



ADVISORY BOARD MEETING AGENDA

Tuesday, August 27, 2019

6:00 PM

Irene B. French Community Center Conference Room

1. Roll Call/Attendance Billy Crook
2. Public Comments Billy Crook
3. Approval of July 23, 2019 Minutes Billy Crook
4. Staff Reports
 - a. Director's Report Anna Slocum
 - i. Park Board Member Appointment Update
 - ii. Community Center Update
 - iii. Turkey Creek Car and Motorcycle Show Update
 - iv. New Staff Update
 - b. Assistant Director's Report Dave Smothers
 - i. Reports
 1. Farmers' Market Monthly Update
 - ii. Upcoming Events
 1. "To See Photographic Perspective" Opening Reception
 - c. Recreation Supervisor Report Renee Nagle
 - i. Reports
 1. Party in Your Park – Campbell Park
 2. National Night Out / Party in Your Park –Waterfall Park
 3. Merriam Drive Live Update
5. New Business
 - a. SuperPass Participation Discussion
 - b. Boards & Commissions Membership Fee Discussion
 - c. Rental Fees
 - d. Corporate Membership Discussion
6. Other Business
 - a. September meeting conflict Anna Slocum
7. Adjournment Billy Crook

Distribution:

Board Members: Leary, Howard, Stull, Fowler, Getzlow, Crook, Leitch

Mayor Sissom

City Council Members

City Staff: Chris Engel, Meredith Hauck, Anna Slocum, Dave Smothers, Renee Nagle, Ingrid Berg, City Clerk

CITY OF MERRIAM PARK AND RECREATION
ADVISORY BOARD MEETING MINUTES
Tuesday, July 23rd, 2019
6:00PM

Roll Call

The July meeting of the Merriam Parks & Recreation Advisory Board was called to order at 6:00 pm, by Chairperson Billy Crook. Board members in attendance included: Kathy Stull, LaVera Howard, 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 June meeting minutes and Katie Leary seconded the motion; motion was approved unanimously.

Staff Reports

Director's Report

Welcome New Park Board Member

It was discovered that the new member did not actually live in Ward 1 so staff is reposting the opening. Verbiage will be added to clarify ward boundaries.

Community Center Update

The building has officially gone vertical. The first piece of precast was set and is the south facing wall of the natatorium. Staff is currently working on courtyard design. The next design committee meeting is middle of August. The OAC is still meeting weekly. Staff is hoping to get Park Board members onsite for a tour sometime in the near future. In preparation of operating the new facility, interviews are set for the Aquatic Supervisor, Recreation Coordinator and Fitness Coordinator positions next week. The Facilities Operations Supervisor for the IBFCC was hired, but quit after two days therefore it will be reposted. The Facilities Maintenance Worker position is also vacant so at the moment the temporary person has shifted to doing both jobs. Rand has been at the IBFCC every other day trying to trouble shoot HVAC issues. It turns out, if it's really hot and humid the air compressor shuts down and the air in the pneumatic lines drains out of the system. The north side of the building seems to recuperate fairly quickly, but the south side takes about 12 hours to recover. With the recent rain, the building has also taken on water in all the usual places.

Turkey Creek Festival Agreement Update

Staff met with JCPRD to renew the TCF agreement and requested consideration for a few changes. Those included: the calculation on charges for food vendors and waiving the special event fee. Under the current agreement, the City pays to renting the shelters, fire pit, rose garden, and paddle boats. In addition, JCPRD receives \$100 for each food vendor. Food vendors pay \$125 to participate in the event. Even though the Festival is considered a joint event and JCPRD is coordinating an arts and crafts fair in Antioch Park as part of the Turkey Creek Festival, the City does not receive a portion of these vendor revenues. Yet the City is still charged a "special event fee" on top of other charges for use of the park. For the 2020 fiscal year, JCPRD is anticipating an increase in rental fees charged. These items will go to the Johnson County Parks and Recreation Commission in August. Once the agreement is through their process it will go before City Council for approval.

Assistant Director's Report

Reports

Farmers' Market Monthly Update

There has been an increase in number of shoppers in the past several weeks. In talking with the vendors, they are positive and feel good about the market. This past weekend, 33 of the 36 stalls were filled and Sean McNown drew a good crowd. To ensure the market stays competitive, staff will evaluate all fees with a recommendation for next season later this fall.

Upcoming Events

Tim Murphy Art Gallery

The opening reception for "Three Artists. A Journey of Discovery" is scheduled for Thursday, August 1st from 7-8:30 pm. This show features artists Matt Krawcheck, Jhulan Mukharji and Wendy Taylor.

Recreation Supervisor's Report

Reports

Party in YOUR Park Report-Quail Creek

There were 254 people in attendance at this event. The band, Beauty and the McBeest were a hit as were the food, inflatable, yard games and face painting.

Upcoming Events

National Night Out/Party in YOUR Park-Waterfall Park

This event is scheduled for Tuesday, August 6th from 6:00-8:00 pm at Waterfall Park (5191 Merriam Dr.) Merriam Police Department will be grilling hot dogs (donated by Natural Grocers) and serving chips. Mad Man's BBQ will be there with Nitro-ice cream. There will be live music by Erica McKenzie, Sister Act Face Painting, an inflatable and yard games as well as interactive games with Merriam Police Officers. Mayor Sissom will be helping with the ribbon cutting for the newest art installation "Hmmm" and artist Blessing Hancock will be on site for a public engagement activity for her art piece for the new community center.

Cruise Night

This event is scheduled for Saturday, August 10th from 6:30-8:30pm at the Marketplace. There will be door prizes, live music by the Troubadour Retrievers, food for purchase from Fresh & Tasty Catering, and staff will be promoting the Turkey Creek Car and Motorcycle Show.

New Business

Merriam Community Center Fee Recommendations

In the packet, staff included the study of membership fees for the new community center and the approach that was used to establish the fee structure. There was significant discussion around the four rate structures. The paid in-full annual membership provides the greatest value for all membership tiers. The formula for how the tiers were created was outlined in the memo. In the first several years, the majority of revenue will be generated by memberships followed by rentals and programs, staff reiterated that user fees must cover operations costs. Staff recommended Annual Household membership paid in full at \$660/year (calculates to \$55/month fee). Park Board members discussed concerns about marketing and recruiting people to sign up for memberships. There were concerns that the fee should be comparable to Mission and Overland Park versus Lenexa and Olathe. Although the ProForma was built at \$45/month fee this only accounted for less than half the predicted revenue to maintain desired subsidy. Since programs will be new, staff is anticipating it will take several years to build a program following. It would be detrimental to members to

set an annual fee low that within the first two years would require a significant rate increase. Instead, it would be better to find ways to offer member rewards and perks either at time of renewal or periodically throughout the year. The goal is to encourage preselling as much as possible as well as selling charter memberships. Christopher Leitch moved to accept staff fee recommendation of \$660/year annual household resident membership paid in full with the fee structure presented for that rate for all categories. In addition, create a Charter Membership fee based on Resident Household fee of \$45/month for the first 18 months with all categories pro-rated in the proposed rate structure. LaVera Howard seconded and the motion passed five to one.

Revenue Guideline Proposal

Included in the packet was a draft revenue guideline proposal. This document outlines how staff should approach setting fees for various programs and the differential rate charges. Included in this document are references to various policies such as Scholarships and Transfer/Withdrawal that will ensure requests for assistance are handled in an equitable manner. Kathy Stull moved to accept the revenue guideline recommendation proposed by staff with the addition of a corporate membership section and LaVera Howard seconded; motion was approved unanimously.

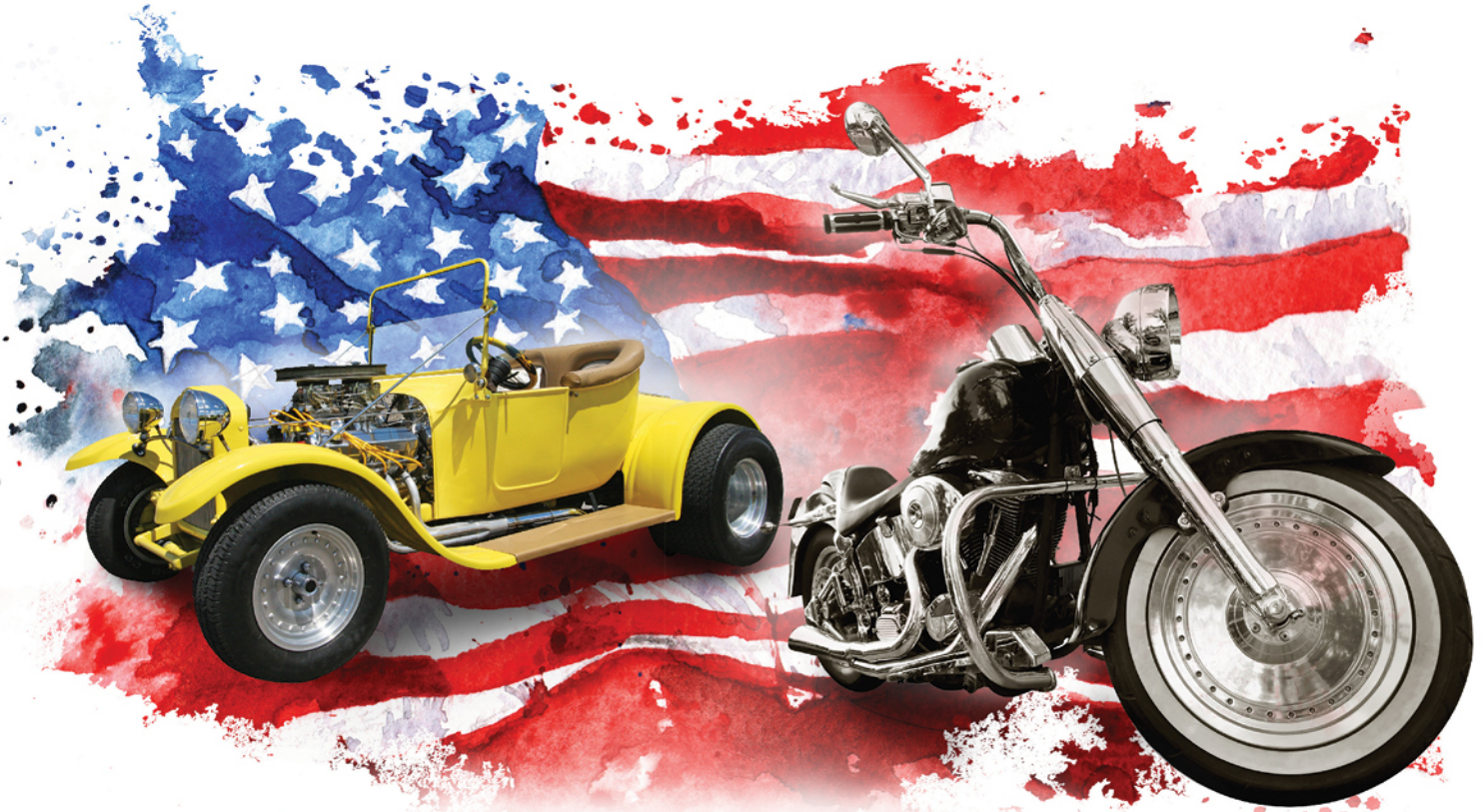
Other Business

5701 Steering Committee Update

At the final public meeting, the committee presented their recommendations to reutilize part of the 1911 building with the rest being open space for community events. They estimated cost of this project is \$4.5 million. The committee meets again on Thursday, July 25th to review the final draft and prepare for the presentation to City Council on August 12.

Adjournment

Kathy Stull moved to adjourn the meeting at 8:20 pm and Katie Leary seconded; motion was approved unanimously.



★★ TURKEY CREEK ★★ CAR & MOTORCYCLE SHOW

CELEBRATING 70 YEARS OF AMERICAN HOT RODDING

DOOR PRIZES ★ DJ RICK FREDERICK ★ CONCESSIONS

MORE THAN
60
AWARDS!

Saturday, September 14
10 a.m.-4:30 p.m.



Merriam Marketplace *Rain or shine!*
5740 Merriam Drive; Merriam, KS

REGISTRATION
Merriam.org/carshow

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MERRIAM PARKS
& RECREATION



AUGUST UPDATE

The Farmers' Market is seeing new shoppers from Overland Park due to the construction in downtown OP. The vendors have reported that sales are good, regardless of the lower shopper numbers.

Maintenance, repairs and improvements completed at the marketplace included painting exterior doors, new concrete pads for picnic tables, repair to the electronic sign, repair to men's toilet seat and replacement of a LED parking lot lamp.

Staff will continue to offer family friendly events and musical entertainment throughout the season. August / September entertainment includes: Johnny & Adam, Ned Scott's Merriam Acoustic Railroad, Janie Next Door, Happy Wanderers, Jolleen Thorpe, Ronni Ward and Prairie Country Band. Kid's activity for August was Sister Act Face-painting.

Week	2018 Vendor #s	2019 Vendor #s	2018 Attendance	2019 Attendance
1	22	17	340	275
2	26	20	303	160
3	25	20	607	314
4	28	19	632	334
5	22	20	350	262
6	32	24	762	463
7	28	21	528	337
8	30	23	808	361
9	26	24	735	571
10	30	27	1,434	680
11	28	27	833	723
12	28	26	617	714
13	31	27	611	758
14	27	25	846	639
15	30	29	623	570
16	25	25	787	486
YTD	438	374	10,816	7,647

Tim Murphy
ART GALLERY



**TO SEE...
PHOTOGRAPHIC PERSPECTIVE**

SEPTEMBER 5 – 28

ROGER CISSNER + STEVE HAUCK + SHARON RODRIGUEZ

OPENING NIGHT RECEPTION

Thursday, September 5 from 7–8:30 p.m.

GALLERY HOURS

Monday-Thursday

8 a.m.–9 p.m.

Friday

8 a.m.–5 p.m.

Saturday

8 a.m.–4 p.m.

Sunday

1–5 p.m.

SPONSORED BY City of Merriam and the Merriam Parks, Recreation and Community Center Foundation

IRENE B. FRENCH COMMUNITY CENTER // 5701 Merriam Drive // Merriam, KS 66203

VISIT THE SHOW ONLINE AT merriam.org/artgallery // 913-322-5550



Special Event Evaluation Form

Event Name: Party in Your Park – July 2019

Date: Friday, July 19, 2019 Location: Campbell



Number of Registrants: N/A Number of participants: 115

Ages: ALL Cost of Event: FREE

<u>July Expenses</u>	
Creative Carnivals	\$295.00
Entertainment - Nick Nave	\$250.00
Porta potty	\$110.00
Stage	\$500.21
Sister Act Face painting	\$200.00
Food (buns/watermelon/chips)	\$90.74
Watermelon	Donated
TOTAL EXPENSES	\$1,445.95

Special Items Needed: tent, chairs for volunteers, enter to win box, enter to win slips, prizes for enter to win, giveaways (sunglasses), all yard games, tables for food, face painter, drinks, enter to win/giveaways, thank you card craft for companies that donated food to be located on the Natural Grocers table.

Modes of Publicity: Summer Highlights, Fliers at parks, City Hall and Antioch Library, Outdoor sign, Poster at Community Center, Lobby TV, Facebook®, MPRD website, Calendars on: Macaroni Kid, iFamily KC & Johnson County, KC Star calendar, KC Parent, and Kids Out & About

Committees/Volunteer/Staff:

Volunteers: Jewell Thomas, Natural Grocers

Staff: Ingrid, Caitlyn, Holly, Shellie, Dave

Strengths: Having food and drinks for guests was very well received. They also liked the opportunity to be able to enter to win Merriam tees and totes. Also gave away Merriam sunglasses; adults and kids alike took the opportunity to grab a pair. Staff created an over-sized thank you card for guests to sign in a way to thank the sponsors for their donation. These cards will be presented to the companies that donated the hot dogs and buns.

Weaknesses: More volunteers to help at food and enter to win table. For future events make announcements as to when the prize giveaway will occur so folks will be aware as it was hard to hear from stage. Heat definitely kept people away from this event.

Opportunities: Increase sponsorship for event as a possible way to off set cost of having additional entertainment.

Thoughts: Have stations staffed by volunteers/staff. i.e. food x2, drinks x1, inflatables x1, enter to win table x1, photographer.

Special Event Evaluation Form



Event Name: Party in Your Park/National Night Out – August 2019

Date: Tuesday, August 6, 2019 **Location:** Waterfall

Number of Registrants: N/A **Number of participants:** 250

Ages: ALL **Cost of Event:** FREE

<u>August Expenses</u>	
Creative Carnivals	\$295.00
Entertainment - Erica McKenzie	\$500.00
Porta potty	N/A
Stage	\$483.81
Sister Act Face painting	\$200.00
Food	N/A
Watermelon	Donated
TOTAL EXPENSES	\$1,478.81

Special Items Needed: 6 tents, chairs for volunteers, enter to win box, enter to win slips, prizes for enter to win, giveaways (sunglasses), tattoos, all yard games, tables for food, face painter, drinks, enter to win/giveaways, tablecloths.

Modes of Publicity: Summer Highlights, Fliers at parks, City Hall and Antioch Library, Outdoor sign, Poster at Community Center, Lobby TV, Facebook®, MPRD website, Calendars on: Macaroni Kid, iFamily KC & Johnson County, KC Star calendar, KC Parent, and Kids Out & About

Committees/Volunteer/Staff:

Volunteers: Jewell Thomas, Natural Grocers, Kathy & Tom Stull, Grant Getzlow

Staff: Ingrid, Holly, Renee

Strengths: Having food and drinks for guests was very well received. They also liked the opportunity to be able to enter to win Merriam tees, totes and the RING Doorbell was a HUGE hit, thanks to PD and Home Depot. Mad Max BBQ was onsite with Nitro Ice Cream. Merriam sunglasses, tattoos and magnets were also given away. Natural Grocers was onsite with info about upcoming classes. Blessing Hancock was onsite with an interactive activity for guests for the future art project at the Community Center. PD had a table with giveaways (baseball cards). PD grilled the hot dogs onsite. Girls on the run were onsite to talk with guests about their upcoming program. Staff introduced the artist of Hmmm, Joshua Weiner along with the art committee and City Council that attended.

Weaknesses: Keep entertainment closer to playground. Ran out of hot dogs at 7p, ice cream shortly thereafter. Need more food for guests since larger than expected crowd attended.

Opportunities: Sponsorship for event could possibly off set cost of having additional entertainment.

Thoughts: More volunteers for inflatable, games and floaters. More people to help breakdown at end of night.



To: Merriam Parks and Recreation Advisory Board
From: Anna Slocum, Director of Parks and Recreation
Subject: Room Rental Rate
Date: August 27, 2019

In April 2019, Park Board made a recommendation of names for the rental spaces that are available in the new community center to City Council. To present all fees to City Council, a discussion of fees associated with these newly named spaces is required. In preparation to make a fee recommendation, staff reviewed and evaluated the current fee structure and processes as well as researched neighboring city facility fees. Although several facilities, including the Irene B. French Community Center, have rental spaces, the comparison is difficult as no two spaces have the exact square footage and occupancy. The comparison used was based on banquet seating occupancy.

Below is a chart outlining the spaces available at the Irene B. French Community Center and rate/hour.

2018 Community Center	Occupancy*	Square Feet	Resident	Non Resident	Commercial	AH* Resident	AH NonRes	AH Commercial
Jenks Gymnasium	NA	NA	\$20	\$25	\$30	\$35	\$45	\$55
Hocker Grove / Campbell	80	1342	\$45	\$60	\$70	\$65	\$85	\$95
Hocker A/B	40	437	\$30	\$40	\$45	\$45	\$60	\$70
Kessler / South Park	26	414	\$20	\$25	\$30	\$35	\$45	\$50
Merriam Park	12	553	\$20	\$25	\$30	\$35	\$45	\$50
Conference	20	306	\$20	\$25	\$30	\$35	\$45	\$50
Game Room	35	759	\$25	\$30	\$35	\$40	\$50	\$60
Kitchen			\$25	\$30		\$40	\$50	
Pool Rental								
Zero Depth / slide Pool			\$275	\$275				
Slide Pool and 50-meter pool			\$275	\$275				
Zero Depth and 50-meter pool			\$275	\$275				
Entire Facility			\$350	\$350				

*AH after hour rental – included staff time requires evaluation annually

Through conversations with staff, there was a determination that a few fees needed to be changed. First, the after hour rental room charge has to be evaluated annually based on staffing changes and raises. In addition, the fee is charged on all rooms rented after the close of the building which includes the hourly rate of 2 facility supervisors and maintenance staff. So for example, if a group rents three spaces, the staff fees are assessed on each room. Second, in an effort to encourage larger rental groups a package rate was developed. Although functional, it was complicated to the end user. The fees associated to the established package rates at IBFCC are:

PACKAGE RATES (Multi-Purpose room + Kitchen)			
	Resident	Non Res	Com.
4 hours	\$260	\$315	\$370
6 hours	\$385	\$475	\$550
8 hours	\$520	\$630	\$735
AFTER HOURS (Multi-Purpose room + Kitchen)			
4 hours	\$360	\$480	\$558
6 hours	\$540	\$729	\$837
8 hours	\$720	\$972	\$1,116
PACKAGE RATES (Gym w/set up + Kitchen)			
4 hours	\$378	\$468	\$558
6 hours	\$567	\$702	\$837
8 hours	\$756	\$936	\$1,116
AFTER HOURS (Gym w/set up + Kitchen)			
4 hours	\$486	\$630	\$738
6 hours	\$729	\$945	\$1,107
8 hours	\$972	\$1,260	\$1,476
*WEDDING PACKAGE (Gym w/set up + kitchen)	\$2,160	\$2,745	NA
*WEDDING PACKAGE (Gym w/set up)	\$1,458	\$1,825	NA

*after hour rentals

With this information, staff investigated how other facilities determine package rates and manage after hour rental fees. To hold room rental fees consistent, several entities determine a flat staff fee for after hour rentals. This fee includes the hourly rate plus taxes and benefits. In promotional materials it is stated that this fee is assigned for any rental occurring outside the normal operating hours of the building.

Rooms will be rented in a minimum of 2-hour blocks of time. All fees listed are per the hour.

Minimum of two staff are required for after-hour rentals. The need to add additional staff will be evaluated based on size of rental.

The rate for the Trolley and Depot room does not include day pass access. Birthday party packages will be created based on the revenue guideline previously discussed as a value-added program.

Pool rentals will be after hours. The rate includes staffing for 40 guests. Additional staffing fees will be determined based on anticipated attendance.

Additional fees for renting audio visual equipment and linens has yet to be determined. The factors that will determine that fee will be based on the quality of the equipment, market study and anticipated lifecycle for replacement.

Below is staff's recommendation for rental fees.

2020 Community Center	Occupancy*	Square Feet	Resident	Non Resident	Commercial
Campbell/Kessler/Loomis	56	1,200	\$35	\$45	\$55
Combination of 2 rooms	112	2,400	\$60	\$75	\$90
Founders Room	224	3,600	\$95	\$120	\$145
Esther Brown Room	35	740	\$30	\$35	\$45
Walker School Room	12	320	\$25	\$30	\$40
Gymnasium					
Half	NA		\$30	\$40	\$50
Whole	NA		\$40	\$50	\$60
Party Rooms (Trolley/Depot)**	20	400	\$30	\$35	\$45
After Hours Staffing Charges			\$20/hr ea.	\$20/hr ea.	\$20/hr ea.
Aquatics^					
Outdoor			\$200	\$250	\$300
Indoor			\$200	\$250	\$300
Therapy			\$120	\$150	\$180

**does not include day pass access

^after hour rentals only

There was not a consistent process on how rental packages are managed from facility to facility. After reviewing several options, staff determined it is beneficial to offer a discount. To keep the discount process from becoming convoluted the proposal below outlines a discount range. To simplify the discussion, the chart also provides a range of savings at each level.

Below is staff's recommendation for the package discount.

Rental Totals	Discount	Potential Savings
\$2,100 - \$3,000	10%	\$210 - \$300
\$3,001 - \$5,000	20%	\$600 - \$1,000
\$5,001 and above		\$1,500 Max

Recommendation: Staff recommends Park Board provide City Council with room rate recommendations for the rentable spaces within new community center.



City of Merriam Parks and Recreation Corporate Membership Policy

The City of Merriam Parks and Recreation Department prides itself in providing first class recreational opportunities to the citizens of Merriam and being a good community partner. The Parks and Recreation Department is committed to helping members of the community improve health and wellness. Recognizing that the business community is a significant part of the daily community and healthy, happy people are good employees, the creation of a corporate policy creates a benefit many employers are seeking to offer employees. Companies who offer staff a fitness program option see benefits in reduced absenteeism, job satisfaction, reduced stress, employee retention and reduced health care costs.

Corporate Membership Qualifications:

- Eligible businesses will have a physical address within the city limits of Merriam with a current and verified business license.
- Eligible businesses will sign an agreement acknowledging participation in corporate membership program to allow employees to participate.
- Employees of eligible businesses will be entitled to purchase membership of choosing at the resident rate regardless of their residence status.
- Employees will be required to show proof of employment at time of transaction. Eligible documents include:
 - most recent paystub
 - verification of employment from corporate contact on company letterhead
- Proof of employment is required annually upon renewal.