

MINUTES
PARK COMMITTEE
Wednesday, December 5, 2012
City Hall, Room 207
5:30 P.M.

MEMBERS PRESENT: Chairman Jerry Wiezbiskie, Brian Danzinger, Joseph Moore and James Warner

OTHERS PRESENT: Dawne Cramer, Dan Ditscheit, James Andersen, Ann Moeller, Mark Freberg, Brad Drefcinski, Jeremy Crees, Pat Baye, Tina Westergaard, Attorney Kail Decker, Bill Kloiber

A motion was made by Ald. Warner to approve the minutes of the last meeting as recorded, seconded by Ald. Moore and carried.

A motion was made by Ald. Moore to adopt the agenda, seconded by Ald. Warner and carried.

1. Request By Bay Lake Woodturners To Conduct A Demonstration By Chain Saw Specialists At Wilder Park.

Bay Lake Woodturners has requested to use Wilder Park parking lot on December 15 to host a demonstration by chain saw safety specialists on chain saw safety. They have already signed a hold harmless agreement. Staff recommends approval providing all proper permits, insurances and the hold harmless agreement is obtained. Ald. Wiezbiskie moved to open the floor, seconded by Ald. Moore and carried. A representative from Bay Lake Woodturners explained that a chain saw specialist will be doing the demonstrations. Ald. Danzinger clarified that this is a demonstration only and that our Forester will be present to supervise the activity. Ald. Warner made a motion to approve Bay Lake Woodturners request to conduct a demonstration by chain saw specialists at Wilder Park on December 15, 2012 providing all proper permits, insurances and a signed hold harmless agreement is obtained, seconded by Ald. Moore and approved.

2. Request By Green Bay East Side Youth Girls Softball League To Install Batting Cages At The Finger Road Ball Field Complex.

Staff distributed a graphic and described the layout of the Finger Road Ball Field Complex. All costs of the construction and materials will be paid by the group with no cost to the city. Ald. Danzinger asked if they will need electricity in this area. There will not be electricity at this area. Department of Public Works staff will be present when holes are augured to document that the clay cap is not disturbed and that the footings are installed per engineer's recommendations. Ald. Moore made a motion to approve a request by the Green Bay East Side Youth Girls Softball League to install batting cages at the Finger Road Ball Field Complex contingent upon the following:

- All materials, supplies and labor will be the responsibility of the group.
- Park and Department of Public Works approval of the detailed design and construction supervision.
- A signed hold harmless agreement, proper permits and insurances being obtained.

The motion was seconded by Ald. Warner and carried.

3. Discussion/Action On The Proposed Acquisition Of Parcels 21-6099 And 21-6137 Located Along Mahon Creek In The Proposed Largo Ridge Estates Subdivision Development.

A motion was made by Ald. Danzinger to go into closed session, seconded by Ald. Moore and carried.

The Committee may convene in closed session pursuant to Sections 19.85(1)(e), Wis. Stats., for purposes of deliberating or negotiating the sale of public properties, investing of public funds or conducting other specified public business as necessary for competitive or bargaining reasons. The Committee may thereafter reconvene in open session pursuant to Section 19.85(2), Wis. Stats., to report the results of the closed session and consider the balance of the agenda.

A motion was made by Ald. Danzinger to authorize staff to proceed with negotiations as directed in closed session, seconded by Ald. Moore and carried.

4. Discussion/Action On Applying For A Wisconsin Coastal Management Grant To Acquire Parcels 7-670 and 8-263 For A Future Canoe/Kayak Launch Along The East River Trail.

Staff explained that in May 2012 the City applied for a DNR Stewardship grant but did not receive the grant. Staff is seeking permission to apply for a Wisconsin Coastal Management grant which is a 60/40 grant to purchase these parcels. The cost to purchase these parcels is around \$200,000. The city's 60% cost would be \$120,000 and Wisconsin Coastal Management's 40% cost would be \$80,000. Our \$120,000 would be funded by \$100,000 included in our 2012 bonding request as well as \$20,000 from our waterfront development account. A motion was made by Ald. Danzinger to authorize staff to apply for a Wisconsin Coastal Management grant to acquire parcels 7-670 and 8-263 for a future canoe/kayak launch along the East River Trail, seconded by Ald. Moore and carried.

5. Request To Seek Appraisals For The Following Properties: 501 St. George Street (Parcel 7-670) and 433 St. George Street (Parcel 8-263).

These are the same properties we spoke about in Item 4. Staff would like to move forward with seeking appraisals so that we may proceed with negotiations with the potential seller. When the appraisal is complete and we have an accepted offer-to-purchase, this item will be brought back to the Park Committee for approval. Ald. Danzinger made a motion to authorize staff to seek appraisals on 501 St. George Street (parcel 7-670) and 433 St. George Street (parcel 8-263), seconded by Ald. Moore and approved.

6. Discussion/Action On Admissions, Costs And Operations For The Ameriprise Ice Rink On CityDeck.

Staff reviewed hours, admission and rental fees for the new ice rink. This rink has been a huge success and we have received many positive comments. Originally our department was not responsible for staffing the rink, only maintaining it; therefore there were no dollars allocated in our budget to staff it. Issues and concerns pertaining to liability and collection of fees made us revisit this with the Law Department. We concluded that our department should staff the rink. Most importantly, this would allow us to maintain our recreational immunity status. Staff feels we should be able to raise enough revenue through admissions and rentals to cover staffing costs. Ald. Moore asked if this included costs to sweep and coat the surface. Staff explained that revenues would be used to cover some of these costs. Ald. Moore asked if there will be a need to build a sub-base in the future. After this season staff will review this option to determine ways to decrease daily maintenance. Ald. Danzinger asked what Ameriprise's commitment to this rink is. Staff replied that their commitment was to purchase the rink. Ald. Moore made a motion to authorize staffing the Ameriprise Ice Rink at CityDeck and to add all related admission, rental fees and charges to our fees and charges policy, seconded by Ald. Warner and approved.

7. Presentation Of The Following Marketing Videos: Seymour Park Community Garden Produced By Ecomediacs.com and Wisconsin Park & Recreation Association Marketing Video – Informational Only.

In August we worked with Ecomedia and UnitedHealthcare to construct the Seymour Community Garden project. As a result of this positive business experience, Ecomedia and UnitedHealthcare are using our project for a national primetime advertising commercial for UnitedHealthcare. CBS is currently running this advertisement. Ecomedia is a national multimedia company whose objective is to "harness the power of advertising and channel it into social change". They secure advertising dollars to create private/public partnerships in three main areas: education, environment and wellness that create social changes within communities. Our project is being used as a feature video representing their wellness initiative on the Ecomedia website. Being part of a national ECO-AD is an honor. Staff reviewed Ecomedia President's Paul Polizzotto's outstanding accomplishments as well as the commercial and webpage video with the committee. This connection gives Green Bay national attention, recognition and associates us with other major city's Ecomedia projects. The company's website is www.ecomediacs.com.

Also, Wisconsin Park and Recreation Association developed a video promoting the benefits of park and recreation as well as tourism for the state. Staff reviewed the video with the committee. Our facilities and programs were featured many times throughout the video.

The committee recommended to receive and place on file the marketing presentations by Ecomediacs.com and the Wisconsin Park & Recreation Association.

8. Director's Report

The Silver Star Award is given by the Wisconsin Park and Recreation Association to departments who demonstrate outstanding and creative programming. We are happy to announce that our department has won two Silver Star Awards this year for the *Golden Memories Ball* at Bay Beach and for our skateboarding event *Going Big on the Bay*. Staff received their awards at the WPRA State Conference in November. Director Cramer recognized staff members Jason Arnoldi, Tina Westergaard, James Andersen, Patrick Baye, Ann Moeller and Jeremy Creech for achieving these awards.

Director Cramer thanked the Park Committee members for their support in the budget process this year. She wished the committee a happy holiday and thanked them for all the outstanding work they do for the City throughout the year.

Ald. Danzinger made a motion to receive and place the Director's Report on file, seconded by Ald. Warner and carried.

Motion by Ald. Danzinger and seconded by Ald. Moore to adjourn. Motion carried.