

MINUTES OF THE PARK AND RECREATION BOARD MEETING HELD IN GREENFIELD CITY HALL
ROOM #204, ON THURSDAY,11/20/14 AT 7:01PM

1 The meeting was called to order by Chairperson Denise Collins at7:01pm

ROLL CALL:

Denise Collins	Present
Scott Jaquish	Present
Len Cich	Present
Nancy Zaborowski	Present
Cheryl Bailey	Present
Patricia Forget	Present
Ald. Shirley Saryan	Present
Sue Wilson	Present
David Ziebell	Excused

Also in attendance: Jan Racer, Lauren Link, Rosemary Wieczorek, Elena Groth,
Debbie Zimmerman, Brian Groth, Sue Hyatt, Susan Fink
Staff present: Mr. Swenson, Ms. Vanselow and Ms. Malecki

2 No citizen commentary, this will be covered under Item #10, non-resident fees.

Citizen Commentary

3 A motion was made by Mr. Cich, seconded by Ms. Bailey, to approve the
10-29-14 Parks and Recreation Board Meeting minutes. Ms. Saryan and Ms. Forget
abstained.

Motion to approve
10-29-14 Minutes

Motion approved unanimously.

4 Ms. Saryan advised the 2015 Budget was approved unanimously at Tuesday's
meeting.

Common Council
Report

5 Ms. Collins had no Board Chairperson Report.

Board Chairperson
Report

6 Ms. Collins advised the Mosque parking issue still needs to be resolved.
Due to the park, there are some possible water issues. Still in
negotiations regarding purchasing of surrounding homes.

Planning Commission
Report

7 Mr. Cich advised fall sports are done and winter sports are beginning.
There was a nice veteran's program for the veterans.

GSD Report

8 Ms. Zaborowski advised the survey results are coming in and will have more information later in December. There are changes in Edgerton School parking lot going out to bid, for possible start time in the summer.

WSD Report

9 Mr. Jaquish advised November is the annual Wisconsin Park and Rec Association conference, held earlier this month at Chula Vista, attended by Mr. Swenson, Mr. Buerger, Ms. Vanselow and himself.

Director's Report

Mr. Jaquish advised at the last Common Council Meeting, the fireworks agreement was approved for the 2015 and 2016, 4th of July fireworks. Our annual Park and Rec staff Hall of Fame Recognition Banquet is set for Friday, January 30, 2015 at the Greenfield Community Center. In the packet to the Board are nomination forms and will be discussed at the next meeting. Today was the Older Adult Thanksgiving program at the Community Center. This event had a sponsor for the entertainment and was attended by approximately 90 people.

On December 6, 2014 is the annual Breakfast with Santa and Holiday tree lighting will be held. Attendance continues to grow each year.

The choir will be there along with Santa and Mrs. Clause.

Mr. Jaquish was contacted by Cheryl Sanders (the new Greenfield District Communications Manager) to consolidate efforts to reach the community and will meet with her and Superintendent, Lisa Elliott next week.

10 Ms. Collins opened the floor for citizen comments regarding the non-resident fee policy.

**Discussion/Decision
Non-Resident Fee
Policy**

Ms. Racer of Milwaukee has taken many dance classes but has reduced the number of classes she takes due to the increased fees. The City of Milwaukee does not charge double.

Ms. Link of Milwaukee has been taking classes for 15 years and feels the fees are too high. The Community Center should cater to all people. The rates are similar to health club fees and the class sizes have dropped.

Ms. Wieczorek of Greenfield also takes classes. Ms. Lukasik had stated at the last meeting the importance of enrichment; these classes have benefits. Reduced fees would get more students.

Ms. Groth and Ms. Zimmerman of Greenfield, (mother/daughter) advised Ms. Groth has been taking classes since she was very young and continues. In favor of having more people in classes and possible a volume discount, which could also keep classes from being cancelled. Ms. Vanselow acknowledged Ms. Groth for all her volunteer efforts.

Mr. Groth of Milwaukee, works as a Business Manager and recommends not pricing ourselves out of the market. We can not continue raising prices.

Ms. Hyatt of Franklin, has been in dance classes with Ms. Lukasik for 9 years and enjoys tap dance. She suggested a survey of the students we have lost.

Additional comment suggested a break in classes taken in a year's time. Ms. Fink, a long time resident of Greenfield, has taken classes since 1979 and has taught since 1997. Her class sizes have dwindled and suggest the price increases have affected this. Ms. Collins asked staff for comments. Ms. Malecki advised with the aging of her seniors, they count on others for transportation, etc. and can not afford the additional cost when these are non-residents who are assisting them. Ms. Vanselow advised she has provided information on this in her report. Mr. Jaquish addressed the comments/questions and passed out additional information. Appreciates the passion shown by the citizen comments. The Parks and Recreation Department processes approximately 25,000 registrations that encompass all programs, ranging from adult sports, youth swim lessons to Older Adult programs. Discussion continued regarding the difference between the tax based budget and the special revenue budget. Based on an analysis of the Fees and Charges schedules dating back to 2009, it shows that for the program areas chosen, there has been very little per class rate increases. Discussion continued regarding the fee charged is based on the per class rate multiplied by the number of classes per session. Because the number of classes per session fluctuates, this causes the fee charge to change. Further discussion continued on the tax based budget explaining that the average Greenfield homeowner contributes approximately \$38 annually for the Parks and Recreation operation. Recreation programs are not subsidized with dollars raised through property taxes. Mr. Jaquish provided clarification of the historical fees, conditions and restraints involved in providing a responsible budget that contemplates fluctuations in demands for activities.

Ms. Bailey made a motion to table this item regarding non-resident fees. Mr. Cich seconded the motion.
The motion passed unanimously.

Ms. Bailey made a motion to develop a sub-committee to further review our non-resident policy. Ms. Wilson seconded the motion.
The motion passed unanimously.

- 11 Mr. Jaquish advised the fees and charges proposed are for 2015. This was an earlier item and information was provided.

**Discussion/Decision
Winter/Spring
Fees and Charges**

Motion was made by Ms. Zaborowski to approve the Winter/Spring Fees and Charges. Ms. Forget seconded the motion.
On a roll call vote, the motion passed unanimously.

12 Mr. Jaquish turned this over to Staff.

Mr. Swenson reviewed the rentals/events at the community center including all maintenance projects. The parks have also seen rentals, softball, soccer, National Night Out, 4th of July, summer playground and Farmer's Market. Maintenance is a high priority during the summer months in regards to mowing, fertilizing, etc.

Ms. Vanselow provided information on the combined school and park and recreation guide this year. This was very successful and will be done again this year.

We were also part of the Guinness World Record for the largest swim lesson. The purpose is to spread the word that swimming lessons save lives. There were a total of 36,564 participants from 200 countries.

Had consistant swim lessons at both schools. The Dive-In movie (AKA family floaty nite) was a hit. Fitness classes are good. Summer playgrounds were popular and will have some slight modifications next year. Safety City was offered again.

Ms. Malecki had her summer picnic at the community center. Attendance was a little lower. Our OA membership fee will be increased, as is done every 3 years, in the winter/spring session. Our new software is catching those who have expired memberships.

Volunteers are also needed as through the aging process, volunteers are dwindling.

Mr. Jaquish provided additional information on all the staff does and the hurdles they encounter in doing their jobs.

Discussion/Decision
Summer Session
Seasonal Report

13 Ms. Vanselow reviewed what the Healthway/Silver Sneakers program is and its benefits. We would operate as a flex facility, ie: drop-in program. The instructors would keep track of the participants and we would receive reimbursement for each class the participant attended. Reimbursement is approximately \$3-\$5/class.

Discussion/Decision
Partnership Agreement
Healthways/Silver
Sneakers Program

Ms. Forget made a motion to approve the agreement with Healthways/
Silver Sneaker Program. This motion was seconded by Mr. Cich.

On a roll call vote, the motion passed unanimously.

Ms. Forget and Ms. Bailey left at 9:10pm.

14 A motion was made by Mr. Cich to adjourn. Ms. Zaborowski seconded the motion. The motion passed unanimously. The meeting adjourned at ???pm.

Motion to Adjourn
Next Meeting
12/11/2014

Respectfully submitted,
Donna C. Kruck, Administrative Assistant