

**City of Whitewater**  
**Parks and Recreation Board Agenda**  
**Monday, January 10, 2011 - 5:00pm**  
Cravath Lakefront Room - 2nd Floor, City Municipal Building  
312 W. Whitewater St. Whitewater, WI 53190

**Call to Order and Roll Call**

**Consent Agenda:**

CA-A	Approval of December 6, 2010 Parks and Recreation Board minutes
CA-B	Acknowledgment of Receipt and Filing of: <ul style="list-style-type: none"> <li>• Urban Forestry Commission minutes of September 29, 2010; October 12, 2010; and November 9, 2010</li> </ul>

**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	Pepsi Refresh Grant, Whitewater Effigy Mounds Preserve Restoration Plan Update,
Recreation & Community Events Programmer	Recreation Programming Update; Freeze Fest

**Considerations:**

C-1	Discussion and approval of recommendations identified in Lake Protection Plan
C-2	Conceptual review of Treyton Kilar Field of Dreams design prepared by Rettler Corporation
C-3	Presentation of Fall 2010 Recreation Program Financial Report and Overall 2010 Report
C-4	Discussion and direction on requests for advertising in Program Brochure
C-5	Request for future agenda items
C-6	Adjourn

City of Whitewater  
Parks and Recreation Board Agenda  
Monday, December 6, 2010 – 5:00 pm  
Community Room – 2nd Floor City Municipal Building  
312 Whitewater St, Whitewater WI 53190

Draft Minutes

**Call to Order**

Stone called meeting to order at 5:05 pm. Present: Negley, Daniels, Knedler, Stone, Dalzin, and Kaina (5:12 pm). Absent: None. Excused: Olsen

Staff: Matt Amundson, Michelle Dujardin, and Chuck Nass

Guest: Richard Ehrenberg, Wyatt Welter and Jerald Gaches

**Consent Agenda**

Negley moved to accept the consent agenda which included the November 1, 2010 Parks and Recreation Board minutes. Second by Knedler. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. 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**

- Quorum Ordinance – This changes number of votes for passing an item from four votes to a majority of those in attendance.
- Sculpture Walk Task Force- Task Force is looking to incorporate public art into projects instead of a designated sculpture walk.
- Public Meeting (Whitewater Effigy Mounds Preserve Restoration)-Public meeting will be held Wednesday, December 8<sup>th</sup>.
- Pepsi Refresh Grant- Submittal was taken into the Pepsi Refresh Grant, currently waiting for approval and next step.

**Recreation & Community Events Programmer**

- Freeze Fest & Rail Jam – February 19, 2011 the annual Freeze Fest & Polar Plunge will take place at Cravath Lakefront Park. New addition this year is a Rail Jam. The Rail Jam will bring in skiers & snowboarder that will compete for prizes as they show skills on a platform of rails. 60% of proceeds will be donated to Special Olympics.

Senior Coordinator

- One Stop Shop: Held on Saturday, November 20<sup>th</sup>. The event was very successful, good foot traffic and vendors were happy. Seniors in the Park cleared approx \$875. 7 college student volunteers helped make the event run smooth.
- Holiday Dinner: Set for December 15<sup>th</sup> at the Whitewater Country Club. Currently 62 people signed up. Entertainment will be Rock Prairie Dulcimer.

#### **Discussion and approval of Emerald Ash Borer Plan (Urban Forestry Commission)**

Nass introduced the topic and the City of Whitewater Emerald Ash Borer Management Plan. Nass stated ash trees will be marked by red marker and be mapped on the master plan. Mass cutting will not take place and no planting of ash trees will happen at this time. Dalzin motioned to approve the City of Whitewater Emerald Ash Borer Management Plan presented by Chuck Nass. Kaina seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

#### **Request for facility rental fee ( Wisco Longboarding United)**

Amundson introduced Jerald Gaches and Wyatt Welter of Wisco Longboarding United. Jerald and Wyatt stated the purpose of the concert and that 100% of proceeds would go to the Keep A Breast Foundation. Knedler motioned to waive the rental fee of the Armory for the Wisco Longboarding United group. Daniels seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

#### **Receipt and acknowledgement of Lake Protection Plan for Cravath and Trippe Lake**

Amundson indicated a public input meeting was held on Monday, November 29<sup>th</sup>. Approximately 30 people attended the presentation by Dr. Jeff Thornton of SEWRPC that also included an opportunity for public comments on the plan. Amundson also indicated all but two attendees were supportive and there was interest in making changes. Negley motioned to acknowledge and accept receipt of the Lake Protection Plan for Cravath and Trippe Lakes as prepared by SEWRPC. Kaina seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

#### **Discussion and approval of recommendations identified in Lake Protection Plan**

Amundson referred to memo explaining the 2011 plan implementations, 2012 Budget Inclusion/Discussion with Council, and alternatives not being considered. Board discussion took place and supported 2011 plan implementations with additional questions including; how long does it take for the lake to fill back in naturally if dredging took place?, what is the cost of construction of an island?, and what is the cost of biological control? Negley motioned to accept the 2011 implementation plans number 1 -11 with the understanding that number seven be based on further analysis from SEWRPC and Staff. Dalzin seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

The board directed Matt to explore the 2012 Budget and report back to board with implementation recommendations.

#### **Request for facility rental fee waiver (UW-Whitewater Homecoming Committee)**

Amundson introduced request from Kim Clarksen on behalf of the UW-Whitewater Homecoming Committee for a free or reduced rental rate at the Cravath Lakefront Community Building for an event in December. Knedler motioned to deny the reduced rate and waiver of the facility rental fee. Daniels

seconded the motion. Ayes: Daniels, Negley, Knedler, Stone, Kaina, and Dalzin. Noes: None. Abstain: none. Absent: Olsen. Motion passed.

**Discussion on potential Stewardship grant opportunities for 2010**

Amundson introduced the topic and referred to the memo listing upcoming projects and how funding could be obtained. Amundson commented on the positive current interest on historical preservation and the importance of moving forward with those specific projects. After board discussion, the upcoming projects listed as; Moraine View Park and Whitewater Effigy Mounds Preserve were suggested as priorities.

**Request for Future agenda**

The board suggested creating a meeting time that doesn't conflict with other public meetings.

Adjourn.

Stone moved and Kaina seconded to adjourn at 6:45pm. Motion carried by voice vote.

Respectfully submitted,

*Michelle Dujardin*

Michelle Dujardin

CITY OF WHITEWATER  
URBAN FORESTRY COMMISSION SPECIAL MEETING  
WEDNESDAY, SEPTEMBER 29, 2010 5PM  
CITY MANAGER'S CONFERENCE ROOM – 2<sup>ND</sup> FLOOR, CITY MUNICIPAL  
BUILDING. WHITEWATER, WI 53190

MINUTES - *Approved at Oct 12 mtg.*

1. CALL TO ORDER/ROLL CALL: Meeting called to order by chair – Tiiu Gray-Fow. Members present: Tiiu Gray-Fow, Karen McCulloch, Tom Miller, Prudence Negley. Members Absent: Richard Ehrenberg, Beverly Stone, Wyatt Welter. A quorum of four members are needed to conduct business.
2. APPROVAL OF AGENDA: Motion by Gray-Fow and second by Negley to approve agenda. Unanimous approval.
3. CITIZEN COMMENTS: No citizen comments.
4. LANDSCAPE ORDINANCE: Negley MOTIONED to change title of ordinance from “Yard Management Ordinance” to “Natural Landscape Yard Ordinance” in any and all references to the title in the ordinance. Seconded by McCulloch. This passed unanimously. MOTION by Negley to change “Landscaping Review Board” to “Landscape Review Board”. McCulloch seconded, and was passed unanimously. MOTION by Negley to approve changes to item 19.56.080. Insert definition under (e) Natural Landscape...”Planting of grasses (short and tall), forbs (flowers), shrubs, woodlands and other gardens as defined that are often native but are sometimes mixed with non-natives, and are usually perennial in nature.” Changes passed unanimously. Gray-Fow MOTIONED to accept the use of Latin names in the ordinance for purposes of identifying noxious weeds. McCulloch seconded, and was passed unanimously. MOTION by Gray-Fow and seconded by McCulloch to add to item 19.56.080 (b) Exotic Plants: Adding “Exotic cultivated” to the definition. This passed unanimously. MOTION by Miller to to accept all changes as put forth by Negley with a handout detailing all changes. Negley Seconded with a discrepancy regarding 19.56.070 Non-Conforming Use.
5. ADJOURNED MEETING: MOTION by Miller to adjourn meeting. Negley Seconded. Unanimous passage.

NEXT MEEETING: October 12, 2010, 4:15pm.

CITY OF WHITEWATER  
9th URBAN FORESTRY COMMISSION MEETING  
Tuesday, October 12, 2010 - 4:15 p.m.  
Cravath Lakefront Room - 2nd floor, city municipal building  
312 W. Whitewater St. Whitewater, WI 53190

APPROVED MINUTES

1. CALL TO ORDER / ROLL CALL: Meeting called to order by temporary chair - Karen McCulloch. Members present - Karen McCulloch, Richard Ehrenberg, Tom Miller (arrived at 5:00 p.m.), Beverly Stone, Prudence Negley. Members absent - Tiiu Gray-Fow, Wyatt Welter. Staff present - Chuck Nass. A quorum of four members is needed to conduct business.
2. APPROVAL OF AGENDA: MOTION by Negley and second by Ehrenberg to approve. Unanimous approval.
3. MINUTES OF PAST MEETINGS. No action taken on the Sept. 21st minutes. The Sept. 29th special meeting minutes were approved.
4. CITIZEN COMMENTS: None.
5. PLANNING AND ARCHITECTURAL REVIEW BOARD REPORT: No information on the Walmart landscaping plan. Miller was asked to e-mail us when he finds out if the large lawn area between the street and the parking lot will be preserved or made into parking spaces. We are very concerned about losing this buffer area which was fought for when Walmart first built the existing parking lot.
6. PARKS AND RECREATION BOARD. The Landscape Ordinance was submitted to the P&RB and failed to be supported. Four members were present to vote and four ayes were required to pass. Only three voted in favor of support. Negley will request reconsideration of the ordinance.
7. EMERALD ASH BORER POLICY: Nass submitted the portion of the policy which focuses on removal and disposal of Ash trees. He is still working on the best approach for saving as many Ash trees as possible. Concern was expressed regarding any negative environmental side effects of chemical treatment. Madison is hoping for a less toxic approach than the existing chemicals presently used to treat EAB. Shorewood (in Madison) will use TREE-age to inject into the trees. McFarland plans to treat high value trees. Grafton is offering citizens to pay \$25 for each street tree they want the city to treat. We talked about having a public meeting to inform our citizens of our plans and to get input
8. STAFF REPORT: Six street trees have been taken down. The electric company took down a portion of the large dead oak west of the library since it endangered the overhead line. The spring planting plan will focus on the northeast quadrant of the city. Two red maple street trees were replaced on W. Main St. by the Regent apartment project, with elm hybrids. Ehrenberg informed Nass about damage to an amur maple street tree at the Regent construction project and provided a picture. He also showed a picture of a large infestation of giant knotweed in or near the ROW of Walworth Ave., which needs to be eliminated.
9. ADJOURN: MOTION by Stone and second by McCulloch to adjourn.

Richard Ehrenberg - secretary

CITY OF WHITEWATER  
10th URBAN FORESTRY COMMISSION MEETING  
Tuesday November 9, 2010 - 4:15 p.m.  
Cravath lakefront room - 2nd floor, city municipal building  
312 Whitewater St., Whitewater, WI 53190

*Approved* -DRAFT- MINUTES *12-14-10*

1. CALL TO ORDER / ROLL CALL: Meeting called to order by chair -Tiiu Gray-Fow. Members present - Richard Ehrenberg, Tiiu Gray-Fow, Karen McCulloch, Tom Miller, Prudence Negley, Beverly Stone. Members absent - Wyatt Welter. Staff present - Matt Amundson, Chuck Nass. Others present - Roy Nosek. A Quorum of four members is needed to conduct business.

2. APPROVAL OF AGENDA: Approved by consensus.

3. MINUTES OF PAST MEETINGS: MOTION by Miller and second by McCulloch to approve minutes of 9-21-10. Unanimous approval. MOTION by Miller and second by Stone to approve minutes of 10-12-10. There was unanimous approval. with a comment that our concern with regard to the use of pesticide for EAB be emphasized.

4. CITIZEN COMMENTS: Roy Nosek called our attention to a tree near the corner of Fremont and W. Main street which needs a tree guard to protect it from vandalism.

5. PLANNING AND ARCHITECTURAL REVIEW BOARD REPORT. Miller brought the Walmart landscape plan for us to see. Amundson said the plan for building extension has been reviewed and approved by the city council and the P&ARB, with contingencies. The landscape plan has not yet been finalized. These types of projects are reviewed on a monthly basis by the PMT. Bruce Parker has the only set of plans. An intense discussion ensued regarding our desire to see and be able to review landscape plans which are discussed at P&ARB meetings so that we can add our concerns related to urban forestry. The possible loss of the 33ft. wide green space which provides a visual buffer between the huge asphalt parking lot and W. Main street, and that citizens in the past fought for by demonstrations, may now be partially removed to provide a few additional parking spaces. Roots of the large existing oak tree may be damaged.

6. PARKS AND RECREATION BOARD REPORT. A revote by the P&RB on acceptance of our Landscape ordinance passed by a 4-1 vote The ordinance will go to the Common Council for its first review and vote on November 16th. A change was made to the ordinance, that landscape plans be submitted to Dean Fisher for processing.

7. EMERALD ASH BORER: Nass submitted information regarding chemicals used for treating EAB, to be included in the EAB Management Plan. We talked about concern for the misuse of chemical and possible bad side effects, and the need to have an actual plan for their use and a plan to invite citizens to pay for treatment of street trees in front of their properties. MOTION by Stone and second by McCulloch to submit the Management Plan to the P&RB for their approval without adding any information on an approach to save any ash trees. YES- Negley, McCulloch, Miller, Stone. NO- Ehrenberg, Gray-Fow. Motion carried.

8. FUTURE WORK SESSION: Our chair will aim for a thursday at 4 p.m.

9. SPRING 2011 TREE PLANTING: Nass handed out a copy of his plan which included a list of trees and locations for small trees and shade trees. Roy Nosek suggested the W. Main be added to the list of locations since existing sugar and schwedler maple trees are dieing due to

salt treatment during the winter. The plan will be finalized at the December meeting. Nass plans to notify each property owner regarding planting a city tree in front of their property.

10. STAFF REPORT: Nass reported that Brian Newmeister on the staff has become a certified arborist, and that Andy Beckman is also studying to become a certified arborist. Nass reported that the smaller tree on the south entrance to this building was broken off by a vandal and thus removed. A guard needs to be installed to protect any new planting since this is about the 3rd time this has occurred at that location. Nass said the street tree near the Marathon grass station on W. Main was removed because of storm damage.

11. ADJOURN: MOTION by Stone with second by Miller to adjourn.

Next meeting scheduled for December 14, 2010

Secretary - Richard Ehrenberg

# Memo

**To:** Parks and Recreation Board  
**From:** Matt Amundson, Parks and Recreation Director  
**Date:** January 5, 2011  
**Re:** Parks & Recreation Board Meeting: January 10, 2011

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## **C-1 Discussion and approval of recommendations identified in Lake Protection Plan**

Jeff Thornton will be in attendance to discuss the plan and specifically answer the following questions raised at the December meeting:

- Estimate on how long it takes for a dredged lake to fill back in
- Cost estimate and feasibility of creating a refuge island with dredging
- Cost estimate and analysis of effectiveness of biological control as a replacement for chemical control

## **2011 Plan Implementation**

Limited costs absorbed in current budgets

1. Continue and advocate for implementation of urban stormwater management program
2. Encourage volunteer participation in Citizen Water Quality Monitoring on Cravath Lake
3. Hold shore land management workshop for property owners on lakes & creeks
4. Install proper signage at Cravath Lakefront for boat and trailer parking
5. Maintain signage to alert users of nonnative invasive species
6. Encourage manual harvesting of EWM around piers and docks, city purchases specialty rakes and makes available to riparian owners and volunteer efforts after holding workshop on identification and removal. Create removal process and include City compost special site
7. Determine whether to continue use of chemicals to treat EWM or introduce biological controls
8. Apply for grant funding to assist in control of EWM and to conduct engineering study on the possibility of dredging
9. Request that DNR complete fishery analysis and consider stocking efforts
10. Continue work with UW-Whitewater to explore opportunities to utilize student resources and programs
11. Explore partnership with WWUSD to include Project Wet in school curriculum

## **2012 Budget Inclusion/Discussion with Council**

The recommendation will be to set aside an annual portion of stormwater utility funds for lakes protection. These funds would be established for the following:

1. Maintain proper EWM treatment (either chemical or biological)  
Cost Estimate: currently budget \$6,000, proper chemical management estimated at \$12-15,000 annually; Cost of introducing weevils as a biological control measure would be about the same as the cost of chemical treatment—the advantage would be that you are not introducing herbicides into the water, and there will be years when you will not need to inoculate the weevil into the lakes...there will be natural reproduction.
2. In Lake Aquatic plant surveys on 5 year rotation (2015, 2020, 2025, etc)  
Estimated Cost: \$3,000 per lake
3. Potential Dredging of both lakes to create refuge islands  
Estimated Cost: \$1-5 million

January 5, 2011

**C-2 Conceptual review of Treyton Kilar Field of Dreams design prepared by Rettler Corporation**

Rettler Corporation has completed initial drafts of a conceptual design for the field that I have included in your packet. I am asking the Board to review these plans and provide comments at Monday's meeting to provide back to Rettler. Rettler will then make the proposed changes and bring a final design with cost estimate to our February meeting for the Board's approval. The plans are also being shared with the committee that is working on the project for their comment and review.

**C-3 Presentation of Fall 2010 Recreation Program Financial Report and Overall 2010 Report**

The Fall program financials have been completed and compiled with an overall 2010 report for your review. The staff will present and answer any questions that the board has regarding both of these reports.

**C-4 Discussion and direction on requests for advertising in Program Brochure**

I continue to receive requests from groups located outside of Whitewater to market their programs and services in our brochure. The most recent and typical requests are from soccer clubs/camps; specifically the Milwaukee Wave and their summer soccer camps. Some communities allow this and charge a fee while others do not allow it. I'd like the Board to discuss and give staff some direction; I have included an example of Germantown's price structure and policy.

Your consideration of these matters is greatly appreciated.

Thanks!

Matt Amundson,  
Parks & Recreation Director

# Advertising Terms & Policies

## Conditions and Contract Regulations

1. Advertising opportunities are extended to any local, national or international business, non-profit agency and government agency that has or wishes to have a presence in Germantown.
2. Advertising opportunities will not be extended to any organization whose mission or goal is in conflict with the Germantown Park & Recreation Department's.
3. The Germantown Park & Recreation Department reserves the right to refuse any advertising from organizations or companies that offer competing programs and/or facilities.
4. Advertisers and advertising agencies are liable for all content of advertisements (including copy, representation and illustrations) and shall indemnify and hold harmless the Village of Germantown, without limitation against, for any and all claims made thereof against losses sustained by the Village of Germantown, its board or employees.
5. The advertiser and its agency, if there is one, each represent that they are fully authorized and licensed to use: 1. The names, portraits and/or pictures of living persons; 2. Any copyrighted or trademarked materials; and 3. Any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published in any of the Germantown Park & Recreation Department publications, and that such advertisement is neither libelous or defamatory, an invasion of privacy, or otherwise unlawful to any third party. The advertiser and its agency each agree to indemnify and hold harmless the Village of Germantown against all losses, liability, damage and/or expense arising from the copying, printing or publishing of any such advertisement.
6. No conditions printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the Germantown Park & Recreation Department policies, will be binding on the Village of Germantown.
7. Any drawings, artwork and copy submitted for reproduction are accepted at the risk of the advertiser. Credit for errors shall be the Germantown Park and Recreation Department's sole discretion, is limited to first insertion, and shall not exceed the cost of the space in which errors occur. No allowance is granted for errors that do not materially affect the value of an advertisement.
8. Failure to fulfill contract terms for multiple insertions will result in additional charges equal to the discount allowed and potentially additional charges exceeding the amount for non-fulfillment of the contract.
9. The Germantown Park & Recreation Department will not return any items submitted for advertising.

## Rate Protection

The Germantown Park & Recreation Department reserves the right to revise advertising rates at any time. However, rate increases will not affect existing signed and written advertising agreements. All advertising placed without a signed advertising agreement is subject to the rates that apply at the time of publication.

## Payment

Once publication is distributed, the advertiser will be issued an invoice, which must be submitted upon receipt.



# 2010 Brochure Advertising Rate Card

Space Reservations	Artwork Due	Distribution
Winter/Spring 2010	10/9/09	12/14/09
Summer 2010	2/19/10	4/12/10
Fall/Winter 2010	6/18/10	8/5/10

FORMAT REQUIREMENTS	AD SIZE OPTIONS & PER ISSUE RATE
<p>Ad must be supplied on CD or e-mailed to <a href="mailto:baltergott@village.germantown.wi.us">baltergott@village.germantown.wi.us</a> and accompanied by a hard copy proof.</p> <p>Art files will be accepted in the following formats:</p> <ul style="list-style-type: none"> <li>&gt; QuarkXpress 6.5 or below</li> <li>&gt; Adobe Illustrator, InDesign or Photoshop</li> <li>&gt; AI</li> <li>&gt; EPS</li> <li>&gt; JPEG</li> <li>&gt; TIF</li> <li>&gt; Press Quality PDF</li> </ul> <p>Please supply all fonts or "create outlines" in the appropriate program</p> <p>Ads created in Word, Excel, PowerPoint, Publisher or Pagemaker will not be accepted</p> <p>Be sure to indicate the file format and software used on the CD or in the e-mail.</p> <p>Advertising questions should be directed to Brett Altergott at <a href="mailto:baltergott@village.germantown.wi.us">baltergott@village.germantown.wi.us</a> or call (262) 250-4710</p>	<p><input type="checkbox"/> <b>1/16 page ad:</b> <span style="float: right;"><b>\$80</b></span></p> <p style="padding-left: 40px;">1.8125" wide x 2.3125" high</p> <p><input type="checkbox"/> <b>1/8 page ad:</b> <span style="float: right;"><b>\$160</b></span></p> <p style="padding-left: 40px;">3.625" wide x 2.3125" high</p> <p><input type="checkbox"/> <b>1/4 page ad:</b> <span style="float: right;"><b>\$320</b></span></p> <p style="padding-left: 40px;">3.625" wide x 4.875" high</p> <p><input type="checkbox"/> <b>1/2 page ad:</b> <span style="float: right;"><b>\$450</b></span></p> <p style="padding-left: 40px;">7.5" wide x 4.875" high</p> <p><input type="checkbox"/> <b>1 page ad:</b> <span style="float: right;"><b>\$850</b></span></p> <p style="padding-left: 40px;">7.5" wide x 10" high</p> <p>&gt; <b>11,000 brochures distributed with each printing. (April, August and December)</b></p> <p><input type="checkbox"/> <b>Winter/Spring 2010</b></p> <p><input type="checkbox"/> <b>Summer 2010</b></p> <p><input type="checkbox"/> <b>Fall/Winter 2010</b></p>

**Yes! I want to be a year-long brochure advertiser. *Receive preferred placement and 10% off***

Advertising Terms and Policies		
This certifies that I have read, understood and hereby accept the advertising terms and policies explained on this side and the reverse side of this form.		
Name (Printed)	Signature	Date
Company Name	Title	
Address	City	Zip Code
Phone	Fax	E-mail

Fall 2009  
Recreation Program Financial Report

Fall 2010	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program
<b>Contractual Programs</b>					
Gymnastics (4)	70	\$3,226.00	\$2,731.36	118%	\$46.09
Adult Fitness (24)	116	\$5,110.00	\$4,518.00	113%	\$44.05
Karate (6)	61	\$2,200.00	\$1,075.00	205%	\$36.07
<b>Special Events</b>					
Youth Halloween Party	265	\$322.50	\$361.46	89%	\$1.22
<b>Recreation Programs</b>					
Little Picasso's	9	\$235.00	\$220.75	106%	\$26.11
Dance Classes (7)	37	\$1,407.00	\$1,536.42	92%	\$38.03
Youth Flag Football (3 programs)	70	\$2,880.39	\$3,649.44	79%	\$41.15
Fall Adult Softball League (6 teams)	75	\$900.00	\$857.58	105%	\$12.00
Start Smart Basketball	9	\$155.00	\$94.26	164%	\$17.22
Tots, Tunes & Tumbling	9	\$200.00	\$87.13	230%	\$22.22
<b>Senior Programs</b>					
Exercise Class (Stretch/Flex)	77	\$410.00	\$131.25	312%	\$5.32
Van Trips (10)	70	\$566.00	\$420.00	135%	\$8.09
Holiday Dinner	68	\$766.00	\$946.00	81%	\$11.26
One Stop Shop	400	\$1,341.04	\$537.77	249%	\$3.35
Movie+	88	\$80.00	\$13.07	612%	\$0.91
Global Gala	65	\$123.00	\$173.50	71%	\$1.89
<b>Totals Fall 2010</b>	<b>1489</b>	<b>\$19,921.93</b>	<b>\$17,352.99</b>	<b>115%</b>	<b>\$13.38</b>

Seniors In the Park Attendance:	Daily Avg	Vol Hours	Programs Offered
September	62	144	32
October	72	157	38
November	73	261	31

+ Movie expense is upfront in January

2009  
Recreation Program Financial Report

	Participants	Revenue	Expenses	Percent of Recovery	Avg Cost of Program
<b>Contractual Programs</b>					
Adult Fitness (65)	322	\$14,873.00	\$13,178.70	113%	\$46.19
Gymnastics (22)	253	\$12,941.00	\$11,020.86	117%	\$51.15
Karate (21)	163	\$5,110.00	\$2,470.00	207%	\$31.35
Rock Climbing (5)	24	\$790.00	\$648.00	122%	\$32.92
<b>Special Events</b>					
Attraction Tickets	640	\$16,159.75	\$15,941.75	101%	\$25.25
Concerts in the Park/Family Fun Nights	948	\$2,900.00	\$5,700.25	51%	Free
Freeze Fest	2100	\$274.00	\$265.30	103%	Free
Ride Your Bike To School	61	\$0.00	\$0.00	-	Free
Youth Halloween Party	265	\$322.50	\$361.46	89%	Free
<b>Recreation Programs</b>					
Adult Softball Leagues	312	\$9,150.00	\$8,217.27	111%	\$29.33
Cravath Lakefront Café/ Boat Rentals	91	\$847.04	\$1,373.95	62%	\$9.31
Creative Kids	6	\$160.00	\$127.46	126%	\$26.67
Dance Classes & Recital	139	\$6,392.00	\$5,868.73	109%	\$45.99
Fall Adult Softball Leagues	75	\$900.00	\$857.58	105%	\$12.00
Ice Rink	1276	\$0.00	\$5,117.06	0%	Free
Kids Escape	29	\$6,510.00	\$5,523.42	118%	\$224.48
Little Picasso's	9	\$235.00	\$220.75	106%	\$26.11
Rookie Ball	64	\$1,970.00	\$874.23	225%	\$30.78
Start Smart Golf	8	\$120.00	\$15.50	774%	\$15.00
Start Smart Soccer	7	\$325.00	\$356.00	91%	\$46.43
Tee Ball	58	\$2,020.00	\$877.43	230%	\$34.83
Tots, Tunes & Tumbling	9	\$200.00	\$87.13	230%	\$22.22
Track & Field	12	\$326.00	\$260.96	125%	\$27.17
Volleyball Instruction	18	\$280.00	\$159.06	176%	\$15.56
Youth Baseball & Softball	160	\$10,386.10	\$13,897.82	75%	\$64.91
Youth Basketball	81	\$3,091.40	\$3,092.30	100%	\$38.17
Youth Flag Football	70	\$2,880.39	\$3,649.44	79%	\$41.15
<b>Senior Programs</b>					
Bus Trips	42	\$2,422.00	\$2,272.00	107%	\$57.67
Exercise Class	1226	\$1,326.00	\$652.09	203%	\$1.08
Holiday Dinner	68	\$766.00	\$946.00	81%	\$11.26
Movie	293	\$200.00	\$204.42	98%	\$0.68
One Stop Shop	400	\$1,341.04	\$537.77	249%	\$3.35
Recreation Classes	114	\$489.40	\$0.00	#DIV/0!	\$4.29
Van Trips (23)	222	\$2,281.00	\$1,279.85	178%	\$10.27
Volunteer Appreciation	28	\$0.00	\$288.14	0%	\$0.00
Global Gala	65	\$123.00	\$173.50	71%	\$1.89
<b>Totals 2010</b>	<b>9658</b>	<b>\$108,111.62</b>	<b>\$106,516.18</b>	<b>101%</b>	<b>\$11.19</b>