

**MEETING MINUTES**  
**BOARD OF PARK COMMISSIONERS**  
**Wednesday, February 1, 2017**

1. **Roll Call**
2. **Approval of the December 7, 2016 Minutes**
3. **Survey questions for Comprehensive Outdoor Recreation Plan**
4. **Review 2016 Annual Usage Report**
5. **Director's report**
6. **Adjournment**

1. **Roll Call**

Present: Freckmann, Glodosky, Hall, Kirsch, McDonald, Okonek, Smith, Sorenson

Excused: Ald. McComb, Ald. Oberstadt, Ald. Slowinski

Also Present: Director Tom Schrader, Betty Bruski Mallek

2. **Approval of the December 7, 2016 Minutes**

**Motion by Hall, seconded by Smith, to approve the December 7, 2016 minutes and place them on file.**

**Ayes all; Nays none; Motion carried.**

3. **Survey questions for Comprehensive Outdoor Recreation Plan**

Director Schrader asked the Commissioners for one last review of the survey questions for the Comprehensive Outdoor Recreation Plan. He made the changes recommended two months ago.

Commissioner McDonald stated that she didn't see specific questions about the Green Trail and Riverfront Rendezvous. The City is a big part of the Green Circle Trail and feels the City should get credit for it. Also wonders if we could ask if the people filling out the questionnaire have contributed to the Green Circle either financially or by doing some work on the trail. Riverfront Rendezvous is a big event for the City and she feels the Parks Department is should be recognized for the work done each year. Funding for both of these is important.

Commissioner Sorenson agreed that it is important to connect the Parks Department to Riverfront Rendezvous. Commissioner McDonald feels we should be marketing events sponsored by the Parks Department in order to associate events with the Parks Department. We need to know how residents value the Riverfront Rendezvous.

The Green Circle is mentioned in the survey but the commissioners agreed that there should be a separate question for Riverfront Rendezvous. Director Schrader will add a question specific to Riverfront Rendezvous to the survey as a stand-alone question.

**Motion by Glodosky, seconded by Sorenson to approve and send the survey questions on to the consultants.**

**Ayes all; Nays none; Motion carried.**

4. **Review 2016 Annual Usage Report**

Director Schrader referred to the 2016 Usage Report in the Board packet hi-lighting a few informational facts from each category.

From the General Park usage/events the parks department had 249 lodge rentals, 33 Meeting Room rentals and 110 gym rentals with an average of 75 people at the lodge rentals would equal about 19,000 people in the park lodges over the May through October rentals.

We sold over \$7000.00 dollars' worth of tickets to Wisconsin Dells Amusement Parks and to the Milwaukee Zoo.

The Parks Department assists with set-up for events downtown such as Discover Downtown, Corn on the Curb and the Christmas Parade.

The Piffner Pioneer Park Band shell hosts the City Band concerts, Movies in the Park, Taste of the Town, Jazz Fess, Art in the Park and the private rental for Gus Macker. These events with Riverfront Rendezvous generate about 100,000 guests at Piffner Park during the summer season.

#### **The Community Media Recorded, Edited, Cablecast (TV), and Webcast approximately:**

- **100 meetings (approximately - usually 7-8 per month)**
- 15 episodes of "Portage County Matters"
- 11 episodes of "Talking Point with Mayor Wiza"

#### **Also Videotaped, edited, cablecast (TV), and uploaded to YouTube & Social Media:**

- Fourth of July Parade, Riverfront Rendezvous Fireworks, Christmas Parade, Candidates Forums, other special events.
- City Employee Training Sessions (Law, etc.)
- Many short, topical segments from "Talking point" and "Portage County Matters."
- Special short "Greeting Card" videos at every holiday. People like those. They help us gain followers.

#### **Began Using Adobe Premiere instead of Final Cut Pro for Editing**

- Allows for a much more streamlined work process and gets programs on the air faster.
- Stopped archiving programs on DVDs, saving time, space, and some costs.

#### **TV Programs Produced/Submitted by the Public:**

- **500+ episodes (not including re-runs in this time period) of regularly-scheduled Public shows.**
- 70 new events advertised on the TV Community Calendar.

#### **Made several thousand changes to the Website, including:**

- 300+ Changes made to Pages
- **350+ Agendas & Minutes Added**
- **230+ Calendar Events Published (375 Meetings, Pool Events, 130 Public Events, Concerts, etc.)**
- **787 New Documents & changes made to Docs. (Ordinances, Applications, Forms, etc.)**
- 26 Job Postings Made
- 464 News Flashes Published

#### **Developed and Published a Mobile App**

- It was so popular it was featured on all local Newspapers & Wausau TV news programs.

#### **Social Media**

- **Facebook Page Followers increased 34%.**
- **Made 900 Facebook Posts. Reach was 667,883.** (Times people who were served activity from our Page including our posts, mentions, Ads, and check ins.) Over **53,000 Engagements** (Post Clicks, Reactions, Comments, and Shares).
- Made 783 Tweets, Got 143,865 Impressions on Twitter

#### **LPFM Radio**

- **Went on the air August 14, 2015**
- Have had NO technical problems, outages, interference issues, or complaints

- Have had a LOT of positive verbal feedback from residents who listen
- Have been **playing Polka** (since Jan.) and Folk (since Aug.) Shows on **Sundays**
- Successful participation in Federal Emergency Broadcast tests
- Announced Snow Emergencies in March and December
- Played many Public Safety PSAs, locally and nationally produced
- Before Christmas, started playing music off our own server, which gets us one step closer to Streaming capability.
- **Purchased, cataloged, and tagged a library of over 10,000 songs from 1950s to 2000s.**

## Forestry Department

### Grants and Awards

- **Applied for and received \$2,500 from Wisconsin Public Service for tree planting.**
- **Aldo Leopold Audubon Society donated \$1,000 for Iverson Park tree planting.**
- Applied for and received Stevens Point's 35<sup>th</sup> Tree City designation.

### *Tree, shrub, flower planting*

- **269 trees planted on public property.**
- Tree planting occurs in spring and fall.
- Downtown Shopko parking lot re-landscaped.
- **A new rain garden was installed along a parking lot by the new Mead Park parking lot.**
- **27 annual flower beds and 10 downtown flower pots planted and maintained by staff.**

### *Annual tree survey:*

- Issues addressed are things such as Dutch elm disease, oak wilt (public/private), blocked street signage, high risk street trees, etc. Performed after July 4<sup>th</sup> weekend.
- **214 locations/ addresses inspected due to survey in 2016.**
- **46 Dutch elm disease notices sent in 2016.**
- 32 public nuisance notices sent in 2016, included oak wilt notices.
- 11 public/private schools targeted for tree obstruction issues in two block radius.

### *Tree Pruning, Removal and Stump Removal:*

- **Tree removal done by contractor and /or forestry staff 256 trees removed.**
- Contractor aiding in tree pruning of larger trees. Contractor pruned about 100 street trees.
- **Forestry staff pruned about 1400 trees.**
- **10 elm trees will be injected to prevent Dutch elm disease.**

### *Watering & Mulching Street Trees/Flower Beds/Downtown Square:*

- **6 perennial beds maintained by Master Gardeners.**
- **11 Downtown parking lots mulched.**
- **1000 young or median trees mulched annually.**
- Manicure Pfiffner Park grounds for Riverfront Rendezvous.
- Contract maintenance of Shopko, Parking Lot 16 and Square parking lots.

### *Emerald Ash Borer & Public Relations*

- Five press releases to be submitted.
- Partnered with the Golden Sand Resource, Conservation and Development Council to spread EAB Awareness.
- **Emerald ash borer traps installed and Green Ribbon Ash Awareness Campaign.**
- Emerald ash borer was found in Stevens Point in April 2016.
- Held Emerald Ash Borer Homeowner workshop was held in June.
- **550 ash trees will be treated by a contractor annually.**
- Updated Forestry webpage updated with help of CA-3.

### *Construction*

- **Sixth Avenue construction monitored.**
- Sidewalk replacement throughout city coordinated with forestry/public works/street departments. We provided root pruning and guidance on tree preservation.

### *Turf Maintenance*

- Goerke synthetic turf broomed once a week, deep raked once, swept once, roller magnetized three times.
- 13 different athletic/turf areas managed (fertilizer, aerating herbicide application, seeding, topdressing, thatch)

### *Playground Inspection and repair*

- **26 play sets/swing sets are inspected monthly**
- Pfiffner and Bukolt playground sets were scheduled for replacement. Replacements were pushed back by Council.
- **CVMIC has been touring and inspecting playgrounds with staff.**

### *Track and Field/Tennis*

- **Eight track meets held in 2016.**
- **Fourteen tennis matches in 2016.**

### *General*

- The forestry dept. continues to look for groups to partner with to aid in accomplishing goals. Volunteers from Master Gardeners, Wisconsin Public Service, Audubon, UWSP, MSTC, and Skyward help. A number of community service workers are utilized.
- Much of our work is accomplished with 2 full-time employees, and 5 full-time seasonal staff.
- Staff from parks and streets departments' aid in tree planting and removals when available.
- Sidewalk and parking lot snow removal responsibilities upheld.

### *Projects*

- City Council allocates funding to address EAB problem.
- **City begins treating 550 street ash trees.**
- **City continues to remove and replant 572 street and park ash trees.**
- Landscape downtown Shopko lot - contractor
- Spring & Fall street tree planting (256 trees) – staff/contractor
- Mid-State Technical/UWSP Forestry students planting – North Point Dr./Iverson Park (40 trees)
- Sixth Ave. reconstruction tree preservation
- Memorial tree signage and brochure redone along Riverfront.

### Pool

- 21,093 daily attendance
- 94 Seasonal pool passes sold
- 432 Lap Swimmers 7am and 12noon
- **1000 swimmers for the Free Swims (20) Weather dependent AM**
- 3 Injuries treated
- **11 Near Drowning/Assists/ Saves**
- 0 Disciplinary Removals
- 7 Private Pool rentals held
- 500 Plus water test performed on three city pools
- Completed and passed annual Swimming Facility Inspection by the Portage County Health Dept. and Fire Dept.
- Held Blood Borne Pathogen Training and first aid training for 20 Seasonal Employees
- **20 Secured Free Swims funded by local businesses (\$425.00) each totaling \$8,500.00**
- Hosted numerous City, County, daycares, summer school Boys/Girls Club outings
- Replaced 15 plus year old Main Pool Chemical Controller/Computer with new one

- Replaced/Reroofed the Pool Bath house and Pump house/Mechanical Room
- Replaced Men's and Women's Toilets and Partitions
- Completely resurfaced all concrete floors in the restrooms, changing/shower room areas, bath house lobby and employee gathering area
- Repaired pool tiles and depth markers
- Repainted pool gutter

Attendance at the pool averages to about 24,000 individuals during the season.

### Willett Arena/Community Stadium

- **3,488 public skating attendance/open free style**
- **866 hours rented**

✓ CIFSC	256
✓ CPIC	12
✓ CWWH	18
✓ Grand Masters	42
✓ GB JR Gamblers	6
✓ Red Panthers	18
✓ SPASH	151
✓ UWSP Intra Broom	49
✓ UWSP CHL	99
✓ UWSP Men's hoc	175
✓ UWSP playoff	35
- **575 learn to skate numbers**
- **360 public pairs of skates sharpened**
- 270 city owned skate rentals sharpened twice
- **1,400 plus skates rented to the public**
- **2 New board advertisers plus board renewals totaling over \$20,000.00**
- **Secured Ice Resurfacer Advertising for the next 5yrs. \$18,000.00**
- Blood Borne Pathogen Training for City Ice Arena Employees
- **Major Floor Repairs/Leaks to Ice Arena Floor were corrected** (That we know of) Tied us up most of the summer
- Replaced bad ceiling tiles in building
- Repaired emergency lighting system fixtures
- Serviced and Passed Inspection of the building's Dry Fire Suppression system
- Redesigned and built the storage areas for the concession stand products
- **Refurbished and sealed 3 shower room floor and Zamboni room concrete pad Replaced one set of bathroom partitions**
- **Re Black topped the East and West walkways/entrances to the Ice Arena**
- Completed and passed annual Concessions Food Safety Inspection by Portage County Health Dept.
- Completed and passed annual Wheel Chair lift Inspection by the State of Wis.

Attendance at the Willett Arena/Community Stadium averages to about 150,000 individuals

### Community Stadium

- **24 Junior High School, High School and College Football Games at Goerke**
- **16 UWSP Spring Football Practices**
- **7 YMCA Flag Football Saturdays**
- **18 Youth Tackle Football Dates**
- **2 Semi Pro Men's Games**
- 2 Local High School Football Playoff Games
- 2 Neutral site High School Football Playoff Games
- 8 Soccer Practices UWSP 4 SPASH 4
- 3 Football Camps SPASH and UWSP

- 8 Track Meets- SPASH, PJ's and Public Schools. 0 WIAA Sectional Final
- 12 Public Schools Summer School Dates -Panther Fitness Class Grades 7-12

Estimated attendance at the Community Stadium is about 50,000 during the season.

### **Parks Department**

- 14 snow events clear lots and 7 miles of sidewalk/trails
- 200 acres of lawn mowed 1-3 times over 24 weeks
- 25 baseball & 8 softball High School games
- 8 Winter sports rentals
- 13 weeks of Winter Sports area/rink prep 70 flooding's
- Dog Park mowing 3 times this season
- Trail/parking lot grooming 3 times this season
- Constructed Mead restroom open shelter

### **Ball diamonds**

*Tournament summary:*

- 38 games SPYBA
- 25 games Legion/Jr. Sixers
- 119 games Point Fashpitch

***Total 152 tournament games***

Estimated attendance at ball diamond games is 31,000.

### **High School**

- 25 baseball
- 8 softball

*League play summary:*

- 427 games SPSA
- 263 games SPYBA
- 204 games Point Fastpitch
- 19 games Legion/Jr. Legion

***Total 913 league games***

***Total games played 1065***

**79 events** this year to date at Bukolt Park Cub Mancheski Field (High school games, league games, tournaments and special events)

Estimated attendance at the ball games is estimated at 49,000 visitors.

### **Winter Sports Area**

- 8 Winter Sports Rentals
- 13 week season
- 70 rink preps/flooding

### **Maintenance/repairs**

21 plumbing repairs  
 21 electrical repairs  
 12 irrigation repairs  
 13 landscaping/road maintenance projects  
 5 graffiti clean-ups  
 11 Special Events locates  
 31 General building repairs

We estimate we have over 250,000 visitors in our parks and park facilities each year.

**5. Director's report**

Director Schrader reported:

- That we're experiencing a weird winter for snow—we make rinks, they melt, we make them again. Added rinks this year at Bannach School and Pfiffner Park
- Bids for the Pfiffner bathrooms will be opened on the 9<sup>th</sup> of February
- Cultural Commons at Pfiffner is progressing through meetings

**6. Adjournment**

**Motion by Hall, seconded by Smith, to adjourn the meeting at 7:13 p.m.**

**Ayes all; Nays none; Motion carried**

