

REGULAR MEETING
Board of Park Commissioners
Wednesday, August 3, 2011
Rec Center
2442 Sims Ave.
Meeting Room
6:30 p.m.

AGENDA

1. Roll Call
2. Approval of the July 6, 2011 Minutes
3. Discussion and Possible Action on Formation of Pool Sub-Committee(Aldersperson Suomi)
4. Director's Report
5. Adjournment

Meeting Rider

Any person who has special needs while attending this meeting or needing agenda materials for this meeting should contact the City Clerk as soon as possible to ensure a reasonable accommodation can be made. The City Clerk can be reached by telephone at (715) 346-1569, TDD # 346-1556 or by mail at 1515 Strongs Ave., Stevens Point, WI 54481.

Copies of ordinances, resolutions, reports and minutes of the committee meetings are on file at the office of the City Clerk for inspection during normal business hours from 7:30 a.m. to 4:00p.m.

SPECIAL NOTICE

Please take notice that a quorum of the City Council may attend this meeting.

Agenda Notes

#3 As staff, after reading the proposal, I would make the following recommendation. That if a group of citizens would like to get together and make recommendations to the staff/commission, and raise funds for the operations of the pool, it would be better if it wasn't an official sub-committee of the Commission. This would be no different from Little League, Adult Softball, Girls Softball, KASH Playground, Skateboard Park Committee, etc. All of these committees/organizations function very well, and do not require all of the government formality that a sub-committee under the Commission would have to follow. I would hope that this citizens committee provides more of a review of our operations, not start dissecting the day-to-day operation of the pool. I feel that type of detail should be left to our paid professional staff, not a committee. Over the years, I feel Bob and his staff has done a very good job keeping up with the newest trends in pool programming and operations. I would recommend that Bob be available as a resource person only to this committee, because ultimately he and I will need to review any recommendations this committee may develop for the Commission to consider.

Below is the letter Alderperson Suomi sent out to OMNA (Old Main Neighborhood Assoc) members asking for support, with the responses she received.

To the members of OMNA:

This bulletin concerns the effort that I have started which address the Copps Municipal Pool closing August 14th, two weeks before school starts. Historically it has closed early. I am looking for people that support the concept of the Copps Municipal Pool staying open longer, possibly by next summer.

The Park Commission has not been convinced that this is a concern among our community - the pool closing two weeks before school starts. If there are enough people who think that the pool should stay open longer during the summer then I possibly will be able to proceed with Park Commissions' approval in developing a committee to develop ideas to generate a funding revenue source to support the longer time frame of keeping the pool open.

However, I need to know if there is support from the community in keeping the pool open longer during the summer. If you would e-mail me with a response in favor of the proposal, then the next step would be for me to ask if you would be willing to sign a petition and/or come to the next Park Commission Board Meeting. The next Park Commission could be August 3rd at 6:30 at the Park and Rec building by PJ Jacobs. Also, more information can be found on Facebook - <http://www.facebook.com/groups/238756099482670>

Thanks!

Sincerely,
Joanne Suomi

jasuomi@charter.net
OMNA board member
2nd Ward Alderperson

Responses:

From: "Santha Bickford" >
Date: July 11, 2011 5:11:40 PM CDT
To: "Armin/Cindy Nebel" <
Subject: Re: Cops Municipal Pool - keep open longer?

Excellent idea, Joanne! I think we definitely need it open. Wasn't aware it was closing that early. Thanks for bringing it to our attention.

From: "Brent Hall"
To: jasuomi@charter.net

We would love to see the pool open longer and would be happy to sign a petition to keep the pool open longer.

Thanks
Terri Hall
345-1121

From: "MARY ANN POWELL" < >
To: jasuomi@charter.net

I am in favor of keeping it open until school begins; it seems that the weather is usually hot and sticky during that time, and kids need something to do. Mary Ann Powell

From: Sara Davis
To: jasuomi@charter.net
Hi Joanne,

We fully support the pool being open longer in the summer and would be happy to sign a petition. Friends and I have been complaining about that for years. I noticed yesterday that the Weston aquatic center doesn't close until Aug 28 th !

Thanks for the time and effort you are putting into this!

Sarah and Jason Davis
From: james hogan <
Date: July 11, 2011 3:29:37 PM CDT
To: Armin/Cindy Nebel <
Subject: Re: Fwd: Cops Municipal Pool - keep open longer?

I am in favor of keeping the pool open longer. But i do think, as a former educator, that there should be a few days before school opens that it is closed. We want those kids bored and ready to learn Jim Hogan

From: "Jami Gebert"
To: jasuomi@charter.net

Hi Joanne,

Again, thank you for contacting me to participate in helping to keep the Municipal Pool open longer. I apologize that it has taken a week for me to respond – who knew summertime would be so busy. Below I charted out the issue, solution, and ideas – just to help me think it through.

Issue: The committee wants to keep the Donald Copps Municipal Pool open longer at the end of the season (*currently closes on Sunday, August 14th – the 2011 school year begins on September 1st – two weeks later*).

Solution: The committee needs to raise \$11,000/wkly to cover pool expenses in order to keep the pool open. The committee would like to build funds to keep the pool open later every year, not just this year or next year.

Ideas:

1. Increase the admission costs .25 ¢, making it an even \$3.00 for 6 & older and \$2.50 for 5 & younger. – Without knowing average attendance, I'm not sure the amount of increased revenue this will bring in, but I think it's worth exploring with City/Parks Dept input and approval.
2. Increase sponsorship levels for free swim days. Explore the option of free swim weekends or weeks. Could add extra bonuses to sponsorship, such as advertising business name on the electronic sign in-front of the fire department or allowing them to handout information (or have a representative present at the pool) during the sponsored time.
3. Consider extra special events at the pool – maybe someone knows Tom Pease or a magician, etc. Charge extra for those event days.
4. I believe there are already concessions at the pool, but is there something else you can sell? Toys, beach bags, sunglasses, sunscreen, bubbles, towels, etc. They could have a special logo on them or maybe there are just fun designs and colors.
5. Why just sell at the pool – Stevens Point as a ton of summer events! You could do a table at Crazy Days, Jazz Fest, etc. Selling the above or maybe selling just bottled water.
6. Partner with some area businesses on percentage sales days – like Cold Stone or Noodles. Have committee members/volunteers serve food or help bus tables for a percentage of sales for the day. This works best if advertised through facebook or similar systems, to let friends know to eat at a specific establishment on a certain day.

We have explored for the Skate Park, but not hosted, a Spaghetti Dinner at the Elk's Club. The Elk's host spaghetti dinners year round – groups sell tickets and receive a percentage of each ticket. I'm pretty sure the Elk's handle everything, but bussing the tables. This activity works well for athletic associations, because sports teams are usually large and students can divide-up and sell a couple tickets fast. I believe the Elk's holds 300, so you have to sell 300 tickets to get the maximum benefit.

7. Donation jugs both at the pool and area businesses. You sometimes see these containers for the Humane Society. The committee would have to have someone put together a nice picture and message to place on the jugs and someone willing to ask for placement and collect periodically.

All of the above are simply suggestions. I'm sure numbers 1, 2, 3, & 4 would need Park's Board and/or City Council approval.

Questions:

1. Would the committee have an account through the City to deposit raised funds? Would donations be tax-deductible?
2. Would the City allow the committee to set up an account at the Community Foundation? The donations would be tax-deductible and its only takes \$100 to start an account. Also, the Community Foundation staff issues every donor a receipt with thank you letter, which takes a lot of responsibility off the committee.

The problem with all of the above is that they are time-consuming and although they might produce a profit of a couple hundred dollars, you need \$11,000. I would really suggest personal asks. Setting up appointments with Travel Guard, Delta Dental, Skyward, Gamber-Johnson, etc. etc. and asking for a larger donation. In doing this, you will probably need a leave behind brochure with information, including who to contact & where to send the money. Given the current sponsorships for free-swim days, I'm thinking the City/Parks Dept has some guidelines/benefits established to work/build off of???

I know the free-swim sponsorships are probably already completed for this year, but another suggestion might be to ask if the City would allow you to expand the sponsorship asks (solicitations) to "free-swim weekends" or "weeks" for next year – you don't want to solicit the same folks twice, but if you partnered to ask for a larger amount with some larger benefit(s) at the same time and it was personally done with a committees' help – it might be mutually beneficial.

Those are my thoughts; hopefully they weren't too random and somewhat helpful. I apologize if this wasn't what you were looking for let me know and maybe we can go in a different direction. I'm happy to provide some guidance and I'm always happy to volunteer at special events/fundraiser, etc. I'm not sure I could commit to anything longer term.

Thanks,

JAMI GEBERT

From: "Clarke and Virginia Crandell"

Is the pool self-sustaining, or does it require tax monies for its operation?

From: jasuomi@charter.net

Mr. and Mrs. Crandell, The pool is not self-sustained. From what I understand the money from Rendezvous supplements various projects/programs within the city and one program is the operation expenses of the Copps municipal pool. One of the responsibilities of the committee that I am proposing to the Park Commission would be is to begin having discussions with staff ... ways to increase revenue for the pool to stay open longer - 10 weeks to 12 weeks (possibly on a smaller scale of hours for example

only evening hours for the last two weeks) and having the pool open on holidays - Memorial day, July 4th and Labor Day.... Thanks for the inquiry. Sincerely, Joanne

From: Tom Schrader

FYI

Actually Rendezvous is supported through donations and Room Tax. It does not supplement any other programs and lost money the last two years.

DRAFT DRAFT

RE: Requested information by park commission at the July meeting concerning the development of an aquatics committee for the outdoor community pool – Copps Municipal Pool

Who would be on committee:

- Bob Gregorich, facility pool operator, resource person with the Parks and Rec Dept.
- Alderperson Joanne Suomi, 2nd district
- Two community members from 2nd district (person who inquired about longer pool hours for summer, past patron who used the pool a lot with her family during past summers)
- One community member from 3rd district (Old Main Neighborhood Association (OMNA) member
- One community member from 7th district (faculty member from UWSP)
- One community member from 8th district (person who was involved with past requests to park commission concerning pool)
- Possible park commission member

Purpose of this committee:

1. To propose an action plan to park commission that addresses ways to possibly increase revenue to support a longer time period of operational hours during the summer- For example current operation of pool is 10 weeks to 12 weeks.
2. To propose an action plan to park commission that addresses pool hours, pool programming (to assist with increased revenue), possibly more community sponsors and pool facilities.

When and where committee would meet:

The committee would meet one time per month and/or every other month starting in September at the Park and Rec building. Specifics and agenda would be provided once approved by Park Commission.

Voices from others: Emails that were sent to me in which I have forward to Tom Schrader cc: Mayor Halverson in which could be read for the record at the park commission meeting scheduled for August 3rd, 2011.

Submitted by Joanne Suomi, 2nd district alderperson July 27th at 1:30 pm