DATE: December 11, 2014  LOCATION: Parks & Rec Office

The meeting was called to order by Board President R. Voigt at 6:19 PM

I. Members present (P), absent (A) or excused (E): Voigt_P Klotz_E Ehrlich_P Kinas_E Lemkuil_P Rudser_E Deal_E Karrels_P Becker_P Larson_A Verheyen_P Late: R. Voigt @ 6:19 pm

II. Motion by M. Ehrlich to accept the November 13, 2014 minutes as presented. Second by P. Lemkuil. Motion carried 6-0

III. Citizen Comments not on the agenda
   • Nothing Submitted

IV. Old Business:
   A. Director’s Report
      • Reviewed and Submitted
      • Polar Express Event ticket sales are strong
      • Staff is still working with Grafton, Cedarburg and Mequon to finalize Super Pass details
      • Staff has finished winterizing pool
      • Transition into fall sport and recreation programming
   B. Report from Other Boards, Commissions and Committees
      • Nothing reported
      • Board briefly discussed land use at the North Slip

V. New Business

A. Review and Recommend Hiring of Staff
   • Staff presented hiring list to Board
   • Motion made by M. Ehrlich to approve the staff as presented. Seconded by J. Karrels. Motion carried 6-0.

B. Review and Recommend Facility Use Requests
   • None submitted

C. Review and Recommend Use of Goose Deterrent in Coal Dock Park
   • Staff reported a need for goose control in Coal Dock Park due to the nuisance they create for visitors
   • Staff reported that they will be partnering with the Grafton Parks & Rec Department to decrease purchase costs of the units
   • Staff was told by the Grafton Parks & Rec Director that the Village President spoke strongly on their effectiveness. Froedttert & the Medical College of Wisconsin, where the Village President works, uses them at several of their facilities
   • Staff informed Board the units are amber strobes that mimic predator’s eyes and therefore scare the geese away, humanely. The strobes intermittently flash from dusk to dawn
   • Motion made by P. Lemkuil to approve the purchase of four goose deterrent strobes as presented. Seconded by J. Verheyen. Motion carried 6-0

D. Review and Recommend 2015 Pirates’ Hollow Community Waterpark Fees
   • Staff reported to Board that non-resident pass fees have to be changed to be the same as the other communities’ participating in the Super Pass program. This prohibits non-residents
from shopping around for a lower rate. Cedarburg is currently at $240 for a family non-
resident season pass and will have to deduct the most to reach the targeted fee of $170

- Staff reported that the current Water Park fee for a non-resident season pass is $145. Therefore, an increase of only $25 would be necessary to match the other communities
- Staff stated that resident season passes would stay the same price. The only change would be the elimination of the additional fee of $5 per family member after the first four. This is to be in line with the other communities
- Also discussed was an increase $1.00 for daily fees for resident and non-resident of all ages. The one dollar would be “returned” to the patron as a “Pirates’ Galley Buck.” This voucher would be used at the concession stand and the thought was that it would help increase revenue
- Staff also proposed starting the “early bird” special for season pass sales earlier in the year and maybe offer a $5 or $10 Pirates’ Galley voucher to generate more interest
- Motion made by M. Ehrlich to approve changes to the 2015 Pirates’ Hollow Community Water Park season fees as presented. Seconded by J. Karrels. Motion carried 6-0

E. Discuss Food Vendor Option Servicing Parks & Beaches

- Staff discussed, with Board, the possibility of increasing revenue through the use of a food vendor at the North Beach. A food truck would be the most straightforward option
- The thought would be to park the truck at the entrance to the beach, or as close as possible. Easier access will be gained after the completion of the North Beach entrance project
- Staff will check with local restaurants to see if there is interest and also with Milwaukee area food trucks
- Once more information is available, Staff will bring this idea back to the Board for final approval

F. Discuss Any Underutilized Park and Green Spaces

- Staff was asked by the City Administrator, Mark Grams, to bring this topic in front of the Board for discussion. Administrator Grams suggested, as part of the discussion, Westside Park and Kaiser Park and their current usage
- Ald. Bill Driscoll was in attendance and joined the conversation
- Ald. Driscoll wants to look at all City property to see if it is underutilized and how it can be better used
- Ald. Driscoll wants to put together a committee to go through properties and determine if they are used or not. If not, could they be sold? Driscoll also added that any revenue from parkland sold would be returned to the Parks & Rec Department. These funds would help to improve other parks and their condition and amenities
- Ald. Driscoll stated that the purpose of this task is to be more efficient with properties that are “dead” and the fact that the City’s budget is tight. Additionally, he wanted the Board to review all of the parks before the “task force” is developed
- Ald. Driscoll stated that the desire is to start moving forward as soon as possible. He further stated that from a budget/finance perspective, we want to get the ball rolling and identify the “problem parks.”
- Board will meet in March to further discuss this topic
- Ald. Ehrlich and P. Lemkuil volunteered to be on the committee to help research the City properties

G. Discuss Allowing the Consumption of Fermented Malt Beverages and/or Wine as an Option for Facility Rentals (Similar to Park Rentals)

- Staff presented the Board with an idea that would allow the consumption of fermented malt beverages and/or wine as an option for facility rentals. Currently, beverages of this type are allowed in certain parks, but not in public buildings
- The thought would be to not allow rentals access to the pool, if during open swim hours or be in conjunction with the rental of the Water Park
• Board briefly discussed the topic and there was a thought of a retainer for the rentals, in case of any damage or excessive cleanup. Staff informed Board that this is already done with park rentals
• Staff told Board that they will bring back this topic at a later date, to further discuss and/or approve
H. Discuss Need for Polar Express Event Volunteers
  • Staff informed Board of the need for help with the Event

VI. Any Other Business That May Properly Come Before the Board
  • Nothing Submitted

VII. Motion to adjourn by R. Voigt. Seconded by A. Becker. Motion carried unanimously. Meeting adjourned at 7:06 PM.

Respectfully Submitted,

Jen Verheyen
Acting Secretary