



City of Appleton

100 North Appleton Street
Appleton, WI 54911-4799
www.appleton.org

Meeting Agenda - Final Parks and Recreation Committee

Monday, September 10, 2018

6:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

2. Roll call of membership

3. Approval of minutes from previous meeting

[18-1319](#) Minutes of the July 23, 2018 Parks & Recreation Committee Meeting

Attachments: [Minutes of the July 23, 2018 P & R Meeting.pdf](#)

4. **Public Hearings/Apearances**

5. **Action Items**

[18-1320](#) Action: Award the City of Appleton's "2018 Jones Park Playground Equipment Project" contract to Lee Recreation, LLC. in an amount not to exceed \$100,000

Attachments: [2018 Jones Playground Memo.docx](#)

6. **Information Items**

[18-1322](#) 2018 PRFMD Strategic Plan Presentation

Attachments: [PRFMD Strategic Plan 2018 \(Final Master\).doc](#)

[18-1323](#) Reid Golf Course - August, 2018 Participation, Expense & Revenue Report

Attachments: [Reid, 2018 Expense, Participation & Revenue Report.pdf](#)

[18-1321](#) Parks Project Updates

7. Adjournment

Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.

Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.

For questions on the agenda, please contact the Parks, Recreation & Facilities Management Department at 920.832.5514



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Meeting Minutes - Final Parks and Recreation Committee

Monday, July 23, 2018

6:30 PM

Council Chambers, 6th Floor

1. Call meeting to order

The meeting was called to order at 7:02 p.m.

2. Roll call of membership

Others: Dean Gazza, Parks, Recreation & Facilities Management; Jim Walsh,
Legal Services

Present: 5 - Martin, Spears, Dvorachek, Siebers and Meltzer

3. Approval of minutes from previous meeting

Alderson Spears moved, seconded by Alderson Siebers, that the Minutes of the July 9, 2018 Parks & Recreation Committee be approved. Roll Call.

Motion carried by the following vote:

Aye: 5 - Martin, Spears, Dvorachek, Siebers and Meltzer

[18-1080](#)

Minutes of the July 9, 2018 Parks & Recreation Committee Meeting

Attachments: [Minutes of the July 9, 2018 P & R Meeting.pdf](#)

4. Public Hearings/Appealances

None

5. Action Items

[18-1081](#)

Action: Request Approval to Accept Donation of Jones Park Amphitheater from Miron Construction

Attachments: [2018 Jones Park Amphitheater Donation.pdf](#)

Alderson Spears moved, seconded by Alderson Dvorachek, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Martin, Spears, Dvorachek, Siebers and Meltzer

[18-1082](#)

Action: Award the "1424 and 1434 Northland Avenue Structure Demolition Project" contract to Gene Fredrickson Trucking and Excavating, Inc. in the amount of \$41,526 with a contingency of \$10,000 for a project total not to exceed \$51,526

Attachments: [2018 Northland Ave House Demo .docx](#)

Aldersperson Siebers moved, seconded by Aldersperson Dvorachek, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:

Aye: 5 - Martin, Spears, Dvorachek, Siebers and Meltzer

6. Information Items

[18-1100](#)

2018 Parks, Recreation & Facilities Management Mid-Year Report

Attachments: [Mid Year Report 2018 \(Final\).pdf](#)

This item was presented

7. Adjournment

The meeting was adjourned at 7:30 p.m.

Aldersperson Siebers moved, seconded by Aldersperson Dvorachek, that the meeting be adjourned. Roll Call. Motion carried by the following vote:

Aye: 5 - Martin, Spears, Dvorachek, Siebers and Meltzer



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES
MANAGEMENT**

Dean R. Gazza, Director

1819 East Witzke Boulevard
Appleton, Wisconsin 54911-8401
(920) 832-5572 FAX (920) 993-3103
Email - dean.gazza@appleton.org

TO: Parks & Recreation Committee

FROM: Dean R. Gazza

DATE: 09-10-18

RE: Action: Award the City of Appleton's "2018 Jones Park Playground Equipment Project" contract to Lee Recreation, LLC. in an amount not to exceed \$100,000.

The 2018 Capital Improvement Plan includes \$100,000 for installing a new playground at Jones Park. The Parks, Recreation, and Facilities Management Department (PRFMD) issued an RFP package for supplying and installing new playground equipment at Jones Park. Suppliers are asked to propose various playgrounds that fit within our budget.

We received seven proposals (Lee Recreation, MN/WI Playground, Boland Recreation, Northland Recreation, Commercial Recreation Specialists, Gerber Leisure, and Miller and Associates). We internally reviewed all seven proposals with staff and narrowed the list down to two finalists - Lee Recreation and Miller and Associates. We then conducted interviews with the two finalists and the PRFMD staff unanimously chose the Lee Recreation proposal based on value, design, innovation, and prior history working with the City of Appleton.

The Parks, Recreation, and Facilities Management Department recommends awarding the contract for the Jones Park Playground Equipment to Lee Recreation, LLC. in an amount not to exceed \$100,000, which is the cost of the proposal chosen.

Please contact me at 832-5572 or at dean.gazza@appleton.org with any questions.



Parks, Recreation and Facilities Management Departmental Strategic Plan

Mission:

"Building communities and enriching lives where we live, work and play."

Community Values:

- Diverse park experiences and recreational opportunities
- Economical and accessible services
- Safe, healthy and sustainable environment
- Well maintained facilities and grounds
- Improved health and wellness

Vision:

A progressive leader in providing superior parks, recreation and facilities management services to enrich the quality of life for our community.

Planning Assumptions

- Parks and recreation services are not generally considered as important as essential services or protective services and infrastructure
- Staffing levels will change
- Demographics of City will change
- Demands for services will increase
- Demand for local community based sports programs will increase
- Community has numerous other leisure service-providers
- Unfunded mandates will increase
- Lack of indoor programming space limits our ability to provide services
- Increased need for senior programming
- Recreation Program Partnerships continue to increase

Operational Plans:

- Prepare and implement Master Plans and Capital Improvement Program for Parks, Recreational Facilities/Recreational Center, Golf Course and other City Facilities.
- Ensure our parks and facilities are safe, code compliant, barrier free, clean and accessible.
- Expand the trail system and provide connections to existing trails including converting riverfront trestle crossings to trails.
- Implement a playground replacement program.
- Preserve and extend the useful life of physical assets.
- Develop a life-cycle assessments program for park amenities, golf course, and building systems.
- Provide opportunities for improved health and wellness by staying up on trends and providing programs that meet the needs of our community.
- Educate and promote environmental stewardship.
- Maximize energy efficiency and the preservation of resources.
- Maintain low cost for capita and square footage for services provided.
- Maintain a positive inclusive culture that attracts and retains the highest level of talent.
- Provide top notch customer service to customers and measure performance through the use of customer feedback and survey tools.
- Provide recreational and enrichment opportunities for all demographics and talent levels through inclusive programming and strategic partnerships.
- Maintain an effective communication strategy that optimizes social media, e-mail marketing and website management to educate and achieve objectives.
- Provide recreational opportunities to acquire the skills necessary for lifelong successful participation.
- Proactively pursue alternative funding sources earmarked directly toward program/facility development and delivery.
- Increase access to recreation programs for culturally diverse and low income populations by promoting our fee waiver program.
- Apply innovative technology to improve efficiency and effectiveness.
- Effectively manage increased demand for community based youth sports through proactive facility planning, staffing, and communication.

Key Strategies:

1. The Facilities Division is dedicated to provide clean, safe, sustainable and accessible public facilities while meeting the needs of our customers by improving the systems reliability, reducing maintenance costs, ensuring safety, and providing productive environments that allow our customers to deliver City services at a high level.
2. The Grounds Division is dedicated to manage and maintain a high quality, clean, safe and accessible system of park land, athletic facilities, trails, open spaces and other City property in an environmentally conscious manner for the enjoyment of families, social groups, and individuals of all ages.
3. The Recreation Division is dedicated to provide both formal and informal recreational services by developing diverse/inclusive programs and activities that encourage community involvement while striving to enhance the social, cultural and physical well-being of our residents and visitors.
4. Reid Golf Course is dedicated to manage and maintain the Golf Course facilities and grounds in a fiscally and environmentally responsible manner, consistent with quality municipal golf courses, for the benefit of the users while providing exceptional customer service.

Key Performance Measures:

Refer to individual Business Unit performance measures in annual budget.

Reid Golf Course Budget August 31st Expense Report

Description	Budget	End of August Expenses	Available
Regular Salaries	\$164,468	(\$112,697)	\$51,771
Overtime	\$533	(\$120)	\$413
Part-Time	\$121,367	(\$83,086)	\$38,281
Fringes	\$84,250	(\$45,745)	\$38,505
Training and Conferences	\$1,000	(\$98)	\$902
Office Supplies	\$600	(\$295)	\$305
Memberships & Licenses	\$1,659	(\$1,604)	\$55
Food & Provisions	\$50	\$0	\$50
Printing & Reproduction	\$2,250	(\$981)	\$1,269
Clothing	\$750	(\$281)	\$470
Accounting/Audit	\$2,800	\$0	\$2,800
Bank Services	\$13,000	(\$4,128)	\$8,872
Consulting Services	\$3,500	(\$1,652)	\$1,848
Advertising	\$10,500	(\$6,175)	\$4,325
Insurance	\$7,685	(\$4,840)	\$2,845
Rent	\$30,861	(\$15,519)	\$15,342
Depreciation Expense	\$63,936	(\$43,312)	\$20,624
Facilities Charges	\$36,632	(\$14,086)	\$22,546
CEA Equipment Rental	\$96,996	(\$66,513)	\$30,483
Software Support	\$1,860	(\$1,860)	\$0
Interest Payments	\$12,556	(\$9,414)	\$3,142
General Fund	\$17,900	(\$13,425)	\$4,475
Internal Services	\$3,200	\$0	\$3,200
Bldg Maintenance/Janitorial	\$2,000	(\$886)	\$1,114
Landscape Supplies	\$36,900	(\$31,085)	\$5,815
Concession Supplies	\$61,000	(\$48,256)	\$12,744
Miscellaneous Supplies	\$2,750	(\$1,591)	\$1,159
Gas Purchases	\$12,350	(\$10,615)	\$1,735
Miscellaneous Equipment	\$7,150	(\$7,353)	(\$203)
Collection Services	\$1,100	(\$331)	\$769
Contractor Fees	\$1,000	(\$540)	\$460
Equipment Repair & Maintenance	\$5,000	(\$3,679)	\$1,321
Other Interfund Charges	\$2,000	(\$3,955)	(\$1,955)
Other Contracts/Obligations	\$0	(\$475)	(\$475)
Electric	\$22,233	(\$12,612)	\$22,233
Gas	\$6,500	(\$3,670)	(\$6,112)
Water	\$2,100	(\$561)	(\$1,570)
Waste Disposal/Collection	\$1,974	(\$889)	\$1,413
Stormwater	\$11,516	(\$5,639)	\$10,627
Telephone	\$3,000	(\$2,493)	(\$2,639)
Cellular Telephone	\$936	(\$550)	(\$1,557)
Other Utilities (DirecTV)	\$1,900	(\$1,469)	\$1,350
	\$859,762	(\$562,480)	\$297,283

City of Appleton - Reid Golf Course
2018 Revenues - August 31, 2018

	2017		2018	
<u>Green Fees</u>	<u>2017 Y-T-D Rounds</u>	<u>Total Revenue</u>	<u>2018 Y-T-D Rounds</u>	<u>Total Revenue</u>
Weekday-18 Holes	1,511	\$28,756.26	1,724	\$32,681.96
Weekday-9 Holes	9,087	\$134,191.29	9,714	\$142,504.99
Weekend - 18-Holes	1,386	\$37,483.27	1,109	\$31,684.90
Weekend - 9 Holes	2,523	\$40,516.78	1,878	\$31,978.39
Twilight Golf	2,530	\$26,368.82	2,560	\$26,711.48
Passholder Rounds	6,607		5,478	
Promo Rounds				
Coupon Rounds	329		346	
Outing/Tournament Rounds	399	\$10,297.00	258	\$4,788.90
Other	1,775	\$31,921.40	1,939	\$32,739.35
High School Rounds	662		470	
Sub-Totals	26,809	\$309,534.82	25,476	\$303,089.97
<u>Pass/Coupon/Discount Card Sales</u>	<u>2017 Y-T-D Sales</u>	<u>Total Revenues</u>	<u>2018 Y-T-D Sales</u>	<u>Total Revenues</u>
Pass Sales	121	\$58,202.72	108	\$55,908.31
Corporate Pass Sales	7	\$17,500.00	7	\$16,238.10
Coupon Sales	72	\$6,212.00	86	\$7,838.99
Discount Cards	120	\$3,600.00	150	\$4,500.00
<u>Cart Revenue</u>	<u>2017 Y-T-D Cart Sales</u>	<u>Total Revenues</u>	<u>2018 Y-T-D Cart Sales</u>	<u>Total Revenues</u>
Cart Fee	8,290	\$84,884.79	8,486	\$86,812.65
Annual Cart Passes	27	\$13,010.00	29	\$14,185.00
<u>Practice Range</u>	<u>2017 Y-T-D Sales</u>	<u>Total Revenues</u>	<u>2018 Y-T-D Sales</u>	<u>Total Revenues</u>
Driving Range	3,072	\$18,629.63	3,191	\$20,408.66
Annual Range Pass	13	\$3,215.00	16	\$4,849.94
<u>Golf Shop Merchandise</u>	<u>2017 Y-T-D Sales</u>	<u>Total Revenues</u>	<u>2018 Y-T-D Sales</u>	<u>Total Revenues</u>
Balls/Assessories/Apparel/Misc.		\$17,690.35		\$16,338.95
Gift Cards	188	\$8,343.56	227	\$12,912.25
Lessons*	176	\$8,115.00	186	\$9,194.00
Other Rentals**	654	\$3,962.75	527	\$3,112.75
<u>Food and Beverage</u>	<u>2017 Y-T-D Sales</u>	<u>Total Revenues</u>	<u>2018 Y-T-D Sales</u>	<u>Total Revenues</u>
Food		\$13,822.58		\$13,582.02
Beverage		\$16,144.58		\$16,803.82
Alcohol Sales		\$57,876.12		\$58,392.46
Catering/Banquet	813	\$4,136.09	415	\$3,181.42
<u>Raincheck Redeemed</u>		-\$3,213.57		-\$1,160.99
Total Revenue (All Categories)		\$641,666.42		\$646,188.30

*Lessons include private, group and juniors

**Other rentals include additional revenue club rentals, pull carts & locker rentals.