

## Parks, Recreation, and Forestry Committee Minutes of July 10<sup>th</sup>, 2014

Meeting called to order by John White Jr., at 5:30 p.m. in room 108 in City Hall Plaza, 630 S. Central Avenue.

**Present:** John White Jr., Jane Yaeger, Ali Luedtke, Rich Reinart and Alderman Tom Buttke

**Excused:** Chris Viegut, Kristy Palmer

**Absent:**

**Also Present:** Ed Englehart, Parks and Recreation Director; Ben Steinbach, Parks and Recreation Maintenance Supervisor; Kelly Cassidy, Parks & Recreation Supervisor; and Alderperson Char Smith.

**PR14-19** Motion by Buttke, seconded by Yaeger to approve the minutes of the June 12, 2014 meeting.

**Motion Carried 5-0**

**Public Comments:** None

The committee set Thursday, August 14<sup>th</sup>, 2014 at 5:30 p.m. as the date and time of their next meeting.

Englehart distributed a cooperative facility use agreement with the Marshfield Convention and Visitor's Bureau and the Parks and Recreation Department. The agreement represents the current cooperation between the two organizations and reaffirms the need to work together to attract multiday events to Marshfield. It also indicates the desire to work together to improve our local facilities to enhance our visitor experience and provide top quality recreational facilities for our residents. The two organizations have always worked together for the annual Fall Fest event and national events held at the Marshfield Fairgrounds Park. However, this year the Convention and Visitor Bureau worked closely with the Parks and Recreation Department and the Small Town Baseball organization to retain their State Small Town Baseball Tournament in Marshfield, and hold the first ever Small Town Baseball World Series in Marshfield, July 16-18. Teams will be coming from a number of Midwest states to play in the World Series. Englehart also distributed information from the Convention and Visitor's Bureau regarding economic impacts and room tax estimates for these events.

**PR14-20** Motion by Leudtke, seconded by Yaeger to approve the cooperative facility use agreement as presented.

Discussion – White commented that he understood the competitive nature of securing these types of events and concurred with the benefits to our community. Englehart commented that the new CVB Director, Matt McLean, has begun to focus on bringing youth and adult athletic events to Marshfield, and had recently attended a convention in Oklahoma where he secured a new event for Marshfield. Matt also recognizes we already have existing visitor attractions and multiday sports events that he would like to partner with to help market and promote. In addition, we have discussed facility improvements that the CVB and other local organizations might partner to make needed improvements that would enhance our ability to attract events and visitors.

**Motion Carried 5-0**

Englehart introduced the next agenda item regarding use of parks and recreation department facilities. He had received an email from Alderperson Char Smith expressing her concern that when she was driving by the Steve J. Miller Recreation Area tennis courts, she observed a man giving a private tennis lesson. She questioned whether or not he had rented the court from the Parks and Recreation Department since he gains financially from giving lessons. Englehart explained that the department no longer reserves the outdoor tennis courts for individuals; however, it does still reserve courts for schools and Marshfield Tennis Association activities. With the development of the new Boson Tennis Courts at the Senior High, there is not as much demand on the Parks and Recreation Department tennis courts. Smith presented her comments to the Committee. She indicated that the Marshfield School District has such a policy and feels that it would be appropriate to charge a nominal fee. She also stated that Stevens Point has a policy that charges a fee for individuals using their tennis courts for tennis instruction.

Englehart commented that he is aware of a number of situations where individuals use Parks and Recreation facilities to give private instructions such as swim lessons at Hefko Pool, during Parks and Recreation open swim at Senior High pool, and private lessons take place at the indoor tennis court at City Hall. Those facilities have use fees already connected to them, so as long as the fee has been paid we do not charge any additional fee since the person is also collecting an instructor fee. Englehart went on to comment that although he wasn't specifically aware of any situations, he would assume there are times that individuals use the batting cages, ball diamonds, soccer fields and park areas for private instruction or fitness coaching. It is difficult to monitor and effectively administer many of these situations. Another consideration is the efficiencies of collecting a nominal fee. It can be costly and time consuming to collect and safeguard public monies. Englehart stated that if facilities were being dominated by individuals collecting fees for instructional classes, that would be another concern to address, but at this point none have been brought to his attention. He had contacted officials from the Marshfield School District; however, had not received any response from them. He will contact Stevens Point and Wisconsin Rapids Parks and Recreation Department and find out how they are addressing this situation. White commented that he felt we needed to be careful not to deter future growth and interest in sports and recreational activities by creating obstacles for individuals to acquire the

necessary skills to participate in the activities. It was agreed that Englehart should gain additional information from the Marshfield School District, Stevens Point and Wisconsin Rapids and to place the item on a future agenda.

Smith left the meeting at 6:00 p.m.

**Information Items:** Staff updated the Committee on their respective areas of responsibility and answered questions regarding the monthly reports. Buttke shared information on the Zoological Society activities and commented that the new zoo store has been very successful. Englehart confirmed that the city had recently received confirmation from the Wisconsin Department of Transportation that the Wildwood-McMillan Connector Trail funding was reaffirmed. Englehart shared two versions of financial reports that could be prepared and presented to the committee for their information. It was agreed that the less detailed version that showed the expenditures and revenue by the various areas within the department was preferred.

**Committee Member Questions, Comments, and Suggestions:** Buttke commented that he had received a concern from a resident that there should be a fence along Peach Avenue at the fairgrounds where the soccer fields are located to prevent children and balls from going into the street. White commented that he received a request from the Vox Concert people that the Parks and Recreation Department consider installing a wider beam light on the rear of the Wildwood Station Building to assist in the loading and unloading of equipment. He also noted that the old wooden sign at the exit of the large animal drive directing people to "Highway 13" needs to be replaced since it is in poor condition and it is no longer Highway 13.

**Future Agenda Items:** Use of Parks and Recreation Facilities for personal gain, Vox Concert series fees for use of Wildwood Station Building, Comprehensive Outdoor Recreation Plan approval, and Upper Pond fishing improvements.

**Communications:** Staff shared information they had received from the public regarding facilities and programs since the last meeting.

**PR14-21 Motion** by Buttke, seconded by Yaeger to adjourn the meeting.

**Motion Carried** 5-0 Meeting adjourned at 6:31 p.m.

Ed Englehart, Parks & Recreation Director