

**MINUTES
PARK COMMITTEE
Wednesday, January 14, 2015
City Hall, Room 207
5:30 P.M.**

MEMBERS PRESENT: Aldermen Jerry Wiezbiskie, Joseph Moore, Brian Danzinger, and David Nennig

MEMBERS ABSENT: None

OTHERS PRESENT: Dawne Cramer, Dan Ditscheit, James Andersen, Jason Arnoldi, Mark Suchowski, Andy Rosendahl, Ald. Wery, Ald. Tim De Wane, and Mayor Jim Schmitt

Approval of the minutes of the meeting of December 10, 2014

A motion was made by Ald. Nennig and seconded by Ald. Moore to approve the minutes of the meeting of December 10, 2014. Motion carried.

Adoption of the Agenda

A motion was made by Ald. Moore and seconded by Ald. Nennig to adopt the agenda of the January 14, 2015, Park Committee meeting. Motion carried.

1. Discussion/Action on the request by Ald. Wery to review with possible action on the City's signage policy at baseball diamonds used by little league programs

Ald. Wery spoke. He noticed there is advertising signage posted on outfield fencing at various ball fields in other communities. Sponsors pay for this advertising, and those funds are used to enhance the parks. He is requesting that signage be allowed during the season so that funds generated could be put back into the park.

Ald. Moore asked what the length of the season is. Staff replied May through July.

A motion was made by Ald. Danzinger and seconded by Ald. Moore to open the floor for discussion. Motion carried.

Scott Johnson, 1321 Mirage Drive – He is the president of the Green Bay West Side Baseball League. They would like to use the funds gained from sponsored signage to put up an additional set of ball field sports lighting at Colburn Park. The cost would be approximately \$100,000. They would also like to add two new batting cages and a storage building, which would cost approximately \$30,000. The league is trying to remain competitive with other municipalities. Additional funds could also be used at

Perkins Park for ball field renovations. All funds received from sponsors would go back into the fields.

Ald. Nennig asked if there were limits on how many signs were allowed in the parks in other communities. S. Johnson did not believe so.

Ald. Nennig followed up by asking if there were size limitations. Staff replied that there were.

Sean Macklem, 4490 Nicolet Drive – He is the president of the Green Bay Area Baseball League 13- to 18-year-olds. He shared photographs of advertising allowed in De Pere at the high school. Edison field has a small concession stand, and the bathrooms are located in the school. They would like to raise funds to put in a concession stand with bathroom facilities like what was done at Perkins Park. The cost to run sewer to the new building would be approximately \$25,000. All funds received would be used strictly for this project and would benefit other groups and leagues as well.

A motion was made by Ald. Danzinger and seconded by Ald. Moore to return to regular order of business. Motion carried.

Staff reviewed that our current facilities user policy was adopted by the Park Committee and City Council in 2009. The Parks Department spent 1½ years putting together the various sections of this policy due to the request and complaints brought forward by park users and neighbors. They were upset with advertising in the park and were compelled to eliminate all advertising by youth groups. Staff distributed a copy of the entire user group policy, highlighting the advertising section.

This policy was a compromise between the youth sanctioned groups and the neighbors of various parks. It still gives the youth groups an opportunity to advertise but not to be able to use various sizes of wooden and other hard material signs attached to fences, concession, and dugout areas. We experienced damage to fences due to wind loads, safety concerns due to signs not being hung properly or broken, as well as maintenance and graffiti issues. This led to managing issues, such as additional repair costs, who was responsible for repairs and cleanup costs. The Parks Department does not have staff or additional money to manage these issues.

Green Bay is unique from other areas in that we have multiple user groups using each field. Prior to the policy, we had issues between groups of who got advertising rights, who got to obtain the revenue for each field, how much to charge, and what kind of advertising is appropriate for all users.

Some municipalities allow some advertising signage on fields that do not have multiple users or are located in secluded areas that do not directly affect neighborhoods. Most of our facilities are located in neighborhoods, many adjacent to their property lines and

very much in view from their windows and patio doors. They have told us many times that they do not want to be subjected to constantly-changing advertising.

Advertising revenue should not be confused with project partnerships or donations. In those situations, each project is reviewed by staff and approved by the Park Committee and advertising in the form of a donor plaque is allowed.

If allowed, the propensity for advertising in our parks would greatly increase as other groups – soccer, tennis, football, softball, and middle and high schools in each area of those sports would seek out the opportunities to advertise at their facility, which would have a huge impact at multiple levels, including maintenance, costs, and staff management time, not to mention a lot of advertising in the parks.

As a department, we have a good relationship with these user groups and have worked together to enhance facilities and reduce expenses for these groups. This current policy has set forth clear guidelines without completely eliminating revenue venture opportunities and provides legal protection to our department, as well as the user groups. Currently we feel we should maintain and continue with the current goals and objectives our policy sets forth as adopted by the Park Committee in 2009.

Staff clarified advertising is allowed to occur at this time, but it must be done in the form of a banner to eliminate damage to the fences. The policy was put into place because of the amount of complaints and the legal issues involved. There is a great working relationship with the user groups on our fields right now, and staff is trying to help them raise funds to put back into the parks. Without these groups, changes/enhancements would not be made because the Parks Department has limited money available.

Ald. Danzinger asked if the user groups are asking for a deviation from the advertising banners that are already allowed. Staff said the advertising would still be banners, but they would deviate from the policy in that those banners would be allowed to be placed in the outfield areas and that the banners would remain in place for an entire season instead of being removed after each game.

Ald. Wery stated that there are outfield windscreens installed in some parks. These screens block the view of advertising banners unless you are actually in the audience at the games.

Ald. Danzinger asked how staff feels about allowing banners in the outfield. He also wants to respect neighbors and thought limiting the amount of time the banners were in view might be a possible solution. The target audience for the advertising banners would be those in attendance at the games; therefore, that would be the important time to display them. Staff does not have any concerns allowing advertising on the outfield fencing as long as the banners are removed after each game. Because there are multiple users on the fields, there may be conflicts of which user group has rights to the funding if a permanent sign is allowed for an entire season.

Ald. Wery felt it was a good compromise to allow temporary banner signage in the outfield as long as it was removed after the game. This would allow multiple user groups to advertise as well.

Ald. Wiezbiskie said all banners have to be approved by Park staff per the current policy.

Ald. Nennig pointed out that our policy limits the amount to two banners. Should that limit be raised? He agrees with Ald. Danzinger that banners would not seem offensive when displayed in the outfield as long as they are put up before the game and removed after the game.

A motion was made by Ald. Nennig and seconded by Ald. Danzinger to open the floor for discussion. Motion carried.

S. Macklem appreciates that the Park Committee is trying to allow for temporary banners in the outfield, but the time demands on putting up and taking down temporary signage at every game will be difficult for his group of volunteer coaches to accomplish.

Ald. Wiezbiskie responded that the Park Committee is attempting to accommodate not only the neighbors but also the users, while still adhering to the policy that was put in place in 2009. It might take some compromise on the user groups involved to allow for extra time/personnel to help put up and take down the temporary banners.

Ald. Danzinger wanted clarification that S. Macklem's reluctance to accept the compromise on the table was due to lack of manpower to put up and remove the signs at every game. S. Macklem said that was accurate; that he has a hard time finding people to volunteer to coach, and asking them to do more might cause a loss of some volunteers.

S. Macklem offered a solution of finding one large donor for the concession stand. Both Ald. Danzinger and Ald. Wiezbiskie said that would be grounds for a donor plaque, and that was a completely acceptable solution.

Staff added that any donation requests would come directly to staff members, which would then be forwarded to the Park Committee for approval. Exclusive rights to these facilities cannot be given to one user group; however, if there is a project that would benefit all of the user groups, it would be feasible to bring together the groups and come up with a solution on sponsorship to accomplish the project. The issue tonight is whether to allow banners on the outfield fences and how long those banners can remain there. Staff cannot be provided to help put up and remove these banners.

Ald. Wiezbiskie reiterated that the current policy in place was created after much thought and research. The Park Committee would like to accommodate user groups' requests, but there has to be compromise. The policy states two banners are allowed; it takes a very insignificant amount of time to put those up and take them down.

Ald. Danzinger asked S. Macklem if it would benefit their organization to increase the amount of banners to perhaps three or four. S. Macklem said that would definitely help the user groups involved in trying to fundraise.

Robert Shade, 3224 Vista Road – He has been involved with baseball in Allouez for 11 years. Donors pay \$500 for signage and t-shirts; he and his team hang and remove the banners at every game. It can be a great fundraiser with very minimal effort.

Staff clarified the current policy lists a maximum of two banners per team. For example, a league of 8 teams could have a total of 16 banners. In addition to that, on a tournament day banners are allowed to be kept up the entire day.

A motion was made by Ald. Moore and seconded by Ald. Nennig to return to regular order of business. Motion carried.

Ald. Nennig wanted clarification on where in the policy it stated banners were not allowed on the outfield fences.

Staff added the policy describes that it is up to staff to determine appropriate sign placement. A simple solution could be to allow banners to be placed on the outfield fences as long as they are removed at the end of the game.

Ald. Nennig questioned if it would be reasonable to increase the amount of permitted signage. Staff responded that it would depend on the size of the facility, but that could be allowed upon request with staff approval.

A motion was made by Ald. Nennig and seconded by Ald. Danzinger to amend the Facilities Use Policy to allow the temporary removable advertizing banners as specified in the current policy to be hung on outfield fencing during games and allow additional banners if approved by staff. Motion carried.

2. Discussion/Action on the 2015 proposed Bay Beach projects

Tonight we are here to present to you our 2015 annual updates and project proposals for Bay Beach Amusement Park. Let's begin with some 2014 highlights.

Bay Beach had a phenomenal 2014 season, partially due to great weather. We experienced new records in revenue and ridership. For the first time in the history of the park, we achieved the milestone of thrilling over 3 million riders. In the area of admissions, we generated over \$1,700,000 in revenue, which translates into over 6.8 million tickets sold. In the area of concessions, we sold over \$980,000 in products. It is important to note that these revenue records were set without a single price increase from the previous season.

As you know, we have an outstanding partnership with an extraordinary group, the Friends of Bay Beach. This group continues to work tirelessly toward fulfilling its pledge of raising \$5,000,000 to help build the master plan.

Staff introduced the board members. We are truly grateful for this relationship and what it has already accomplished for Bay Beach Amusement Park.

Staff reviewed the following 2013 and 2014 projects completed and implemented in Phase 1A of the master plan:

- Zippin Pippin Plaza - This area was originally asphalt, and we added some pavers and a circular planter to add some dimension and color to this area where a lot of people gather. It is also the location of our brick sales.
- Water Tower Logo - This was a joint effort by the Friends of Bay Beach, the Green Bay Water Utility, and the City. It has become a great marketing and advertising tool for us.
- Bumper Car Floor Replacement – The bumper car floor needed to be replaced. We experienced some dips and rotten wood. We tore up the floor and replaced it with new wood and steel.
- Kitchen Equipment Updates – In 2013, we added some much needed upgrades to our kitchen area, including two gas-powered high capacity fryers, a flame broiler, two new energy efficient freezers, and a redesigned back bar area. These upgrades had an immediate impact. Food sales were up 20% in 2013, and as we have already noted, we had record concession sales in 2014.
- Ferris Wheel and Yo-Yo Lighting – We needed to add some light and color to this area at night.
- New Roof on the West-End Bathroom – We needed to replace the roof on the west-end restrooms building.
- Sea Dragon – The Sea Dragon is our first successful joint project with the Friends of Bay Beach. The Sea Dragon debuted on August 30, 2013, and thrilled over 185,000 riders in its first year of operation. The added waterfall and landscaping really enhanced the look of the ride. We received numerous compliments on how nice it looks, that it is very classy, it was well-designed, and that it fits naturally within its location.
- Bay Beach Grill – The Bay Beach Grill brought a much-needed dimension to the west end of the park. Food! In its first year, the Grill served over 12,000 burgers, 27,000 ice cream cones, and 28,000 beverages. The Bay Beach Grill has been a wildly successful addition to the park, grossing over \$125,000 in its first season.
- Lighted Zippin Pippin Sign – In 2014, we installed a new lighted Zippin Pippin sign. This sign stays true to the traditional Pippin sign while adding some pizzazz with chasing lights and an illuminated archway.
- Train Donations, Track, and Train Memorabilia – In July, the Paul Woelbing family donated three diesel powered engines, three railroad cars, train track, and extensive collection of railroad memorabilia. Doug McGee donated the cost of shipping those items to the amusement park. The donation of the trains to Bay Beach is one of the biggest donations in the history of the park totaling over \$250,000 in value.

- Zippin Pippin Landscape Project – On May 17, 2014, a group from Thrivent Financial Northwest Brown County Chapter donated their time and roughly \$6,000 in landscaping to help enhance the area around the Zippin Pippin.
- Sea Dragon Lighting – In order to operate the Sea Dragon at night, we needed to add lighting to the queue lines. Eight poles and fixtures were installed to provide adequate lighting. The Parks Department will be standardizing the lighting at Bay Beach and has selected this light fixture as the standard down light fixture.
- Donation of Transport Cart – In June 2014, the Friends of Bay Beach donated a transport cart. This has been used in providing tours for potential donors, as well as for shuttling employees to the far ends of the park.
- Engineering of West-End Shelter – Ben Schenkelberg, a local architect, has generously donated his time and efforts to design a shelter for the west end of the park that will accommodate large corporate groups. The City hired an engineering consultant to design the utilities associated with this building. The architectural plans are nearly completed, and the Friends of Bay Beach are actively seeking potential donors to fund this shelter.
- West-End Parking Lot – In 2015, we are looking to construct the west-end parking lot. The City received an EPA grant that will fund half of the \$1,000,000 project. The lot will be constructed of a permeable pavement with bio-filters that will allow stormwater to drain in an environmentally friendly way.

Staff then presented proposed 2015 projects:

- Zippin Pippin Donor Sign – Now that we have secured the pledged donations, we will be placing a recognition stone for the donors of the Zippin Pippin.
- Slide Relocation – At the last Park Committee meeting, we accepted a donation from the Friends of Bay Beach in the amount of \$47,900 for engineering services to design the slide relocation and train modification projects. The slide will be moved 40 feet to the south to make room for the train tracks and future boardwalk.
- Addition of West-End Train – A new train will be relocated to the west end of the park starting in the spring. Once complete, customers will enjoy a whole new train experience! Train enthusiasts will have the option of taking the traditional train ride to the east end of the park, past the pavilion and the waterfront; or they can board our newly-donated trains and take the new line to the west, including a trip underneath one of the Zippin Pippin Hills. In the future, the original east bound track may be removed to make room for the boardwalk or other potential projects.

As I mentioned before, we have a great partnership with the Friends of Bay Beach. Since the implantation of the Bay Beach Master Plan, we have promoted the phasing as being incredibly flexible. If items or donations became available, we would alter our phasing to accommodate these opportunities. If you refer to the phasing sheet included in your packet, you will notice that Phases 1C (a jumping tot ride) and 1D (one family ride and one tot ride) call for additional rides. We are always watching the marketplace for new rides that could fit at Bay Beach. One criterion we wanted to make sure we addressed as we looked at tot rides was to look at options where parents/adults could ride with their child. Recently three great rides have become available.

We met with the Friends, ride sellers, and manufacturers to review all three rides. We reviewed the first ride and really liked it. The second ride we all thought it was a great fit to the park. The third ride is a cool historic classical ride that does not become available every day. That presented us with a tough decision – which ride to buy.

Tonight we are thrilled to announce that the Friends of Bay Beach have purchased all three rides to be gifted to Bay Beach. In addition to the purchase price of the rides, the Friends of Bay Beach have committed to providing the funding needed for the installation, refurbishing, and site preparation for the rides. The following are the new proposed rides:

- Tot Jumping Spring Ride – This exciting ride brings 10 riders nearly 40 feet up in the air and drops them down in a free fall only to be caught and sent up and down all over again at different intervals. Three programmable ride cycles will allow us to change up the intervals throughout the summer. Parents will be able to enjoy this ride right alongside their children. This ride will require two tickets. We anticipate first year ridership to be 70,000 with a five-year revenue projection of \$125,000.
- Rockin' Tug Ride – The Rockin' Tug creates a unique combination of rocking and whirling motions and can accommodate up to 24 riders per ride. The boat travels on a half pipe track all the while spinning around and creating the feel of being caught out in stormy waters. The Rockin' Tug was awarded the Best New Family Ride at the 2002 IAAPA convention. This ride will require two tickets. We anticipate first year ridership to be 140,000 with a five-year revenue projection of \$300,000.
- Falling Star Ride – The Falling Star is an exciting ride that the whole family can enjoy. This classic ride is made by Chance Rides. Up to 48 riders per ride can ride at a time. Riders will be taken up, down, and around again before the star reverses course and spins back the opposite direction. This ride will require three tickets. We anticipate first year ridership to be 208,000 with a five-year revenue projection of \$684,000.

It is staff's intention to have the Tot Jumping Spring ride and Rockin' Tug ride open sometime in the summer of 2015. The Falling Star ride would not open until 2016.

Staff requested to open the floor to allow the Friends of Bay Beach to speak.

A motion was made by Ald. Moore and seconded by Ald. Nennig to open the floor for discussion. Motion carried.

David Charles Sr., President of the Friends of Bay Beach, commented that the Tot Spring ride is classic. There were only four versions of this ride that were built at 40 feet; most were built at 25 feet. The Falling Star ties in really well with the rest of the park. When you are at the top of the ride, you will have a good view of the park and the bay. The Rockin' Tug is a brand new ride being built in Italy. The delivery date is May 15, 2015. The company discounted the ride almost \$45,000, which made the decision easy to purchase a new ride instead of a used ride. He thanked Park staff for all of the

effort they are putting in on this. He also thanked Mayor Jim Schmitt for helping Bay Beach Amusement Park succeed. Keep in mind that adding rides like this will help provide funding for the future boardwalk, beach area, picnic areas, and all of the other enhancements to the park in future years. All of this will be done without using City tax dollars.

R. Shade, Vice President of the Friends of Bay Beach, wanted to thank some very generous people in Green Bay who have donated towards the development of Bay Beach Amusement Park. They remembered experiencing this park as children and wanted to give back to the park. It is one of the great assets in Green Bay. The Park staff is wonderful to work with. Their objective is to raise money and change a 20-year plan into a 5- or 10-year plan. This park is already very special, and it's only going to get better. We appreciate the staff's hard work. Many times you just can't raise money and turn it over and make it happen. We raise the money; this Park staff has done a great job of taking care of all of the other things.

D. Charles Sr. said he's sure they will exceed their fundraising plan. We have donors who want to make significant donations. So far we are ahead of the park.

Ald. Moore commented that he didn't realize when the Friends of Bay Beach committed to a \$5,000,000 donation that they were going to hit the ground running as hard as they did. Two years later, we have the Sea Dragon, the train, three new rides, etc. He asked if the Friends group believes the rapid development has interested more people or if we are past the initial charge where everyone wanted to be a part of it. R. Shade replied that there has been one very large donor and 20-30 significant donors who have funded the majority of the projects. We could accelerate our fundraising if there was great need to; however, the Parks Department cannot build it fast enough.

Ald. Nennig said it is the goal to leave things better for future generations, and that goal is being exceeded. It is a wonderful project.

A motion was made by Ald. Danzinger and seconded by Ald. Moore to return to regular order of business. Motion carried.

Ald. Wiezbiskie recognized the Friends of Bay Beach again for their accomplishments. He stated you guys are simply amazing...not one, not two, but three rides. We have a unique problem here that we can't build it fast enough. This is fantastic! You do a great job.

Staff reviewed a map showing the locations of the new family rides. Staff then reviewed the projects already funded.

The \$500,000 needed for the west-end parking lot was funded with 2014 funds. No additional funding is necessary. We are hoping to get a donor for the west-end shelter.

The Friends of Bay Beach have committed to funding 100% of the cost of the three new rides, the Tot Jumping Spring ride, Rockin' Tug, and the Falling Star. This includes the cost of the purchase of the rides, as well as the site preparation, restoration, refurbishing, and installation of the rides. At the last Park Committee meeting, the Friends of Bay Beach also donated \$47,900 for engineering fees to complete the train and slide modifications.

Our operations budget is the 214 fund. In order to complete the remaining projects, we need to transfer money from our 214 operations fund to our 436 capital improvements development fund to pay for project costs.

The Parks, Recreation, & Forestry Department will be responsible to fund the following projects to be completed in 2015.

Slide & Train Modifications	\$453,300
Additional Site Amenities – Lighting/Benches	75,000
Zippin Pippin Donor Plaque	6,000
Additional Engineering Costs for 2 New Tot Rides	7,000
Train Storage & Maintenance Building	<u>90,000</u>
	\$631,300

We are requesting to approve the requested 2015 Bay Beach projects and to move \$631,300 from the Bay Beach 214 operations fund to the Bay Beach 436 capital improvements development fund to complete the remaining 2015 projects at Bay Beach Amusement Park.

A motion was made by Ald. Moore and seconded by Ald. Nennig to approve the requested 2015 Bay Beach projects and to move \$631,300 from the Bay Beach 214 operations fund to the Bay Beach 436 capital improvements development fund. Motion carried.

A motion was made by Ald. Nennig and seconded by Ald. Moore to approve to accept the donation of three rides from the Friends of Bay Beach – Tot Jumping Spring, Rockin' Tug, and the Falling Star – contingent upon all costs of restoration, installation, and site preparation for all three rides will be the responsibility of the Friends of Bay Beach. Motion carried.

Ald. Nennig requested a shortened version of the slideshow be presented to the City Council at its next meeting.

Ald. Wiezbiskie requested a sign be placed at the site of the third ride that will be coming in 2016. Staff had planned to do the same type of signage that was placed before the Sea Dragon was constructed that said "coming soon".

Staff thanked the Friends of Bay Beach, Mayor Schmitt, City Council, and the Park Committee for all of their efforts to make Bay Beach Amusement Park all that it is today.

3. Director's Report

Ice and hockey rinks are all up and operating. Currently we have 25 sheets of ice.

We recently acquired the former Bullfrogs office building located at 1306 Main Street, Parcel 8-289 for future East River Trail expansion. The DNR funded 75% of the total acquisition costs through a stewardship fund.

Triangle Hill opened Saturday, January 10, 2015. The new tube tow lift is a big hit.

Staff introduced Mark Suchowski, our new Assistant Manager for Special Facilities.

Our open gyms have been very busy.

Frosty Family Fun Night will be held Saturday, February 7, 2015, at the Wildlife Sanctuary at 5 p.m. It's \$5 per carload. Activities include snowshoeing, hikes, bonfire, horse wagon rides, music, and food.

The Wildlife Sanctuary Volunteer Appreciation dinner was held January 12, 2015, at the Wildlife Sanctuary. Years of service awards and lifetime services awards were presented. Sixty volunteers attended.

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

A motion was made by Ald. Moore and seconded by Ald. Nennig to adjourn the meeting. Motion carried.

Meeting adjourned at 6:41 p.m.