

**City of Whitewater**  
**Parks and Recreation Board Agenda**  
**Tuesday, December 9, 2014 - 5:30 pm**  
Community Room – 1st Floor, Whitewater Municipal Building  
312 W. Whitewater St. Whitewater, WI 53190

**Call to Order and Roll Call**

**Consent Agenda:**

CA-A	Approval of Parks and Recreation Board minutes of November 25, 2014
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**Hearing of Citizen Comments:**

No formal action will be taken during this meeting, although issues raised may become part of a future agenda. Participants are allotted a 3 minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those issues as designated in the agenda.

**Staff Reports:**

Recreation & Community Events Programmer	Winter Spring Brochure; After School Program; Pig in the Park
Parks & Recreation Director	Jr Whippet Baseball & Softball; Trail Naming; Ice Rink

**Considerations:**

C-1	Presentation by Slipstream, LLC (Go Strive) related to a pilot project in Whitewater utilizing Bluetooth low energy beacons
C-2	Discussion and possible action related to Cravath Lakefront Park and specifically tree planting and its impact on Special Events
C-3	Discussion and possible action related to maintenance of the Whitewater Effigy Mounds Preserve
C-4	Presentation of Summer 2014 Recreation Programs Financial Report
C-5	Work session to establish 5 year goals for Strategic Plan process
C-6	Request for future agenda items
C-7	Adjourn

# Memo

**To:** Parks and Recreation Board  
**From:** Matt Amundson, Parks and Recreation Director  
**Date:** December 5, 2014  
**Re:** December 9<sup>th</sup> Parks & Recreation Board Meeting

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**C-1 Presentation by Slipstream, LLC (Go Strive) related to a pilot project in Whitewater utilizing Bluetooth low energy beacons**

Choton Basu and Bill Bowen will be in attendance to give a presentation regarding this project. The company is working with some other communities across the country on these pilot projects. Our trail system may be a great location for these beacons as they will provide data regarding trail usage and also provide information to those using the trail system that have smart phones.

**C- 2 Discussion and possible action related to Cravath Lakefront Park and specifically tree planting and its impact on Special Events**

This item as requested has been carried forward from the last meeting. Scott Weberpal has worked with Chuck on the development of a projected canopy map that will be finished in time for our meeting.

**C-3 Discussion and possible action related to maintenance of the Whitewater Effigy Mounds Preserve**

As a follow up from the last meeting, Chuck Nass has requested to address some concerns raised by the Board at our last meeting. Due to the short turn-around in meetings I've yet to contact any prairie companies or tree removal services about the site and any future work.

**C-4 Presentation of Summer 2014 Recreation Programs Financial Report**

I've prepared the summary report with information provided by Michelle, Deb, and Abby for your review. Staff will be able to answer any questions related to this material.

**C-5 Work session to establish 5 year goals for Strategic Plan process**

I plan to lead the Board on a goal setting exercise for the next five years for the Parks & Recreation Department. The goal will be to develop 7-10 goals like the example below that have a statement and objectives. I've included our 2015 goals from the budget and the 2015-2019 CIP in the support material for the purposes of this discussion.

Your consideration of these matters is greatly appreciated.

Thanks!  
Matt Amundson,  
Parks & Recreation Director

**City of Whitewater  
Parks and Recreation Board  
Minutes**

**Tuesday, November 25, 2014 - 5:30 pm**

Community Room – 1st Floor, Whitewater Municipal Building  
312 W. Whitewater St. Whitewater, WI 53190

**Call to Order and Roll Call**

Rachel Deporter, Nate Jaeger, Jen Kaina, Ken Kidd, Brandon Knedler, Sarah Hansberry, and Bruce Parker.  
Staff: Matt Amundson, Deb Weberpal  
Guests: Richard Helmick, Brooke Friess, Dave Salsaa, Denay Trykowski

**Consent Agenda:**

Approval of Parks and Recreation Board minutes of September 9, 2014  
No items to be removed from consent agenda. Kaina moved to accept the consent agenda. Second by Deporter. Ayes: Rachel Deporter, Sarah Hansberry, Nate Jaeger, Jen Kaina, Ken Kidd, Brandon Knedler, and Bruce Parker. Noes: None. Absent: None.

**Hearing of Citizen Comments:**

No formal action will be taken during this meeting, although issues raised may become part of a future agenda. Participants are allotted a 3 minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those issues as designated in the agenda. There were no public comments.

**Staff Reports:**

Senior Coordinator

Silver Star Award: Seniors in the Park received a Silver Star Award in the Adult/Older Adult category for the "Park Riders" motorcycle group. Weberpal presented a session on Perceptions and programming at the WPRA Annual Conference. Participation goals were for participants to learn about ageism and its effects on older adults, how the media plants and perpetuated aging stereotypes, how participants internalize the aging process and how that influences the programs being advertized and offered, and programming ideas. Most important take-aways that relate to park board are 1) We are an aging society and will never be a young society again. By 2016 65+ will outnumber 15 and under. An emerging trend in *Parks and Recreation magazine, Dec 2013* "Seniors are moving from being a small fringe group to being a large central focus of services." 2) Boomers are spenders and are the most in debt generation. The gap between the haves and have-nots is widening. At least 1 in 5 will be in poverty. 3) Leisure literacy and education are higher than any other generation. They will want more programming for them. 4) GRAMPIES: Growing number of Retired Active People in Excellent Shape. Attract and keep Grampies with ambiance and amenities; and facilitate socialization and an active lifestyle. The benefits of Grampies in your community:

- Stimulate housing and retail (they tend to shop local)
- Keep their money in local banks

- Don't burden the school system or job market
- Provide a volunteer pool

Assess, plan and develop a community for older adults and you have a community for all ages.

Parks & Recreation Director

Recreation Program Coordinator Recruitment: Approved and has been posted. Deadline is December 14. Will be asking a board member to be on the interview panel. Jen Kaina volunteered. Board approved. Amundson serves as the WPRA Park Design Award Coordinator and presented park design awards at the conference. He presented two additional sessions at the conference 1) synthetic turf applications in recreational settings and 2) Fundraising, sponsorships and working with your community foundation.

### **Considerations:**

#### **Discussion and possible action related to maintenance of the Whitewater Effigy Mounds Preserve**

Amundson referred to the Board packet. Knedler read the letter from Mr Kienbaum. Amundson stated basically he would like to make signs that identify the mounds. Amundson talked about a potential way, through technology, to "sign" the mounds electronically through Go Strive. Does the board have any ideas for maintenance at the site?

Helmick – Thinks Mr. Kienbaum is interested in placing rocks in strategic places to put signs on. Boulders are natural and are difficult to vandalize. Also concerned with animal degradation of one of the mounds. State says we can clean up on our own without someone at the site. Landmarks commission would like input on the signage. Concerned burns have been inadequate. Amundson noted this year's went well. Amundson said he would work with Landmark and Mounds groups for verbiage. City crew has done as much as possible to keep weeks down. Trees need to be trimmed and an oak that is down to be removed. Amundson would like to bring in a professional company to address the week problem.

Trykowski: The down tree is ecologically beneficial to birds but is a place where weeds will grow.

Knedler and Parker agreed a professional group would have better knowledge of herbicides and time frame for application as well as effect of nearby organic farm.

Parker commented hanging branches are still an issue and liability, a year later.

Kidd thinks a professional company will work on the mounds for growth. If prairie grass is not workable, what grass is that can stay ahead of the invasive species? We committed to neighbors to keep piles of brush and dead trees and hopefully they can be removed.

Amundson suggested UFC come up with a policy for tree removal at the site. We need to communicate and educate the neighbors on why down trees may remain.

The board directed Amundson to search for companies for preservation/upkeep of the mounds and another for dangerous tree limb removal.

#### **Discussion and possible action related to Cravath Lakefront Park and specifically tree planting and its impact on Special Events**

Amundson shared an updated map. Board would like an estimate of scale of mature trees. UFC would like to have a map of space that needs to remain open and then they can look at where to plant trees. Parker inquired what the space/footage between trees should be? Can some trees be transplanted? When is best time to transplant? Will some trees block the arch eventually? Can they be moved?

Knedler: inquired about shade structure in concert area that is not permanent.

Parker inquired about new concert stage and potential have footprint of it on the map. Amundson would prefer not to have exact space requirements on the map at this time until a design is planned for – import to not limit options by limiting capable size of structure. Knedler also commented access to the stage would be necessary.

Amundson will work with Scott Weberpal and Nass to finalize a mapping of trees with mature canopy.

Salsaa: concerned about trees that have grown over street lights.

Amundson commented the city invested a lot in the park for an event space and that the park needs to be maintained in a manner to be able to host current and future special events.

Parker: Park, when created, was “sold” to city as having a beautiful vista of the lake. Tree canopy will someday block it.

#### **Discussion and direction related to request from Whitewater Youth Soccer Club**

Amundson referred to the packet. Soccer has inquired about Parks & Recreation accepting registration to be done online. We could also assist with game scheduling. Responsibilities would be under the Recreation Program Coordinator. Kaina: we should cover our cost. Amundson - we also need to recover staff and credit card fees. We need to cover costs now that we are operating in the Special Revenue Fund. Knedler suggested fees could be related to the amount of services we give to the group. Amundson will bring back an agreement for the board to look at.

#### **Work session to establish 5 year goals for Strategic Plan process**

- Community center/ field house
- Cravath stage improvement and temporary shade structures
- Splash Pad
- Community health and wellness programming
- More shelters
- After school programming and partnerships
- Soccer field concessions
- Bike/pedestrian plan implementation
- Second pet exercise area
- WW creek needs a master plan

**There were no requests for future agenda items**

**Adjourn at 7:20 pm. Kaina motioned to adjourn. Second by Hansbury. Affirmed by voice vote.**

**Next scheduled meeting: Tuesday, December 9, 5:30 pm**

Respectfully submitted,



Debra Weberpal

Summer 2014  
Recreation Program Financial Report

Summer 2014	Offerings	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program
<b>Contractual Programs</b>						
Gymnastics	1	7	\$920.00	\$791.20	116%	\$131.43
Zumba (May-Sept)	15	87	\$2,674.96	\$2,015.71	133%	\$30.75
<b>Special Events</b>						
Concerts in the Park/Family Fun Nights	7	1250	\$3,500.00	\$3,420.00	102%	\$2.80
<b>Recreation Programs</b>						
Dance Classes	6	49	\$1,600.50	\$1,389.50	115%	\$32.66
Tennis	5	17	\$295.00	\$221.50	133%	\$17.35
Tae Kwon Do	2	21	\$735.00	\$555.00	132%	\$35.00
Kids Escape	10	314	\$15,510.03	\$8,908.03	174%	\$49.40
Whippet Striders	1	35	\$0.00	\$0.00	#DIV/0!	\$0.00
<b>Sports Programs</b>						
Youth Baseball & Softball (13 teams, 150 games)	8	195	\$15,355.19	\$15,221.14	101%	\$78.74
T-Ball & Rookie Ball (8 teams, 24 games)	2	123	\$3,259.91	\$1,515.65	215%	\$26.50
Adult Softball Leagues (8 teams, 49 games)	1	96	\$3,017.36	\$2,551.00	118%	\$31.43
Start Smart Baseball	1	16	\$261.47	\$233.56	112%	\$16.34
<b>Senior Programs (May-October)</b>						
Fitness	1	1229	\$1,125.00	\$450.00	250%	\$0.92
Van Trips	31	223	\$4,333.00	\$2,749.00	158%	\$19.43
Bus Trip - Chicago	1	35	\$2,890.00	\$2,705.00	107%	\$82.57
Line Dance	1	178	\$310.00	\$153.00	203%	\$1.74
Duplicated Attendees (6634)						
Unduplicated Persons Served (622)						
Total Programs Offered Daily (1223)						
<b>Totals Summer 2014</b>	<b>93</b>	<b>3875</b>	<b>\$55,787.42</b>	<b>\$42,879.29</b>	<b>130%</b>	<b>\$14.40</b>

Summer 2013  
Recreation Program Financial Report

Summer 2013	Offerings	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program
<b>Contractual Programs</b>						
Gymnastics	8	32	\$2,700.00	\$2,322.00	116%	\$84.38
Zumba	12	104	\$3,573.25	\$2,501.28	143%	\$34.36
<b>Special Events</b>						
Concerts in the Park/Family Fun Nights	7	1150	\$3,100.00	\$3,910.13	79%	\$2.70
Messy Fest	1	21	\$105.00	\$170.36	62%	\$5.00
Twas the Night Before the Diamond	1	200	\$0.00	\$161.34	0%	\$0.00
Little A-Merrick-A	1	31	\$1,085.00	\$1,044.25	104%	\$35.00
Timber Lodge	1	37	\$1,110.00	\$1,098.14	101%	\$30.00
<b>Recreation Programs</b>						
Dance Classes	8	50	\$1,670.50	\$1,406.38	119%	\$33.41
Open Dance	1	5	\$25.00	\$22.50	111%	\$5.00
Tennis	3	17	\$285.00	\$185.00	154%	\$16.76
Tae Kwon Do	4	24	\$866.25	\$247.50	350%	\$36.09
Kids Escape	3	54	\$5,455.00	\$4,372.90	125%	\$101.02
Create a Hit Song with Dr. Noize	1	7	\$119.00	\$100.00	119%	\$17.00
Track & Field	1	11	\$352.00	\$194.25	181%	\$32.00
Piano Lessons	5	5	\$455.00	\$348.00	131%	\$91.00
Tots, Tunes, & Tumbling	1	12	\$245.00	\$120.00	204%	\$20.42
<b>Sports Programs</b>						
Youth Baseball & Softball (14 teams, 162 games)	7	177	\$15,757.75	\$22,715.11	69%	\$89.03
T-Ball & Rookie Ball (8 teams, 24 games)	2	94	\$3,937.00	\$3,013.71	131%	\$41.88
Adult Softball Leagues (21 teams, 141 games)	4	252	\$8,790.00	\$8,749.77	100%	\$34.88
<b>Senior Programs (June - August)</b>						
Stretch & Flex	1	256	\$239.00	\$103.00	232%	\$0.93
Zumba Punch Cards	1	4	\$160.00	\$112.00	143%	\$40.00
Van Trips	10	61	\$1,165.00	\$879.00	133%	\$19.10
Bus Trip - Madison	1	39	\$2,352.00	\$2,307.00	102%	\$60.31
Line Dance	1	16	\$428.00	\$346.00	124%	\$26.75
First Aid/CPR	1	8	\$197.50	\$111.00	178%	\$24.69
Pole Walking	1	7	\$92.50	\$0.00	#DIV/0!	\$13.21
<b>Totals Summer 2013</b>	<b>87</b>	<b>2674</b>	<b>\$54,264.75</b>	<b>\$56,540.62</b>	<b>96%</b>	<b>\$20.29</b>