

**City of Whitewater**  
**Parks and Recreation Board**  
**Minutes**  
**Monday, March 4, 2013 - 5:00pm**  
Community Room-1<sup>st</sup> Floor, City Municipal Building  
312 W. Whitewater St. Whitewater, WI 53190

**Call to Order and Roll Call**

Teri Smith, Ken Kidd, Brandon Knedler, Bruce Parker, and Rachel DePorter. Absent: Nathan Jaeger, Jen Kaina, and Kim Gosh.

Staff: Matt Amundson, Deb Weberpal, Michelle Dujardin

Guests: Richard Helmick, Stacey Lunsford

**Consent Agenda: Approval of Parks and Recreation Board minutes of February 4, 2012, and Receipt and acknowledgment of Urban Forestry Commission minutes of January 22, 2013.**

No items to be removed from consent agenda. Kidd moved to accept the consent agenda. Seconded by Parker. Ayes: Parker, Kidd, DePorter, Smith, and Knedler. Noes: None. Abstain: None. Absent: Gosh, Kaina, and Jaeger. 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.

No Comments

**Staff Reports:**

Parks & Recreation Director

- Sports Coordinator: Abby Schyvinch has been hired as the Sports Coordinator for the Parks and Recreation Department. The position is 20 hours per week. Abby will be starting in early April. Abby has a degree in Sports Management from UW-LaCrosse. Her past work experience includes the Just A Game Field house in Wisconsin Dells, the Wisconsin Rapids Rafters Northwoods League Baseball team, and television broadcast experience on camera and behind the scenes.
- Website URL: We have a new home on the web! Our new Parks and Recreation URL is [www.wwparks.org](http://www.wwparks.org). This will be a direct link to Parks & Recreation. We think this is short and catchy and something everyone can remember. Most importantly, it is much easier to remember than [www.whitewater-wi.gov](http://www.whitewater-wi.gov) then go to departments, then Parks & Recreation.

Recreation & Community Events Programmer

- Freeze Fest Recap: On Saturday, February 16<sup>th</sup> the 5<sup>th</sup> Annual Freeze Fest took place at Cravath Lakefront and around Whitewater. At the present time, it is calculated that we had 238 plungers and raised \$40, 426.27 with continued dollars to be taken in. Final counts are usually finalized by May. The 2014 date has been set for Saturday, February 15<sup>th</sup>.
- Wellfest: The 2<sup>nd</sup> Annual Wellfest is taking place on Sunday, March 10<sup>th</sup> from Noon-3pm at the Whitewater High School. The event is completely free and appropriate for all ages. Parks & Recreation and Seniors In The Park will have a table to promote programs and answer questions.
- Creative Writing: The department is adding additional programs in multiple areas. Creative Writing is being offered at the Hamilton House by Katy Wimer, who is a local photographer and writer. The first class has brought out six writing enthusiasts with only complements of the class.

## Senior Coordinator

- Chili Cook-off Recap: The chili cook off registration hit max this year for Freeze Fest. The event brought out 12 competitors and raised \$400 for Special Olympics and \$400 for Seniors In The Park.
- Valentine's Day Event: The Seniors In The Park hosted Sweetheart Bingo with a visit from Elvis. The event brought out 53 people which created a full house.
- Meal Site: The community building is a current site for the meal program. Due to funding, there is a chance the meal site could be discontinued at our location.
- Intern projects update: Sara is doing fantastic as an Intern and has co-created the first Senior Resource Fair to take place May 2<sup>nd</sup>.

## Considerations:

### Discussion and direction related to library building expansion

Amundson stated that at the February 18<sup>th</sup> Library Board Meeting discussion of the concept of looking at a library expansion project was brought forward. The concept included space for senior programming and even the possibility of a community center.

Stacey Lunsford (Library Director) commented that senior programs dove tails nicely with what the Library has to offer. The hope is to become more of a one stop shop multipurpose center. Creating a center where people can come in the morning and stay all day due to so many activities.

Kidd: Where are you with the space consultant?

Lunsford: There will be no more second story. Space hasn't been defined yet for concept plan.

Kidd: In the past, moving the senior programming has been a sore subject.

Weberpal: We have lots of new people in our programs and only a handful of diehards of staying at Starin. The Parks and Recreation Board directed Amundson to move forward and bring back more information when available.

### Discussion and possible action on extended hours of Parks & Recreation Department

Amundson stated the extended Thursday hours to 6:00pm and the 1<sup>st</sup> Saturday of the Month from 8-11am has generated zero contact with the public. Amundson asked the board if there was something better we could be doing. Amundson also stated that online registration has increased.

Kidd suggested publishing certain dates and times in the next brochure for extended registration hours.

Knedler suggested creating a two week period during the busy registration times to have extended registration hours.

The Parks and Recreation Board directed staff to design times and dates best suited for busy registration times.

### Discussion and possible action on future Parks & Recreation Meeting dates

Amundson asked Board's thought on moving regularly scheduled meetings to the 2<sup>nd</sup> Tuesday of the month. This would put the Council on the 1<sup>st</sup> & 3<sup>rd</sup> Tuesday, Parks & Recreation on the 2<sup>nd</sup> Tuesday, and UFC on the 4<sup>th</sup> Tuesday.

Knedler moved to move the meetings to the second Tuesday of the month at 5:00pm starting April.

Seconded by Parker. Ayes: Parker, Kidd, DePorter, Smith, and Knedler. Noes: None. Abstain: None.

Absent: Gosh, Kaina, and Jaeger . Motion passed.

### Discussion and review of Fall 2012 Recreation Program financials

Amundson presented program financials included in the packet and highlighted program details and new additions for 2012.

### **Discussion and possible action related to the site plan for Treyton's Field of Dreams**

A recent tour by Amundson and Mike Kilar to concession stands in Milton and Fort Atkinson resulted in a few proposed changes to current conception concession stand. The revised site plan included in the packet illustrated the following changes; location of concession/restroom building moved outside of the Field of Dreams site to across the trail, expanded bleacher seating behind backstop, and shade structure/picnic areas.

Smith expressed concern with restrooms facing the parking lot and the safety of the users.

Parker suggested turning the building to allow the serving window to face the parking lot and having the restrooms face the field of dreams.

Amundson stated the final landscape and concession plan will be brought to Council in April.

### **Direction and possible action related to forestry issues and EAB public education**

Amundson announced a free EAB Seminar will be held on April 3<sup>rd</sup> from 6:30pm-8:00pm located at the Cravath Lakefront Community building for community members. Amundson asked for the board's direction in his role in the UFC.

Kidd stated that the UFC comes through the Parks and Recreation Board and that Amundson should play a large role in that Commission. Smith stated that Amundson should continue his current involvement level. Knedler suggested Amundson help set agenda items, goals and objectives for the year with the UFC while creating a better working relationship together with the Parks & Recreation Board.

### **Introduction to Strategic Plan Process and discussion of Goals & Objectives**

Amundson referred to the board's packet with the goals & objectives from the last Park and Open Space plan. A power point presentation was given to compliment the packet information.

Amundson asked the board to look at the goals & objectives and give feedback on the next step and commented that it needed to be a 5 year plan. He also stated that the department will be setting up focus groups and would like the first focus group to be a SWAT Analysis of the department. A separate special meeting will be set up to work on the strategic plan.

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

Due to field construction, location of Fourth of July carnival workers

Update on Bird City

Butterfly friendly garden area

Adjourn

Motion to adjourn to closed session at 7:00pm by DePorter, seconded by Smith.

**Next meeting: Tuesday April 9, at 5:00 pm**

Respectfully submitted,

*Michelle Dujardin*

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