

City of Whitewater
Parks and Recreation Board Agenda
Monday, September 12, 2011 - 4:00pm
Cravath Lakefront Room - 2nd Floor, City Municipal Building
312 W. Whitewater St. Whitewater, WI 53190

Call to Order and Roll Call and Board Introductions

Consent Agenda:

CA-A	Approval of Parks and Recreation Board minutes of August 1, 2011
CA-B	Receipt and acknowledgement of Urban Forestry Commission minutes of May 10, 2011 and June 21, 2011
CA-C	Expedited approval of the following items, per staff recommendation: C-1

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:

Parks & Recreation Director	Youth Football; Bicycle & Pedestrian Master Plan; Multi-Use Trail Extension; Prohibiting Weapons in City Buildings
Recreation & Community Events Programmer	Pork in the Park; New Cycling Class
Senior Coordinator	Wisconsin Association of Senior Centers (WASC) Conference Update

Considerations:

*C-1	Approval of request by Whitewater Fiber Guild to be included as partner organization in Facility Reservation Policy
C-2	Appointment of Parks and Recreation Board member to Plan Commission
C-3	Discussion and direction related to car parking area on Starin Road
C-4	Discussion and direction on multi-use trail naming
C-5	Discussion and direction related to Fort Health Care request to partner on programming opportunities
C-6	Update, discussion and further direction regarding scoreboard replacement at Starin Park
C-7	Presentation of 2011 Summer Recreation Program Financial Report
C-8	Discussion and direction related to 2012 Parks & Recreation Budget (Entire 2012 budget will be presented at October meeting for approval) <ul style="list-style-type: none"> • Direction related to implementation of non-resident recreation program fees • Direction regarding 2012 park improvement projects • Direction related to 2012 Department Staffing
C-9	Request for future agenda items
C-10	Adjourn

Memo

To: Parks and Recreation Board
From: Matt Amundson, Parks and Recreation Director
Date: September 7, 2011
Re: Parks & Recreation Board Meeting: September 12, 2011

C-1 Approval of request by Whitewater Fiber Guild to be included as partner organization in Facility Reservation Policy

I have included the request and information related to the Fiber Guild in your support packet. I feel that this organization meets the intent of other partner organizations and recommend them for inclusion.

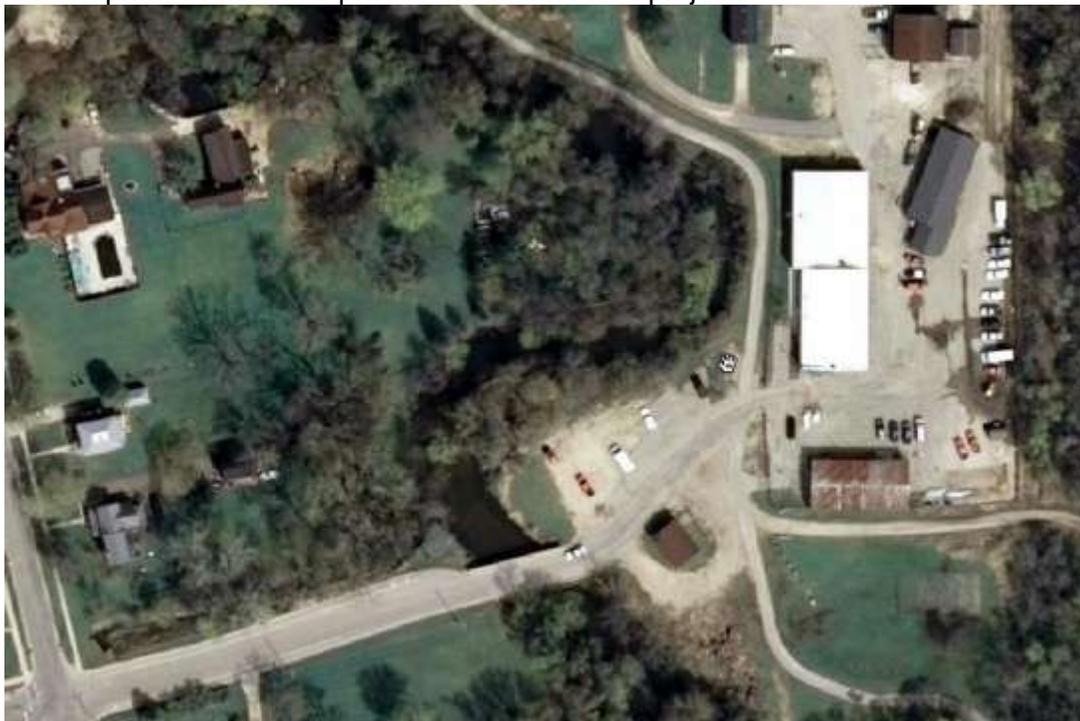
C-2 Appointment of Parks and Recreation Board member to Plan Commission

The Board needs to appoint a member to the Plan Commission. The Plan Commission meets the 2nd Monday of the month at 6:00 PM.

C-3 Discussion and direction related to car parking area on Starin Road

I have included a letter from Virginia and Merle Follstad that was sent to the Parks and Recreation Board and myself on August 10th. The letter has been included in the support packet.

I have included a photo of this area prior to the Starin Road project:



I have also included a photo of this area after the construction project:



The main reasons for the elimination of this parking area were:

- Improve stormwater control, the previous parking lot was located very close to Whitewater Creek, oil and other containments from this parking lot quickly found their way to the creek
- Improve scenic beauty of area surrounding the Public Works Garage
- Improve safety along this section of trail

Additionally, city staff feels that there is adequate parking along the trail. Public parking areas are identified on the map below with a “Red P”:



C-4 Discussion and direction on multi-use trail naming

I have included the Park Naming policy in the support packet. Dr. Kidd has suggested that we take a look at naming for our trail system, I concur with him that it will aid in identification and promotion. We will need to adopt a policy on naming or include in the park naming policy and identify a manner on how to involve the public in the naming solicitation process.

C-5 Discussion and direction related to Fort Health Care request to partner on programming opportunities

Fort Health Care has been contacting local Parks and Recreation Departments in an effort to co-promote their EDGE Training program, part of their sports medicine offerings. These programs provide athletes with a head start on their respective sports programs by offering improvement plans, speed and agility training, injury prevention tips, and proper mechanics analysis.

There are positives and negatives to these types of programs. The reality is that parents and children within our community are looking for these types of opportunities and in this instance, there are trained medical professionals involved in the instruction and information provided. I'd like the Parks and Recreation Board's perspective on partnering with Fort Health Care to promote these offerings.

C-6 Update, discussion and further direction regarding scoreboard replacement at Starin Park

At our August meeting, this item was discussed and in a very short time I had four commitments of \$1,000 each to cover the cost of replacing the scoreboard at Starin Park. Dean Health Care, John's Disposal Service, First Citizens State Bank, and Nelson's Bus Service will be the sponsor's identified on the Starin South Diamond new scoreboard. The new board has arrived and is scheduled to be installed the week of September 12th.

I have also received commitments from Fort Health Care and Walmart to sponsor a second board at Starin Park. I also received calls from two additional local businesses that are interested in being a sponsor. The most logical location for a second scoreboard at this time is on the North Diamond. The infrastructure needed to support the board and provide power currently exists at this site. I am asking the Parks and Recreation Board to approve moving forward with the installation of a second scoreboard for the North Diamond. The company we purchased the initial scoreboard has agreed to provide a multi-board purchase discount.

C-7 Presentation of 2011 Summer Recreation Program Financial Report

In your packet is a summary of the programs offered in the past Summer brochure along with a similar report from last year. Staff will be prepared to answer questions regarding these programs and financial figures.

C-8 Discussion and direction related to 2012 Parks & Recreation Budget

The 2012 Budget will be presented at the October 3rd meeting for approval. As staff being to put together budgets, I would like to facilitate a discussion on the following items:

1. Non-Resident Recreation Program Fees

The City Manager has asked the Parks and Recreation Board to forward a decision to the Council related to non-resident fees. A majority of parks and recreation departments charge a non-resident fee (typically 25% above normal fee). We currently do not charge any non-resident fees and the concern is that city residents are subsidizing services for non-residents. I am concerned that however we move forward is that we maintain a very positive relationship with the Whitewater

Unified School District as we do not pay to use school district facilities and I would strongly like to see that partnership continue. Some options that are available to the board:

- a) Continue as is with no changes
- b) Charge Non-resident fees to anyone outside WWUSD boundary
- c) Charge Non-resident fees to anyone outside City Limits
- d) Charge Non-resident fees to anyone outside City Limits, however, if the recreation program uses School District facilities (basketball, baseball, softball, flag football) only charge non-resident fees to those who live outside WWUSD boundary

2. 2012 Park Improvement Projects

I would like the board to prioritize the following projects for possible funding in 2012. Additional projects can be included or discussed:

- Minneiska Park Playground
- Effigy Mounds Restoration Project
- Outdoor Fitness Stations/Equipment
- Starin Park North Diamond Improvements
- Treyton's Field of Dreams
- Washington Elementary Tennis Courts
- Relocation of Bark Park
- Turtle Mound Playground Update
- Big Brick Playground addition

3. 2012 Department Staffing

I would also like the board to discuss department staffing. I feel that the Board is going to need to be creative as we proceed into 2012 in the area of staffing. All city departments have been asked to reduce their budgets by 4% and although the employee contributions towards retirement and health insurance will assist in these areas, it will not cover the entire 4% reduction. The department has taken on additional responsibilities in 2012 and sees a continued or increase demand for services from the community. I plan to send the board additional information regarding the budget prior to Monday's meeting.

Your consideration of these matters is greatly appreciated.

Thanks!

Matt Amundson,
Parks & Recreation Director

City of Whitewater
Parks and Recreation Board
Monday, August 1, 2011 - 4:00pm
Cravath Lakefront Room - 2nd Floor, City Municipal Building
312 W. Whitewater St. Whitewater, WI 53190

DRAFT MINUTES

Call to Order and Roll Call

Javonni Butler, Brandon Knedler, Rick Daniels, Jen Kaina (4:10), Kim Gosh, and Ken Kidd Absent: Vance Dalzin (excused) and Pru Negley.

Staff: Matt Amundson, Michelle Dujardin, Deb Weberpal

Guests: Bruce Parker (4:20), Marianne Scott (4:30), Richard Helmick (4:43)

Consent Agenda Approval of Parks and Recreation Board minutes of July 11, 2011 and expedited approval of request for recreation program refund to high school softball program participants, and approval of request for refund of banner reservation

Kidd moved to accept the consent agenda. Second by butler. Ayes: Knedler, Daniels, Kidd, Gosh, and Butler. Noes: None. Abstain: None. Absent: Kaina, Dalzin, 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:

- Youth Baseball & Softball ended last week
- 12 & Under Baseball League Tournament – hosted 16 teams; concession proceeds went to Treyton's Field of Dreams fund. Whitewater teams finished 1st, 3rd, 4th. Coaches have done good job of developing all youth and their skills.
- Youth Football registration deadline was yesterday and expect additional registrations.

Recreation & Community Events Programmer:

Dance and gymnastics went well. T-ball/rookie ball had cookout to end the season. 134 kids were in the program, kids escape had a great staff and group of kids. 5 field trips have been offered and all went over well.

Senior Coordinator

September is Senior Center Month. The National Council on Aging and the National Institute of Senior centers have developed marketing tools including posters in which you can insert pictures of your own activities.

Discussion and direction regarding recreation related municipal facilities and new conceal/carry legislation

Amundson referred to memo. City Council would like feedback from boards and commissions on the issue of post city facilities to prevent carry of concealed weapons into buildings.

(Bruce Parker arrived 4:20)

Kidd-youth sports parents can become irrational. Adding opportunity for something bad is not wise. Possibility of gun being stuck into a gym bag while participant is playing makes it accessible to others. Knedler-What does a person do with gun who cannot bring it into a building? Does it go into a car where it is accessible? Someone with bad intention would ignore sign anyway.

Kidd moved to ask Council to ban dangerous weapons in recreation facilities (Starin Park Community Building, Downtown Armory, and Cravath Lakefront Center). Second by Daniels. Ayes: Daniels, Kidd, Kaina, and Gosh. Noes: Knedler, Butler. Abstain: None. Absent: Dalzin, Negley. Motion passed.

Discussion and direction regarding scoreboard replacement at Starin Park

There are electrical problems with the wiring so some bulbs will not work. Lettering is almost illegible. Amundson is trying to replace the scoreboard with no impact to the budget by approaching donors. The Public Works Crew will be able to fabricate panel for sponsor logos to attach to the scoreboard as well as complete installation, helping to keep cost down. Streets dept will install, also. Long term cost savings include LED lights and that an umpire can now control the scoreboard with hand held remote. Board will fit on the frame that is currently in use. Daniels moved to approve purchase of board with sponsors. Second by Butler. Ayes: Knedler, Daniels, Kidd, Kaina, Gosh, and Butler. Noes: None. Abstain: None. Absent: Dalzin, Negley. Motion passed.

Request for free facility use for Get Your Guts in Gear fundraiser event

Amundson referred to the packet and commented that the use was approved last year. This is just a rest stop on their way through Whitewater. Motion by Daniels to approve use of facility for free. Second by Butler. Ayes: Knedler, Daniels, Kidd, Kaina, Gosh, and Butler. Noes: None. Abstain: None. Absent: Dalzin, Negley. Motion passed.

Presentation of 2010 Winter/2011 Spring Recreation Program Financial Report

Staffing costs do not include Amundson, Dujardin or Weberpal only seasonal personnel and instructors. This report allows staff to look at programming, costs, evaluate attendance, see trends of interest, and success of programs. This report is done three times per year with each season. Biggest change is the reduction in the number of fitness classes offered through the department.

C-1 Approval of Whitewater Effigy Mounds Restoration Plan

Amundson reported that Heather Patti (Restoration Ecologist who worked on restoration plan) walked area with him last week. She feels things are going well and a burn should be scheduled for fall. Desirable plants were present and will eventually crowd out invasives. Volunteers have removed invasives on the mounds. Financials are an outline not necessarily what will be needed.

(4:43) R. Helmick arrived)

Scott-Concern that staff, boards and councils change. The Landmarks Commission would like the plan voted on year by year. Per ordinance, changes in landmarks goes before that commission, also. They feel we need time to work out how the two groups will work together.

Amundson commented that an agreement will be voted on next that refers to the plan. The plan is needed for several reasons for staff, neighbors, and the Friends Group so that everyone is operating from a consistent approach.

Amundson reviewed highlights of the plan: addresses periodic burns, (this will change as the plan is a working document), next section: keep turf covering on the mounds, which is a change to the current plan, establish prairie off of the mounds then address possibility of prairie on mounds, plant native tree saplings to increase oak savannah (area from street to current park area), Helmick: Preserving the mounds lost to agricultural use might want to be added to the plan and no trees planted there. Kidd would like the DOT area west of park to be clarified as oak savannah. Pg 15: Control of invasive species. Heather Patti will be back in fall to assist friends group in identifying and removing invasives. Pg 16: Not ready to implement this portion of the plan yet, but potential in the future working with the Friends group. P17-18: Gives concepts of trail, working with neighbors and fencing, and identifying location for entry kiosk, Kidd questioned need for kiosk and was concerned with pamphlets littering the area. Would prefer signs. Currently, signs are within the five foot area of the mounds. Looking at being able to call a phone number on a sign and get info on mounds while touring on cell phones. Would like to investigate replacement signs as current signs are not very informative. Others felt brochures needed. Possibly laminated so don't litter. Conservation and neighborhood planning on how the park transitions to neighborhoods along with a protection zone is also in the document. Council will need to receipt and acknowledge the plan. All plans are working documents and often there are changes. Motion by Daniels to approve the Whitewater Effigy Mounds Restoration Plan with the changes. Second by Kidd. Ayes: Knedler, Daniels, Kidd, Kaina, Gosh, and Butler. Noes: None. Abstain: None. Absent: Dalzin, Negley. Motion passed.

Approval of agreement with Friends of the Effigy Mounds (FOTEM)

This agreement formalizes the process where volunteers can assist the city with park maintenance. Amundson referred to packet and highlighted main points. Helmick questions: Section 2 - change of wording to open property/space not park. What notifications also need to be made to the Landmarks commission? Scott: Any new improvements or earth disruption must notify Landmarks and the state archeologist. Section 5: Concerned on clarification of liability especially personal for Helmick. Who is agreement actually made with? Amundson will clarify and set up a meeting with city attorney and Helmick.

Request for future agenda items

Plan commission member

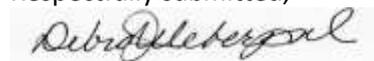
Discussion of resident/non-resident fees

Adjourn

5:35 pm Motion by Daniels. Second by Kidd. Affirmed by voice vote.

Next meeting September 12, 4:00 pm.

Respectfully submitted,



Debra Weberpal

CITY OF WHITEWATER
URBAN FORESTRY COMMISSION MEETING
Tuesday, May 10, 4:15pm
CRAVATH LAKEFRONT ROOM – 2ND FLOOR, CITY MUNICIPAL BUILDING.
WHITEWATER, WI 53190

MINUTES

1. **CALL TO ORDER**
2. **ROLL CALL:** Meeting called to order by Chair – Tiiu Gray-Fow. Members present: Karen Coburn, Prudence Negley, Karen McCullough, Beverly Stone and Andrew Crone. Members Absent: Jay Craggs. Staff Present: Brian Neumeister. A quorum of four members is needed to conduct business.
3. **INTRODUCTION OF COMMISSION MEMBERS:** Introduction of Andrew Crone and Karen Coburn as new members.
4. **ELECTION OF URBAN FORESTRY COMMISSION CHAIRPERSON:** Tiiu Gray-Fow was unanimously approved for chairperson.
5. **ELECTION OF URBAN FORESTRY COMMISSION SECRETARY:** Beverly Stone was unanimously approved for secretary.
6. **APPROVAL OF AGENDA:** Motion by McCullough and seconded by Negley to approve the May 10, 2011 agenda as presented. Unanimous vote for approval.
7. **APPROVAL OF MINUTES:** Motion by Negley and seconded by Coburn to postpone the approval of the April 19, 2011 minutes to the June 21, 2011 meeting. Unanimously approval.
8. **CITIZEN COMMENTS:** Pru Negley speaking as a citizen applauded the landscaping at the new Technology Park.
9. **PLANNING AND ARCHITECTURAL BOARD AND PARKS AND RECREATION BOARD REPRESENTATIVES GUIDELINES FOR ACTING AS LIAISONS BETWEEN BOARDS:** Specific items from Planning and Architectural Review Board and Parks and Recreation Board representatives will be noted as future agenda items.
10. **FUTURE AGENDA ITEMS:** Possible agenda items relating to a sustainability program may include:
 - a. Bike Trail beautification
 - b. “Pockets of Green” for future developments

- c. Cluster development allowing for green space
- d. Explore copies of city plans – 2010, to a better study “green sustainability” to possibly assist other boards, commissions and city council.

11. **ADJOURN:** Moved by Coburn and seconded by McCullough to adjourn.

Respectfully submitted,

Beverly Stone, Secretary

CITY OF WHITEWATER
URBAN FORESTRY COMMISSION MEETING
Tuesday, June 21st, 4:15pm
CRAVATH LAKEFRONT ROOM – 2ND FLOOR, CITY MUNICIPAL BUILDING.
WHITEWATER, WI 53190

MINUTES

1. CALL TO ORDER/ROLL CALL: Meeting called to order by Chair – Tiiu Gray-Fow. Members present: Tiiu Gray-Fow, Karen Coburn, Prudence Negley, Karen McCulloch, Andrew Crone, Jay Craggs. Members Absent: Beverly Stone. Staff Present: Chuck Nass, Matt Amundson. A quorum of four members is needed to conduct business.
2. INTRODUCTION OF NEW MEMBER: Jay Craggs.
3. APPROVAL OF AGENDA: Motion by Negley to move agenda item #11 to #6. Seconded by Coburn. No discussion. Agenda is approved unanimously.
4. MINUTES OF PAST MEETINGS: Motion by Negley to approve April 19 minutes. Second by McCulloch. Approved unanimously. Crone motions to table May 10 minutes until July meeting. Negley seconds. Unanimously approved.
5. CITIZEN COMMENTS: None.
6. FUTURE AGENDA ITEM: McCulloch introduced an idea for future discussion. She spoke of The Center for Resilient Cities, a Wisconsin based non-profit group, which works with citizens, non-profits and government partners to create healthy, high quality environments. In an effort to promote green sustenance in Whitewater, McCulloch offered to make contact with this group to learn how they may be of assistance in helping create a more sustainable future for our citizens.
7. PLANNING AND ARCHITECTURAL REVIEW REPORT: Amundson announced the approval of the Prince Street Project. Negley expressed concern regarding miscommunications involving the timeline of approval of such items. Coburn described the trees that were to be removed in the construction of the project.
8. PARKS AND RECREATION BOARD REPORT:

- a. Amundson spoke of the Effigy Mounds Preserve Project's final draft, and pending final approval on July 11. A detailed discussion followed regarding the historic importance and ecological value the Effigy Mounds Preserve maintains. The restoration and upkeep of vital and significant features such as the Oak Savannah, a revised trail, an interpretative center and a border mound were discussed as well. Nass explained the restoration process and the maintenance that must accompany the Preserve. Negley requested that items should come to UFC before they are approved. McCulloch moved to support the Effigy Mounds Preserve Project as being consistent with UFC's Green Sustainability Plan. Craggs seconded. Approved unanimously.
 - b. Amundson presented on the development of Treyton's Field of Dreams, and a lengthy discussion followed regarding tree retention, available green space, accessible shade, storm water runoff, and parking lot design. Although the overall sentiment regarding the project was overwhelmingly positive, substantive concern was expressed about maintaining the ecological aspects of the existing site.
9. STAFF REPORT: Nass addressed dying and damaged trees. Several trees on Main Street will be taken down and replanted. Several terrace trees were showing signs of problems. The damage due to recent storms was minimal. Nass announced that Urban Management will be on City Council's Agenda for July.
10. NEXT MEETING AND AGENDA: Next meeting: Tuesday, August 16, 4:15pm. Agenda:
- a. Treyton's Field of Dreams
 - b. Field trips
 - c. Members can request additional items by contacting the chairperson.

MOTION by McCulloch to adjourn, seconded by Craggs.

Submitted by the Secretary Pro Tem
Karen McCulloch

From: [Molly Stanek](#)
To: [Matt Amundson](#)
Subject: Whitewater Fiber Guild Information and Benefits
Date: Thursday, September 01, 2011 2:47:50 PM

Hello Matt,

Here is what I've come up about the guild:

The Whitewater Fiber Guild was formed over 30 years ago to educate and share information, fellowship and activities in the fiber arts with interested residents of the Whitewater area. The original name of the group was the Whitewater Spinners and Weavers, however, in order to broaden our focus we voted to rename ourselves in 2008. Although the original core founding members were more closely involved with the university, we are looking to branch out and expand our presence in the community.

We hold regular meetings on the third Saturday of the month from around 9 to noon which are open to the public. Interested people of all ages are encouraged to attend a meeting or two to determine if membership in the guild is a good fit. Our meetings open with an informal coffee and snack session, we spend about half an hour or so discussing guild business, and then we move on to our main reason for meeting - fun workshops and presentations on all sorts of fiber related topics.

Past educational presentations have included:

A presentation on the East Friesian sheep breed by a local shepherdess
A fascinating slideshow tour of Weaving in Europe
African Textiles

Hands on Workshops have featured:

Silk Painting
Natural Dyeing
Felting
Polymer Clay Buttons
Historical Wagon Wheel Rug Weaving
Willow Basketry

Many of our workshops and presentations are given by members or by knowledgeable people in the region. We offer a partial class fee reimbursement to those who attend outside classes on fiber related topics and then share the knowledge with the guild.

We are a volunteer run organization, and in the past filed as a non-profit organization, however our treasurer decided recently that it was a lot of paperwork to complete for not much benefit as we don't really deal with very much money. We have two tiers of membership fees, adults are \$20 per year, and students are \$5. This membership fee primarily pays for workshop materials and newsletter mailing costs. We currently have approximately 30 members on our roster with an average attendance of 8-10 people per meeting.

We also organize and curate a nationally recognized juried Fiber Art Show, Threads of Creativity, annually at the Crossman Gallery within the Center of the Arts on campus. This show is open to the public and

showcases a variety of high quality textile art pieces in many media from across the nation.

We believe we benefit the community by providing members with the opportunity to creatively express themselves, building self-confidence, motivation and skill development. We offer many of our elder members a valuable social activity, and because of our age diverse membership we facilitate cross-generational communication and knowledge transfer. And by expanding the fiber arts knowledge of our members with diverse educational programs we believe we are adding to their cultural awareness.

In addition, our annual show draws visitors from around the region to Whitewater and provides cultural and societal benefits to our city's citizens as they are able to view quality textile art from around the country free of charge.

Thanks again,

Molly Stanek
President
Whitewater Fiber Guild

On Fri, Aug 26, 2011 at 1:56 PM, Matt Amundson
<MAmundson@whitewater-wi.gov> wrote:

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> Molly,

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> Could you put a paragraph or two together on the Whitewater Fiber Guild. Description of organization and how the organization benefits the community.

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> Thanks!

> Matt

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> From: Molly Stanek [<mailto:molly.stanek@gmail.com>]

> Sent: Friday, August 26, 2011 1:30 PM

> To: Matt Amundson

> Subject: Thank you - was Re: Potential Partner Organization Seeks Last Minute Reservation

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> Hello Matt,

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> Thank you so much for working with our organization to find a meeting place. The Cravath Lakefront Community center was a wonderful space for our guild meeting. We look forward to working more with the Parks and Recreation department in the future.

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> Is there any additional information you need from us for the board meeting?

TO: Matt Amundson
Parks & Recreation Director
City of Whitewater

FROM: Virginia and Merle Follstad

*Virginia Follstad
Merle Follstad*

SUBJECT: Car Parking Area near Trail

DATE: August 10, 2011

Thank you for your July 15, 2011 response to our inquiry about a car parking area on the north side of the new Starin Road extension near the Whitewater city garage.

As we indicated in our e-mail inquiry of July 9, 2011, several years ago as walkers on the pedestrian-bicycle trail that follows Whitewater Creek from Starin Road to North Street, we were able to park our car in a small lot on the north side of Starin Road near the city garage area.

To our dismay, this parking area appears to be abandoned with a sign posted "No Motor Vehicles" thus keeping cars from both the trail and this small lot. No parking is permitted on the new Starin Road. The only indentation on the street that could possibly be used for public parking is always occupied by what appears to be a commercial water wagon.

May we suggest that you consider reinstating this former parking area as a legal place to park for visitors wanting to walk this section of the trail that proceeds south to North Street. Thank you for your consideration and assistance.

cc: Kevin Brunner
Whitewater City Manager

Parks and Recreation Board
Brandon Knedler
Vance Dalzin
Rick Daniels
Jen Kaina
Kenneth Kidd
Javonni Butler
Kim Gosh

CITY OF WHITEWATER POLICY		TITLE: Park Naming Policy
POLICY SOURCE: Parks and Recreation Department	Parks and Recreation Board Approval Date: January 4, 2007 Revised: December 7, 20009	TEXT NAME: G:\Park & Rec\General Information\Policy\ Park Naming Policy

I. PURPOSE

The purpose of the policy is to establish standard procedures and guidelines for the naming of public parklands and facilities owned and/or operated by the City of Whitewater and under the jurisdiction of the Parks and Recreation Department.

This policy may not be consistent with existing names of city areas and facilities. No suggestion is made or intended that existing names be changed. This policy is a basis for future decisions.

II. AUTHORIZATION

The naming of sites shall be the function of the Parks and Recreation Board, **with final approval coming from the Common Council of the City of Whitewater**. Through the Board, diversity, balance and creativity will be sought during adoption of names.

All requests for the proposed naming of a facility must go through the Parks and Recreation Board, **with only approved recommendations forwarded to the Common Council**.

III. Objectives

- A. Provide name identification for individual parks, park area or park facility.
- B. Provide criteria for citizen input into the process of naming parks, park areas or facilities.
- C. Insure that the naming of parks, park areas, or park facilities is controlled **by the City of Whitewater Common Council** through the Parks and Recreation Board with advice from Parks and Recreation and DPW staff.

IV. Qualifying Names

Names submitted for consideration should provide some form of individual identity in relation to the following:

- A. The geographic location of the facility. This includes descriptive names.
- B. An outstanding feature of the facility.
- C. An adjoining subdivision, street, school or natural feature.
- D. A commonly recognized historical event, group, organization or individual (living or deceased).

- E. An individual or organization that contributed significantly to the acquisition or development of the facility to be named. This can include either a deed or substantial monetary contribution, or contribution toward acquisition and/or development of the park or facility (typically not less than 50 percent of the value of the property or improvements).
- F. Outstanding accomplishments by an individual for the good of the community. Quality of the contribution should be considered along with the length of service by the individual - this to be fully substantiated by person making recommendation.
- G. An individual who provided an exceptional service in the interest of the park system as a whole. Typically, while serving in a public office, public officials should not be considered as a candidate for naming.
- H. Any naming of a facility to recognize a sponsor or donation should meet the requirements of the Sponsorship Policy as adopted by the Parks & Recreation Board.

V. Naming Process – Existing Un-named Facilities

- A. Working in cooperation with the Parks and Recreation Department, individuals, groups and organizations interested in proposing a name for an existing un-named park area or facility must do so in writing. This proposal shall be presented to the Director of Parks and Recreation for consideration by the Parks and Recreation Board.
- B. A written description of qualifications for the name being considered must be submitted at this time. This should include location of the facility, any outstanding features of the site, detailed biographical information on an individual being recommended for a name and a narrative explaining the justification of the naming of the facility.
- C. The Parks and Recreation Board will seek input on a name request at the regular monthly meeting and will allow 30 days following their meeting for public comment.
- D. A notice of naming a facility will be published in the Whitewater Register and posted on the city website and local cable access to offer a chance for citizen comment.
- E. The Parks and Recreation Board will act on each request made, and if approved, **will forward to the Common Council for approval** following the 30 days for public comment.
- F. Only approvals of a proposed name for a facility will be forwarded to the Common Council.

VI. Naming Process – New Facilities

**** A temporary name will be designated by Parks and Recreation staff for identification during the “waiting period” of acquisition and/or development of the park area or facility and the formal naming process.**

- A. Working in cooperation with the Parks and Recreation Department, individuals, groups and organizations interested in proposing a name for a new un-named park area or facility must do so in writing. This proposal shall be presented to the Director of Parks and Recreation for consideration by the Parks and Recreation Board.
- B. A written description of qualifications for the name being considered must be submitted at this time. This should include location of the facility, any outstanding features of the site, detailed biographical information on an individual being recommended for a name and a narrative explaining the justification of the naming of the facility.
- C. The Parks and Recreation Board will seek input on a name request at the regular monthly meeting and will allow 30 days following their meeting for public comment.

- D. A notice of naming a facility will be published in the Whitewater Register and posted on the city website and local cable access to offer a chance for citizen comment.
- E. The Parks and Recreation Board will act on each request made, and if approved, **will forward to the Common Council for approval** following the 30 days for public comment.
- F. Only approvals of a proposed name for a facility will be forwarded to the Common Council.

This policy will still allow naming of the park contests to be held through various means that have prior approval of the Parks and Recreation Board. The renaming of parks and facilities will be strongly discouraged. Critical examination will be conducted to insure that renaming the park will not diminish the original justification for the name or the prior contributors. Renaming will follow the same procedures as naming the park.

- A. Only parks and facilities named for geographic location, outstanding feature or subdivision should be considered for renaming. Parks that have been named by deed restriction shall not be considered for renaming.
- B. Parks and facilities named after individuals shall never be changed unless it is found that because of the individual's character the continued use of their name would not be in the best interest of the community.

VII. Signs, Plaques and Markers

The Director of Parks and Recreation, or designee, *must coordinate placement* of any signs, plaques or markers. They must be designed to blend with and complement the existing Parks and Recreation Department signs, plaques and markers. The signs, plaques or markers must comply with existing municipal codes and have *the approval of the Director of Neighborhood Services and/or the Plan and Architectural Review Commission.*

Matt Amundson

From: Zachgo, Tara [Tara.Zachgo@forthc.com]
Sent: Monday, August 22, 2011 12:22 PM
To: 'rlac@rocklakeactivitycenter.com'; Matt Amundson; 'fortgbb@yahoo.com'
Subject: Partnership opportunity with Fort HealthCare Sports Medicine
Attachments: Flyer.pdf

Hello,

The sports medicine team at Fort HealthCare Therapy & Sport Center in Fort Atkinson, is excited to be putting the finishing touches on our new **EDGE** Training program. This program offers performance enhancement classes to community members who are interested in improving their athletic ability and competitive aptitude. As an effort to get involved and get the word out in the surrounding communities, we're hoping to be able to partner with local park and recreation departments from Cambridge, Jefferson, Fort Atkinson, Lake Mills, Johnson Creek and Whitewater. Our goal is to be able to utilize the marketing abilities of these groups in return for a kick-back from all participants referred from the respective organization.

Here is an example:

Cambridge Community Activities program has agreed to partner with us in this endeavor. They will include the program descriptions in their community mailings, seasonal brochures, and email blasts. In return, they will receive a 10% kick-back for each **EDGE** participant who registers using their specific promotional code. As another means of marketing, we will also include their logo on the participants t-shirts. All registration and planning will be done on our end—a simple link to our website will take care of all the details.

If this sounds like something your organization would be interested in, please contact me either at this email or the phone number listed below. We'd like to be able to sit down with you to further discuss the details and answer any other questions you may have. Please review the attached document for further details and let me know what you think. I look forward to hearing from you!

Tara L. Zachgo, BS, LAT, CMA, CLFC
Fort HealthCare Sports Medicine Coordinator
Fort Therapy & Sport Center
1504 Madison Avenue
Fort Atkinson, WI 53538
920-563-9357 or tara.zachgo@forthc.com

CONFIDENTIALITY NOTICE: The information transmitted above is intended solely for the person or entity to which it is addressed and may contain confidential and/or privileged information. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited and may be unlawful. If you have received this message in error, please contact the sender or the Information Systems Department at Fort HealthCare, (920) 568-5132. Thank you.



Fort HealthCare
 Therapy & Sport Center
 1504 Madison Avenue
 Fort Atkinson, WI 53538

Want to get an **EDGE** on your competition? Fort HealthCare Therapy & Sport Center is now offering affordable performance enhancement programs for athletes of all ages. Our Licensed Athletic Trainers will **E**valuate your current skills, provide **D**irection for improvement, measure athletic **G**rowth, and facilitate **E**ducation on what it takes to be the ultimate athlete. Included in all **EDGE** classes: **T-Shirt, Personalized Home Exercise Program, and Injury Prevention Tips.**

Throwing/Swing Speed

Want to know just how fast your fastball is? Or if your golf swing is progressing? Come on in for a 30 minute session with a member of our staff to answer all your swing or throwing speed questions.

Cost: \$15 per session

For more information, contact one of our licensed athletic trainers:

Breah Klemp, LAT
 (Softball, Basketball, Volleyball)
 (920) 568-6540

Brian Meitner, LAT, USGTF
 (Baseball, Golf)
 (920) 648-8170

Tara Zachgo, LAT, CMA, CLFC
 (General Questions, Group Rates)
 (920) 563-9357

1-on-1 Coaching

The off-season is the best time to perfect your form. Let our staff evaluate your current ability and provide valuable tips for improvement in our hour long 1-on-1 coaching sessions. Special rates are available for group sessions. Other sports available upon request.

Coaches Currently Available:

- Softball/Baseball- Pitching
- Softball/Baseball- Hitting
- Golf- Swing
- Basketball- Offense
- Basketball- Defense

Cost:
 \$30 Single Session
 \$75 Series of 3
 \$120 Series of 6

For available dates and times, or to register online visit:
www.FortHealthCare.com/SportsMedicine

Motion Analysis

Trying to perfect a skill can be difficult without seeing the problem areas for yourself. Our Motion Analysis program uses live video footage to capture your movement and assess areas for improvement. In a 60 minute session, our staff will walk you through your current form and give you detailed corrections for improved presentation. Included in all Motion Analysis sessions is a take home DVD of your performance. Please specify sport on registration form.

- Softball/Baseball: Pitching
- Softball/Baseball :Hitting
- Golf/Tennis: Swing
- Hockey: Shooting
- Basketball: Shooting
- Volleyball: Positional Work

Cost: \$50 per session

Use Promo Code: CAP and the Cambridge Community Activities Program will receive 10% of your registration fee!

*Do you have the **EDGE**?*

Summer 2011
Recreation Program Financial Report

Summer 2011	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program	
Contractual Programs						
Gymnastics (8)	73	\$5,208.00	\$4,410.08	118%	\$71.34	
Karate (8)	46	\$1,730.00	\$840.00	206%	\$37.61	
Special Events						
Concerts in the Park/Family Fun Nights	860	\$2,551.00	\$3,994.32	64%	\$2.97	*
Recreation Programs						
Cravath Lakefront Café/ Boat Rentals	68	\$717.35	\$1,625.54	44%	\$10.55	
Dance Classes (2)	41	\$1,510.00	\$1,012.50	149%	\$36.83	
Kids Escape	31	\$5,300.00	\$3,878.89	137%	\$170.97	
Youth Baseball & Softball (12 teams)	142	\$11,855.00	\$14,749.96	80%	\$83.49	*
Tee Ball	51	\$1,935.00	\$1,521.49	127%	\$37.94	*
Rookie Ball	83	\$3,045.00	\$1,877.09	162%	\$36.69	*
Adult Softball Leagues (24 teams)	288	\$8,365.00	\$8,087.80	103%	\$29.05	
Field Trips (5) NEW	174	\$3,890.00	\$3,511.25	111%	\$22.36	
No Bake Cooking Class (NEW)	17	\$340.00	\$178.32	191%	\$20.00	
Tots, Tunes, & Tumbling	16	\$320.00	\$150.00	213%	\$20.00	
Senior Programs						
Van Trips (10) ++	96	\$1,100.00	\$387.50	284%	\$11.46	
Stretch & Flex	214	\$244.00	\$144.50	169%	\$1.14	
Movie +	86	\$60.00	\$20.30	296%	\$0.70	
Pole Walking class/rental+++	37	\$352.00	\$616.63	57%	\$9.51	
+ Movie lisc will be billed in Dec						
++ Gas charges unknown at time of report						
+++Poles purchased w/ excess funds from 2010						
Totals Summer 2011	2323	\$48,522.35	\$47,006.17	103%	\$20.89	

* = sponsorship \$ included in revenue

Seniors In the Park Attendance:	Daily Avg	Vol Hours	Programs Offered
June	47.4	111	25
July	54.6	124	25
August	166.5	166.5	28

Summer 2010
Recreation Program Financial Report

Summer 2010	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program	
Contractual Programs						
Gymnastics (10)	73	\$4,425.00	\$3,817.50	116%	\$60.62	
Adult Fitness (8)	36	\$2,261.00	\$2,016.90	112%	\$62.81	
Karate (9)	48	\$1,490.00	\$720.00	207%	\$31.04	
Horse Camp	1	\$300.00	\$270.00	111%	\$300.00	
Special Events						
Concerts in the Park/Family Fun Nights	948	\$2,900.00	\$5,700.25	51%	\$3.06	*
Attraction Tickets	640	\$16,159.75	\$15,941.75	101%	\$25.25	
Recreation Programs						
Cravath Lakefront Café/ Boat Rentals	91	\$847.04	\$1,373.95	62%	\$9.31	
Dance Classes (2)	41	\$1,640.00	\$948.75	173%	\$40.00	
Kids Escape	29	\$6,510.00	\$5,523.42	118%	\$224.48	
Youth Baseball & Softball (13 teams)	160	\$10,386.10	\$13,897.82	75%	\$64.91	*
Tee Ball	58	\$2,020.00	\$877.43	230%	\$34.83	*
Rookie Ball	64	\$1,970.00	\$874.23	225%	\$30.78	*
Adult Softball Leagues (26 teams)	312	\$9,150.00	\$8,217.27	111%	\$29.33	
Track & Field	12	\$326.00	\$260.96	125%	\$27.17	
Senior Programs						
Van Trips (10) ++	95	\$1,226.00	\$589.85	208%	\$12.91	
Stretch & Flex	431	\$260.00	\$212.00	123%	\$0.60	
Bus Trips (2)	76	\$4,300.00	\$4,330.00	99%	\$56.58	
Movie +	76	\$60.00	\$10.24	586%	\$0.79	
+ Movie expense is upfront in January						
++ Gas charges unknown at time of report						
Totals Summer 2010	3191	\$66,230.89	\$65,582.32	101%	\$20.76	

* = sponsorship \$ included in revenue

Seniors In the Park Attendance:

	Daily Avg	Vol Hours
May	56.3	121.25
June	43.7	154.25
July	44.6	110
August	49.3	127