c. Greenway Season Work Introduction:** Steven Halvorson is returning to assist with landscaping and other maintenance items.

**II. New Business**

**a. Special project request:**

- i. Wood Duck Boxes –** Cabela's has requested permission to install 6 wood duck boxes on the Greenway. These will be built at Art Fest and will be installed in the Greenway: 3 in Grand Forks and 3 in East Grand Forks. Will be attached to a tree and have minimal maintenance. Approved by Technical Committee.

- b. Social media update - Kim –** Social media is rapidly becoming most popular form of promoting events in the Greenway. Aubrey will be work on increasing our social media growth. Kim submitted a snapshot of social media demographics.

**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.

- c. 2013 visual trail survey –** Volunteers will be used to take a visual count of Greenway trail users. Survey will take place at 7 locations on the Greenway and will take place on June 18, 19, 22. Gender, Age and Activity will be captured in the survey.
- d. Flood cleanup –** Some lower trails are still under water, but Grand Forks missed most of the large debris. There is very little straw this year because the overland flooding wasn't bad this year. The East Grand Forks railroad bridge caught a lot of the larger debris from the river. The EGF campground had small amounts. There is also a small amount of

debris along the Lincoln golf course. Silt isn't as bad this year, but will need to dry before pay-loaders can work on the boat ramps. The dog park is still under water and will need reseeded. Installation of a 2<sup>nd</sup> gate to provide access to the part of the park that is on higher ground has been discussed. No decision.

- e. **2013 trail projects** –Scheduled construction this year in Grand Forks will be to replace a section of trail in the lower Sunbeam area. This section will be realigned to higher ground, around a stand of trees. A section near South Middle School through Sothern Estates will also be replaced because it is too narrow for the increased use for the middle school. The bike path along South Columbia Road will be widened along Altru area during reconstruction of the road.

**III. Greenway & Trail Users Advisory Group (GTUAG) update:** The City will be increasing the number of symbols and stripes in the bike paths along University Ave and 42<sup>nd</sup> Street N. These will be painted in green.

**IV. Greenway Agency Updates:**

- a. **City of EGF:** The campground is open for primitive camping. Electricity will be turned back on Friday, May 17<sup>th</sup>. Water report is due back today. Arbor Day is Thursday, May 16<sup>th</sup>. 300 assorted pine trees have been donated by the America Legion. There is a new DNR program for kids that will be utilized in the park this year.
- b. **GF Park District:** They're busy putting Riverside Pool back together. Lincoln Park is open.
- c. **City of Grand Forks:** Considering expanding the adopt-a-trail groups for cleanup of the larger trail systems. There is not much flood cleanup this year. Can be handled through mowing contractor without bidding.
- d. **MN DNR:** No report.

**Next Greenway Technical Committee meeting: June 9th, 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  
Edits: Kim Greendahl, Greenway Specialist, City of Grand Forks

Attachments: Social Media Demographics Snapshot 4-9-13

# 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