

City of Whitewater
Parks and Recreation Board Agenda
Monday, February 7, 2011 - 4:00pm
Cravath Lakefront Room - 2nd Floor, City Municipal Building
312 W. Whitewater St. Whitewater, WI 53190

Minutes

Call to Order and Roll Call

Rick Daniels, Brandon Knedler, Jim Olsen, Vance Dalzin, and Jen Kaina Absent: Pru Negley (excused)
Staff: Matt Amundson, Michelle Dujardin, Deb Weberpal, and Rashelle Keener, P/R Intern
Guests: Richard Ehrenberg, Justin Nothem

Consent Agenda

Olsen moved to accept the consent agenda which included the December 6, 2010 Parks and Recreation Board minutes and receipt and filing of Urban Forestry Commission minutes of September 29, 2010; October 12, 2010; November 9, 2010; and December 21, 2010. Second by Daniels. Ayes: Daniels, Knedler, Dalzin, Kaina, and Olsen. Noes: None. Abstain: None. Absent: Negley. Motion passed.

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 citizen comments.

Staff Reports:

Parks & Recreation Director

- The Pepsi Refresh Grant-Ended in third. Moving forward and looking at new Pepsi Refresh and other grants. Looking at wheelchair softball and possible grants.
- Whitewater Effigy Mounds Preserve Restoration Plan- There is a draft and the process is moving forward with staff review. Will likely hold joint meeting with Landmarks commission in March to hold a public hearing.

Recreation & Community Events Programmer:

- Dance participation numbers have increased and more teachers were added.
- The new ballroom and belly dance classes are going well.
- Gymnastics numbers are up with waiting list for tots. Working with university on the continuation of the gymnastics program, with the departure of Sarah Stone, current gymnastics coordinator.
- Freeze Fest-281 currently pre-registered plungers. Going well and coming together nicely.

Appointment of member to Plan & Architectural Review Commission

David Stone has resigned from Park and Rec Board. Feb-April meetings need a representative. February 14 is the deadline for applications. Kaina moved to appoint Knedler to the Plan and Architectural Review Commission. Second by Olsen. Kaina asked for other nominees. Hearing none. Ayes: Daniels, Knedler, Dalzin, Kaina, and Olsen. Noes: None. Abstain: none. Absent: Negley. Motion passed.

Request by Justin Nothem to operate as a street vendor adjacent to Cravath Lakefront Park

Mr. Nothem handed out a memo on reasons/benefits for the business to be located to sell hot dogs. Points: reduced competition for other restaurants, close to bars such as Pumpers and Mitchells, bar owners feel it would benefit their businesses.

Board Comments: Allowing this in will open door to other vendors. Possibly compete with concessions in the summer. Will this affect other parks in the community? Council must make final approval.

Number of vendors and site can be regulated by the city.

Knedler moved to recommend approval of the hot dog vendor request. Second by Daniels. Ayes: Daniels, Knedler, Dalzin, Kaina. Noes: None. Abstain: Olsen. Absent: Negley. Motion passed.

Request for discounted rental rate for use of Downtown Armory by Jessica Czarapata.

Wants to teach Zumba in dance studio of the Armory (per the memo). Fee will be the \$30 hourly rental fee. Olsen moved to approve the request. Second by Knedler. Ayes: Daniels, Knedler, Dalzin, Kaina, and Olsen. Noes: None. Abstain: none. Absent: Negley. Motion passed.

Request for waived rental fees for use of Starin Park (Pedal for Hope)

Amundson referred to the memo. Thorough proposal put together. Olsen moved to grant the request for waived rental fees. Second by Kaina. Ayes: Daniels, Knedler, Dalzin, Kaina, and Olsen. Noes: None. Abstain: none. Absent: Negley. Motion passed.

Request for waived rental fees for use of Starin Park (Cinco de Mayo)

Amundson referred to the memo. Requested by Chris Hollar at UW-Whitewater. The group is interested in Starin because it is closer to campus. Several partnerships in community. Olsen moved to accept the request for waived rental fees for the Cinco de Mayo celebration. Second by Daniels. Ayes: Daniels, Knedler, Dalzin, Kaina, and Olsen. Noes: None. Abstain: none. Absent: Negley. Motion passed.

Discussion and possible direction regarding 2011 treatment plan for Cravath & Trippe Lakes

Amundson referred to the memo. He needs to put out RFP's for the lake management.

(Daniels left 4:45 pm)

Both lakes need to be treated. Can we do varying methods on each lake? DNR supervises chemical treatment. Do we want to try biological control? Motion by Knedler to explore biological treatment on Trippe Lake and maintain chemical treatment on Cravath. Second by Olsen. Ayes: Knedler, Dalzin, Kaina, and Olsen. Noes: None. Abstain: none. Absent: Negley, Daniels. Motion passed.

Conceptual review of Treyton Kilar Field of Dreams design prepared by Rettler Corporation

Amundson pointed out points of interest on the design of the park. Potential of taking out current fence on Little League diamond to allow Kilar field to not be pushed so far north. Some details need to be fine tuned with Rettler. Amundson showed future phases beyond the Kilar Field of Dreams. Potential of enclosing the large ball fields. Then can have banner advertising on the fencing. Long range looking at obtaining land for a fourth ball diamond and sharing parking and potentially concessions with the possible expansion of the water department. Looking for comments from board to take to Rettler.

Presentation of Fall 2010 Recreation Program Financial Report and Overall 2010 Report

Amundson referred to packet and to the annual report. Overall in 2010 the department generated over \$100,000 in revenue and expenses. Staff looks at details to keep fees in line and monitor participation as well as create future budgets.

Presentation of 2010 Annual Report

Helpful to look back at for staff. Parkland fee accounts are low. This restricts our ability to do new projects. Facility usage is available along with number of days reserved. Weberpal handed out the Seniors in the Park annual Report.

Approval of contract for 2011 recreation program photography services

Dujardin drafted a memo. RFPs sent to 12 companies, 8 replies. Narrowed to 3. Olsen commented about buying local. Motion by Dalzin to accept RFP from LaBelle. Second by Olsen. Ayes: Knedler, Dalzin, Kaina, and Olsen. Noes: None. Abstain: none. Absent: Negley, Daniels. Motion passed.

Discussion and direction on requests for advertising in Program Brochure

Amundson referred to the memo. Partner programs are included in our brochure. For-profit entities are interested in advertising. The board is interested in allowing. Amundson will assemble a policy and bring back in March.

Approval of 2011 Trick-or-Treat hours and 2011 Halloween Events

Per the memo, Trick or Treat will be Monday October 31 from 4-7 pm. Downtown Whitewater is having their party again this year on Saturday October 29. Park and Recreation would like to have the Halloween Party at the same time. Olsen moved to have the Halloween party on the 29th. Kaina seconded. Ayes: Knedler, Dalzin, Kaina, and Olsen. Noes: None. Abstain: none. Absent: Negley, Daniels. Motion passed.

Request for future agenda items

Elect new chairperson

Trail surfaced behind Teronomy apartments.

Adjourn

The meeting was adjourned on a voice vote at 5:35 pm.