

**MINUTES  
PARK COMMITTEE  
Wednesday, February 12, 2014  
City Hall, Room 207  
5:30 P.M.**

MEMBERS PRESENT: Ald. Jerry Wiezbiskie, Ald. Brian Danzinger, and Ald. James Warner

MEMBERS EXCUSED: Ald. Joseph Moore

OTHERS PRESENT: Dawne Cramer, Dan Ditscheit, Jason Arnoldi, James Andersen, Keith Wilhelm, Mike Reed, Rick Jensen, and Tina Westergaard

**Approval of the minutes of the meeting of January 29, 2014**

A motion was made by Ald. Danzinger and seconded by Ald. Warner to approve the minutes of the January 29, 2014, Park Committee meeting. Motion carried.

**Adoption of the Agenda**

A motion was made by Ald. Warner and seconded by Ald. Danzinger to adopt the agenda of the February 12, 2014, Park Committee meeting. Motion carried.

**1. Discussion/Action by Young Life Green Bay to hold a 5K Glow Run downtown and an after-party on the City Deck on June 21, 2014**

Young Life is a non-profit 501(c) organization with the goal of using 100% of the proceeds to support camps for kids. They are looking to hold a 5K Glow Run on June 21 at 8:30 p.m. They estimate 500 participants and will cap the event at 1,000. The event cost is \$30 before May 23 and \$35 after that date.

Registration will begin at 5 p.m. in the City Hall parking lot on June 21. The run starts at Jefferson Street and ends at the City Deck. They have four officers from the Police Department working the routes to monitor traffic and safety.

Young Life has also requested an after-party from 8:30-10:30 p.m. with an hour clean-up from 10:30-11:30 p.m. We reminded them that per our Park Ordinance the park closes at 10:30 p.m. We talked with them about ending their event at 10 p.m., having a half-hour to clean-up.

They are having a DJ who would play music until 10 p.m. They have agreed to follow all rules and regulations of the noise ordinances.

They are requesting to serve beer and wine and are working with Hagemeister to provide that service. Similar to Fridays on the Fox, they would locate a 10'x10' tent on the City Deck and serve from that area. Participants age 21 and over would receive wristbands to identify individuals who are involved in the event. Per our ordinance, no hard liquor will be allowed on the City Deck. The organization is seeking approval to have beer and wine on the City Deck in their designated area between 8:30-10 p.m.

Two City police officers will be assigned to work the after-party. They also have a staff of 10-15 volunteers to help monitor the event. Officers will be responsible for crowd control and monitoring that alcohol stays within the designated area. They will allow a pathway for the public to access the deck at all times. The group has submitted its Special Events Application and is awaiting final approval pending Park Committee approval and contingencies.

Ald. Warner, Danzinger, and Wiezbiskie stated their support for the event.

A motion was made by Ald. Warner and seconded by Ald. Danzinger to approve the request by Young Life Green Bay to hold a 5K Glow Run downtown and an after-party from 8:30-10 p.m. on the City Deck on June 21, 2014, contingent upon:

- Final special event approval
- All proper permits and insurances being obtained
- No hard liquor allowed on the deck
- Beer and wine allowed in designated area between 8:30-10 p.m.
- Must adhere to all noise ordinances and regulations – music will be allowed from 8-10 p.m.
- Must allow public access to the deck area
- Glass containers prohibited

Motion carried.

## **2. Discussion/Action on the proposed 2014 Bay Beach projects**

Staff is proceeding within the direction set forth in Phase I of the Bay Beach Master Plan. Phase I is divided into five phases – Phases 1A-E. We are currently in Phase 1A of the plan. We wanted to update the Committee on our current status.

### 2013 Completed Projects

- Sea Dragon – This is our first successful joint project with the Friends of Bay Beach. The ride opened August 30. 17,190 riders rode the ride in 12 days. Being able to add a waterfall really enhanced the look of the ride. Comments were made about how nice it looks, that it's very classy, it was well-designed, and it fits naturally within its location.
- Zippin Pippin Entry Plaza – The area used to be asphalt. Now pavers and a circular planter have been installed, which have added dimension and color to this area where many people gather. This is also the location of our brick sales.
- Water Tower Logo – This was a joint effort between Friends of Bay Beach, the Green Bay Water Utility, and the City. This has been a great marketing and advertising tool.
- Bumper Car Floor Replacement – The original floor was installed in 1994; we experienced some dips and rotten wood. It was torn out, the rotten wood was replaced, and new steel was added.
- Kitchen Equipment & Updates – We added some much-needed upgrades to our kitchen area. The equipment we were working with could not keep up with our demand so an upgrade was necessary to move food faster. We replaced our 30-year-old fryers with two gas-powered Henny Penny fryers. These fryers doubled our fried food capacity and improved the quality of our food with its quick recovery

filtration and timer systems. We also added a Nicco flame broiler. This conveyor system gas broiler allows us to make our hamburgers and grilled chicken continuously while providing consistent results with a great grilled taste. The old flat top limited us to 20 burgers at a time. With this increased capacity to produce food came the need to be able to deliver that food in a quick and efficient manner. We moved our back bar five feet out from where it was previously. This doubled the amount of workspace in the area allowing us to deliver our food fresh and fast. Rounding out the kitchen improvements were two freezers. Both freezers are energy efficient and hold their temperatures so there was not the product loss or costly repairs that we had with the older freezers. These much-needed improvements led to a 20% or higher increase in the sales of all of the products they produce. In fact, we sold over 4,000 more hamburgers and cheeseburgers and over 3,000 more fries. These upgrades increased our sales by over \$20,000 in our pavilion area in only their first year of operation.

- Ferris Wheel & Yoyo Ride Lighting – We needed to add some light and color to this area. Experiencing the lights at night is pretty awesome.
- New Roof to the West End Restrooms – We needed to replace the roof on the west end restroom building.

#### 2014 Projects

- Construct the west end parking lot and the section of the main walk to the Sea Dragon – The City applied for an EPA grant to complete this work. If we receive this grant, we would like to move forward with this project in the next few months.
- Add a new portable concession stand near the Zippin Pippin – As we expand west, there is a need to make food and drink products more available to accommodate people that gather in that area. Currently the only place in the park where you can get items such as hamburgers, french fries, and soft serve ice cream is the pavilion. By adding this concession stand, we make access to this food easier for our customers and take some of the pressure off of the pavilion area. All of the equipment in this stand will be brand new. This stand can be moved to other locations in the park as we grow.
- Replace the wood Zippin Pippin entrance arch with a lit sign – We would like to remove the existing plywood sign and replace with heavy-duty typical sign materials and lighting. The shape, size, color scheme, and lettering will remain similar to the existing sign. We will make slight modifications to the blue panels replacing the orange checkers with an alternate design. There will be lit bulbs on the lettering and chasing bulbs around the perimeter of the top sign. There will be down lighting on the archway and the side panels.
- Install a donor sign for the Zippin Pippin – Now that most donations are received, we need to complete a donor sign for the Zippin Pippin. We are still in the process of developing a design.
- Zippin Pippin Sculpture – Mark Gray, an artist from Studio Be out of Milwaukee, donated his services to design a 10-foot tall, 5-foot wide sculpture which has incorporated historic pieces, gears, pulleys, and chains from the original Zippin Pippin. They are arranged to support energy in motion. The large stainless steel ribs will partially encircle the gears and pulleys as if it is harnessing energy. They represent the new coaster and the circular form suggests motion. LED colored lighting will be added to illuminate the structure. Also American Custom Metal, a local company, has agreed to donate their time, labor, and material costs to construct and fabricate the sculpture. The project leader representing their company is Doug Winkler.

- Landscaping in front of the Zippin Pippin – Staff is currently developing a landscape plan in front of the Zippin Pippin, which will be installed before the opening of the park this year.
- Queue Line Lighting at the Sea Dragon – In order to operate the Sea Dragon at night, we will need to add lighting to the queue lines. Eight poles and fixtures are needed to provide adequate lighting. The Parks Department would like to standardize lighting at Bay Beach and has selected this light fixture as the standard down light fixture. The footings and underground conduit has already been installed in anticipation of this lighting.
- Proposed West End Shelter – We need to hire an architect to create bid plans and specifications for the proposed west end shelter utilities. Ben Schenkelberg has donated his services to design bid plans for the west end shelter, which are now nearly completed. He does not do utility designs, so we have to hire an additional architect for the bid plans for utilities.
- Pavilion Renovations – As we proceed in meetings with potential donors, we have received many questions on what our updated projects will consist of for the pavilion. We need to hire an architect to provide cost estimates to provide a project list to be able to present it to these donors.

#### 2014 Potential Fall Projects

- Train Relocation/Slide Modifications – Currently the existing train travels from the depot east, past the pavilion. We are proposing to route it to the west instead. People will still enter at the depot, travel west along the bay, then through the Zippin Pippin structure, and wrap back around to the station. In order to make room for the train to fit along the bay, we will have to relocate the stairs from the north side of the slide to the south side of the slide.
- New West End Shelter – This was initially one of our top priorities for this year. However, due to the parking lot grant opportunity, we had to put this on hold until more dollars become available. We will be purchasing two prefabricated structures similar to the photo shown. We will build a bathroom in the center of the two wings connecting it with the roof. Each open shelter wing is 40'x60', which is significantly larger than any other open shelter at the beach. The shelter can be rented to two parties at the same time or to one large corporate event. The restrooms will have an entrance off of the parking lot in the front and a separate entrance off of each open shelter wing. The Friends of Bay Beach are working hard to try to secure funding for the project. We would proceed with the project when funding becomes available.
- Speaking of the Friends of Bay Beach, we are jointly working together actively reviewing additional ride opportunities, and we will bring information to the Park Committee when it becomes available.

Ald. Wiezbiskie asked how many parking spots will be added with the west end parking lot. Staff replied 400 parking spots would be installed. These parking stalls will be needed for the proposed west end shelter.

Staff introduced the Parks Department mechanics to the Park Committee and acknowledged their hard work and enthusiasm especially at Bay Beach with all of the changes that have been occurring.

Park Superintendent Keith Wilhelm introduced his mechanics – Paul Moran, Greg Barta, Larry Sterckx, and Dan Emmel. Chris Denil was also introduced as the new Equipment & Facility Maintenance Supervisor. Two mechanics that could not

make it to the meeting were introduced as Duane Lundwall and Steve Kauss. Staff explained the amount of hours these mechanics have spent on the rides at Bay Beach, learning the Zippin Pippin computerized system, and about each specific ride functions. It was also noted that these mechanics do not just work on the rides at Bay Beach; they are the Parks Department mechanics and work on every piece of equipment the Parks Department uses in its day-to-day operation.

Ald. Wiezbiskie led a round of applause and thanked the mechanics for their hard work and efforts.

Our operations budget is the 214 fund. In order to complete the projects, we need to transfer \$900,000 from our 214 operations fund to our 436 capital improvements development fund to pay for project costs. The costs are as follows:

- West end parking lot – The grant is \$500,000; we need to match that.
- Portable concession stand - \$230,000
- Replace Zippin Pippin sign - \$30,000
- Zippin Pippin donor sign, sculpture, & landscaping - \$20,000
- Sea Dragon lighting - \$16,000
- Architect for west end shelter utilities - \$20,000
- Architect to do cost estimates at pavilion - \$10,000

The total cost for these projects is \$826,000. We are also requesting an approximate 10% contingency, giving a grand total of \$900,000.

Ald. Warner thanked the mechanic staff for doing a good job and then asked if the train was being extended. Staff said the train itself will stay the same but the track will be lengthened.

Ald. Danzinger asked if all of the equipment needed to run the portable concession stand was included in the cost of \$230,000 and how often the concession stand would be moved around the park. Staff responded the equipment was included in the cost and that they did not anticipate moving the concession stand often.

Ald. Danzinger asked if staff still needs to bid out the architects needed for these projects. Staff stated that work has not been bid out yet.

Ald. Danzinger thanked the mechanics for their work and finds it interesting the unique challenges they must face when dealing with rides. From a revenue and cost standpoint, he wanted to recognize the very limited amount of downtime of the rides. That impacts the ridership and the revenue and maintains the positive image of Bay Beach.

Ald. Wiezbiskie thanked the mechanics for coming to the meeting and also asked that they let the City know if improvements can be made in operations and maintenance.

A motion was made by Ald. Warner and seconded by Ald. Danzinger to approve the requested 2014 Bay Beach projects and to move \$900,000 from the Bay Beach 214 Operations Fund to the Bay Beach 436 Capital Improvements Development Fund. Motion carried.

**3. Discussion/Action to amend the Alcohol in the Parks Ordinance to allow the consumption of beer/wine on Wildlife Sanctuary property with a building room/ facility reservation by persons attending such event**

We have included in your packet a copy of our current policies and procedures as it relates to our Alcohol in the Parks Ordinance. Beer and wine are currently not allowed at the Wildlife Sanctuary. We get a number of requests from companies/businesses to host special occasions, presentations, social events, as well as individuals who wish to host their weddings by the waterfall and host the reception onsite, all of which are requesting to serve beer and wine.

We are recommending that consumption of fermented malt beverages and wine be allowed with building room/facility reservations at the Wildlife Sanctuary by persons attending such events.

Ald. Warner and Danzinger had no issues with the policy change.

Staff asked if the Park Committee wanted each individual building room/facility reservation at the Wildlife Sanctuary asking to serve beer and wine to come back to Park Committee for approval, or if staff should take care of them as they filter in.

Ald. Wiezbiskie wanted those requests to come back to the Park Committee.

Ald. Danzinger stated he felt those requests could be handled by staff, and if for any reason the policy does not seem to be working, the Park Committee could always change it back to restrict beer and wine at the Wildlife Sanctuary.

Wildlife Sanctuary Director Mike Reed said some opportunities have been missed because of the current policy restriction. He stated staff could provide the Park Committee with information on the applicants if necessary.

Ald. Danzinger responded that he didn't feel it was necessary to provide information on the applicants – simply an addition to the Director's Report saying there were reservations at the Wildlife Sanctuary where individuals served beer and wine would be sufficient.

Ald. Warner agreed with Ald. Danzinger that staff could take care of the requests without Park Committee approval on each individual application.

A motion was made by Ald. Warner and seconded by Ald. Danzinger to amend the Alcohol in the Park Policies & Procedures to allow the consumption of fermented malt beverages and wine with a building room/facility reservation at the Wildlife Sanctuary by persons attending such event. Motion carried.

**4. Report of the Purchasing Manager:**

**A. Request approval to award the purchase and installation of a new sign for the entrance to the Zippin Pippin Roller Coaster to Reinhold Sign Service, Inc. for \$29,750**

Purchasing Manager Rick Jensen said the Requests for Proposals were sent out, and he received six proposals back. The decision was made based on evaluation of aesthetics and materials, not on cost because each was in the same ballpark.

Ald. Wiezbiskie asked if the City had used Reinhold Sign Service prior to this and if the company's work was satisfactory. Staff stated the company did the sign at the Meyer Theatre. They also did the graphics for the Showmobile.

A motion was made by Ald. Warner and seconded by Ald. Danzinger to award the purchase and installation of a new sign for the entrance to the Zippin Pippin Roller Coaster to Reinhold Sign Service, Inc. for \$29,750. Motion carried.

**B. Request approval to award the purchase of specialty light poles and luminaires for the Sea Dragon ride to Viking Electric for \$15,414**

Rick Jensen said they solicited quotes from quite a few vendors. The lowest price bidder was Viking Electric.

A motion was made by Ald. Danzinger and seconded by Ald. Warner to award the purchase of specialty light poles and luminaires for the Sea Dragon ride to Viking Electric for \$15,414. Motion carried.

**C. Request approval to purchase a 2011 John Deere SJ310 Tractor/Backhoe Loader from Brooks Tractor Inc. for \$58,100**

Rick Jensen said the Parks Department had budgeted for a new backhoe for \$63,000. Park staff found out the Public Works Department had been leasing a backhoe with an option to purchase. The Public Works Department was not able to purchase it, and the vendor offered the equipment to the Parks Department at a significant discount. This is a bigger, better, and faster piece of equipment than we would have purchased brand new for a less expensive price.

Ald. Wiezbiskie stated he appreciates it when two departments work together as well as these two departments do.

Park staff said the Public Works Department is welcome to borrow it as needed.

Ald. Warner commended the Parks Department and Public Works Department for doing a great job of communicating and working cooperatively together.

A motion was made by Ald. Warner and seconded by Ald. Danzinger to approve the purchase of a 2011 John Deere SJ310 Tractor/Backhoe Loader from Brooks Tractor Inc. for \$58,100. Motion carried.

## **5. Director's Report**

The Kroc Trail will be installed late June. Leadership Green Bay is near completing the fundraising needed to install lighting along the trail.

The Wildlife Sanctuary is participating and promoting the Great Backyard Bird Count held February 13-16. This was the first online citizen science project started in 1998 to collect data on wild birds. It is launched by Cornell University. More than 100,000 people of all ages and walks of life have joined the four-day count to create a snapshot of the distribution and abundance of birds. Scientists use this information to get the "big picture" about what is happening to bird populations. At the Wildlife Sanctuary, we will be collecting data on Friday morning and submitting it electronically to become part of the international database. Already this February, 20 individuals have made observations. Our goal is to have a minimum of three observers at the Wildlife Sanctuary and an additional 12 observers placed in strategic places around Brown County over the weekend count period.

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

A motion was made by Ald. Warner and seconded by Ald. Danzinger to adjourn the meeting. Motion carried.

Meeting adjourned at 6:30 p.m.