Amended agenda as of 8:30 a.m. 04/12/16 adding C-1a Report from Urban Forestry Commission on proposed plans for Minneiska Park planting and possible action related to plan

City of WHITEWATER

Parks and Recreation Board Agenda
Wednesday, April 13, 2016 – 7:00 pm
Cravath Lakefront Conference Room
2nd Floor, Whitewater 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 March 9, 2016

Staff Reports:

Parks & Recreation Director	Introduction of Aquatic & Fitness Programmer, Debbi Oas; Improvement Project Update

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.

Considerations:

C-1	Discussion and possible action related to converting park land at Trippe Lake Park & Walton Oaks Park into no-mow conservancy areas
C-1a	Report from Urban Forestry Commission on proposed plans for Minneiska Park planting and possible action related to plan
C-2	Discussion and possible action related to Community Development Authority's offer of land for park use at the corner of Jefferson Street and Starin Road
C-3	Discussion and possible action related to sponsorship agreement with Fort Community Credit Union (FCCU) for naming rights of Field #4 at Starin Park
C-4	Presentation related to branding and logo development for the Parks and Recreation Department
C-5	Request for future agenda items
C-6	Adjourn

Memo

To: Parks and Recreation Board

From: Matt Amundson, Parks and Recreation Director

Date: April 7, 2016

Re: April 13th Parks & Recreation Board Meeting

C-1 Discussion and possible action related to converting park land at Trippe Lake Park & Walton Oask Park into no-mow conservancy areas

In a recent discussion regarding park maintenance the concept of reduced mowing was discussed in an effort to improve turf maintenance in high use areas, mainly Starin & Moraine View Park. Parks maintenance staff currently spends 8 hours per week mowing the hill at Trippe Lake Park and 2.5 hours mowing Walton Oaks Park. The park maintenance staffing levels have not increased in a number of years but more work is continuingly added to their duties. I'd like to propose that the Parks & Recreation Board approve this management strategy for these two park sites and that public education information be sent to neighbors of these parks along with being placed on the website for a trial period in 2016.

C-2 Discussion and possible action related to the Community Development Authority's (CDA) offer of land for park use at the corner of Jefferson Street and Starin Road

The southern portion of the former alpha cast site is approximately 3.1 acres and meets the requirements for a neighborhood park. It is my recommendation that the Board accept the offer from the CDA and have some discussion regarding best use of the site in the park system. As we discuss future projects for the Capital Improvement Plan during the budget process the Board can plan for future improvements to this site.

C-3 Discussion and possible action related to sponsorship agreement with Fort Community Credit Union (FCCU) for naming rights of Field #4 at Starin Park

The signed agreement from FCCU is included in the packet and I have received a check. I strongly encourage the board to approve the agreement. The funds from the donation will support the installation of fence to enclose this field.

C-4 Presentation related to branding and logo development for the Parks and Recreation Department

I have included two packets in the support material. The first packet is ideas submitted by Thysse and the second packet is updates following staff comments. I'm looking for some direction from the Board to provide Thysse as it would be my intention for the Board to approve a logo design at the May meeting.

Your consideration of these matters is greatly appreciated.

Thanks!
Matt Amundson,
Parks & Recreation Director

City of Whitewater
Parks and Recreation Board
Minutes
Wednesday, March 9th, 2016 - 7:00 pm
Cravath Lakefront Room – 2nd Floor, Whitewater Municipal Building
312 W. Whitewater St. Whitewater, WI 53190

Call to Order and Roll Call
Bruce Parker, Ken Kidd, Kori Oberle, and Nate Jaeger
Absent: Jen Kaina, Brandon Knedler, and Rachel Deporter
Staff: Matt Amundson, Michelle Dujardin, Deb Weberpal, Brian de laTorriente
Guests: Dan Sable, Karen Coburn, Sherri Stanek

Consent Agenda:
Approval of Parks and Recreation Board minutes of February 10, 2016
No items to be removed from consent agenda. Kidd moved to accept the consent agenda. Second by Oberle. Ayes: Nate Jaeger, Bruce Parker, Ken Kidd, and Kori Oberle. Noes: None. Abstain: None. Absent: Jen Kaina, Rachel Deporter and Brandon Knedler

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.

No Citizen Comments

Staff Reports: Parks & Recreation Director:
New Athletic Program Coordinator: Brian de laTorriente was introduced as the new Athletic Program Coordinator.
Facility Maintenance: Dan Buckingham was named in the new Facility Maintenance position and will start on March 21st
Aquatics & Fitness: Debbi Oas was extended an offer for the new Aquatics & Fitness Director position and will begin on April 4th.
Improvement Projects: The Effigy Mounds Preserve boulder signs have been moved to the City Garage due to weather. Cravath Fencing-A meeting will be scheduled with vendors in conjunction with the Cravath fencing project. Field of Dreams-The Field of Dreams restroom and concessions materials have arrived and progress will be started shortly.

Considerations:
Discussion and possible action related to the Urban Forestry Commission's plan to create a butterfly garden at Clay Street Nature Park.

DRAFT

Karen Coburn and Sherri Stanek presented the plan of creating a butterfly garden at Clay Street Nature Park by using native plants for the purpose of education, natural food source, reproduction area, and meet a requirement of Bird City program. The plan would also include volunteers to maintain the area so city crew would not have to maintain the area. Amundson commented on leaving ample space on both sides of garden for future path development. Oberle questioned the timeline of the plan- committee is hopeful the plan will be sooner than later and is waiting for the city crew to take up a chunk of sod. Having blooms this year is the goal.

Oberle moved to approve the Butterfly Garden Plan at Clay Street Nature Park given by the Urban Forestry Commission. Second by Kidd. Ayes: Nate Jaeger, Bruce Parker, Ken Kidd, and Kori Oberle. Noes: None. Abstain: None. Absent: Jen Kaina, Rachel Deporter and Brandon Knedler

Discussion and possible action related to the purchase of outdoor fitness equipment from Lee Recreation.
Weberpal presented the two proposals that fit within the budget. Both Weberpal and Amundson recommend Lee Recreation as the vendor due to equipment options and company reputation. The equipment is proposed to be placed on the West side of the sidewalk next to the playground. Jaeger questioned warranty of equipment- Weberpal stated each piece of equipment is different but has a 10-20 year warranty.

Kidd moved to approve and recommend to council the purchase of outdoor fitness equipment from Lee Recreation. Second by Parker. Ayes: Nate Jaeger, Bruce Parker, Ken Kidd, and Kori Oberle. Noes: None. Abstain: None. Absent: Jen Kaina, Rachel Deporter and Brandon Knedler

Approval of contract with Midwest Aquatics for 2016 lake harvesting
Amundson commented that the lakes are looking better due to harvesting and presented the contract with Midwest Aquatics and recommended the continued harvesting.

Parker moved to approve the contract with Midwest Aquatics. Second by Oberle. Ayes: Nate Jaeger, Bruce Parker, Ken Kidd, and Kori Oberle. Noes: None. Abstain: None. Absent: Jen Kaina, Rachel Deporter and Brandon Knedler.

Discussion and possible action related to a feasibility study on dredging Cravath & Trippe Lakes
Amundson stated the Surface Water Grant the City applied for was not granted. Amundson suggested using the funds allocated in the budget for the purchase of a Harvester be used for a feasibility study on dredging Cravath & Trippe Lake. Amundson commented this study would cost approximately $30,000 and would give us information to create a tangible future plan.

Parker moved to send the recommendation to council of the Harvester funds be used for a dredging feasibility study. Second by Jaeger. Ayes: Nate Jaeger, Bruce Parker, Ken Kidd, and Kori Oberle. Noes: None. Abstain: None. Absent: Jen Kaina, Rachel Deporter and Brandon Knedler

Request for future agenda items
None were stated

DRAFT

Adjourn
Parker moved to adjourn at 7:57. Second by Oberle. Ayes: Nate Jaeger, Bruce Parker, Ken Kidd, and Kori Oberle. Noes: None. Abstain: None. Absent: Jen Kaina, Rachel Deporter and Brandon Knedler

Next scheduled meeting: Wednesday, April 13, 7:00 pm

Respectfully submitted,

Michelle Dujardin

DRAFT

Reduced Mowing Saves Funds and Improves Natural Resources

Project Description

In 2004, a mowing reduction plan was developed by Whetsone Park in Columbus, Ohio, to address the budget cuts resulting from a severe economic downturn in central Ohio. Mowing acres were reduced by 40 percent, which considerably reduced the department's grounds maintenance costs and at the same time yielded significant environmental benefits.

All regional, community, and neighborhood parks were evaluated and categorized by level of use and development as well as the conservation of natural resources and wildlife habitat. Vegetative buffers were established to protect reservoir shorelines and other waterways, including rivulets and even drainage ditches. Grassland areas were expanded to accommodate ground-nesting bird species, such as by expanding habitat for field sparrow, bobolink, and other grassland-nesting species.

Twelve previously mowed areas, including embankments, were planted with native wildflowers and deep-rooted grasses. Although there was a public education campaign developed to support the new mowing plan, these practices were met with much public criticism. The agency followed with a marketing and education campaign promoting the environmental and economic benefits of the grounds maintenance plan and eventually received public support. When the wildflowers bloomed, park neighbors were taken with their beauty and other neighborhoods requested wildflowers in lieu of mowing.

Conservation Benefits Beyond Cost Savings

One of the best outcomes for conservation of the mowing reduction plan was the creation of the Whetstone Prairie within the boundaries of Whetstone Park. Whetstone Park is an intensively used 300-acre urban oasis in the middle of densely populated neighborhoods in Columbus. A portion of the park that was used as an alternate soccer field, but was often too wet for play due to its proximity to the Olentangy River, was converted to a no-mow area. A five-acre area was planted with native species and established as Whetstone Prairie. The Wild Ones, a nonprofit organization that promotes native landscapes, offered to design, develop, and manage the prairie. Although this group is no longer officially involved in management of the prairie, volunteers known as Friends of the Prairie periodically remove invasive species such as thistle, work with the city to conduct prescribed burns, and maintain the grass paths that weave through the prairie. Volunteer support has been critical throughout the life of this project because of reduced support from the park and recreation agency due to severe budget cuts.

The busy community center in Whetstone Park utilizes the prairie extensively for various purposes and it has become a valuable community nature resource for urban Columbus, Ohio.

For more information on how to reduce mowing and gain public support for new conservation objectives, contact: Elayna Grody, Water Protection Coordinator, City of Columbus Public Utilities (Ohio), 614.645.1721, EMGrody@Columbus.gov.

MARK YOUNG

A previously mowed 5-acre section of Whetstone Park in Columbus, Ohio, was transformed into a demonstration prairie. The prairie requires little maintenance, protects an adjacent stream, and is a resource for teachers and students engaged in environmental education.

Mayor Calls for New Cut at Mowing Policy

Monday, July 3, 2006 - 5:59am

Madison – Mayor Dave Cieslewicz said today that he would make adjustments in the city's low mow policy based on the experience of the first several weeks of the growing season.

"The reduced mowing policy has been very successful thus far in saving taxpayer dollars, reducing fuel costs and improving environmental conservation," said Cieslewicz. "But as with any new program, adjustments and improvements can help make a good thing better, once we've had a chance to see what works well and what doesn't."

The city has had a longstanding policy of reduced mowing in its parks. Prior to this year, about 1,300 of the 6,000 acres of City parkland was in the reduced mowing program. That was expanded in 2006 to include an additional 100 acres, an increase of 8%. Cieslewicz said the policy should be mended, but not ended, because it has several benefits:

· It reduces air pollution and greenhouse gasses. Some of the mowers used heavily-polluting two stage engines, which contribute to bad air quality; they all produce carbon dioxide, the leading cause of global climate change.
· It helps keep our lakes cleaner. More rainwater is absorbed in the low mow areas, meaning less polluted runoff into lakes and streams.
· It provides more habitat for song birds and other wildlife.
· It can provide better aesthetics given enough time. Grass prairies were a native landscape in south central Wisconsin and they can be more beautiful than mowed grass, especially since strict policies prohibit most uses of herbicides in Madison parks and medians. But they take time to grow up and to choke out unwanted weeds like dandelions.
· It saves energy. With fuel prices higher than ever, this is more important then ever.
· It saves money. More than $50,000 will be saved this year alone.

Nonetheless, to respond to public concerns about the low mow expansion this year, Cieslewicz is directing the following steps be taken:

1. Immediate median mowing. The city has already begun mowing all medians under its jurisdiction with the exception of John Nolen Drive between Olin Avenue and Rimrock Road. That area is being used as a test area to measure savings and other benefits and to see how a median might be made more aesthetically pleasing without mowing. Cieslewicz emphasized that mowing for many area roadsides, such as the Beltline, are the responsibility of the State Department of Transportation, not the City of Madison.

2. Review of low mow areas in parks. Earlier this year the Parks Commission approved detailed plans for expanded low mow areas in parks. Most have not been controversial, but Cieslewicz is asking Parks Department staff to review where complaints have come from and, where justified, begin mowing in those areas after a review with his office and the Parks Commission chairman as well as the alders from the effected areas.

3. Study of long-term benefits of low mow areas in parks and medians. The Mayor has asked the Parks staff to keep track of how much fuel and money is saved per acre and how many pounds of pollutants are not emitted into the air. He has also asked for an estimate of the tons of runoff saved through better infiltration.

4. Development of a Great Parks Program. As part of its 2007 budget submission, the Mayor is asking the Parks Department to develop a long-term program that would increase both parks maintenance and low mow areas. “What we need is excellence in both areas,” Cieslewicz said. “Where we mow and trim our parks and medians they should look sharp, and where we have low mow areas they should look natural. Both can look great but in different ways.”

5. Public education effort. Part of the problem is that the first year of a low mow area can produce ugly results while the short and long-term benefits of the program are not apparent. Later this summer the mayor's office, in cooperation with Parks and Information Services, will develop a page on the City’s web site explaining the benefits of the program and asking for customer feedback.

Cieslewicz emphasized that the Parks Department staff is doing a great job with limited resources. “Madison’s Parks Department staff, like the rest of city government, is serving a growing community without a corresponding increase in their budget. The reduced mowing policy is an innovative way for them to meet the community’s needs, while operating within a very tight budgetary environment.”

Contacts:

- George Twigg, 608-266-4611

Agency: Mayor's Office

Agreement Between

The City of Whitewater Parks and Recreation Department (City)
and
Fort Community Credit Union (FCCU)

I. THE PARTIES

1.01 The City of Whitewater, a Wisconsin municipal corporation, doing business at 312 W. Whitewater Street, Whitewater, Wisconsin ("City").

1.02 Fort Community Credit Union, Inc., a private corporation, doing business at 203 E Milwaukee Street, Whitewater, Wisconsin ("FCCU")

II. THE RECITALS

WHEREAS,

2.01 The City and FCCU have a mutual interest in serving the Whitewater Community.

2.02 The City has an interest in making improvements to the Starin Park ball diamonds.

2.03 FCCU has an interest in assisting the City in improvements to Starin Park and receiving recognition for this financial commitment.

III. THE AGREEMENT

NOW, THEREFORE, it is agreed between the parties as follows:

3.01 The recitals are hereby made a part of the Agreement.

3.02 FCCU will provide the City payment of $5,000 on or before June 1, 2016.

3.03 During the agreement, FCCU can provide electronic marketing that Parks and Recreation will distribute to all parents involved in the baseball and softball program. This marketing can include promotional materials, discounts, or coupons.

3.04 The City will provide naming rights recognition of the Starin Park South Diamond from June 1, 2016 to December 31, 2020.

3.05 The City will hang a 4' x 8' vinyl banner indicating the field as "FCCU Field" on the backstop of the diamond. The banner will also include the FCCU logo. The City will be responsible for the cost of the banner. If any changes to the FCCU brand are made during the length of the agreement, it is FCCU responsibility for paying for updated banners.

3.06 All schedules and correspondence will identify the field as "FCCU Field".

3.06 The City will include the FCCU logo in the sponsor section of the Parks & Recreation website (wwparks.org) throughout the length of this agreement.

3.07 The City will include FCCU as a team sponsor by placing "Fort Community Credit Union" on the back of one youth softball team's jersey throughout the length of this agreement. The team will be listed on all schedules and correspondence as "Whitewater FCCU" and the City will provide a photo sponsor plaque each year to FCCU.

3.08 FCCU will be able to select one tournament being offered each summer during the agreement to be the title sponsor of. FCCU will be allowed to have a presence at the tournament to promote their business.

3.09 The City will use the funds from FCCU to enclose the field with chain-link fencing, add covered dugouts, and make other needed improvements to the field at the City's discretion.

IV. SEVERABILITY

4.01 In the event that any part of this agreement is found to be illegal, it shall be stricken from the Agreement and the Agreement interpreted as if that clause did not exist.

V. INDEMNIFICATION

5.01 **For good and valuable consideration as set forth in this agreement, FCCU agrees to indemnify, defend and hold harmless The City and its officers, officials, employees and agents from and against any and all liability, loss, damage, expenses, costs (including attorney fees) arising out of this agreement, caused in whole or in part by FCCU, its officers, officials, employees, agents or anyone for whose acts they may be liable, except where caused by the sole negligence or willful misconduct of The City.**

VI. SUBSEQUENT AMENDMENTS

6.01 Any subsequent amendments, modifications or the like to this agreement shall be by mutual written agreement and signed by all parties.

6.02 At the conclusion of this agreement and between November 1, 2020 and December 21, 2020 the City will allow exclusive negotiations with FCCU to extend the agreement for naming rights on the Starin North Diamond. The City will establish the cost of future naming rights, however, FCCU will receive a 10% discount on the extension of naming rights based on this initial agreement.

[SIGNATURES CONTINUED ON THE NEXT PAGE.]

IN WITNESS WHEREOF, the parties have caused the foregoing instrument to be executed in three (3) original counterparts on this 21st day of March, 2016.

Fort Community Credit Union, Inc (FCCU)

BY: Danielle Frawley - Danielle Frawley

Title: Chief Retail Officer

Fort Community Credit Union

BY: _____

Title: _____

Fort Community Credit Union

City of Whitewater

BY: _____

City of Whitewater

Cameron Clapper, City Manager

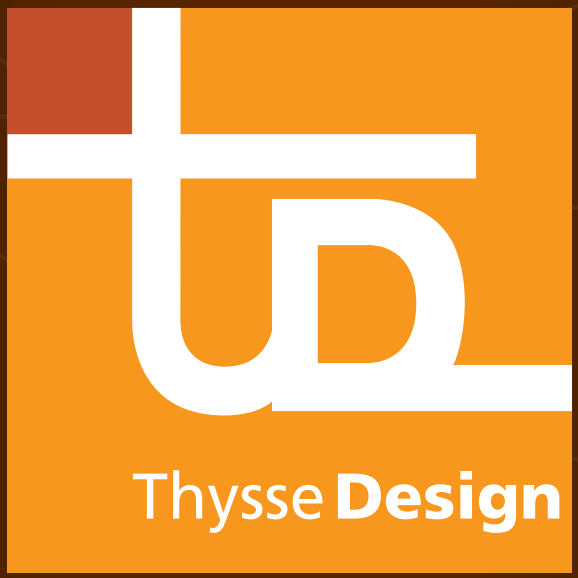
BY: _____

City of Whitewater

Matt Amundson, Parks & Recreation Director

WHITEWATER

Logo concepts created by:



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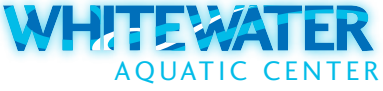
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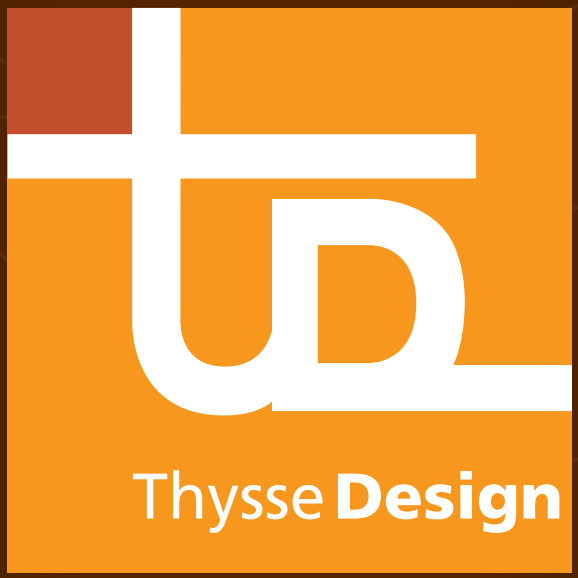

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