

**City of Whitewater**  
**Parks and Recreation Board Agenda**  
**Monday, January 16, 2012 - 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 Parks and Recreation Board minutes of December 5, 2011
CA-B	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	Bicycle & Pedestrian Master Plan; Youth Baseball; Treyton's Field of Dreams; Special Event Policy
Recreation & Community Events Programmer	Freeze Fest Update
Senior Coordinator	New Programs; Chili Cook Off

**Considerations:**

C-1	Approve request for free use of Armory for "Zumbathon" to benefit The Leukemia and Lymphoma Society
C-2	Direction regarding future recreation program brochure and distribution
C-3	Direction regarding storage at Starin Park Community Building
C-4	Discussion and possible direction on park shelter deposit fees
C-5	Presentation of 2011 Fall Recreation Program Financial Report
C-6	Request for future agenda items
C-7	Adjourn

# Memo

**To:** Parks and Recreation Board  
**From:** Matt Amundson, Parks and Recreation Director  
**Date:** January 12, 2012  
**Re:** Parks & Recreation Board Meeting: January 16, 2012

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## **C-1 Approve request for free use of Armory for “Zumbathon” to benefit the Leukemia and Lymphoma Society**

I have included two letters of support related to this request in your packet. This type of event is consistent with other events that have received free use of City facilities and staff’s recommendation is to approve the request.

## **C-2 Direction regarding future recreation program brochure and distribution**

The Whitewater Parks & Recreation Department currently prints 3 seasonal brochures (Winter/Spring, Summer, Fall). Each brochure contains 28 pages of material. Our current provider, American Litho charges \$1,835.25 per season for the 3,500 copies we currently print. Due to distribution changes within the school district, 3,000 copies are distributed through the Good Morning Advertiser to city residents receiving the Good Morning. This distribution cost is \$180.00 per season.

The parks & recreation brochures current production bid with American Litho is complete with the upcoming Summer Brochure. We would like to discuss direction of printing quantities, distribution methods, and number of times released a year. Some options staff has discussed internally that could result in cost savings:

- Reduce a brochure and print two expanded brochures annually (January – July; August – December)
- Print two brochures (January – April; May – August) and do an electronic only 3<sup>rd</sup> brochure
- Reduce two brochures and print one annual program brochure

## **C-3 Direction regarding storage at Starin Park Community Building**

Information is included in the support packet related to this project that was previously discussed by the Board. Our facility maintenance staff estimates a \$750 cost for the project that would be paid for by fundraising dollars already secured by Seniors in the Park.

## **C-4 Discussion and possible direction on park shelter deposit fees**

In a review of current policies, it was determined that our park shelter deposits are possibly unnecessary. Fortunately, we have not had any significant damage to a park shelter the past four summers. We require rentals to provide a \$100 deposit, however, we do not inspect the shelter after groups use it and they are often used by multiple groups per day. I would like to discuss the option of eliminating this deposit with the board effective April 1, 2012.

## **C-5 Presentation of 2011 Fall Recreation Program Financial Report**

Staff have prepared the report from programs recently concluded that were marketed in the fall program brochure. I have included this information in the support packet along with the fall of 2010 for a comparison along with the overall report for 2010 and 2011.

Your consideration of these matters is greatly appreciated.

Thanks!  
Matt Amundson,  
Parks & Recreation Director

**City of Whitewater**  
**Parks and Recreation Board**  
**Monday, December 5, 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**

Brandon Knedler, Bruce Parker, Nathan Jaeger, and Ken Kidd Absent: Jen Kaina, Stephanie Abbott, and Rick Daniels Staff: Matt Amundson, Michelle Dujardin, Deb Weberpal Guests: Richard Ehrenberg

**Consent Agenda**

No items to be removed from consent agenda. Kidd moved to accept the consent agenda approving the minutes of the November 7, 2011 Parks and Recreation Board meeting and receipt and acknowledgement of Urban Forestry Commission minutes of August 16, 2011, September 20, 2011, and October 18, 2011. Second by Parker. Ayes: Knedler, Jaeger, Kidd, Parker. Noes: None. Abstain: None. Absent: Jen Kaina, Stephanie Abbott, and Rick Daniels. 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.

Richard Helmick alerted the Board that the Hoard Museum is holding a ceremony making presentation on Aztalan and Koshkonong Mounds Thursday December 15 at 5:30 pm. Plan for the mounds has been passed but hasn't gone to council. Amundson commented will not go to council until boundary issues are resolved.

**Staff Reports:**

Parks & Recreation Director:

- Prescribed Burn at Whitewater Effigy Mounds Preserve-Attempted but did not have favorable winds and burn was not completely successful due to moisture. Pockets of prairie are developing.
- Bicycle & Pedestrian Master Plan-Steering committee met in early November. Ranked firms and met with top ranked firm. Next step is for consultant to forward contract to negotiate. Then goes to Governor's office and takes 8-12 weeks. Hope to have kickoff in the spring. DAAR manages DOT projects and works with the communities. Kidd inquired about trail extension and wetlands.

Recreation & Community Events Programmer:

- Winter/Spring Brochure-Dujardin handed out copies of the brochure and hopes to have hard copies on Friday. Will go in the Good Morning on the 19<sup>th</sup>. All classes are online. Increase in youth art classes, spinning class is offered again, added CPR & first aid classes. Will discuss RFP for brochure in future with the board as it is due again. How many brochures, how distribute, etc.

Senior Coordinator

- One Stop Shop-Raised \$890. Will not do next year as too much staff time for the amount of money raised. Will do a No Bake Bake Sale next year.
- Holiday Luncheon: At 62 people with a few more to add.
- Senior Forum-Approved purchases out of fundraising for laptop, body bars, projection screen, storage area materials. And possibly attendance software.

### **Appointment of Parks and Recreation Board member to the Urban Forestry Commission**

Amundson referred to memo. Kaina has a conflict with the committee's new meeting date, fourth Tuesday. Parker moved to appoint Knedler. Second by Jaeger. Ayes: Knedler, Jaeger, Kidd, Parker. Noes: None. Abstain: None. Absent: Jen Kaina, Stephanie Abbott, and Rick Daniels. Motion passed.

### **Discussion and possible action related to future meeting schedule**

Amundson referred to the memo and commented. The third Monday seems to work for everyone. 5:00 pm. Amundson will check with other board members.

### **Update on Treyton's Field of Dreams progress**

Amundson referred to the memo, a grant will be submitted to Baseball Tomorrow fund for \$75,000 for lighting. Gave update on Pepsi Refresh. Motorcycle donated for fundraising is a 1940's Harley. Strand asked to do topography and geotechnical investigation. JP Cullen will assist with the project to see what has been committed and what we need as well as putting numbers to what is needed and a dollar value. Will also do construction documents which will assist with bidding. Hope to have plan by January meeting but for sure by February with groundbreaking to hopefully happen in the spring. Kidd questioned upkeep for the field. Board will have to look at concessions, rental dollars and other items to stay with the field. Potential for irrigation system to be donated.

### **Discussion and possible action on agreement with UW-Whitewater for future use of Treyton's Field of Dreams**

Amundson referred to the memo. UWW student group potentially funding donation (\$10,000) and is requesting free use of the facility for 2 years. 25% of the standard fee for 8 years following. They would have access after Parks and Rec, then the school district and youth sports. Any groups would need to be a recognized student organization, not athletic teams or intramurals. They will follow our rules and policies. The student group is voting on this tonight.

### **Request for future agenda items**

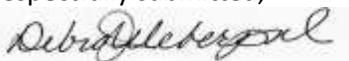
Student funding of Field of Dreams  
Brochure RFP

### **Adjourn**

6:00 pm Motion by Jaeger. Second by Kidd. Affirmed by voice vote.

**Next meeting: January 16 at 5:00**

Respectfully submitted,



Debra Weberpal

January 6<sup>th</sup>, 2012

Dear Whitewater Park and Recreation Board,

Part of my job as a Zumba® Fitness Instructor is not only to teach fun fitness classes publicly and privately but also to teach classes called Zumbathons® or Zumba® Fitness Charity Parties that help raise money for community events, charities, and organizations. My student Kristina Hamm and her sister are registered to bike the 2012 Scenic Shore 150 Weekend Bike Tour which raises money for The Leukemia and Lymphoma Society to find a cure for blood related cancers.

Kristina and her sister have already paid out of pocket their registration fees but they have asked me to host a Zumbathon® to help raise the additional \$300.00 that they each are required to raise for The Leukemia and Lymphoma Society, that's a total of \$600.00. In order for us to reach our goal for the cause, I need a large venue to hold the number of people we intend to host and if possible at a 0 to minimal fee. **I am requesting for use of the Old Armory Gymnasium on Sunday April 29<sup>th</sup> from 1:00-2:30pm to be donated for a great cause.**

I have run quite a few successful Zumbathons® and Charity events. I intend to charge participants \$10.00 for advance registration and \$15.00 at the door for those who register last minute. The girls and I will be advertising this event all over Whitewater, on campus, and in my classes here in Whitewater, Fort Atkinson, Palmyra, and Jefferson. Our goal is to host 40-60 people if not more. The Zumbathon® will be a fun, sweaty-calorie burning party where people can improve their health with a great workout for an awesome cause. Usually I bring in other Zumba® Instructors from around the area to spice up the event even more. We will have prize giveaways and end by rewarding the Hamm sisters with the money they needed raised for their bike tour for LLS.

Please consider donating the use of the gym for our Zumba® Charity event on April 29<sup>th</sup> from 1:00-2:30pm.

Thank you,  
Lynnette Brown  
Licensed Zumba® Fitness Instructor  
Nettes2crazy@hotmail.com  
(920)728-1430

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Whitewater Park & Rec and for whom it may concern,

My sister and I are riding in the 2012 Scenic Shore 150 Weekend Bike Tour in July. The Scenic Shore 150 Bike Tour is a fully- supported 2 day cycling event along the Lake Michigan shore from Mequon to Sturgeon Bay. Over 1,000 participants bike for the cause of finding a cure for blood cancers.

My sister and I are biking for Team Codie, in memory of Codie Evan van Dalen who lost his battle with leukemia in May 2001 when he was just 6 1/2 years old. The mission of The Leukemia and Lymphoma Society (LLS) is to find a cure for blood cancers and to improve the lives of patients and their families who live with these diseases.

We'll be biking 75 miles the first day and staying overnight in Manitowoc to start the rest of the 75 miles up to Sturgeon Bay the next morning. Both my sister and I are required to raise a minimum of \$300.00 in donations each to help with our weekend meals and expenses with 75% of all donations going directly to patient care and The Leukemia and Lymphoma Society's (LLS) research for blood cancers, such as leukemia, lymphoma, myeloma, and myelodysplastic syndromes.

By holding a ZUMBATHON in the community we hope to get the word out about the research needed to find a cure for all blood cancers and to help the two of us meet the minimum fundraising requirement to participate in this bike tour.

This information and more details can be found at the Scenic Shore 150 website at [www.scenicshore150.org](http://www.scenicshore150.org) or The Leukemia and Lymphoma Society website at [www.lls.org](http://www.lls.org). With the support and lending of the Armory to hold this event from the Whitewater Park and Recreational Department my sister and I can raise the amount needed to help with our expenses that weekend in July as well as make a difference in many patients and their families lives.

Ride to find a cure.

Sincerely,

A handwritten signature in cursive script, appearing to read "Kristina Hamm", written in black ink.

Kristina Hamm

## Community Building Storage

Senior Forum attendees moved and voted to keep the program space currently in the facility and spend the needed funds to build a storage closet adjacent to the computer lab. (Labor will be provided by City)

Reasoning:

There are only four rooms in the building for programming and we do not want to lose any of those spaces.

This space is used for one-on-one private consultations, meetings, and classes. Space needs to be provided for this, per accreditation.

We need adequate, appropriate, locked storage for valuable program equipment.

Volunteers needing to use the computer lab space must to move boxes and weighted bars now to use the space. Participants coming in for a class or consultation should not feel like they are taking a class in a store room.

Space is also needed for CPR/First Aid Equipment (2 large suitcases and a couple of medium sized bins)

The space being transformed is open space not used for any programming.

## Weighted Bar Rack





Fall 2011  
Recreation Program Financial Report

Fall 2011	Participants	Revenue	Expenses	Percent of Recovery	Average Cost of Program
<b>Contractual Programs</b>					
Gymnastics (4)	88	\$4,049.00	\$3,396.14	119%	\$46.01
Karate (3)	30	\$940.00	\$455.00	207%	\$31.33
<b>Special Events</b>					
Youth Halloween Party	236	\$221.50	\$214.99	103%	\$0.94
<b>Recreation Programs</b>					
Dance Classes (9)	98	\$4,455.00	\$3,707.20	120%	\$45.46
Youth Football	226	\$24,222.10	\$23,600.92	103%	\$107.18
Fall Adult Softball League (6 teams)	75	\$900.00	\$633.64	142%	\$12.00
Tots, Tunes & Tumbling	11	\$240.00	\$112.40	214%	\$21.82
*NEW Cycling	16	\$458.00	\$300.00	153%	\$28.63
<b>Senior Programs</b>					
Exercise Class (Stretch/Flex)	511	\$436.00	\$282.26	154%	\$0.85
Core and More	132	\$351.00	\$131.83	266%	\$2.66
Van Trips (14)*	130	\$1,536.00	\$1,151.06	133%	\$11.82
Holiday Dinner	68	\$814.00	\$983.66	83%	\$11.97
Movie	73	\$40.00	\$2.12	1887%	\$0.55
Saints & Sinner Bus Trip	38	\$1,976.00	\$1,698.00	116%	\$52.00
<b>Totals Fall 2011</b>	1732	\$40,638.60	\$36,669.22	111%	\$23.46

Seniors In the Park Attendance:	Daily Avg	Vol Hours	Programs Offered
September		146	32
October		134	39
November		279	27
December		94	28

\*Van trips: fuel bills through November

Fall 2010  
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

2011  
Recreation Program Financial Report

	Participants	Revenue	Expenses	Percent of Recovery	Avg Cost of Program
<b>Contractual Programs</b>					
Gymnastics (22)	295	\$14,722.00	\$12,202.54	121%	\$49.91
Karate (21)	97	\$3,710.00	\$1,805.00	206%	\$38.25
<b>Special Events</b>					
Concerts in the Park/Family Fun Nights	860	\$2,551.00	\$3,994.32	64%	Free
Freeze Fest	2250	\$226.00	\$449.91	50%	Free
Ride Your Bike To School	57	\$0.00	\$0.00	-	Free
Youth Halloween Party	236	\$221.50	\$214.99	103%	Free
<b>Recreation Programs</b>					
Adult Softball Leagues	288	\$8,365.00	\$8,087.80	103%	\$29.05
Cravath Lakefront Café/ Boat Rentals	68	\$717.35	\$1,625.54	44%	\$10.55
Dance Classes & Recital	213	\$9,980.00	\$7,850.77	127%	\$46.85
Fall Adult Softball Leagues	75	\$900.00	\$633.64	142%	\$12.00
Ice Rink	1952	\$0.00	\$4,613.61	0%	Free
Kids Escape	31	\$5,300.00	\$3,878.89	137%	\$170.97
Rookie Ball	83	\$3,045.00	\$1,877.09	162%	\$36.69
Start Smart Baseball	22	\$360.00	\$99.79	361%	\$16.36
Start Smart Soccer	9	\$435.00	\$393.00	111%	\$48.33
Tee Ball	51	\$1,935.00	\$1,521.49	127%	\$37.94
Tots, Tunes & Tumbling	11	\$240.00	\$112.40	214%	\$21.82
Youth Baseball & Softball	142	\$11,855.00	\$14,749.96	80%	\$83.49
Youth Basketball	81	\$2,430.00	\$2,679.25	91%	\$30.00
Youth Flag Football	226	\$24,222.10	\$23,600.92	103%	\$107.18
<b>Senior Programs</b>					
Bus Trips	48	\$3,792.00	\$3,488.00	109%	\$79.00
Exercise Class	1357	\$1,090.00	\$619.26	176%	\$0.80
Holiday Dinner	68	\$814.00	\$983.66	83%	\$11.97
Movie	332	\$180.00	\$50.92	353%	\$0.54
Recreation Classes	155	\$1,057.00	\$100.00	1057%	\$6.82
Van Trips (23)	280	\$3,021.00	\$1,986.91	152%	\$10.79
Declutter Workshops	17	\$255.00	\$204.00	125%	\$15.00
Global Gala	38	\$1,976.00	\$1,698.00	116%	\$52.00
<b>Totals 2011</b>	<b>9342</b>	<b>\$103,399.95</b>	<b>\$99,521.66</b>	<b>104%</b>	<b>\$11.07</b>

\*Attraction Tickets Not Included

2010  
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>