

Memorandum

TO: City Council Workshop
FROM: Steve Benoit , Parks and Recreation Director
DATE: March 16, 2026
SUBJECT: Slice of Shoreview Leadership Structure
ITEM NUMBER: 1.b
SECTION: GENERAL BUSINESS

REQUESTED MOTION

N/A

INTRODUCTION

The Slice of Shoreview is a three-day city festival operated under the management of the parks and recreation department. A contractual event coordinator works in collaboration with parks and recreation leadership to oversee the volunteer committee and event logistics. The city council is being asked to review a proposed restructure to the event's leadership model.

DISCUSSION

The Slice of Shoreview began in 1989 as a one-day festival held in conjunction with the Turtleman Triathlon at Turtle Lake County Park. In 1990, the festival was moved to the new city hall and community center grounds, to commemorate the opening of the new facility. In 1991, local community groups were invited to participate in the festival. In 1993, the festival moved to the newly renovated Island Lake County Park. At this time, the event expanded into a three-day event. Since then, the Slice of Shoreview has continued to feature family-friendly activities, a car show, a carnival, exhibitors, and entertainment.

The Slice of Shoreview planning committee is led by an event coordinator that the city hires on a contractual basis. The contract for this position is reviewed annually and approved by the city council. The event coordinator works in collaboration with a recreation program supervisor from the parks and recreation department to manage the event. In addition to oversight of the entire event, the contractual event coordinator is responsible for recruitment and leadership to a group of volunteers that organize the event details.

The current contractual Slice of Shoreview event coordinator has served in this role for over 30 years and is nearing retirement from this position. In addition, many of the volunteer committee members have expressed their tenure with the committee will likely cease upon the retirement of the coordinator. The parks and recreation department is preparing for a succession plan involving a restructuring of the current leadership model for the event.

Beginning with the planning for the 2027 Slice of Shoreview event, staff are proposing the event will operate under the direction and leadership of the recreation program supervisor and the contractual event coordinator position will be eliminated. Additional parks and recreation

staff will also be assigned on a 2 year rotational basis to provide support for the planning of the event.

Community feedback is essential to the long-term success of the event, and to ensure continued involvement from the community, a new Slice of Shoreview advisory group will be formed as a sub-component of the parks and recreation commission. This advisory group will provide guidance and insight on key aspects of the festival, including main stage entertainment and additional family-friendly activities. The group will meet three times throughout the year and be expected to volunteer on-site for a minimum of six hours during the Slice of Shoreview event weekend.

Staff will develop an advisory group that includes the following representatives:

- Shoreview Parks and Recreation Commission (1 or 2 representatives)
- Shoreview residents (6 residents)
- Shoreview high school students: Mounds View and Roseville school district (2-4 students)
- Members of the existing Slice of Shoreview planning committee will also be invited to participate in the advisory group

The local civic groups listed below will be invited to send a representative to each of the three meetings:

- Shoreview/Arden Hills Rotary Club
- Shoreview/Arden Hills Lions Club
- Shoreview Community Foundation
- Gallery 96
- SESCA

The parks and recreation program supervisor will work also continue to work closely with Ramsey County Sheriff's Department and Lake Johanna Fire Department.

This new structure was reviewed by the parks and recreation commission at the February 23, 2026 meeting.

Staff is requesting the city council review the proposed restructure to the Slice of Shoreview leadership model.

RECOMMENDATION

N/A

ATTACHMENTS