



ADVISORY BOARD MEETING AGENDA

Tuesday, May 28, 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 April 23, 2019 Minutes Billy Crook
4. Staff Reports
  - a. Director's Report Anna Slocum
    - i. Community Center Update
    - ii. Update City Council Direction May Meeting
    - iii. Turkey Creek Car and Motorcycle Show Update
  - b. Assistant Director's Report Dave Smothers
    - i. Reports
      - 1. Farmers' Market Monthly Update
    - ii. Upcoming Events
      - 1. "North American Spirit" Opening Reception
  - c. Recreation Supervisor Report Renee Nagle
    - i. Upcoming Events
      - 1. Party in Your Park – Quail Creek
5. New Business Anna Slocum
  - a. Park Board Vacancy
  - b. Revenue Guideline / Pricing Discussion
6. Other Business
  - a. 5701 Steering Committee Update Billy Crook
  - b. Art Committee Update Kathy Stull
7. Adjournment Billy Crook

Distribution:

Board Members: Leary, Downey, 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, April 23, 2019  
6:00PM

**Roll Call**

The April 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, Suzanne Downey, Thelma Fowler 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**

LaVera Howard made a motion to accept the March meeting minutes and Kathy Stull seconded the motion; motion was approved unanimously.

**Staff Reports**

**Director's Report**

Community Center Update

The site has officially gone vertical with the parking structure precast beginning on Monday, April 22. The piers and foundations at the community center are currently being built. Once the parking structure is in place, backfill will be completed which then allows for the internal road network to be constructed. This is a key component as it then moves all construction traffic off of Slater and onto IKEA Way. This will have a positive impact on the neighborhood in time for the pre-cast of the community center to be delivered.

**Assistant Director's Report**

**Updates**

2019 Farmers' Market

The market is scheduled to open on Saturday, May 4<sup>th</sup>. There are 20 returning vendors leaving ten stalls available. Staff is running advertisements and promoting on Social Media in an attempt to find vendors for these spaces.

**Upcoming Events**

Turkey Creek Festival 5K

Online registration numbers are greater than the same time frame of 2018. The early bird discount ends on Wednesday, May 1<sup>st</sup>.

**Recreation Supervisor's Report**

**Reports**

Brunch with the Bunny

There were 118 people in attendance and Chris Cakes catered. Story time with JOCO library, the games and craft were all great hits, as were pictures with the Bunny and the egg hunt.

## Volunteer Appreciation Event

The theme this year was “Volunteers are the Heart of our Team”. Smokin’ Babes BBQ catered the event with staff serving the meal of pork, chicken, cheesy corn, baked beans and salad. Staff prepared desserts of raspberry and lemon bars. Good reviews were given for the food. In addition to honoring the 57 in attendance, each received a Farmers’ Market logo coaster which matched the shape of previous years. Carol Whitlock was honored as the “Volunteer of the Year” with decades of service to the Planning Commission.

## **Upcoming Events**

### Grandpa’s War

In celebration of Older Americans Month, author Mark Armato will provide a presentation about his book, “Grandpa’s War: The WWI Experiences of Corporal John George Rakers.” Staff will be sending out postcards to the senior community. Christopher Leitch asked to have a flier emailed to him so he could pass it on to the Genealogical Society.

## **Other Business**

### New Community Center Room Naming Discussion

Building off the discussion of March – there were two main concerns:

1. Concern about using names in the event there is a negative history associated with names. It is fair to say that the behaviors of the 1800s are different than today but the names suggested are recognizable within the area and are utilized today in various locations. These people were considered forefathers and community leaders.
2. The suggestions of using street names could provide confusion based on the grid system within Johnson County – roads are not named specific to Merriam

To aid in discussion, staff created a ballot with the suggested names based on those previously proposed. The concept was this would provide a process of elimination helping to identify the top choices. Kathy Stull compiled a list with other details and it was decided to add First Americans Tribes (Kansa, Osage and Shawnee) to the choices. Through discussion of adding this option, staff was directed that if chosen, more information from Haskell Indian Nations University would be necessary to ensure the naming is done in an appropriate manner. Elimination voting proceeded to identify top choices. Recognizing the top suggestions, board members discussed the merit of the top options and concerns for possible confusion.

**Large Banquet Room:** Christopher Leitch made a motion to name the large banquet room First Americans Room with each smaller room being, Kansa, Osage and Shawnee, pending input from Haskell University. The second option, if not acceptable by University officials, would be to name the space Founder’s Room with each smaller room being Campbell, Kessler, Loomis. Kathy Stull seconded the motion; motion was approved unanimously.

**Classroom:** LaVera Howard made a motion to name the classroom the Ester Brown Room; Thelma Fowler seconded the motion; motion was approved unanimously.

**Party Rooms:** LaVera Howard made a motion to name the party rooms the Trolley Room and Depot Room; Christopher Leitch seconded the motion; motion was approved unanimously.

**Conference Room:** LaVera Howard made a motion to name the conference room the Founder’s Room, pending the decision of the large banquet room, with the second option being the Walker School Room. Suzanne Downey seconded the motion; motion was approved unanimously.

## Residency / Household Policy – Second Review

There was excellent discussion last month. Staff prepared an updated memo included in the packet to address discussion topics and discussion continued. It is important that proof of residency be administered effectively, easy to manage and utilities are tied to a physical address and are required by every residence. Thelma Fowler motioned to accept staff’s proposal of defining residency as:

- (a) Any person who has a permanent residence within the Merriam City limits
- (b) Any person owning taxable real estate in Merriam

Proof required with a valid driver's license, **current utility bill (electric, gas or water)**, current city business license or Notice of Appraised Value issued by the Johnson County Assessor's Office.

Kathy Stull seconded the motion; motion was approved unanimously.

Defining household provides a measure of affordability to family units. There will be a variety of memberships sold: youth (under 17); Senior 65+; Couple (2 adults same household); and Household. Quantifying the number allowed in a household is an accounting measure in order to achieve the business plan outlined in the ProForma. Suzanne Downey made a motion to accept staff's proposal of defining a Household as:

Two (2) adults and up to **four (4)** dependent children as defined by IRS Qualifying Age Rule. Children 18 – 24 must provide proof of residency (see residency proof documents).

LaVera Howard seconded the motion; motion was approved unanimously.

### Hometown Heroes Program

Staff was not able to prepare information on this topic in time for the April meeting. This will be tabled until later in the summer with more concrete program plan for discussion.

### Park Board By-Laws

Member's discussed and voted on each recommended changes separately.

- Christopher Leitch moved to eliminate the aquatic center from facilities operated to keep it more generic and change the wording to "operation of city parks and recreation facilities"; Kathy Stull seconded the motion; motion was approved unanimously.
- Christopher Leitch moved to correct the typographical error from "od" to "of" and "one year" to "one term"; Thelma Fowler seconded the motion; motion was approved unanimously.
- Thelma Fowler moved to simplify the resignations to be filed as soon as the member decided versus as soon as possible after the member decides; Christopher Leitch seconded the motion; motion was approved unanimously.
- Amending the number of absences was tabled to the end of this discussion.
- Christopher Leitch moved to remove the classification of excused vs. unexcused absences; Kathy Stull seconded the motion; motion was approved five "yes" and one abstention.
- Thelma Fowler moved to add how and where meeting notices will be posted, formalizing the current practice for public notification; LaVera Howard seconded the motion; motion was approved unanimously.
- Thelma Fowler moved to clarify a quorum to include "voting" appointed membership since there is a non-voting member; LaVera Howard seconded the motion; motion was approved unanimously.
- Thelma Fowler moved to add the ability for "phone" link-up to be allowed for Park Board members; Suzanne Downey seconded the motion; motion tied three for and three against. Therefore, this will be decided by City Council.
- Return to amending absences. Suzanne Downey moved to change the number of absences allowed to three in a year; Christopher Leitch seconded the motion; motion passed five "yes" to one "no".

### 5701 Steering Committee Update

The committee is made up of three groups: 1) Preservation; 2) Open Space; 3) Economical Catalyst. The public meeting for community input is scheduled for Monday, April 29<sup>th</sup> at 7:00 p at the Irene B. French Community Center. The meeting to decide the structure of the public meeting is scheduled for Wednesday, April 24<sup>th</sup>.

### New Business

Thelma Fowler asked about the Comprehensive Master Plan and whether or not Park Board members can apply. This is a 20-year plan for the city as a whole (development, commerce, green space, etc) and any resident is welcome to apply.

### **Adjournment**

LaVera Howard moved to adjourn the meeting at 8:25 pm and Thelma Fowler seconded; motion was approved unanimously.



The Saturday Market opened on Saturday May 4 with black reusable shopping bags as the promotional item. Marketing and promotion began with web ads in the Shawnee Mission Post. Social marketing included Facebook and Findit KC. Print advertising included KC Gardner magazine.

<b><u>Shoppers</u></b>	<b><u>2014</u></b>	<b><u>2015</u></b>	<b><u>2016</u></b>	<b><u>2017</u></b>	<b><u>2018</u></b>	<b><u>2019</u></b>
<b><u>Week</u></b>						
Week 1-5/4	217	244	363	357	340	275
Week 2-5/11	279	564	766	383	303	160
Week3 – 5/18	293	317	505	487	607	314

Maintenance, repairs and improvements included: Pouring four concrete pads and attach four hexagon picnic tables on the north & south ends. We repainted the exterior bathroom doors and storage room.



### Upcoming Schedule

May 25 Yakety Sax – Make & Take Flower Pots

June 1 Pic & Bow

June 8 Doug Talley Trio

June 15 Steel & Dirt

June 22 Summon the Storm KC

*Tim Murphy*  
**ART GALLERY**



# NORTH AMERICAN SPIRIT

JUNE 6 – 29

IRENE SCHOMACKER + KAY TUCKER

OPENING NIGHT RECEPTION

Thursday, June 6 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](http://merriam.org/artgallery) // 913-322-5550





# PARTY **IN YOUR** **PARK**

**GAMES**

**FACE PAINTING**

**BOUNCE HOUSE**

**LIGHT DINNER**

**LIVE MUSIC BY  
BEAUTY AND MCBEEST**



**BRING A LAWN CHAIR!**

**FRIDAY  
JUNE 21**

**6:30–8:30 P.M.**

**QUAIL CREEK PARK**  
7024 Grandview Ave.

**Free Admission**

 @MerriamParks • 913-322-5550 • [merriam.org/events](http://merriam.org/events)

  
**MERRIAM  
PARKS**  
& RECREATION



**To:** Merriam Parks and Recreation Advisory Board  
**From:** Anna Slocum, Director of Parks and Recreation  
**Subject:** Revenue Guideline / Pricing Discussion  
**Date:** May 28, 2019

Best practices for Parks and Recreation Departments is to develop a cost recovery model for staff to follow when creating new programs. Currently, there is no guide or formal direction to determine a fee schedule. As the department embarks on major growth, it will be important to develop a cost recovery guideline strategy and membership pricing structure. All services offered by the Department are classified as programs. These programs are classified into three classifications.

**ESSENTIAL PROGRAMS** are as those that provide a community benefit. The programs, facilities and services benefit the community as a whole and contribute to quality of life within Merriam. They increase property value, provide safety, address social needs and enhance quality of life for residents. The community generally pays for these basic services and facilities through taxes and are offered at minimal or no fee. To determine classification a program defined as essential has these common properties:

1. Difficult to determine benefits received by one user.
2. Service is equally available to everyone in the community and should benefit everyone.
3. Any fees charged shall be viewed as a method to continue to provide basic services.
4. Fees may be charged to ration limited availability.

Examples include: special events, environmental stewardship programs, volunteer activities, unreserved use of parks, pavilions, playgrounds, and outdoor courts/fields and the costs associated with their maintenance.

**IMPORTANT PROGRAMS** are as those that promote individual physical and mental well-being and provide recreational skill development. These are generally more traditionally expected services and beginner instructional levels that are more self-paced and everyone plays. They may require considerable staff planning, supervision and benefit both the participant and community due to their education and /or safety value. The percentage of subsidy is based on the target user group. To determine classification a program defined as important has these common properties:

1. Requires facilities, supplies, equipment and/or significant staff planning and supervision specific to the service.
2. Benefits both the participant and community due to their education, cultural or physical value.
3. The service uses consumable materials.

4. The service requires added preparation or clean-up.
5. The service requires contracted services or instruction at an additional cost.

Examples include: entry level physical fitness classes, swim lessons, and community center memberships.

**VALUE-ADDED PROGRAMS** are those where the individual participant or user group enjoys the benefits of the service exclusively or a heightened level of service over the basic need. These services may also provide advanced, high levels of personal instruction, are geared at developing personal skills and may have a prerequisite skill to participate. These programs are revenue generators as they receive no subsidy. To determine classification of a program defined as Value-added has these common properties:

1. The level of service attributable to the user is known.
2. Individuals or groups benefit versus the community.
3. Impact of the individual service proved is great.
4. The service requires contracted services or instruction at an additional cost.
5. Alternative providers readily available within the local market.

Examples include: swim team, advanced personal training or small group training classes.

Where a program or service is classified depends upon the organizational mission, public perception of a program, legal mandates, financial sustainability, personal benefit, competition in the marketplace and access by participants. Classifying programs into one of three groups creates an effective approach to tracking cost recovery metrics and determine subsidy goals for each group.

When establishing cost recovery targets, they should generally reflect the degree to which a program provides a public versus private good. Programs providing public benefits should be subsidized more than those that provide private benefits.

Pricing of programs should be established based on the Cost of Service Analysis, overlaid onto program areas or specific events. They should be strategically adjusted according to market factors. In the instance of community center memberships, market factors also need to be compared against the statistically valid survey that was completed as part of the Facility Master Plan Process. The survey provided insights, specific to membership pricing, for the new community center. Attached to this memo is a summary of those insights.

The objective of this discussion is to gain insight into developing a revenue guideline as it relates to cost recovery and gain insight on the development of membership fees and categories.

# FEE STRUCTURE DATA

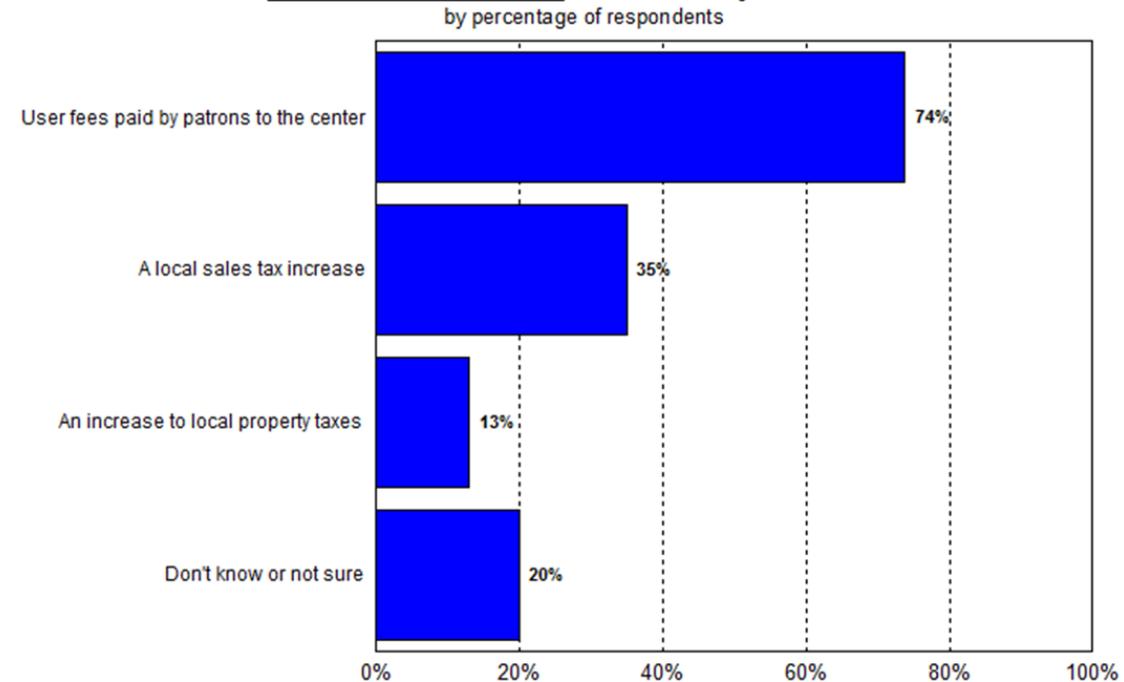


**2016 SURVEY RESULTS**  
**MEMBERSHIP MARKET STUDY**

## Overall Value and Funding Support

- User fees paid by patrons to the center (74%) received the most support
- 35% indicated local sales tax increase
- 13% indicate an increase to local property taxes

Q15. Which Options Would You Most Support the City Using to Plan for the Costs Associated with the Operation, Maintenance, and Long Term Care of a New or Renovated Community Recreation Center

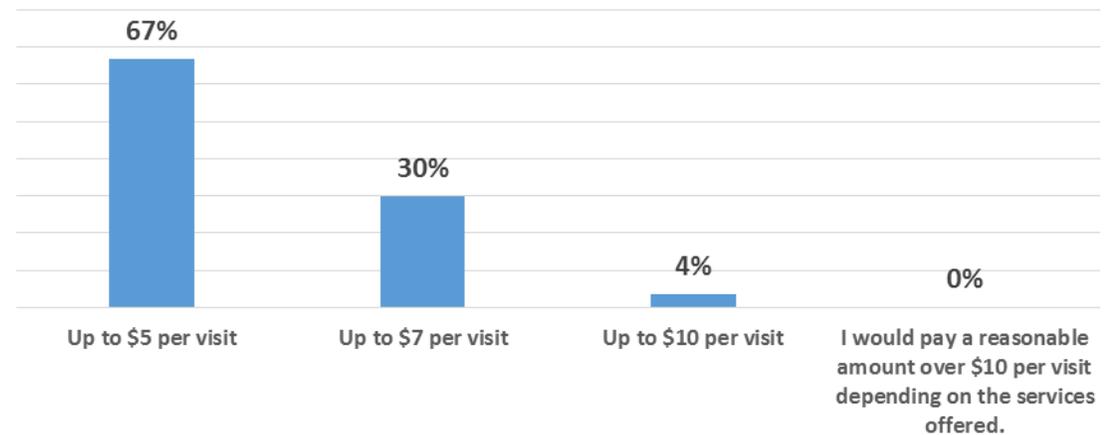


Source: ETC Institute (2016)

## Funding of New Facility

- 67% of respondents would pay up to \$5 per visit
- 30% up to \$7 per visit
- 4% up to \$10 per visit
- 0% reasonable amount over \$10 per visit

**Per Visit. What is the maximum amount per person per visit that you would be willing to pay to use the services and facilities at a NEW community recreation center?**

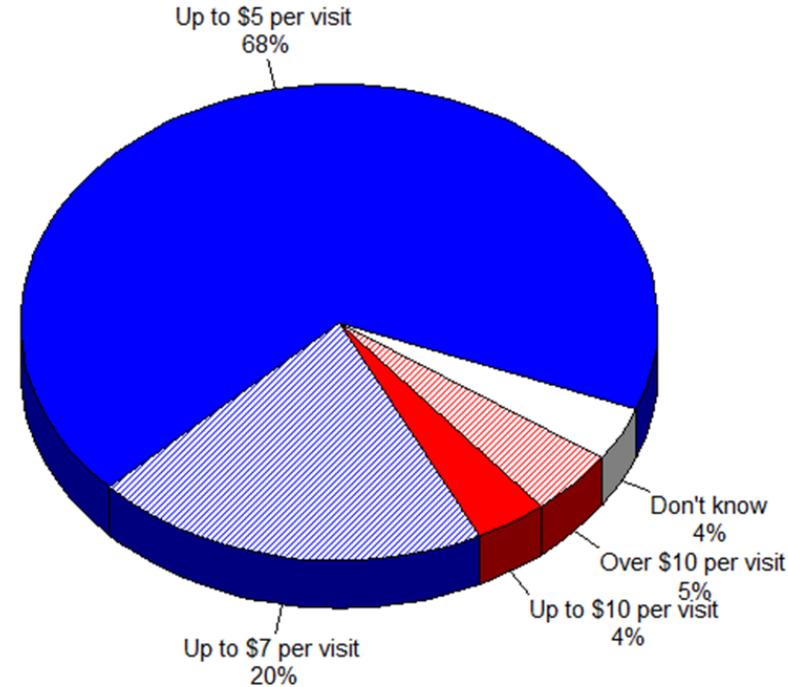


## Funding of New Facility

- 68% of respondents would pay up to \$5 per visit
- 20% up to \$7 per visit
- 4% up to \$10 per visit
- 5% over \$10 per visit
- 29% of households would pay at least \$7 per visit
- 18% of households with income under \$35k would pay at least \$7 per visit
- 39% of households with income over \$100k would pay at least \$7 per visit

### Q16a. Per Visit What is the Maximum Amount Per Person Per Visit Would You Be Willing to Pay to Use the Services and Facilities at a New Community Recreation Center

by percentage of respondents who indicated they would be willing to pay to use a new community center

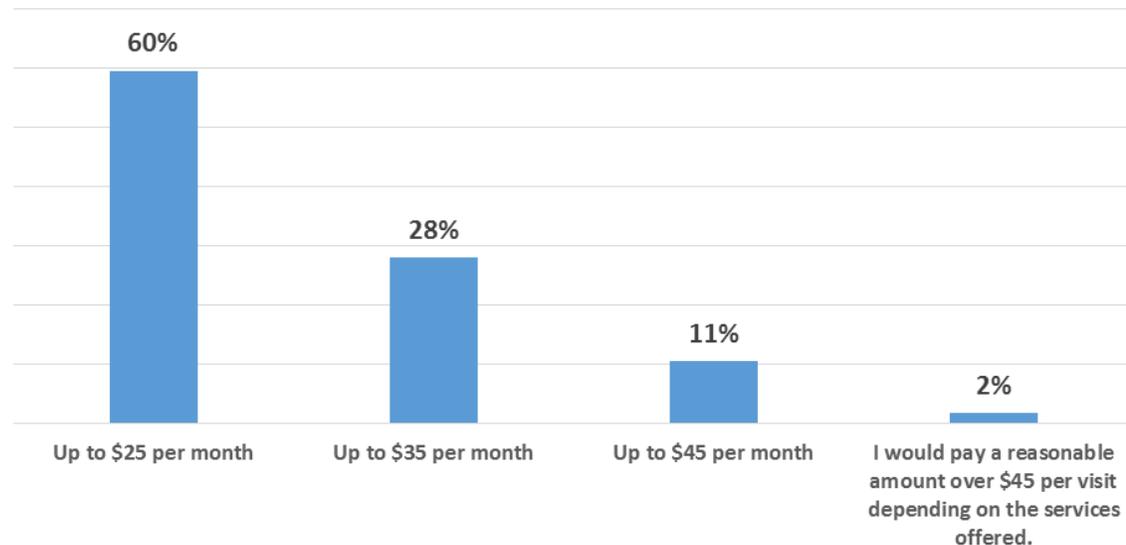


Source: ETC Institute (2016)

## Funding of New Facility

- 60% indicated they would pay up to \$25 per month for an individual
- 28% up to \$35 per month
- 11% up to \$45 per month
- 2% reasonable amount over \$45 per month

Per Month for an Individual. What is the maximum amount per MONTH that you would be willing to pay for an individual pass (or membership) to use the services and facilities at a NEW community recreation center?

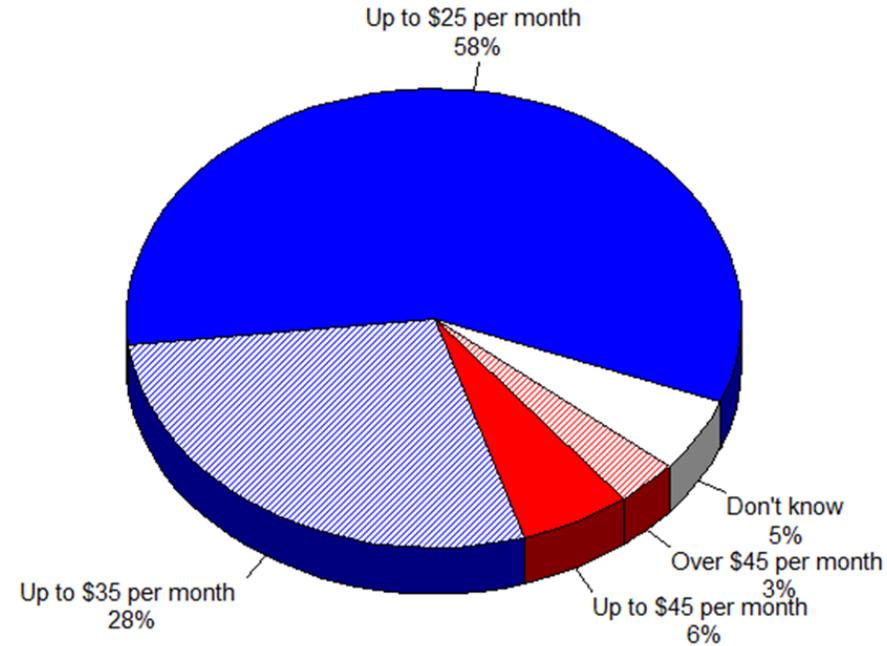


## Funding of New Facility

- 58% indicated they would pay up to \$25 per month for an individual
- 28% up to \$35 per month
- 6% up to \$45 per month
- 3% over \$45 per month
- 37% of households would pay at least \$35 per month
- 16% of households with income under \$35k would pay at least \$35 per month
- 49% of households with income over \$100k would pay at least \$35 per month

### Q16b. Per Month for an Individual What is the Maximum Amount Per Person Per Visit Would You Be Willing to Pay to Use the Services and Facilities at a New Community Recreation Center

by percentage of respondents who indicated they would be willing to pay to use a new community center

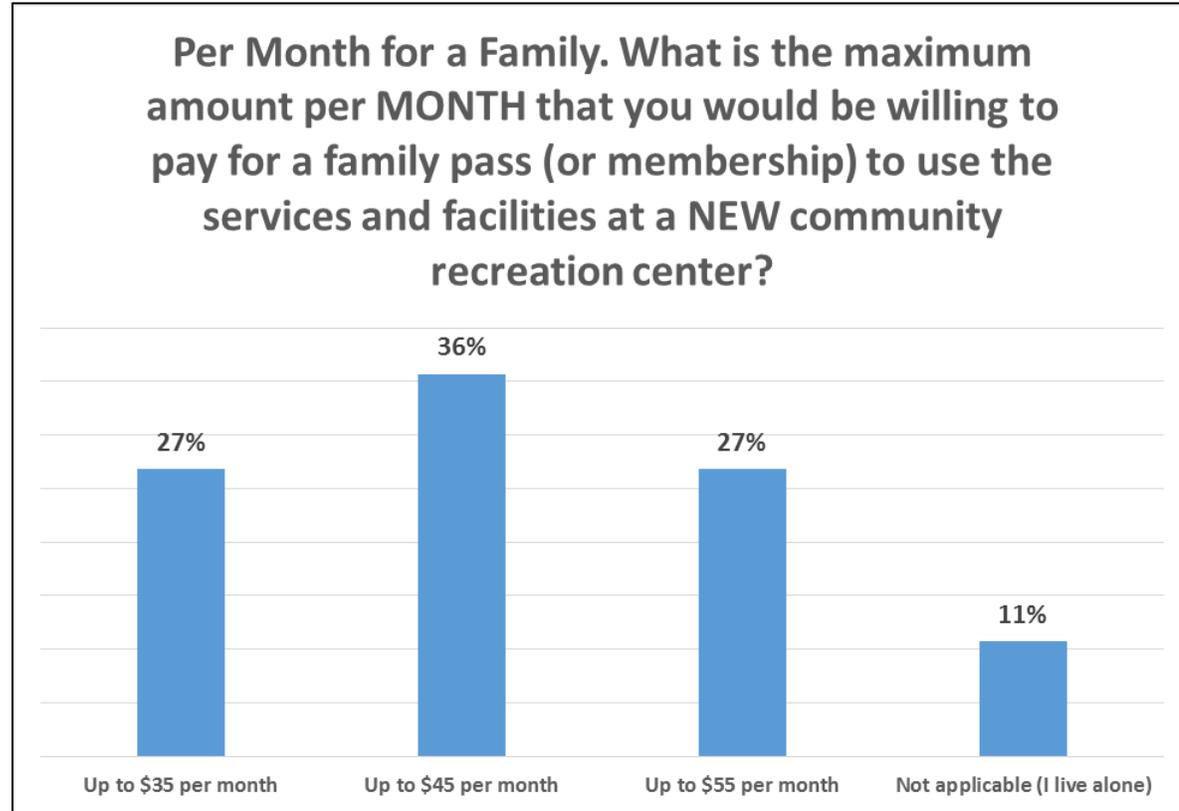


Source: ETC Institute (2016)



## Funding of New Facility

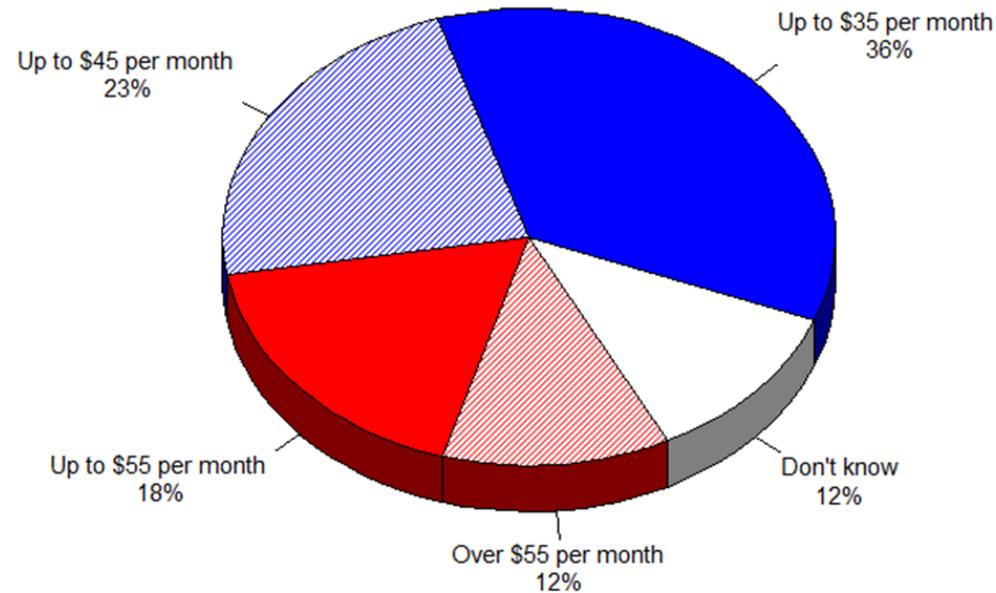
- 27% indicated they would pay up to \$35 per month for a family
- 36% up to \$45 per month
- 27% up to \$55 per month
- 11% not applicable (I live alone)



## Funding of New Facility

- 36% indicated they would pay up to \$35 per month for a family
- 23% up to \$45 per month
- 18% up to \$55 per month
- 12% over \$55 per month
- 53% of households would pay at least \$45 per month
- 23% of households with income under \$35k would pay at least \$45 per month
- 64% of households with income over \$100k would pay at least \$45 per month

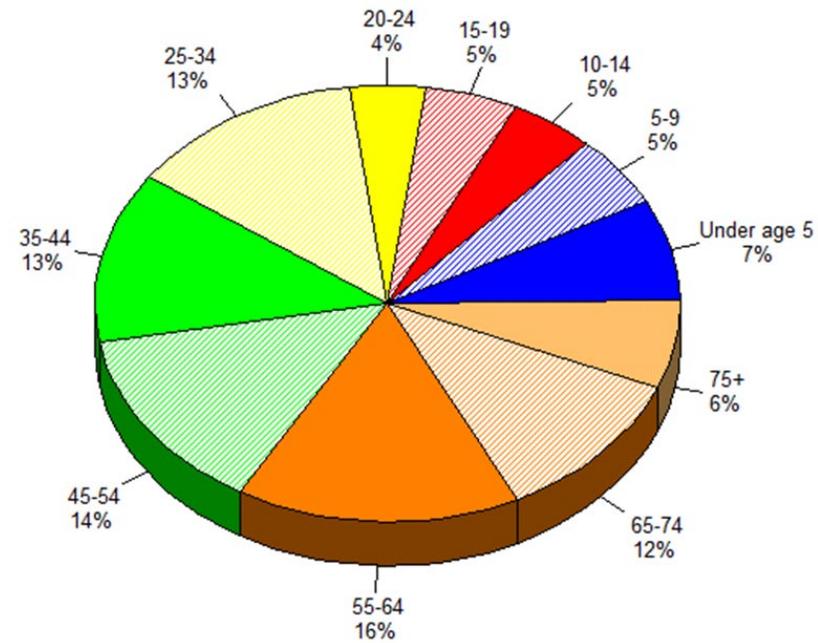
Q16c. Per Month for a Family What is the Maximum Amount Per Person Per Visit Would You Be Willing to Pay to Use the Services and Facilities at a New Community Recreation Center  
by percentage of respondents who indicated they would be willing to pay to use a new community center



Source: ETC Institute (2016)

# Demographics

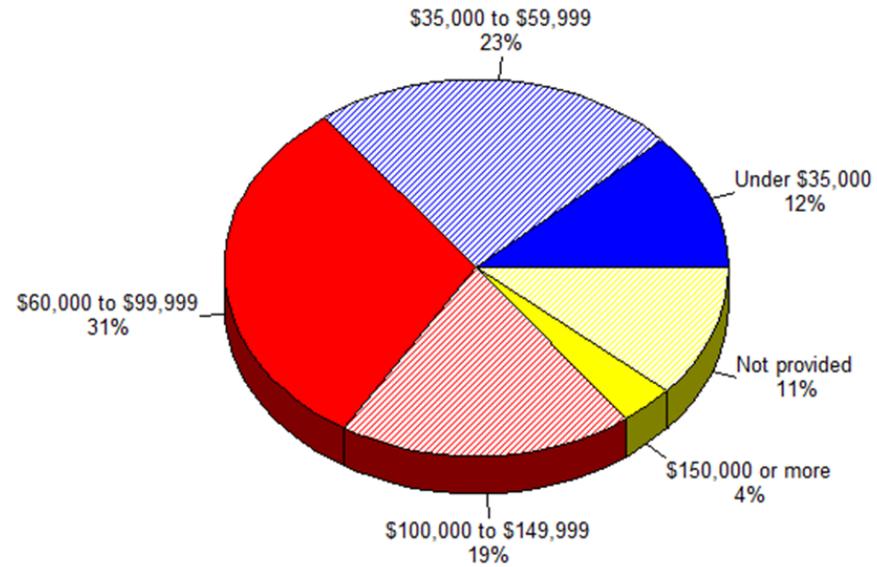
Q21. Demographics: Counting Yourself How Many People in Your Household Are  
by percentage of respondents



Source: ETC Institute (2016)

# Demographics

Q23. Demographics: What is Your Total Annual Household Income  
by percentage of respondents



Source: ETC Institute (2016)



## MEMBERSHIP RATE COMPARISONS

Market study of neighboring facilities

	LENEXA	MISSION	OVERLAND PARK	OLATHE	SHAWNEE PROPOSED
Individual					
Youth <small>(12 – 17)</small>	\$583	\$579		\$495	\$360
Adult <small>(18-64)</small>	\$682	\$702	\$550	\$495	\$480
Senior <small>(65+)</small>	\$638	\$579	\$480	\$449	\$420
Family					
Up to 5 members (age 3+)	\$990	\$1,011	\$955	\$811	\$840
Senior (2 members 65+)	\$275				\$480
Additional Members				\$153	\$120
Day Pass	\$8	\$7	\$7	\$8	\$8
Child Watch	\$3	\$3	\$2	\$3	\$3

# Discussion Points



- 1. COST RECOVERY DIRECT VS. INDIRECT COSTS**
- 2. MEMBERSHIP CATEGORIES**
- 3. NON-RESIDENT RATE STRUCTURE**
- 4. MEMBERSHIP RATE RANGES**