

**City of Whitewater**  
**Parks and Recreation Board Agenda**  
**Monday, February 20, 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 January 16, 2012
CA-B	Receipt and acknowledgement of Urban Forestry Commission minutes of November 15, 2011 and December 20, 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	PARR3; Whitewater Effigy Mounds Preserve; Eagle Scout Project at Effigy Mounds; Annual Report
Recreation & Community Events Programmer	Freeze Fest; Messy Fest; Summer Programming
Senior Coordinator	Chili Cook-Off; Newsletter Advertising

**Considerations:**

C-1	Refund of rental fees to Ken-Tom Vaughn for use of Starin Park Community Building
C-2	Discussion and possible action on plantings within Milwaukee Street Islands (Urban Forestry Commission)
C-3	Review and possible action on Special Event Policy
C-4	Approval of photography services for recreation programs
C-5	Request for future agenda items
C-6	Adjourn

**City of Whitewater**  
**Parks and Recreation Board**  
**Monday, January 16, 2012 - 5:00pm**  
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, Rick Daniels, Stephanie Abbott and Ken Kidd Absent: Jen Kaina, Nathan Jaeger and Kim Gosh Staff: Matt Amundson, Michelle Dujardin, Deb Weberpal, Megan Hagerty (Parks & Recreation Intern). Guests: Beverley Stone

**Consent Agenda**

No items to be removed from consent agenda. Kidd moved to accept the consent agenda approving the minutes of the December 5, 2011 Parks and Recreation Board meeting and the expedited approval of the request for free use of the Armory for "Zumbathon" to benefit The Leukemia and Lymphoma Society. Second by Parker. Ayes: Knedler, Abbott, Kidd, Parker, Daniels. Noes: None. Abstain: None. Absent: Jen Kaina, Nathan Jaeger, and Kim Gosh. 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.

Beverly Stone inquired on the past event called Messy Fest.

**Staff Reports:**

Parks & Recreation Director:

- Bicycle & Pedestrian Master Plan-Steering committee met in early November. The firm selected for the plan was Alta design.
- Youth Baseball- Whitewater Parks & Recreation was approached to take over 14 & Under Baseball and accepted.
- Treyton's Field of Dreams- Fundraisers are continuing with the next being held at Culvers on Wednesday January 25<sup>th</sup> from 5-8pm, 10% of all sales will be donated to the field.
- Special Events Policy- The Department is currently working with the Police Department and City Clerk to form a Special Events Policy that involves a check list, specific point person, and develops an electronic version everyone has access to.

Recreation & Community Events Programmer:

- Freeze Fest- 2012 Plunge numbers are on the rise. Events scheduled include: Pancake Breakfast, Snow Dogs Presentation, Hands on activities, Open skate at Big Brick, Chili Cook-off, and Polar Plunge.

Senior Coordinator

- New Programs- Programs added this year include; Civil War Lecture, Gadget Guru, and Red Carpet
- Chili Cook-off: Seniors In the Park will be running the Freeze Fest Chili Cook-off; forms are available on the website.

#### **Direction regarding future recreation program brochure and distribution**

Amundson referred to memo on current practices and production costs. Three options were proposed;

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

Daniels moved to print two brochures (January-April; May-August) and do an electronic only 3<sup>rd</sup> brochure. Second by Parker. Ayes: Knedler, Abbott, Kidd, Parker, Daniels. Noes: None. Abstain: None. Absent: Jen Kaina, Nathan Jaeger, and Kim Gosh. Motion passed.

#### **Direction regarding storage at Starin Park Community Building**

Amundson referred to the memo and diagram in packet. Weberpal commented that the Senior Forum met and voted to pay for supplies with approximate costs of \$500-\$700 with Parks and Recreation maintenance staff completing the work.

Daniels moved to accept the proposal. Second by Parker. Ayes: Knedler, Abbott, Kidd, Parker, Daniels. Noes: None. Abstain: None. Absent: Jen Kaina, Nathan Jaeger, and Kim Gosh. Motion passed.

#### **Discussion and possible direction on park shelter deposit fee**

Amundson commented that park shelter deposits are possibly unnecessary. Shelters are not inspected after use and often used by multiple groups per day.

Daniels moved to eliminate park shelter deposits. Second by Parker. Ayes: Knedler, Abbott, Kidd, Parker, Daniels. Noes: None. Abstain: None. Absent: Jen Kaina, Nathan Jaeger, and Kim Gosh. Motion passed.

#### **Presentation of 2011 Fall Recreation Program Financial Report**

Amundson referred to the memo and presented the 2011 Fall Recreation Program Financial Report

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

Messy Fest

#### **Adjourn**

6:05 pm Motion by Daniels. Second by Abbott. Affirmed by voice vote.

**Next meeting: February 20th at 5:00**

Respectfully submitted,

*Michelle Dujardin*

Michelle Dujardin

Urban Forestry Commission Meeting  
Whitewater Municipal Building  
Tuesday, November 15, 2011

The meeting was called to order by Tiiu Gray-Fow at 4:28 pm.

Attendance: Tiiu Gray-Fow, Jay Craggs, Andrew Crone, Karen Coburn, Bev Stone (4:35), Jen Kaina (5:17)  
Staff: Chuck Nass, Latisha Birkeland, Matt Amundson  
Guests: Richard Ehrenberg, Roy Nosek

A motion to approve the agenda was made by Karen Coburn, seconded by Jay Craggs. The agenda was passed by a voice vote of 4-0 (Gray-Fow, Craggs, Crone, Coburn)

The minutes were amended to clarify that a request was made for Roy Nosek to send his thoughts and pictures to the Urban Forestry Commission prior to the next meeting. A motion to approve the minutes of the October 18, 2011 Urban Forestry Commission meeting was made by Karen Coburn and seconded by Andrew Crone.

As a citizen comment, Roy Nosek raised concerns regarding tree guards being removed in his neighborhood and not installed on trees along Whitewater Street.

The process of placing landscape plans for review by the Urban Forestry Commission was discussed with Latisha Birkeland, newly appointed Neighborhood Services Manager / Planner . It was moved by Karen Coburn that the Neighborhood Services Manager / City Planner , Latisha Birkeland, share plans at her discretion with the Urban Forestry Commission in a timely fashion so that comments from the Urban Forestry Commission can be included in her report to the Plan Commission. The motion was seconded by Bev Stone. The motion was passed with a unanimous voice vote of 5-0. (Gray-Fow, Craggs, Crone, Coburn, Stone)

An update was provided on the expansion of 804/808/818 Walworth Avenue.

A brief update was given on Treyton's Field of Dreams progress.

A motion was made by Bev Stone to approve the Emerald Ash Borer Policy Action Plan for Preserving Selected Ash Trees. Jay Craggs seconded the motion. The motion was approved on a 4-0 voice vote (Stone, Craggs, Gray-Fow, Crone).

Chuck Nass shared plans for 2012 annual planting list which highlights resident requests, replacements, and plans for additional trees to be planted in the SW Quadrant of the City.

Chuck Nass provided information on the present tree availability list from contacted nurseries. Discussion ensued regarding the photographic examples of additional tree species that might be desirable choices for planting as terrace trees. Dr. Roy Nosek provided the photos and suggested that we recommend to the City Forester that more of them be added to the present tree order. If that couldn't be done, there was consensus that the item could be discussed at more length at future meetings, especially since some of the trees are already being ordered. Andrew Crone raised concerns related to ensuring that we are encouraging native varieties of trees, trees native to Southeast Wisconsin. Jay Craggs stated that this group should also factor in allergen levels in the future planting plans. Richard Ehrenberg shared that he has a listing of native trees.

Chuck Nass reported that there are no items on the current tree cut list.

Bev Stone moved to change Urban Forestry Commission meetings to the 4<sup>th</sup> Tuesday of the month. Seconded by Karen Coburn. A unanimous voice vote of 6-0 passes the motion.

It was determined that due to the holidays, no December meeting will be scheduled unless an issue arises that requires a meeting in December.

Jay Craggs moved to adjourn, seconded by Jen Kaina. A unanimous voice vote passed the motion, 6-0.

Respectfully Submitted,

*Matt Amundson*

Matt Amundson, CPRP  
Parks & Recreation Director

**URBAN FORESTRY COMMISSION  
SPECIAL MEETING**

December 20, 2011

DRAFT Minutes

The meeting was called to order by chair, Tiiu Gray-Fow at 4:15 p.m. Members present: Andrew Crone, Karen Coburn, Tiiu Gray-Fow, Karen McCulloch, Beverly Stone. A quorum being present. Members absent: Jay Craggs, Park and Recreation Board representative. Staff present: Chuck Nass, City Forester and Dean Fischer, Director of Public Works.

Special meeting was called to discuss reconstruction of Milwaukee Street and the possible effects on existing trees and replanting trees.

Dean Fischer explained the project and the possible expansion of the sidewalk area from the current 4 foot width to a 5 foot width.

After considerable discussion by Board members and the consensus that green sustainability and beautification of a main thoroughfare into the City, Karen Coburn moved and Karen McCulloch seconded that the Urban Forestry Commission recommend to the City Council that the width of the sidewalk area remain at 4 feet. Roll call vote. AYES: Karen Coburn, Karen McCulloch, Tiiu Gray-Fow, Beverly Stone. NOES: Andrew Crone. ABSENT: Jay Craggs. Motion Carried.

Motion to adjourn by Karen Coburn, seconded by Andrew Crone. Motion carried unanimously. Meeting adjourned at 5:00 p.m.

Next scheduled meeting is Tuesday, January 24, 2012 at 4:15 p.m.

Respectfully submitted,

Beverly Stone, Secretary

Dear Park and Recreation Board of Whitewater,

Recently I (Ken-Tom Vaughn) came to the park and rec. building and rented the Starin Park Community Building for a charity event my project management class at MATC-Fort Atkinson Campus. In the decision process we found that we will just have a fun fair at the Trinity Lutheran Church in Fort Atkinson, because it is free of charge to host the event. As such I am requesting a refund of the recent down payment I made of **\$190\$**. I have paid back my classmates their portion of the rental fee for the park building out of my own account. May I please have a refund in the full amount of **\$190.00**. Thank you for taking the time to address my request.

Cordially,

Ken-Tom Vaughn

**From:** [Chuck Nass](#)  
**To:** [Matt Amundson](#)  
**Cc:** [bknedler@hotmail.com](mailto:bknedler@hotmail.com); [Dean Fischer](#)  
**Subject:** Recommendation from UFC last night  
**Date:** Wednesday, January 25, 2012 11:35:17 AM

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Matt, The Urban Forestry Committee had a motion, w/second to send onto the Park and Rec. Board for their possible approval and then to staff and/or Council, to have “ native perennial plants” put into the 6 islands on Milwaukee St. instead of the stamped concrete. A recommendation came to the commission about adding trees, that would be donated to the plantings, but was not part of the original motion or second. Brandon had asked for a cost comparison, as he felt that this would be a point of discussion, I agree with him, but until we have a bid for the unit price of the concrete, I cannot get an exact cost comparison. I could get close as to what we pay for colored concrete, but would have a hard time with the plants, not knowing what would be recommended.

I have told Brandon, that I would get this to you so it could be placed on the Park Board agenda, I agree that this would added more variety to the islands, but I also know we have cut a few planting areas in the City to save money and this may add back into that as these plants will have to be maintained and watered weekly.

Please let me know if you need anything else,

Chuck

*Chuck Nass*  
*Superintendent Streets-Parks*  
*City Forester (ISA certified Arborist)*  
*Whitewater, Wi.*

*53190*

*1-262-473-0542-Office*

*1-262-903-9511-cell*

**Please note my new e-mail address;**

**[cnass@whitewater-wi.gov](mailto:cnass@whitewater-wi.gov)**



Save money and the environment; think twice before printing this email

<b>CITY OF WHITEWATER POLICY</b>		<b>TITLE: SPECIAL EVENTS POLICY</b>
POLICY SOURCE: Parks and Recreation Department	Parks and Recreation Board Approval Date:	TEXT NAME: G:\Park & Rec\General Information\Policy\

**DEFINITIONS**

Special event means any planned occurrence on the public right-of-way or public premises including, but not limited to, parades, gatherings, festivals and athletic events which is not within the normal and ordinary use of that public premises or place or which, by nature of the event, may have a greater impact on City services or resources than would have occurred had the event not taken place. Whether the event is considered within the normal, ordinary or intended use of public facilities or property shall be determined by the City Manager or his/her designee.

A. Licensing Requirements

1. Applications shall be filed with the City Clerk a minimum of 45 days prior to the event. Applications must contain the name, address and contact number of the individual completing the application and the name, address and contact telephone number of the individual that will be present and coordinating the day(s) of the event. Applications for events that have been held in the City of Whitewater for at least the immediate past two (2) years which are filed less than forty-five (45) days prior to the event may be issued, provided all conditions for such approval are met.
2. Sponsors of Special Events must comply with all applicable city ordinances, traffic rules, park rules, state health laws, fire codes, and liquor licensing regulations.
3. Every city department receiving a copy of a special event license application shall recommend either approving or denying the application and listing any reasons for denial. Each department shall review an application based upon the following criteria:
  - a. Use of department resources
  - b. Costs to the department
  - c. Benefit to the community
  - d. Any perceived public health or safety problems
  - e. Use of city property
4. Special Event license requirements shall be waived in those cases where the United States Secret Service notifies the City of a proposed event in which it will be assisting with security details.
5. All Special Events applications will be reviewed by the Police Department, Park and Recreation and City Clerk, with the City Clerk issuing the special event permit upon approval of all departments reviewing the application. If any recommendation for denial is received from one or more departments, the application shall be submitted to the Common Council for review and a determination whether to grant the license. Where an event application is filed less than forty-five days prior to the event, and the event has been held for at least the immediate past two years, but a substantial change to the pending event is indicated (including but not limited to change of location, route,

event organizer, etc.) the application shall be sent to Police Department, Park and Recreation and City Clerk for review and final determination.

6. For each special event license form submitted which requests city services, the Clerk may schedule a meeting if deemed necessary or requested by the event sponsors and/or the affected departments. The purpose of the meeting shall be to discuss the specific nature of the services requested. It shall be held no later than thirty (30) days before the event.
7. Each event shall have a designated head of security that can be contacted at any time by the Police, Fire or Health Departments. Each event may be required to have security personnel at the rate of one security person for every 300 persons estimated to be present if alcohol is available or for any 600 persons present if alcohol is not available. The Police and Fire Departments, depending on facts and circumstances specific to each event, shall have the discretion to modify these ratios, as they deem necessary.
8. A professional bonded security company shall be present at an event under the following guidelines:

		# of security personnel With alcohol present	# of security personnel without alcohol present
Level I	0-200 attendees	1	0
Level II	201-500 attendees	2	0
Level III	501+ attendees	4	2

The police department shall have the right to modify the levels based on the risk or need for heightened security or the replacement of security personnel with sworn law enforcement personnel. The modification, barring extenuating circumstances, will be made at the time the application is approved.

If law enforcement services are needed, which may include but not limited to crowd control, traffic control or heightened security risk, the costs of reimbursement will be at the expense of the organization hosting the event. Barring extenuating circumstances, the identified costs will be provided at the time the application is approved.

Any exception from use or a request for reduction of the outlined levels must be submitted in writing to the Chief of Police or designee prior to the approval of the application.

**B. Special Event Permit Fees**

1. Investigation Fee – Add to all applications \$7.00
- City Services less than \$1,000 \$125.00 per day
- City Services between \$1,000 and \$10,000 \$500.00 per day
- City Services over \$10,000 \$750.00 per day
- or-
- Charge actual costs back to event

The amount of services provided will be determined by the City Staff by reviewing the previous year’s event cost analysis. If this is a first time event, a comparison of like events will be done to set the fee schedule.

2. City sponsored events, even though they may meet the definition of a special event, shall not be required to pay a fee. The City Manager shall determine whether an event is city sponsored.
3. Charges for park facilities, food sales permits, tent permit fees, etc. are to be paid *IN ADDITION* to the Special Events application fee. Submittal of an event application

does **NOT** reserve a park or include application for any other permits as may be required.

C. Insurance Requirements

1. There are four (4) classes of events, Class A, Class B, Class C and Class D. Each class shall be determined by its characteristics. An event does not have to have all the characteristics listed to be in the classification. The City reserves the right to make final determination of an event's classification and the related requirements that will be imposed upon the event organizer.
  - a. **Class A:** Any event whose attendance is anticipated to be over 25,000.
  - b. **Class B:** Large exposure events including but not limited to, parades, concerts, bike races, auto shows, circuses, sidewalk sales, or activities that have the potential to draw between 5,000 and 25,000 people or events with amusement devices, pony rides, bleachers used to seat more than 500 people, or fireworks displays.
  - c. **Class C:** Medium exposure events including, but not limited to, parades, concerts, dances, animals shows or any activity that is likely to draw between 250 and 5,000 people.
  - d. **Class D:** Small exposure events including, but not limited to, block parties, small concerts, plays, private gatherings in parks or similar events that are likely to draw less than 250 people. Event organizers in this class are encouraged to obtain insurance even though it is not required.
2. Each applicant shall furnish the City a certificate of insurance showing insurance written by a company licensed in the State of Wisconsin and covering any and all liability. (See Exhibit A).
  - a. Class A events – Large Exposure – over 25,000 people
  - b. Class B events – Large Exposure – 5,000 to 25,000 people
  - c. Class C events – Medium Exposure – 250 – 5,000 people
  - d. Class D events – Small Exposure – under 250 people
3. All special events must also obtain insurance that identifies the City as an additional insured up to (ask CVMIC for limits)
4. Mapped Routes

Routes for special events must be submitted with the license application, regardless of historical precedent. Proposed routes may be altered at the discretion of the Police Department and the Department of Public Works. In the event that the organizer or sponsor of any special event deviates from the route submitted without the approval of the city, the organizer or sponsor of such special event may be denied a permit for any special event for the following calendar year.
5. Event Cancellation

The City Manager, or designee, may cancel an event without prior notice for any condition affecting the public health or safety of the city, or any condition that would place facilities, grounds, or other natural resources at risk of damage or destruction if the event were permitted to take place.

**City of Whitewater**  
Special Event Application

Name of Event:  
Sponsoring Organization:  
Planning Contact (include email and phone):  
Location of Event:  
Event Site Contact (include cell phone):  
Event Head of Security (include cell phone):

Description & Schedule of Events (Please attach map of site or route)

Does your event require the closing of parking lots, parks, or streets?

Does your event require fencing to be installed by the City?

Does your event include the sale of alcohol?

What are the electrical requirements for your event?

Does your event include live music?

Does your event include the sale of food or goods?

Does your event include tents that will be installed on the site grounds?

Does your event include inflatables, dunk tank, petting zoo or similar attractions?

Does your event require any additional city services not listed above?

**The City does not provide tables or equipment for rental.**

**Please note that you have to reserve any city facilities you are planning to use in addition to submitting this special event application including Main Street banner reservations.**

# Memo

**To:** Parks and Recreation Board

**From:** Michelle Dujardin, Recreation and Community Events Programmer

**Date:** February 2, 2012

**Re:** Youth Sports Photography

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Youth Sports Photography:

The Whitewater Parks and Recreation Department sent out a request for proposals to thirteen companies for the supply and delivery of professional quality color photography services to photograph youth sports participants and teams. The term of the agreement resulting from the request for proposal shall begin on April 1, 2012 and end on March 31, 2013. The agreement may be extended by mutual agreement for one additional program year commencing April 1, 2013

Parks and Recreation received proposals from seven companies, which included; PMI Sports Photography, Sport Pics, LLC., Picture Pro Photography, LLC., LaBelle Sport Photo, Lifetouch Sports Photography, Visual Image Photography and Inter State Studio.

The Whitewater Parks and Recreation Department has narrowed the selection down to three potential companies with the following compensations and scope of services.

**La Belle Studio, Whitewater, WI:**

La Belle offers a variety of reasonably priced packages, sports specific merchandise, three complimentary coach pictures for each team, complimentary sponsor plaques, picture delivery in 5-7 business days, 10% refund of picture sales to Parks and Recreation, and a complimentary 5 x 7 pictures and CD of teams to Parks and Recreation.

**Life Touch Sports Portraits, Madison WI:**

Life Touch offers a variety of reasonably priced packages, large selection of sports specific merchandise, complimentary coach package pictures for each team, complimentary sponsor plaques, , 10% from each package refunded to Parks and Recreation, \$500 Signing Bonus, and a complimentary 5 x 7 pictures and CD of teams to Parks and Recreation.

*February 16, 2012*

**Sport Pics, New Berlin, WI:**

Sport Pics offers a variety of reasonably priced packages, sports specific merchandise, complimentary coach pictures for each team, complimentary sponsor plaques, picture delivery within 3 weeks, 25% refund of picture sales to Parks and Recreation, and a complimentary 5 x 7 pictures and CD of teams to Parks and Recreation.

Your consideration in this matter is greatly appreciated.

Thanks!

Michelle Dujardin

Recreation and Community Events Programmer