

PARKS, RECREATION & FORESTRY BOARD MEETING  
Monday, January 20, 2014

1. Call to order by Beth Arneberg at 6:00 p.m.  
Roll Call: Members Present: Beth Arneberg, Carmen Muenich, Curt Stepanek, Heidi Hoekstra, Rob Kiefer, Dale Berg, and Audrey Stowell.  
Department Staff present: Dick Hebert and Tommy Eisenhauer.
2. Approval of December 16, 2013, Minutes: **Motion by Dale Berg, seconded by Heidi Hoekstra, to approve the December 16, 2013, minutes. Motion carried.**
3. Personal Appearances By Citizens. None.
4. Discuss / Consider Special Event Applications:
  - a. Pentecostal Assembly Church Picnic. This is an annual event that has been held for several years. It qualifies as a special event because the attendance is estimated at 300 people. They will be renting the Main Pavilion and Activity Building. **Motion by Carmen Muenich, seconded by Audrey Stowell, to approve the special event application. Motion carried.**
  - b. Chippewa Valley United Way Event – Saturday, September 6, 2014. This is a new event called a Community Block Party. There will be entertainment (staging), food vendors, seminars, and other activities. The goal is to make the community aware of all the services available by them. They are hopeful to have 2,000 people attend the event throughout the day. Marketing of scheduled events will help with the filtering of people, so the number of people will be spread out. Concerns raised were parking and the number of people. Parking will be off-site at the Fairgrounds and that will be well publicized. Beth suggests someone be at the Rose Garden corner to direct traffic to fairgrounds at that point. They will be renting the Main Pavilion and Activity Building. **Motion by Dale Berg, seconded by Rob Kiefer, to approve special event application of Chippewa Valley United Way for Saturday, September 6, 2014. After discussion, motion carried.**
5. Discuss/Consider.
  - a. Presentation by Capital Campaign Consulting Firm, NewDay Nonprofit Solutions. Brent Hafele gives a presentation. He is a sole practitioner out of Eau Claire. He estimates that the pre-planning study would take 3-4 months and the campaign would be 12-15 months. He would not charge for any travel or meal expenses that take place in Chippewa or Eau Claire counties. He would conduct 25-40 interviews. His proposal is \$23,000 for the study, with the total campaign expense being \$120,000.
  - b. Discuss New Welcome Center/Mammal Building/Aviary Building. Discussion included how each firm would be a good choice, how much of the administration the Parks & Rec staff would be able to handle, and pros and cons of small/large firm. The choice was narrowed down to Crescendo Consulting out of Winona and NewDay Nonprofit Solutions. Carmen suggested we bring each back for a second interview, and there was

discussion on when that meeting would be. Dick will find out the availability of the two companies and let us know. He will also notify and send thank you's to the other groups.

- c. Director's Report. Tommy indicated that the new website would be live on February 4. Dick presented information about the Chippewa Falls Parks, Recreation and Forestry Endowment Fund. After discussion, **motion by Rob Kiefer, seconded by Heidi Hoekstra, to place available funds back into the Endowed Pool. Motion carried.** Dick reports that last week there was a broken pipe in the kitchen of the house at Casper Park, and the furnace needed to be replaced.
6. Approve Claims. **Motion by Carmen Muenich, seconded by Dale Berg, to approve claims of \$183,904.13. Discussion that the new bathrooms were \$113,607.00. Motion carried.**
7. Board Member comments or concerns. Discussed the collections for Christmas Village. The race revenues were approximately \$4,000. Beth suggested we discuss snowshoe trails at a future meeting.
8. Adjournment. **Motion by Carmen Muenich, seconded by Heidi Hoekstra, to adjourn at 7:57 p.m. Motion passed.**

Submitted by:

Audrey Stowell, Secretary