

PARKS, RECREATION & FORESTRY BOARD MEETING  
Tuesday, January 10, 2012  
6:00 p.m.

1. Call to order by President Curt Stepanek.

Roll Call: Members Present: Jane Lardahl, Heidi Hoekstra, Curt Stepanek, Dale Berg, Audrey Stowell, Carmen Muenich, and Beth Arneberg.

Staff present: Dick Hebert and Reid Fieber.

2. Approval of December 13, 2011, Minutes: **Motion by Jane Lardahl, seconded by Curt Stepanek, all present voting aye, to approve minutes of the December 13, 2011, meeting.**

3. Personal Appearances By Citizens. None.

4. Communications.

- a. Music in Main Pavilion for Hartz Wedding, May 6<sup>th</sup>, 2012. This request involved amplified music at the main pavilion for a wedding dance. **After discussion, motion by Jane Lardahl, seconded by Dale Berg, all present voting aye, to deny request of amplified music for a dance at the main pavilion on May 6 for the Hartz wedding.**

5. Discuss/Consider Special Event Applications.

- a. Aurora Community Services Company Picnic, June 14, 2012. This is an annual event. Both the main pavilion and activity building are reserved, as attendance of 400 is projected. Dick indicated the only issue that arises from large mid-week events of this time is garbage pick-up. Garbage is picked up on Friday, and by mid-week the dumpsters are too full to hold all of the garbage from large events. Dick will find out cost and ask Aurora if they will help with this additional cost. Discussion regarding whether this is a cost that is already included in the cost of renting the pavilion and activity building. Our policy and/or fees need to be adjusted to deal with this situation will be discussed at our next meeting. Motion by Jane Lardahl for Dick to find out cost of additional waste pick-up. No second.

6. Discuss / Consider:

- a. Presentation by Northwoods Indoor Advertising. Simone Tremblay from Northwoods Indoor Advertising gave a presentation regarding advertising on our bathroom stalls at our parks. There would be no cost to this, as the advertising space would be traded. We would be able to get free advertising for our programs, events, etc. at other places of our selection. Discussion regarding concerns of commercialization, importance of a more usable website before address could be included in any marketing, etc. Also briefly discussed whether we would benefit from marketing of our pool, Christmas Village, Pure Water Days tournament, Casper Park events, etc. No action taken. Any board member concerns or questions should be e-mailed to Dick.

Dale Berg leaves at this time.

- b. Ad Hoc Recommendations for Increasing Revenue. Discussed reviewing fees for possible increases. The band shell fee for weddings was discussed. Heidi feels individual fees shouldn't be raised any further at this time. Dick cautions that you do reach a threshold where you raise the fees too high and your revenue actually drops. Reid mentioned that we could collaborate with the school district to offer free lessons. This is something both Eau Claire and Menomonie too.

Audrey Stowell left at this time.

Discussion on how the \$500 sponsorship should be distributed. Don't want to put it all towards one program. On the March agenda we will discuss Fee Increases, Revenue Ideas and Pool Marketing.

- c. Personnel Report. Lynne Bauer, Dick Hebert, Jane Lardahl, and Beth Arneberg will be meeting to screen the applications for the Recreation Supervisor position. Interviews will be the following week starting January 16<sup>th</sup>. Interviews to be done by January 27<sup>th</sup>.
- d. 2012 Department Budget. The Budget was sent out to the board. The numbers that were from Lynne Bauer were from November 14<sup>th</sup>, Up to date numbers will be out soon.
- e. Director Report. Discussed donations from Chippewa Foundation endowment funds. The Chippewa Fall High School National Honor Society would like to do an Easter egg hunt as a fundraiser at Marshall Park; we would not charge them for the event. The Girl Scouts are working toward their Gold Service award and have chosen Alexander McBean Park located at East Grand Ave. for park improvements. They are trying to fundraise \$30,000 for improvements. The Lions Club Ice Fishing Contest has chosen the Christmas Village as one of the organization that they will donate the revenue to.
- f. Recreation Report. Winter swimming lessons are set to begin this weekend, the numbers for participants is lower then last years winter lessons. We have more participants then we did for fall swimming lessons. The registration for Tri-City Volleyball tournament is going on right now the numbers are down a few teams from the past years as well.
- g. Park Maintenance. Inmates have been in the park taking down the Christmas Village lights and displays, due to the weather they have been doing so faster then in the past. They will be spending the rest of the week checking the lights and changing bulbs as needed in preparation for next year. Joe Wedemeyer and Reid Dachenbach have been out trimming trees; they have started in the park on the Cross County ski trails and will be moving on to boulevard trees that need trimming.
- h. Zoo Report Jenifer London and Dick Hebert will be going to the Marshfield Zoo on January 26<sup>th</sup>.

7. Update Reports – None.
8. Approve Claims – The Park Board recommended payment of \$3000 for the energy use of the Christmas Village from the donation fund. **Motion by Carmen Muenich, second by Curt Stepanek, all present voting aye, to approve claims of \$28,257.31**
9. Board Members comments or Concerns. Curt Stepanek would like to thank Jane Lardahl, Carmen Muenich, Dick Hebert & his wife Karen Hebert, and Audrey Stowell for collecting donations at the Christmas Village this past month. Heidi Hoekstra wanted to discuss the website and ways to approve it. Carmen Muenich wants to acknowledge the donors and workers who help with the Christmas Village. Dick Hebert will be writing a letter to the editor thanking the workers and donors to be in the local newspaper.
10. Adjournment. **Motion by Heidi Hoekstra, second by Beth Arneberg, all present voting aye, to adjourn**

Submitted by:  
Audrey Stowell, Secretary  
& Reid Fieber