

CITY OF MERRIAM PARK AND RECREATION  
ADVISORY BOARD MEETING MINUTES  
Tuesday, June 25th, 2019  
6:00PM

**Roll Call**

The June meeting of the Merriam Parks & Recreation Advisory Board was called to order at 6:03 pm, by Chairperson Billy Crook. Board members in attendance included: Kathy Stull, Christopher Leitch, Thelma Fowler, Katie Leary and Grant Getzlow. Staff members in attendance included: Anna Slocum, Director; Dave Smothers, Assistant Director; Renee Nagle, Recreation Supervisor, and Ingrid Berg, Assistant Program Coordinator.

**Public Comments**

There was no one present for public comments.

**Approval of Meeting Minutes**

Christopher Leitch made a motion to accept the May meeting minutes and Kathy Stull seconded the motion; motion was approved unanimously.

**Staff Reports**

**Director's Report**

Community Center Update

Staff showed the May progress video. Four of seven foundation walls have been poured. Currently, the project is on time and on budget. There are various milestones within the project that are determining factors for the project to be considered on time. The next milestone is related to the building pre-cast. It was asked if tariffs have affected acquisition or price of building supplies. Staff answered that all construction supplies have been purchased through bid so any new tariffs will not impact this project.

Park Board Vacancy Update

The city has received four applications with no new ones since the last meeting. The mayor will be meeting with and selecting a new member.

Flags 4 Freedom Update

Public Works will be putting the flags along the streets by Thursday, June 27<sup>th</sup>. The final meeting is also on Thursday, June 27<sup>th</sup>. The rest of the flags will be installed starting at 7 am Saturday, June 29<sup>th</sup>. The American Legion concert is scheduled for 1 pm on Thursday, July 4<sup>th</sup> at Merriam Marketplace. It has been requested that the concert return to a more patriotic line up with added vocals. There are five Thin Blue Line flags honoring officers, but a sixth needs to be added. Flag take down will begin at 10 am on Saturday, July 6<sup>th</sup> at Merriam Marketplace.

Recreation Report Winter/Spring 2019

Two categories experienced growth (Girls on the Run for youth & rentals). Three categories experienced minimal decline. These are areas that typically have smaller classes so a decline of one enrollment can greatly impact participation numbers. Weather was poor for many of the special events causing attendance to be down. It was suggested to try breaking out the special events from the overall numbers.

## **Assistant Director's Report**

### **Reports**

#### Turkey Creek Festival 5K Run Report

There was an increase in elementary age registrations. DJ Kirby was great getting the kids psyched up and Natural Grocers provided fruit as a post-race snack. They stated they want to return next year to participate again. This is the first year Lee Jeans did not donate money for the run shirts so the increase in expenditures is due to having to purchase all of them. Staff will work on securing a new t-shirt sponsor for 2020.

#### Farmers' Market Monthly Update

Shopper attendance is significantly decreased from 2018 season. Due to a highly rainy spring season, vendors are just now getting product available to sell at the market. To date there have been 15 daily vendors this season. With the addition of several area markets, staff will begin a market study of fees to ensure rates are competitive with neighboring markets. Fees will be discussed later in the year as a recommendation to City Council.

### **Upcoming Events**

#### Tim Murphy Art Gallery

The "Art of the Northland" opening reception is scheduled for Thursday, July 11<sup>th</sup> from 7-8:30 pm. This show features artists from the Northland Art League. It is one week later than normal due to the July 4 holiday.

## **Recreation Supervisor's Report**

### **Reports**

#### Turkey Creek Festival Report

There were nine additional sponsor/vendors this year. Eleven food trucks contracted, but one opted to not come due to the forecasted weather and one was unable to open due to generator difficulties. New activities included Drum Safari, Happy Faces Entertainment and Instafun photo booth. Staff will be meeting with JCPRD in the upcoming weeks to update the contract for Antioch Park. There was discussion regarding available parking for vendors inside the park in case of inclement weather. The additional parking by the administrative buildings is reserved for the "Creek Chic" vendors. This year, due to the impending storms, it appeared there was ample parking. In reality, JCPRD divides the parking spots in half so that each vendor pays for one vendor booth and then has one parking spot nearby. The commercial vendors park at Lee Jeans and were encouraged to be weather ready.

### **Upcoming Events**

#### Party in YOUR Park-Campbell

This event is scheduled for Friday, July 19<sup>th</sup> from 6:30-8:30 pm at Campbell Park (9674 W. 61<sup>st</sup> St). The band will be Nick Nave. There will a face painter and inflatable again. Staff and volunteers will be serving hot dogs (donated by Natural Grocers), chips and watermelon with water and lemonade to drink. Christopher Leitch requested an emailed flier to distribute and Billy Crook requested half sheet fliers to pass out door to door in the neighborhood.

## **New Business**

#### Revenue Guideline / Pricing Discussion

There are three classifications of programs the Park and Recreation Department offers. Essential Programs are those that provide a community benefit and contribute to quality of life (ie: minimal fee or FREE events.) Important Programs promote individual physical and mental well-being and provide recreational skill development. They are traditionally expected services and beginner instructional levels. (ie: swimming lessons or an intro class-direct fee covers instructor fee and course materials.) Value Added Programs are those where users enjoy exclusive benefits of the service (ie: swim

team or personal training.) These programs receive no subsidy their minimum number of participants has to cover all costs. When setting fees for programs and memberships it necessary to look at other competition on the market. When establishing cost recovery targets staff needs to look at public versus private good (ie: programs with more public benefit should be more subsidized than those with more private benefits.) To begin to develop a revenue guideline, it is necessary to understand how fees will impact the subsidy required. In an effort to gain direction in establishing membership fees, staff presented information from the statistically valid survey completed as part of the Master Plan. After discussing the information, board members suggested that staff create various pricing structures ranging from \$45/month - \$60/month with non-resident pricing ranging from 125% - 175% above the resident rate. In addition, determine the number of memberships required to be sold to successfully operate the facility while maintaining the desired subsidy. During the Master Plan process, it was stated that the current subsidy provided to Parks and Recreation would remain the same and user fees would be responsible for the difference. The current subsidy is approximately \$660,000/year. At the July meeting staff will return with an analysis of various fee structures and the impact it would have on the business plan.

#### Turkey Creek Festival – JCPRD Agreement

Staff will be meeting with JCPRD in July to update the agreement MPRD has with them for use of Antioch Park for Turkey Creek Festival. Currently, MPRD pays a considerable amount for rental of the park, paddle boats, etc. There is a question about how many years to continue the contract depending on what happens at the 5701 location. The agreement was included in the packet to educate the board on the requirements of the agreement. After the first meeting, staff will provide an update on possible changes related to the agreement.

#### **Other Business**

##### 5701 Steering Committee Update

At the committee's last meeting three options reflecting various desires of keeping all, a part or none of the structure were presented. At the public meeting on Wednesday, June 26th the concept being presented for public feedback is one that tries to reutilize part of the 1911 building with the rest being open space for community events. The public meeting is scheduled for 7 pm at the Irene B. French Community Center.

#### **Adjournment**

Kathy Stull moved to adjourn the meeting at 8:30 pm and Thelma Fowler seconded; motion was approved unanimously.