

City of Whitewater
Parks and Recreation Board Agenda
Tuesday, January 14, 2014 - 5:30 pm
Community Room – 1st Floor, Whitewater Municipal Building
312 W. Whitewater St. Whitewater, WI 53190

Call to Order and Roll Call
Park Board Photo

Consent Agenda:

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| CA-A | Approval of Parks and Recreation Board minutes of December 10, 2013 |
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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:

| | |
|--|--|
| Recreation & Community Events Programmer | Spring Semester Intern, W3 Wellfest |
| Parks & Recreation Director | Discover Whitewater Series, Bike/Ped Advocacy, Treyton’s Field of Dreams, 4 th of July campsite |

Considerations:

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| C-1 | Approval of 2014 Trick or Treat Hours & Armory Halloween Party |
| C-2 | Discussion and possible action related to 2014 Parks & Recreation Sponsorship Program |
| C-3 | Discussion and work session related to the Park & Open Space Plan / Parks & Recreation Strategic Plan <ul style="list-style-type: none"> • Facility, Park, & Shared Use Path Plans • Discuss focus group/public input plan |
| C-4 | Request for future agenda items |
| C-5 | Adjourn |

**City of Whitewater
Parks and Recreation Board
Minutes**

Tuesday, December 10, 2013 - 5:30pm

Community Room - 1st Floor, Whitewater Municipal Building
312 W. Whitewater St. Whitewater, WI 53190

Call to Order and Roll Call

Nate Jaeger, Ken Kidd, Brandon Knedler, Sarah Hansberry, and Bruce Parker. Absent: Kim Gosh, Rachel Deporter, and Jen Kaina.

Staff: Matt Amundson, Michelle Dujardin and Michelle Withey (Intern)

Guests: Richard Helmick, Steven Withey

Consent Agenda

Approval of Parks and Recreation Board minutes of November 12, 2013 and Expedited approval of the request for refund by Cathy Swartz for Starin Park Community Building Reservation.

No items to be removed from consent agenda. Parker moved to accept the consent agenda. Second by Kidd. Ayes: Nate Jaeger, Ken Kidd, Brandon Knedler, Bruce Parker, and Sarah Hansberry. Noes: None.

Abstain: None. Absent: Jen Kaina, Rachel Deporter 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.

There were no citizen comments.

Staff Reports:

Recreation & Community Events Programmer- Michelle Dujardin:

- Winter/Spring Brochure: The Winter/ Spring Brochures are now available online as well as printed copies. The Whitewater School District graciously allowed the brochures to be distributed in the Elementary Schools and have gone home with the children. Extra copies have been placed at City Hall, Whitewater Aquatic Center, Discover Whitewater office, Sentry Foods, Public Library, and Starin Park Community Building.
- New Programs: In the Winter/Spring Season, we will offer six new programs to the community, to include; Youth & Law Enforcement Mission Impossible, Fun Exploring Water Coloring Painting, Zentangle, Piloxing, Skateboard Clinic, and Youth Dance Class. Basic Sewing will also make a second appearance due to its popularity and request from the Fall session.
- Freeze Fest: Saturday, February 15th at Cravath Lakefront Park. 2014 Planning is in full force and in great shape for another great event. Marketing for the event is in full swing with final logistic details being finalized.

Parks and Recreation Director- Matt Amundson

- Recognition of Student Intern, Michelle Withey: Amundson recognized Michelle in her works with the Half Marathon, Youth Halloween Party, Freeze Fest, and thanked her for her dedication and professionalism in her internship.
- Ice Rink: In December of 2012 the ice rink was open a total of three days. A liner has been installed for the 2013/2014 season and we have already seen the extraordinary benefits. In November 2013 the ice rink has already been open for 3 days with significant less man hours to maintain.
- Social Media: The Department now has a Facebook and Twitter account to release information. All information posted on Facebook and Twitter is also on the city website.
- Treyton's Field of Dreams: Winter conditions have stopped construction for 2013. The focus is now on organizing the next phase of construction and lining up time lines for 2014.
- ADA Transition Plan: Today the city consultant, a team of three people, and city staff toured the facilities named in the law suit to assess the concerns. The Council has approved an agreement with Recreation Accessibility Consultants to audit city parks and facilities and then develop a transition plan for the City. The consultant will also return to provide city staff training to do assessment items in house for the future.
- November 25th Open House: On November 25th the Department hosted an Open House at Starin Park Community Building from 4-7 to invite to public in to explore Strive and the new registration system. One community member attended the event, and attendance at these events has been a continued struggle for the department. Fresh ideas are encouraged to help with attendance for these events.

Discussion and direction regarding 2014 meeting schedule.

Amundson referred to the packet and proposed meeting dates and preference. Kidd moved to continue the meetings on the 2nd Tuesday of each month with the start time of 5:30. Jaeger seconded the motion. Ayes: Nate Jaeger, Ken Kidd, Brandon Knedler, Bruce Parker, and Sarah Hansberry. Noes: None. Abstain: None. Absent: Jen Kaina, Rachel Deporter and Kim Gosh. Motion passed. The next meeting will take place Tuesday, January 14th at 5:30pm

Review of Whitewater Effigy Mounds Preserve brochure created by UW-W Student Group

Amundson referred to brochure created illustrated in the packet. Helmick commented that the group had contacted him and asked for feedback and information. Helmick also commented that the brochure does still contain some information that is missing and possibly incorrect. Items of concern include; citing sources of the information is missing, picture of preserve sign could be read better with straight on shot, addition of information about the oak savanna to the brochure, and addition of map on how to get there. Kidd asked if how the creation of the mounds listed in the brochure was correct. Helmick explained that there is no definite and proven one way method on how exactly the mounds were created. Knedler asked if there is a timeframe for changes and completion of the brochure and the future plan of the brochure. Amundson stated that it has met the requirement for the student project. The Board directed staff to work with the Friends of the Mounds to make changes to the brochure before bringing it back for review to Parks and Recreation Board and Landmarks Commission.

Review of environmental audit related to bicycle and pedestrian counts created by UW-W Student Group.

Amundson referred to project in packet. Amundson would like to work with future volunteer groups to record at the same six sites listed in the project with readings at different times of day. This process would take place in the Spring and throughout the year to improve our efforts and how we should move forward. Knedler suggested identifying highest traffic areas and focus on aesthetics, tree plantings, and shade needs along our trail system. The Board agreed with moving forward and adding Knedler's suggestion to the project.

Discussion and direction related to Urban Forestry Commission and including Forestry information in Strategic Plan

Amundson asked the Board's input on requesting the UFC to create a section for the strategic plan related to forestry. Knedler suggested it would be a good idea to get them involved to look at the long term goals and work forward together. Kidd agrees that it's a great idea and benefit to involve everyone's expertise. Amundson will start discussion with UFC and items to start focusing on for inclusion for the strategic plan.

Discussion and work session related to the Park & Open Space Plan/Parks & Recreation Strategic Plan

- Goals, Objectives, & Polices
- Review of Proposed Outline & Current Narrative
- Review existing parks and current/future land use
- Discussion on park and open space use guidelines

Amundson started discussion with the Table of Contents and reviewed the layout and sections of the plan.

- Board agreed with outline.
- Parks: Definition of parks needing tweaking, adding structures of what's in the park and what used for, outline particular parks locations for usage. I.e. outline sledding space and identify this left open for this purpose, and list programs that happen in featured park.
- Future Goals: Kidd suggested figuring out if we want to keep updating multiple locations to have programs or if our focus is on moving towards a community center to meet our space needs. Also including facility partnership with the School District and space needs for the future.
- Additions: Trail segments in the plan with similar aerial views and listings as the parks section.
- Goals & Objectives: Lakes Management Plan information needs to be added.

Request for future agenda items

January -4th of July carnival staff camping location report. February- EAB Education Plan

Adjourn

Motion by Parker to adjourn at 7:25 pm. Second by Jaeger. Affirmed by voice vote.

Respectfully submitted,

Michelle Dujardin

Michelle Dujardin

Memo

To: Parks and Recreation Board
From: Michelle Dujardin, Recreation and Community Events Programmer
Date: January 9, 2014
Re: 2014 Trick or Treat Hours & Halloween Events

Halloween 2014

In the past, the Youth Halloween Party has been hosted on the Saturday before Halloween. In 2013, the Youth Halloween Party took place on Saturday, October 26th. To stay with the same schedule, the 2014 Youth Halloween Party would take place on Saturday, October 25th.

Whitewater Trick or Treat hours have always remained on Halloween from 4-7pm. In 2013, Trick or Treat took place on Thursday October 31st. To stay on the same schedule, the 2014 Trick or Treat hours would be Friday, October 31st from 4-7pm.

It is the Parks and Recreation staff's recommendation that we hold trick-or-treat hours from 4-7 pm on Friday, October 31st and the Halloween Party be held from 6-7:30pm pm on Saturday evening, October 25th.

Downtown Whitewater plans to continue the Halloween event partnership with the Trick or Treat Triangle event taking place the same date as the Youth Halloween Party.

Your consideration in this matter is greatly appreciated.

Thanks!
Michelle Dujardin
Recreation and Community Events Programmer

Whitewater Parks & Recreation Sponsorship Packages

\$5,000 – Naming Rights Sponsor (3 Available)

- Field Naming Rights for 5 Years, Signage, Listing on Schedules
 - Starin North Diamond, South Diamond, or Little League Diamond
- Logo on Parks & Recreation Website
- Opportunity to send offer/coupon to selected Parks & Recreation audience
- Team Sponsor (choice) – will be listed on schedules, jerseys, and receive team plaque
 - Youth Baseball, Youth Softball, Basketball, or Flag Football

\$2,500 – Scoreboard Sponsor (4 Available)

- 1/2 Scoreboard panel – sponsor new scoreboard at field (choice)
 - Starin North Diamond or Little League Diamond
- Logo on Parks & Recreation Website
- Opportunity to send offer/coupon to selected Parks & Recreation audience
- Team Sponsor (choice) – will be listed on schedules, jerseys, and receive team plaque
 - Youth Baseball, Youth Softball, Basketball, or Flag Football
- Vinyl banner to be placed at Starin Park (May-September) (choice)
 - Starin North Diamond, South Diamond or Little League Diamond

\$1,500 – Event Title Sponsor (2 Available)

- Logo on Parks & Recreation Website
- Opportunity to send offer/coupon to selected Parks & Recreation audience
- Title Event Sponsor (choice)
 - All 3 Concerts in the Park or All 3 Family Fun Nights
- Vinyl banner to be placed at event

\$1,000 – Gold Sports Sponsor (8 Available)

- Logo on Parks & Recreation Website
- Opportunity to send offer/coupon to selected Parks & Recreation audience
- Team Sponsor (choice) – will be listed on schedules, jerseys, and receive team plaque
 - Youth Baseball, Youth Softball, Basketball, or Flag Football
- Vinyl banner to be placed at Starin Park (May-September) (choice)
 - Starin North Diamond, South Diamond, or Little League Diamond

\$500 – Silver Event Sponsor (8 Available)

- Opportunity to send offer/coupon to selected Parks & Recreation audience
- Event Sponsor (Choose 1)
 - 1 of 3 Concerts in the Park
 - 1 of 3 Family Fun Nights
 - Halloween Party
 - Messy Fest

\$500 – Silver Sports Sponsor (20 Available)

- Opportunity to send offer/coupon to selected Parks & Recreation audience
- Team Sponsor (choice) – will be listed on schedules, jerseys, and receive team plaque
 - Youth Baseball, Youth Softball, Basketball, or Flag Football

Sponsorship Budget

Revenue:

| | | | |
|-----------------------|----|------------|--------------------|
| Naming Rights Sponsor | 3 | \$5,000.00 | \$15,000.00 |
| Scoreboard Sponsor | 4 | \$2,500.00 | \$10,000.00 |
| Event Title Sponsor | 2 | \$1,500.00 | \$3,000.00 |
| Gold Sports Sponsor | 8 | \$1,000.00 | \$8,000.00 |
| Silver Event Sponsor | 8 | \$500.00 | \$4,000.00 |
| Silver Sports Sponsor | 20 | \$500.00 | \$10,000.00 |
| Total Revenue | | | \$50,000.00 |

Expenses:

| | | | |
|-------------------------|----|------------|--------------------|
| Budget Sponsorship Goal | | | \$8,500.00 |
| Field Naming Signage | 3 | \$250.00 | \$750.00 |
| Vinyl Banners | 17 | \$100.00 | \$1,700.00 |
| Scoreboards | 2 | \$5,000.00 | \$10,000.00 |
| Fence Upgrades | | | \$20,000.00 |
| Total Expenses | | | \$40,950.00 |

Sports Only

Revenue:

| | | | |
|-----------------------|----|------------|--------------------|
| Naming Rights Sponsor | 3 | \$5,000.00 | \$15,000.00 |
| Scoreboard Sponsor | 4 | \$2,500.00 | \$10,000.00 |
| Gold Sports Sponsor | 8 | \$1,000.00 | \$8,000.00 |
| Silver Sports Sponsor | 20 | \$500.00 | \$10,000.00 |
| Total Revenue | | | \$43,000.00 |

Expenses:

| | | | |
|-------------------------|----|------------|--------------------|
| Budget Sponsorship Goal | | | \$4,800.00 |
| Field Naming Signage | 3 | \$250.00 | \$750.00 |
| Vinyl Banners | 15 | \$100.00 | \$1,500.00 |
| Scoreboards | 2 | \$5,000.00 | \$10,000.00 |
| Fence Upgrades | | | \$20,000.00 |
| Total Expenses | | | \$37,050.00 |

Events Only

Revenue:

| | | | |
|----------------------|---|------------|-------------------|
| Event Title Sponsor | 2 | \$1,500.00 | \$3,000.00 |
| Silver Event Sponsor | 8 | \$500.00 | \$4,000.00 |
| Total Revenue | | | \$7,000.00 |

Expenses:

| | | | |
|-------------------------|---|----------|-------------------|
| Budget Sponsorship Goal | | | \$3,700.00 |
| Vinyl Banners | 2 | \$100.00 | \$200.00 |
| Total Expenses | | | \$3,900.00 |