

**MEETING MINUTES
BOARD OF PARK COMMISSIONERS
WEDNESDAY, March 2, 2011**

- 1. Roll Call**
- 2. Approval of the January 5, 2011 Minutes**
- 3. Consideration and Possible Action on Board and Ice Advertising at K.B. Willett Arena**
- 4. Update and Possible Action on Bukolt Park No Parking During Schools Hours Trail Period.**
- 5. Director's Report**
- 6. Adjournment**

1. Roll Call

Present: Bahling, Freckmann, Glodosky, Hall, McDonald, Slowinski
Excused: Okonek, Sorenson
Absent: Brooks, O'Meara, West
Also Present: Director Schrader, Peggy Rentz, Ald. Mary Stroik

2. Approval of the January 5, 2011 Minutes

Motion was made by Glodosky, seconded by Hall to approve the January 5, 2011 minutes and place them on file.

Ayes all; Nays none; Motion carried.

3. Consideration and Possible Action on Board and Ice Advertising at K.B. Willett Arena

Director Schrader said the policy for the City Website and TV will go to the Finance Committee so this is just for the Willett Arena. He said this is an effort to develop a new revenue source and has become a common practice. He said staff preference was to stick with placing advertising on the dasher boards and on the ice surface. He said City and school logos are already under the ice. They would prefer to leave the rafters to hang banners. He presented a picture showing a sample advertising to demonstrate that from the bleachers it doesn't look that large or imposing.

Questions were asked such as pricing, size, and if it affects the players. Director Schrader said the price for signs would be about \$1,500 a year and the most visible to spectators would sell out first. The amount for the ice advertising would be worked out later. He said the size would be close to 3'x6'. He added this wouldn't affect the players, as this type of advertising is common in many arenas.

Discussion took place on the second bullet point involving no promotion of alcoholic beverages, etc. They could consider allowing an ad from an establishment such as a restaurant that sells alcohol, but would not allow an image of an alcoholic beverage or anything else covered under that bullet point.

It was brought up that some companies that are active supporters of the community, such as Point Brewery or Central Waters might want to advertise. The consensus of the Board was that because the high school uses the facility it would be best to keep advertising symbols completely alcohol free, even though we may lose a couple advertisers. It was pointed out these are difficult lines to draw because of so many different ideas on appropriateness.

Also discussed was who will make the decision on the advertising and Director Schrader said it will be staff unless the Board wants to be involved in each one and the feeling of the Board was to leave it up to staff. Director Schrader said he has a good idea of what they don't want to see up there.

Another point that was brought up was the possibility of allowing advertising in other City Parks.

Chairman Freckmann said the fact that this is a policy and not rules gives us more flexibility.

Motion was made by McDonald, seconded by Slowinski to approve the policy of advertising at the Willett as presented.

Ayes all; Nays none; Motion carried.

4. Update and Possible Action on Bukolt Park No Parking During Schools Hours Trail Period.

Director Schrader said at the October, 2009 meeting the Police Department asked the Board to not allow parking in front of the Bukolt Lodge from 11:00 a.m. to 1:00 p.m., on days that school is in session to solve the problem of high school students creating havoc during their lunch period. The Board made the motion and included that it was to be a trial period until June of 2010. He said no improvements have occurred, the students moved to the gravel parking lot and this has created more work for the Park Department. They spin tires, do donuts, and create grooves and ruts that have to be smoothed out several times a month. He said the rowdy behavior has increased because they are harder to see being further away from the road. He said his recommendation is to remove the signs in front of the lodge and restrict parking in the gravel lot during this time period if there is no improvement.

A discussion followed regarding if restricting the gravel lot would affect fishermen, ball players, or skateboard park users and Director Schrader said they can park on the south side and that he had been down there during those hours and there isn't a lot of usage.

The Board also discussed that this problem has been around a long time, way before the skateboard park, and that the Police Department has tried numerous ways to discourage the students who behave badly, including issuing citations. Also discussed was that a private security would be costly to the City.

Director Schrader said we tried their suggestion it and it didn't work.

Motion by Slowinski, seconded by Hall to remove the "No Parking" signs in front of the Bukolt Lodge and close the gravel parking lot between the hours of 11 a.m. and 1:00 p.m. while school is in session.

Ayes all; Nays none; Motion carried.

5. Director's Report

Director Schrader reported:

- The ice show is April 2nd at 2 p.m. and 7:00 p.m. and April 3rd at 2:00 p.m.
- The sledding hills are still open, if conditions hold we can keep them open until March 13 until spring break. If we do go until March 13th, it will be the longest season we've had, as we were able to open earlier in December.

- Volunteer day will be late April. Ald. Slowinski said he hadn't heard anything, Woodland Church hasn't contacted him yet.
- He reported we are organizing a Giving for the future, which would allow people to leave money or memorials to the Parks.
- He has a meeting at Scarabocchio with the University. The university has a curator to run the museum for us. Our goal was to find someone to keep the museum open for us, we will fund some of the cost through the rentals we receive from that building and the university will make up the rest. Their long-range plan is to offer workshops, change exhibits, and eventually offer classes there.

Ald. Slowinski said de-brushing at Iverson Park is scheduled for March 26th in the morning and anyone interested in helping should contact Tom or him.

Director Schrader said the Iverson permit for dredging the channel is good for two years and Stuczynski will be starting that this spring when the ice is gone.

Comments from the Board included that Hall said she wanted to compliment the Park Department for continuing to plow the Dog Park, she has heard many positive comments. Her only concern was standing water when the snow melts. Glodosky asked if the problem areas can be filled in and Director Schrader said he would check with WPS, there may be a problem getting there. Other Dog Park concerns were an ice build-up problem in the gate area.

Director Schrader said he wanted to add that there will be eight new sculptures in the Sculpture Park by mid June.

6. Adjournment

Motion was made by Glodosky, seconded by Bahling to adjourn the March 2011 meeting at 7:00 p.m.

Ayes all; Nays none; Motion carried.