



**WORK SESSION
MERRIAM CITY HALL
COMMUNITY TRAINING ROOM
9001 WEST 62nd STREET
Monday February 3, 2020**

If you require any accommodation (i.e. qualified interpreter, large print, reader, hearing assistance) in order to attend this meeting, please notify the Administrative Office at 913-322-5500 no later than 24 hours prior to the beginning of the meeting.

1. Discussion regarding New Community Center Fees



To: Mayor and City Council
From: Anna Slocum, Director of Parks and Recreation
Subject: Merriam Community Center Study Session - Fees
Date: January 30, 2020

In preparation for the study session on Monday, February 3 this packet contains information that directed staff in developing the conversation regarding fees with Park Board. Information includes:

1. Staff's presentation for the study session.
2. Pages from the Master Plan that speak to the subsidy and Pro Forma of the new community center.
3. Membership Rate Recommendation Memo from staff to Park Board.
4. Park Board minutes from April – August.
5. Revenue Guideline with associated policies and all proposed fees of the new community center.

Although the study session will focus on membership fees specifically, all fees outlined in the packet require City Council approval.

Merriam Community Center

Fee Discussion



Ballot Initiative Rate Structure FAQ

HOUSEHOLD RATE	ANNUAL	MONTHLY
IBFCC + MAC	\$465	\$38.75
PRO FORMA	\$540	\$45
INDIVIDUAL RATE	ANNUAL	MONTHLY
IBFCC + MAC	\$370	\$30.83
PRO FORMAS	\$360	\$30

“A full rate structure for a new community center still needs to be developed. It is a priority for the City to keep this facility affordable and accessible to all members of our community. Any rate structure would be approved by City Council before being implemented.”

“The goal is improve upon current subsidy to the operations of Parks and Recreation.”



Why Fees Are Set?

- ▶ Reduce tax payer burden
- ▶ Reinforce value of the service
- ▶ Maintain desired subsidy
- ▶ Competition / demand of services

How Are Fees Set?

- ▶ Revenue Guideline
- ▶ Market Study
- ▶ Direct Cost to the Organization

How Fees are Set:

Revenue Guideline

Essential



Quality of Life
Benefit Whole Community
Typically Free
Turkey Creek Festival

Important



Skill Development
Individual Wellbeing
Direct Costs – memberships
\$

Value Added



Increased Personal Need
Skills established; Personalized
Direct Costs + a % of Indirect
\$\$

How Fees are Set:

Revenue Guideline

Scholarships

Corporate Memberships

Partnership with Tivity Health

Health Care Membership Reimbursement Programs

Silver Sneakers

Prime (Blue 365)

How Fees are Set:

Market Study Comparison

Membership	Mission	Overland Park	Lenexa	Olathe
Household	\$612	\$650	\$880	\$945
Adult	\$381	\$383	\$522	\$556
Youth	\$309	\$302	\$423	\$556
Senior	\$309	\$280	\$446	\$484
Senior Household	\$551	\$505	NA	\$707

Community Center + Outdoor Aquatics membership rate

How Fees are Set:

Direct Cost of Service

- ▶ Known Budget Impacts to Operation
 - ▶ ~\$200,000 increased expenditures
 - ▶ Part Time Salaries
 - ▶ 2016: **\$8/hour** → 2020: **\$10.25/hour**
 - ▶ 41,000 hours of part time labor per year ~ **\$100,000** increase since 2016
 - ▶ Operating expenses increase: ~**\$105,600** since 2016

Impact of Fees to Residents

- ▶ 100% support services with property taxes
- ▶ 75% citizens want user fees to offset subsidy
- ▶ 30% participate in services / pay user fees

Master Plan Strategy for Establishing Fees

Fees should be established on the cost of service analysis overlaid onto program areas or specific events and strategically adjusted to market factors and policy goals.

Proposed Membership Fee Structure

Base Rate = Household

50%

**Youth &
Senior**

60%

Adult

80%

**Senior
Household**

Proposed Membership Fee Structure

Base Rate = Household (Monthly)

Additional Member

$(\text{Base} / 6) \times 105\%$

Day Pass

$\text{Base} / 6$

Summer

$(\text{Base} / 30 \text{ days}) \times 100$

Non-Resident

$\text{Membership Rate} \times 125\%$

Park Board Discussion & Recommendation

- ▶ Fees comparable to Mission and Overland Park
- ▶ Membership fees = 60% of total revenue
- ▶ Detrimental to set fee low but increase immediately
 - ▶ Offer member rewards periodically including at renewal
- ▶ Recommendation: \$55/annual household resident membership
- ▶ Charter Membership: \$45/month for the first 18 months
- ▶ Motion passed four to two

Fee Comparisons

Membership	Merriam Pro Forma	Mission	Overland Park	Merriam Park Board Recommended	Lenexa	Olathe
Household	\$540	\$612	\$650	\$660	\$880	\$930
Adult	\$325	\$381	\$383	\$400	\$522	\$556
Youth	\$270	\$309	\$302	\$330	\$423	\$556
Senior	\$270	\$309	\$280	\$330	\$446	\$483
Senior Household	\$430	\$551	\$505	\$530	NA	\$686
Additional Members	\$95	NA	NA	\$120	\$220*	\$153
Day Pass	\$8	\$7	\$7	\$9	\$8	\$8

*Lenexa only one person can be added to adult, senior or household memberships



Recommended Fees

Membership	Charter Membership 18 months	Annual	Monthly	Summer
Household	\$810	\$660	\$60	\$200
Adult	\$490	\$400	\$40	\$130
Youth	\$400	\$330	\$30	\$100
Senior	\$400	\$330	\$30	\$100
Senior Household	\$645	\$530	\$50	\$160
Additional Members	\$145	\$120	\$15	\$35
Day Pass	NA	\$9	\$9	\$9

Non Resident Fee 125% Resident Rate in all categories

DISCUSSION



Currently, residents support the existing Merriam Aquatic Center and Irene B. French Community Center with an \$814,045 a year in subsidized support.

8.3 PRO FORMA FOR THREE CONCEPTS

The Merriam Community Recreation Center financial plan is outlined in the three pro formas and various schedules presented in this chapter of the report. The conceptual plan is based on the three multi-generational facility concepts:

- Community Center with Indoor and Outdoor Aquatics
- Community Center with Indoor Aquatics Only
- Community Center with Outdoor Aquatics Only

A list of pro forma assumptions was established in order to depict a dynamic operation in a static environment; these assumptions are presented on the following pages of this report. The validity of the pro forma and financial plan is based on these assumptions being met in their entirety. Although it is believed the information and assumptions constitute a reasonable basis for preparation of the projections, the achievements of any financial projection may be affected by fluctuating economic conditions and are dependent upon the occurrence of future events that cannot be assured. Therefore, actual results may vary from the projections and such variations could be material. These assumptions outline how the Merriam Community Recreation Center could be operated and maintained, as well as how the services should be priced.

Following discussion with the staff, an aggressive approach to programming was applied to the Merriam Community Recreation Center's financial plan. By aggressive approach this means that the facilities would be programmed at 60% of the time space is scheduled with fee driven programs that are tied back to the cost recovery goal of the facilities. PROS does not deem this aggressive market capture as an insurmountable mission; however, to accomplish this goal, the Merriam Community Recreation Center must operate in a flexible, entrepreneurial approach, allowing for program changes, and when necessary, real-time adjustment of operations to market conditions. Due to the ability to transfer a current successful level of recreation programs base to the new Community Recreation Center, the lack of a true multi-generational facility currently in Merriam, and the limited number of family aquatic leisure facilities in the Merriam Area, it is expected that memberships and programs will generate sufficient revenues to allow for net revenue neutral and/or positive operations.

8.3.1 OPERATIONS AND FINANCIAL PLAN ASSUMPTIONS

The initial development of the feasibility and business plan study focused on developing a clear set of assumptions. The end product focuses on determining operating costs and revenue streams of the Merriam Community Recreation Center; this included developing an operational budget and a pricing strategy to best meet the outcomes desired while accounting for market factors. It is the intent of the business plan to keep membership projections low for both pricing and sales.

Schedules summarizing the expenditures and revenues, along with the notes and assumptions set forth, are integral to the analysis and conclusions stated in the financial plan. These notes and assumptions should be carefully read and considered when reviewing the schedules.

GENERAL ASSUMPTIONS

The assumptions in this study assist in understanding how the financial plan was developed and the strategies with which the Merriam Community Recreation Center will ultimately be operated. This allows for the revision of assumptions in the future while still maintaining the integrity of the plan by

understanding the impact that the changes will have on the operational budget or market capture. The assumptions for the site used for the development of the financial plan are as follows:

- Operations and financial plan is based on major components as depicted in concept plans.
- The pro forma budget is based on 2016 dollar values.
- Salaries are based on 2016 salaries of equivalent job descriptions.
- Existing administrative and program staff are counted against the building operational costs as well as new positions that are needed to operate the building.

CAPITAL INVESTMENT ASSUMPTIONS

- Capital investment for the Merriam Community Recreation Center is based on the concept plan and components as detailed in program spaces identified to date.

PRICING ASSUMPTIONS

- Pricing is outlined for each individual program within the electronic Excel model and summarized within this report document.
 - Detailed pricing for each program were provided to the staff and can be found within **Appendix E.**
- Pricing is value based, meaning that pricing was determined based on typical market rates based on the assumed level of service received.
- Pricing comparisons to other fitness related facilities were used for guidelines for developing the pricing schedule, however, the ultimate goal of value provided was utilized for developing the pro forma.

GENERAL EXPENSE AND REVENUE ASSUMPTIONS

- Expenses are projected to be 100% of projected costs beginning in the modeled year “Operating Year 1”; annual increases of a set percent per year each year thereafter as based on Expenditure and Revenue Growth Inputs.
- Revenues are projected to be 100% of projected revenue capacity beginning in the modeled year “Operating Year 1”; annual increases of a set percent per year each year thereafter as based on Expenditure and Revenue Growth Inputs.
- Percentage of cost recovery is based on the assumed market participation and value/market based pricing.
- Operating and growth inputs are based on average increases per expenditure and revenue category; due to the volatility of the health care and energy sectors, higher growth rates were utilized for employee benefits and utilities.
- If a higher percentage of cost recovery is needed, operating expenses and pricing will be analyzed for potential adjustments.
- All projections are based on assumptions and estimates made within the electronic Excel model
- Pro forma assumptions beginning in “Operating Year 1” are based on management and staff performing extensive lead-in/pre-opening marketing, promotions, and programming tailored to the customer base.
- Pro forma program is based on a very aggressive program offering (60% of total available space) that will require detailed scheduling to allow for successive usages on a regular basis.

STAFFING ASSUMPTIONS

- The Pro Forma includes the existing six full-time positions and adding a fitness coordinator, two aquatic coordinators, and a customer service coordinator totaling 10 full-time positions.

- Center staffing is a direct result of the requirement of the operating hours to be net revenue positive.
- Center staffing is based on “lean management” practices where all positions/human resources expended for any goal other than the creation of value for the customer base are nonessential.
- As the Community Center reaches operational and programmatic maturity, additional staff persons will most likely be required.
- Staffing salary/wages based on current salaries as well as national averages found in the fitness and aquatic industry.
- General benefits for full-time staff have been calculated based on input from the City of Merriam.
- Inclusive benefits, charges required for most employees regardless of employment status (including payroll taxes and fees) are factored at a percentage of total seasonal staff salary and full-time staff overtime, excluding any general benefits.

CENTER CONTRACTUAL ASSUMPTIONS

- Center utilities are estimated at \$3.50 per square foot.

CENTER OPERATING HOURS ASSUMPTIONS

- Center operating hours are 93 hours per week and are assumed to be:
 - Monday - Thursday - 6AM to 10:00PM
 - Friday - 6AM to 9:00PM
 - Saturday - 8:00AM to 5:00PM
 - Sunday - Noon to 5:00PM
- Holidays during which the Center will be closed are:
 - New Year’s Day
 - Easter Sunday
 - Thanksgiving Day
 - Christmas Eve Day
 - Christmas Day
 - New Year’s Eve Day

MARKET BASE

- The Merriam Area was utilized as the market base for the Center

OPERATING/GROWTH INPUT ASSUMPTIONS

- Operating and growth inputs are based on average increases per expenditure and revenue category; due to the volatility of the health care and energy sectors, higher growth rates were utilized
 - Revenues are projected to growth annual by 3% through growth in users and fee adjustments
 - Salaries and Benefit growth rate is calculated at 4.0% annual growth due to the potential volatility of the insurance/pension fund requirements
 - Supplies growth rate is calculated at 3% annual growth due to inflation
 - Services growth rate is calculated at an average of 4.0% annual growth due to inflation and the potential volatility of the energy sector
- Percentage growth rate by budget category is presented on the “Inputs” tab of the electronic Excel model

8.3.2 COMMUNITY CENTER WITH INDOOR AND OUTDOOR AQUATICS (CONCEPT 1)

PRO FORMA

MERRIAM COMMUNITY CENTER WITH INDOOR AND OUTDOOR AQUATICS SIX YEAR PRO FORMA

BASELINE: REVENUES AND EXPENDITURES

Revenues	2016	2017	2018	2019	2020	2021
	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
Passes	\$553,000.00	\$569,590.00	\$586,677.70	\$604,278.03	\$622,406.37	\$641,078.56
Administration	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Building Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Custodial	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Fitness	\$243,000.00	\$250,290.00	\$257,798.70	\$265,532.66	\$273,498.64	\$281,703.60
Indoor Aquatics	\$99,550.00	\$102,536.50	\$105,612.60	\$108,780.97	\$112,044.40	\$115,405.73
Recreation	\$91,600.00	\$94,348.00	\$97,178.44	\$100,093.79	\$103,096.61	\$106,189.51
Parties	\$15,000.00	\$15,450.00	\$15,913.50	\$16,390.91	\$16,882.63	\$17,389.11
Rentals	\$98,100.00	\$101,043.00	\$104,074.29	\$107,196.52	\$110,412.41	\$113,724.79
Child Care	\$22,320.00	\$22,989.60	\$23,679.29	\$24,389.67	\$25,121.36	\$25,875.00
Concessions	\$45,000.00	\$46,350.00	\$47,740.50	\$49,172.72	\$50,647.90	\$52,167.33
Outdoor Aquatics	\$168,250.00	\$173,297.50	\$178,496.43	\$183,851.32	\$189,366.86	\$195,047.86
Total	\$1,335,820.00	\$1,375,894.60	\$1,417,171.44	\$1,459,686.58	\$1,503,477.18	\$1,548,581.49

Expenditures	1st Year	2nd Year	3rd Year	4th Year	5th Year	6th Year
	Passes	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Administration	\$594,481.00	\$603,250.80	\$612,367.04	\$621,843.45	\$631,694.31	\$641,934.44
Building Maintenance	\$167,205.00	\$168,496.80	\$169,834.12	\$171,218.60	\$172,651.94	\$174,135.89
Custodial	\$110,300.00	\$114,707.00	\$119,290.13	\$124,056.43	\$129,013.22	\$134,168.13
Fitness	\$299,686.10	\$306,468.10	\$313,519.88	\$320,852.19	\$328,476.19	\$336,403.52
Indoor Aquatics	\$336,436.43	\$338,158.93	\$339,939.90	\$341,781.38	\$343,685.45	\$345,654.30
Recreation	\$97,677.50	\$98,107.50	\$98,553.80	\$99,017.03	\$99,497.82	\$99,996.87
Parties	\$17,324.60	\$17,344.60	\$17,365.40	\$17,387.03	\$17,409.53	\$17,432.93
Rentals	\$17,892.50	\$18,342.50	\$18,809.00	\$19,292.62	\$19,793.98	\$20,313.77
Child Care	\$22,570.00	\$22,600.00	\$22,630.90	\$22,662.73	\$22,695.51	\$22,729.27
Concessions	\$38,250.00	\$39,780.00	\$41,371.20	\$43,026.05	\$44,747.09	\$46,536.97
Outdoor Aquatics	\$313,694.00	\$317,959.00	\$322,384.25	\$326,975.85	\$331,740.13	\$336,683.68
Total	\$2,015,517.13	\$2,045,215.23	\$2,076,065.62	\$2,108,113.35	\$2,141,405.18	\$2,175,989.76

Total Cost Recovery	66%	67%	68%	69%	70%	71%
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To: Merriam Parks and Recreation Advisory Board
From: Anna Slocum, Director of Parks and Recreation
Subject: Membership Rate Recommendation
Date: July 23, 2019

At the June Park Board meeting, members of the Advisory Board recommended staff complete a study of membership fees for the new community center. The direction provided by the Advisory Board was:

1. Facility Master Plan base rate with increases of that rate by \$5 for a total of four comparison rates
2. Non-resident fees evaluated at three defined percentage increases rounded to the next \$5 for each resident rate.
3. Revenue impact of each rate as compared to the business plan included in the Facility Master Plan.
4. Comparison of rates to the public sector, specifically Mission and Overland Park.
5. Comparison to the private sector, specifically Planet Fitness, Genesis and Lifetime Fitness.

The approach used to establish the fee structure:

1. Youth and Senior rates are half the amount of the household rate.
2. Adult rate is 60% of the household rate.
3. Senior Household is 80% of the household Rate.
4. Additional members to a household was calculated as the household rate/6 +5%
5. Day pass was calculated at the monthly rate / 6 visits
6. Summer Fees were calculated as Monthly fee / 30days x 100 days (estimated number of days between Memorial Day and Labor Day) rounded to the nearest \$5
7. All non-resident fees are calculated by the percentage increase then rounded to the next nearest \$5

The business plan was established during the Facility Master Plan in 2015. The goal is to maintain subsidy to Parks and Recreation similar to the amount being spent in current budget years, approximately \$650,000. The amount of revenue projected for the new community center is approximately \$1.4 million with expenditures at approximately \$1.9 million. The three categories of revenue are: memberships, rentals and program fees. The majority of revenue will be generated by memberships followed by programs then rentals. This will be critical revenue in the first years when programs are being established.

Resident fees were evaluated at \$45/month; \$50/month; \$55/month and \$60/month.

Non Resident fees were then calculated at increases of 125%, 150% and 175%.

An overall revenue projection was created for each rate based on the projected number of memberships anticipated for each category. All rates were also compared to the public sector as a market comparison. After evaluation, three of the resident rates are comparable to the market. The non-resident comparison indicates that any increase greater than 125% would not be comparable. Although all rates are outlined, the rate of comparison is Household as that is the largest number of memberships anticipated to be sold.

Membership Categories Res / Non Res	MISSION	OVERLAND PARK	MERRIAM
Household \$45/month	\$504 / \$754	\$525 / \$955	\$540 / \$675
Youth (12 - 17)	\$246 / \$496	\$250 / NA	\$270 / \$340
Adult (18 - 64)	\$318 / \$568	\$320 / \$550	\$325 / \$405
Senior (65+)	\$246 / \$496	\$250 / \$480	\$270 / \$340
Senior Household	\$443 / \$693	\$445 / NA	\$430 / \$540
Additional Members			\$95 / \$120
Day Pass	\$7	\$7	\$8 / \$10

Membership revenue calculated to generate \$723,750 or 54% of the required revenue.

Membership Categories Res / Non Res	MISSION	OVERLAND PARK	MERRIAM
Household \$50/month	\$504 / \$754	\$525 / \$955	\$600 / \$750
Youth (12 - 17)	\$246 / \$496	\$250 / NA	\$300 / \$375
Adult (18 - 64)	\$318 / \$568	\$320 / \$550	\$360 / \$450
Senior (65+)	\$246 / \$496	\$250 / \$480	\$300 / \$375
Senior Household	\$443 / \$693	\$445 / NA	\$480 / \$600
Additional Members			\$105 / \$135
Day Pass	\$7	\$7	\$8 / \$10

Membership revenue calculated to generate \$810,475 or 58% of the required revenue.

Membership Categories Res / Non Res	MISSION	OVERLAND PARK	MERRIAM
Household \$55/month	\$504 / \$754	\$525 / \$955	\$660 / \$825
Youth (12 - 17)	\$246 / \$496	\$250 / NA	\$330 / \$415
Adult (18 - 64)	\$318 / \$568	\$320 / \$550	\$400 / \$500
Senior (65+)	\$246 / \$496	\$250 / \$480	\$330 / \$415
Senior Household	\$443 / \$693	\$445 / NA	\$530 / \$665
Additional Members			\$120 / \$145
Day Pass	\$7	\$7	\$9 / \$12

Membership revenue calculated to generate \$897,375 or 64% of the required revenue.

Private Sector Comparison:

Genesis

- Individual \$39/month + \$35 process fee; 24-month commitment (\$200 fee if cancelled in year 1; \$100 fee if year 2)
- Family \$80/month +\$35 process fee; 24-month commitment (\$200 fee if cancelled in year 1; \$100 fee if year 2)
- Month to month – Individual \$63/month; Family \$103/month - \$50 processing fee

Planet Fitness

- \$21.99/month + tax; \$39 processing fee – 12-month commitment – access world wide
- \$10/month +tax; \$39 processing fee – one assigned location
- Paid in full \$199/person; no processing fee

LifeTime Fitness

- \$72/month adult unless under 26 then \$65/month
 - Additional adults (1) +\$50/month; (2) +\$80/month; (3) +\$100/month
 - Children under 13 are \$15 each/month – no cap
 - \$29 processing fee

Recommendation:

Staff recommends that the monthly household fee be established at \$55/month for annual memberships. This positions our non-resident fee slightly higher than Mission but significantly less than Overland Park. The facility will be brand new and easily accessible from I-35. This also provides greater assistance meeting revenue requirements while programs are being developed. The complete rate structure would be:

Membership Categories Res / Non Res Fees	Annual	Monthly	Summer
Household	\$660 / \$825	\$60 / \$75	\$200 / \$250
Youth (12 - 17)	\$330 / \$415	\$30 / \$40	\$100 / \$125
Adult (18 - 64)	\$400 / \$500	\$40 / \$50	\$120 / \$150
Senior (65+)	\$330 / \$415	\$30 / \$40	\$100 / \$125
Senior Household	\$530 / \$665	\$50 / \$65	\$160 / \$200
Additional Members	\$120 / \$145	\$11 / \$14	\$35 / \$45
Day Pass	\$9 / \$12		

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 4th. 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 1st.

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 29th 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 24th.

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.

CITY OF MERRIAM PARK AND RECREATION
ADVISORY BOARD MEETING MINUTES
Tuesday, May 28th, 2019
6:00PM

Roll Call

The May 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 April meeting minutes and Kathy Stull seconded the motion; motion was approved unanimously.

Staff Reports

Director's Report

Community Center Update

Staff is attending weekly OAC meetings to stay updated on construction progress. These meetings are also used to problem solve and share input on design conflicts as well as recommend changes based on availability of product. Depending on the weather, the garage should have all structural components completed next week. The south natatorium foundation wall is set. They have been alternating digging piers and footings with setting foundation walls as the weather permits as some things are easier to do in the rain than others. Board members and staff watched the April drone video from McCarthy.

Update City Council Direction May Meeting

The proof of residency definition that Park Board recommended passed unanimously with one minor change to add being able to use state issued identification as well as valid driver's license. The household definition passed unanimously with City Council encouraging an "add-on fee" for households of more than six. Council members approved the room names suggested for new community center (banquet-Founders Room- with Campbell, Kessler, Loomis; Classroom-Ester Brown Room; Party Rooms-Trolley and Depot; Conference Room-Walker School Room). The By-Laws changes that were suggested passed unanimously with the exception of virtual link for Park Board meetings. Park Board requested guidance on the direction for virtual link-up. Three points were shared:

- 1) Although it does provide opportunity to participate, there needs to be strict guidelines to prevent abuse
- 2) It would allow younger demographics more flexibility, but timing with the current technology capabilities is challenging.
- 3) It does set a precedent for other committees within the city.

The direction provided was to wait on this change until settled in the new building and staff has a chance to understand the interface with technology then create a policy for use. It is also recommended to revisit the number absences allowed when developing this policy.

Turkey Creek Car and Motorcycle Show Update

The Car Show is scheduled for Saturday, September 14th this year. The committee has been meeting the second Wednesday of each month. The logo has been finalized and sponsorship for inclusion in all print materials has concluded. To date there has been \$4,600 received in sponsorship with an additional \$1,000 committed but not yet received. In addition, in-kind sponsorship included \$1,000 in door prizes, free printing of the calendar, and use of an extended sound system at no charge. The calendar that is given to all registrants is being finalized as is the T-shirt color and fabric. Registration forms will be mailed to past participants in June. The committee focus will now shift to finalizing day of event logistics.

Assistant Director's Report

Reports

Farmers' Market Monthly Update

The number of shoppers for the first three weeks combined is 336 (as compared with 632 for 2018). June, July and August are the busier months. There are still open stalls and there has been about three daily vendors each Saturday.

Upcoming Events

Tim Murphy Art Gallery

North American Spirit is the June show with the opening night reception scheduled for Thursday, June 6th from 7-8:30 pm. The show is a unique in that several pieces are a "team effort" between artists Irene Schomacker and Kay Tucker.

Recreation Supervisor's Report

Upcoming Events

Party in YOUR Park-Quail Creek

This event is scheduled for Friday, June 21st from 6:30-8:30 pm at Quail Creek Park (7024 Grandview Ave).

The band will be Beauty and the McBeest, the face painter and inflatable are confirmed. The menu is changing to pulled chicken and pulled pork sandwiches.

New Business

Park Board Vacancy

Four applications have been received and the selection process has begun.

Revenue Guidelines / Pricing Discussion

This discussion was tabled as it is aided by a Power Point presentation which was unable to be shown due to severe storms forcing the meeting to relocate to the storm shelter of the building.

Other Business

5701 Steering Committee Update

The committee met after the public meeting on April 29th to discuss results. It seems the largest interest is for outdoor usage.

Art Committee Update

*Art Project #3 - Waterfall Park-Selection was "Hmmm." The project was installed in April, a month later than contract mostly due to weather. There is a little work still required with landscaping and lighting which is slated to be complete in early May. Dedication date to be determined.

*Art Project #4 - City Hall Façade and lobby. On February 18th the committee met with outside design consultants to discuss areas for improvement for both the outside and inside of City Hall as well as looking at specific art projects. On March 7th they had a meeting for consultants present their ideas. At the March 28th meeting the committee prioritized suggestions and agreed to base decision on budget plus other factors. It was decided to choose a piece for the outside first and this recommendation will be taken to City Council. The final selection is to be determined.

*Art Project #5 – Community Center-There will be three pieces of art, two in the courtyard entry leading into the community center and one on the two story wall of the parking structure. On February 8th the committee was provided submissions from approximately 126 potential selections. They met again on February 16th and selected six. On May 4th those six were invited to make in-person presentations and five of the six came. At end of day, the artist selection was made and staff are working with the artist to complete contracts that will go before City Council for approval.

Adjournment

LaVera Howard moved to adjourn the meeting at 7:13 pm due to weather threats of tornados and Katie Leary seconded; motion was approved unanimously.

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 27th. The final meeting is also on Thursday, June 27th. The rest of the flags will be installed starting at 7 am Saturday, June 29th. The American Legion concert is scheduled for 1 pm on Thursday, July 4th 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 6th 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 11th 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 19th from 6:30-8:30 pm at Campbell Park (9674 W. 61st 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.

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 four to two.

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 25 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.

CITY OF MERRIAM PARK AND RECREATION
ADVISORY BOARD MEETING MINUTES
Tuesday, August 27th, 2019
6:00PM

Roll Call

The August 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, Kyle Cooper, 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

Billy Crook stated that in the July meeting minutes the motion for the motion made recommending membership fees for the Merriam Community Center was noted incorrectly. The motion passed four to two not five to one. In addition, he noted a few typographical errors. Christopher Leitch made a motion to accept the minutes with corrections and LaVera Howard seconded the motion; motion was approved unanimously.

Staff Reports

Director's Report

Park Board Member Appointment Update

Members welcomed newest member Kyle Cooper from Ward 1.

Community Center Update

Staff thanked members that attended the site visit on Monday, August 19th. Current work includes setting steel. Once the steel is in place in the natatorium walls the next milestone will be excavating the pools. The last piece of structural steel will be celebrated as a "Topping Out" ceremony scheduled for Wednesday, September 18th at 11:00 am on the new community center site. Currently, the project is on time and on budget. In preparing for opening the new facility, staff is anticipating not planning for classes to begin at the new location until September 2020.

Turkey Creek Car and Motorcycle Show Update

Included in the packet was a flyer used to promote the event. Board members were provided the 2019 dash plaques that will be part of the "swag" for car show entries. As of today there are 100 entries for the event on September 14 which is more than average compared to past years. There have been \$6,200 in monetary sponsorships and \$1,300 in kind donations. The goal with sponsorships is to cover the \$4,000 grand prize and \$500 Young Guns award. The financial goal of this event is to for registrations and sponsorships to cover the direct costs.

New Staff Update

A new Aquatics Supervisor, Recreation Coordinator and Maintenance 1 worker have been hired. Staff has scheduled second interviews with two applicants for the Facilities Operations Supervisor position and are still reviewing applications/resumes for a Fitness Coordinator.

Assistant Director's Report

Reports

Farmers' Market Monthly Update

There were 640 shoppers at the market last weekend (8/24) which beat the same weekend last year. This is high season for the market, as harvests usually start to drop off about this time. There was a question about whether the lighting problems on the "Planting the Seed" sculpture has been fixed. Staff stated that there were two issues: one being that water tripped the circuit and the other that the daylight savings time impacted the timer schedule.

Upcoming Events

Tim Murphy Art Gallery

The opening reception for "To See...Photographic Perspective" is scheduled for Thursday, September 5th from 7 - 8:30 pm. This show features artists Roger Cissner and Steve Hauck. The third artist stepped down due to family health reasons. Staff is thinking of a possible art "Hall of Fame" show to kick off the gallery at the new community center.

Recreation Supervisor's Report

Reports

Party in YOUR Park Report-Campbell Park

There were 115 people in attendance at this event which is low and most likely due to the heat. The band, Nick Nave was a hit as were the food, inflatable, yard games and face painting.

National Night Out/Party in YOUR Park-Waterfall Park

There were 256 people in attendance at this event. In addition to MPRD and the Merriam police department being on site, there was Girls on the Run, Natural Grocers, artist-Blessing Hancock, Madman's ice cream, Sister Act Face painting and musician Erica McKenzie. There was a dedication for the art piece "Hmmm" and Home Depot donated a Ring doorbell for the giveaway drawing. There was a question about whether MPRD owns or rents the stage. The stage is a new addition to these events and increases the professionalism to the event. The stage rented is bulky and very heavy. It takes a professional crew approximately 20 minutes to set it and the rental company holds the liability when constructed. A stage of this size would cost upwards of several thousand dollars but then would require staff and equipment to haul and set it up, in addition to finding storage space. Fold up stages cost upwards of tens of thousands of dollars to purchase and have the same liability when assembling as well as the storage and hauling requirements. At this time, rental is the most feasible option but as with all events, this will be an opportunity to evaluate on an annual basis. There was a discussion about the various art pieces remaining to be installed. Kathy Stull shared the process the Art Committee uses in selecting new art pieces and the location of the remaining pieces.

Upcoming Events

MDL

This event is scheduled for Saturday, October 5th from 11 am-6 pm. Embrace the Grape will be on site for beer and wine. Musical entertainment throughout the day will be from: Four Fried Chickens and a Coke, Red Guitar, The Stolen Winnebagos, Fast Times and Noe Palma. Kids activities, a Cornhole Tournament, food trucks and a beer garden round out the event.

New Business

SuperPass Participation Discussion

The SuperPass allows members from six cities, Merriam, Roeland Park, Mission, Fairway, Prairie Village and Leawood, to utilize each other's outdoor pools. This is for outdoor pools only which puts Merriam in a unique situation at the new facility. Staff shared data regarding the Superpass program. In 2017, 37 superpasses were purchased, of which 29 were

purchased by Merriam Residents. In addition, visits to Merriam from other cities garnered an additional 1,901 visits from the other five cities. Since other cities have completed renovations recently, staff provided insight to how their superpass visits were impacted the first years after project completion. Mission has seen their participation almost double from 2,676 to 4,371 and 4,329 the first two years after completion. Fairway experienced a 150% increase the first year from 3,263 visits to 8,031 visits! The second year experienced an additional the increase of 21%. Their superpass visit count has remained over 10,000 in subsequent years. Fairway accounts for approximately 40% of all superpass visits. Discussion from Park Board members included:

- It may be a good way to draw people to the new center.
- There was concern about keeping track of where they are going once in the door. It was suggested to try an arm band indicating access was only allowed to the outdoor pool use only.
- Concern was expressed that if Merriam did not participate in Superpass, residents that are already unhappy about the size of the new outdoor pool now do not have an option to participate in a true outdoor pool experience without having to purchase a non-resident pass at different pool. This would then make them ineligible to purchase a superpass for an additional year due to the restrictions of the pass.
- Considering the foot traffic the first year of people wanting to check out the facility, the uncertainty of grand-opening coupled the nuances of a new facility, it might be better to skip one summer to allow staff time to do more research and evaluate how this program could work moving forward.

Kathy Stull made a motion to not participate in the SuperPass program for summer 2020. and Kyle Cooper seconded; motion passed four (yes) to two (no).

Boards and Commissions Membership Fee Discussion

Currently, there is a city code that states members of Boards and Commissions are eligible to receive a free membership for their household to the Irene B. French Community Center and Merriam Aquatic Center as service to their community. As with all items associated with the fees and existing facilities, evaluation of program fees is required. Staff estimates there are approximately 30 people serving in various roles eligible for this benefit. If all participate in a free household membership based on recommended fees the cost of the benefit would be \$19,800. Discussion included:

- Should there be “buy-in” into the department similar to what other boards and organizations ask of their members?
- Serving is a civic duty, volunteers should not look for a benefit or appreciation for time served.
- There is an expectation that board members regularly use facilities, talk to patrons, this benefit eliminates the barriers to making recommendations.
- Would it be possible to “donate” the benefit as part of the scholarship program if not used?
- Is this really a recommendation that Park Board should be making to City Council? This feels as it is more a Council benefit and mandate.

LaVera Howard moved to leave this benefit as is and Christopher Leitch seconded; motion passed five (yes) to one (no).

Rental Fees

The proposed room rental rate is included in the packet. In preparing the recommendation, staff reviewed and evaluated the current fee structure and processes as well as researched neighboring cities of Mission, Overland Park and Shawnee as comparison. The comparison was based on banquet seating occupancy. The discussion of proposed rates focused on the difference between small, medium and large room rental rates. The small room at \$35 with a medium room at \$60 does not carry the same differentiation to the large room at \$95. Based on the difference between small and medium, the large room rate is too high. Yet when the large room is compared to the neighboring cities that is the market rate. Although occupancy doubles between the spaces, adding the third room with occupancy of 224 people, is

going to be a higher profile event and the additional 112 people will place more strain on resources and staffing. The proposed discount for larger events is for one-time events, not recurring rentals. Since we have groups that like to rent the gymnasium for weekly practices, this discount would not apply in those cases. There was a question regarding the rate associated to the whole gymnasium versus half. It is staff's intent that the whole gym would only be available after hours thus adding staff fees into the rate. At this time, staff feels it is imperative that there always be one court available for open court times. Pool rentals would also only occur after hours. There will be a schedule associated to the pool for lap swimming, open swimming and program time. Kathy Stull moved to accept proposed room rental fees as listed and LaVera Howard seconded; motion passed unanimously.

Corporate Membership Discussion

As a continuation of the Revenue Guideline discussed in previous meetings, staff researched various corporate membership programs. There were numerous types of programs but the general theme included three basic types: a discount to the corporation based on the number memberships sold, a buy in program that required the corporation to pay a fee with employees then provided a discount membership, or employees of resident businesses treated as residents. While reviewing the programs it became evident that administration of a program needed to remain easy which immediately eliminated the first type of program. The second program, it was difficult to determine the corporate buy in rate based on the number of employees. Since Merriam has a variety of small businesses, there was no clear formulate to determine tiers. The last option, of allowing Merriam business to sign an agreement to promote the opportunity to their employees to purchase a membership at the resident rate allowed for the easiest to administer eliminating the concern that someone would be paying less than a Merriam resident. In order to be eligible, the business would sign an agreement with the city, recognizing the benefits of promoting health and wellness with their employees. Once the agreement is signed, employees would need to provide proof of employment through a paystub or letter from the company representative on letterhead. This opportunity also provides for a partnership between the city and businesses and opens the door for other opportunities such as sponsorship. If the business chose to take the benefit further internally by assisting to pay for a portion would be between them and their employee. Through this discuss it was also recommended that staff investigate Pure Fit and Silver Sneakers for the new community center. This will be a task assigned to the new Fitness Coordinator once hired. Christopher moved to accept the above corporate membership policy and Kyle Cooper seconded; motion passed five (yes) and one (abstained).

Other Business

September Meeting Conflict

Anna will be at the NRPA conference for the September, 24th meeting. It was asked if board members would like to go ahead with the meeting as scheduled with Dave Smothers serving in Anna's absence or if they would prefer to reschedule to the week prior. Thelma Fowler made a motion to keep the September Park Advisory Board meeting on Tuesday the 24th and LaVera Howard seconded; motion passed unanimously.

Adjournment

Kathy Stull moved to adjourn the meeting at 8:15 pm and LaVera Howard seconded; motion was approved unanimously.

DRAFT



City of Merriam Parks and Recreation Revenue Guideline

The City of Merriam Parks and Recreation Department prides itself in providing first class recreational opportunities to the citizens of Merriam. The Department cannot operate its programs and services on tax subsidy alone, there is a need to establish a set of fees and/or charges that are fair and equitable for the use of facilities, programs and services offered by the Department.

Fees and charges will supplement ordinary revenue sources, not replace them, nor will they be used to diminish the responsibility to provide public open space and leisure opportunities. Rather, fees and charges will be viewed as a method to expand and to continue to provide basic services on an equitable basis. The establishment of fees and charges creates value for the service or facility. It also provides the ability to ration limited services and allows for a better ability to control the number of participants.

The policy guidelines are intended to address pricing needs for programs, facilities and services. It should allow for a comprehensive operation that is financially feasible, sustainable and affordable while providing outstanding service to residents. The guideline is based on establishing fees proportionate to the benefit received. Programs can be divided into three categories:

- Essential
- Important
- Value-Added

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. It is difficult to determine benefits received by one user.
2. The service/program 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.

Fees and Charges

Programs and Special Events

Recreation programs and special events shall recover their costs in a manner that is proportional to their benefit to the general population. Recreation programs and special events will be established in a manner that the revenues collected recover costs in the following manner:

Essential	0 - 40% direct cost recovery
Important	100% direct cost recovery
Value-Added	125% direct cost recovery

Direct Cost is defined as all the specific, identifiable expenses associated with providing a service. These expenses include, but are not limited to wages and benefits, contracted services, rental of facilities and equipment directly related to the service and purchased equipment and supplies.

Most recreation programs shall be planned that the minimum enrollment shall recover costs. There shall be no cost differential between resident and non-resident participants.

Differential Fees

Differential fees between resident and non-residents will be charged for memberships and rentals of facilities such as rooms, shelters and field space. The differential will be 125% of the resident fee. In addition, a commercial rate will be established for those that will be charging a fee to participants or the event will provide a level of monetary gain back to the individual or organization renting the facility. This rate will be 150% of the resident fee.

Late Fees

Late fees will be charged for recreation programs in which the planning of the program depends on the number of registrants at the time that the advertised registration period ends since late registrations can cause disruptions and delays. The late fee must be advertised in all promotional material in which the fee is posted. The fee shall not exceed \$20.

Scholarship Policy

Households who desire to participate in a recreational program or membership should not be denied the opportunity due to financial hardship. A scholarship program will be created to provide residents who require financial assistance an opportunity to participate in programs.

Refund Policy

In an effort to maintain the highest level of customer service, a refund / transfer policy will be created. This policy will be enforced for all programs unless noted in the program description.

Donation Request Policy

In an effort to be a good community partner with non-profit agencies requesting donations for fundraising events, a policy will be created to provide direction on how such requests will be managed.

Corporate Policy

In an effort to be a good community partner with area businesses, a policy will be created to assist employers in creating a healthier workforce by offering memberships to their employees at a discounted rate.

Review of Fees

Fees shall be reviewed annually. Recommendation for adjustment will be made to City Council for approval.

DRAFT



City of Merriam Parks and Recreation Refund/ Cancellation/ Transfer Policy

The City of Merriam Parks and Recreation Department prides itself in providing first class recreational opportunities to the citizens of Merriam. Although patrons have the desire to attend all sessions for programs for which they are registered, there may be circumstances that prevent them from completing the program. Recognizing the need to provide assistance with these situations, the following outlines how refunds will be addressed. All refunds are processed Monday – Friday 8am – 5pm. For purpose of point of notification, written requests that can be verified by date will be accepted during all hours of operation at the Irene B. French Community Center front desk. Refunds for transactions paid by credit card, regardless of the amount, will be credited to the account on the day the cancellation is approved. Transactions paid by cash or check will be reimbursed by check, unless less than \$10, please allow up to three weeks for payment. Refunds less than \$10 will be reimbursed through petty cash and will require the signature of the person eligible for the refund. Administration reserves the right to review and alter policy as needed. Notification of change will be provided in writing on the website and posted at the Irene B. French Community Center front desk of any modifications to the policy.

PROGRAM REFUND/TRANSFER POLICY:

- If a class is cancelled due to insufficient enrollment, a full refund will be issued.
- Refunds made prior to 72 hours will incur a \$10 processing charge, unless placed on household account.
- If the class has started, there is the option to transfer to another class no later than the second class date. Fees assessed for classes that have occurred will be deducted from point of notification. Credit remaining will be applied to new class and participant will be responsible for the balance due, if any.
- A participant may choose to withdraw from a class. From point of notification, participant will be charged for the classes that have occurred. At the discretion of the participant, the remaining balance can be placed on a "household account" or a refund processed. If choosing a refund, a \$10 processing fee will be deducted.
- During inclement weather, classes may be cancelled based on current weather conditions by Park staff, the weather hotline will be updated with cancellation information. Class make-up will be added to the end of the session. In the event that a make-up is not possible, a refund will be issued to the household account in the amount equal to the cost of one class.
- Instructors have the authority to cancel class for adverse weather on a class by class basis. If the instructor cancels the class, it is the responsibility of the instructor to notify students directly. Class make-up will be added to the end of the session. In the event that a make-up is not possible, a refund will be issued to the household account in the amount equal to the cost of one class.

MEMBERSHIP REFUND/TRANSFER POLICY:

- The total fee charged for each membership is calculated based on the average number of weeks the membership is valid. Using a formula to calculate the number of weeks that have lapsed at point of notification for refund, the refund will be for the balance of weeks remaining in the valid pass. At the discretion of the participant, the entire balance can be

placed on a “household account” or a refund processed. If choosing a refund, a \$10 processing fee will be deducted.

- Upgrading or changing membership types will follow a similar process. In the event a membership is upgraded, the patron will be responsible for the balance due. In the event that the membership is downgraded, it will be at the discretion of the participant, that the balance be placed on a “household account” or a refund processed. If choosing a refund, a \$10 processing fee will be deducted.

ROOM RENTAL REFUNDS:

- The permit holder must request cancellation of event in writing. If the request is received at least 31 days prior to rental date the damage deposit and rental fee, less a \$10 processing fee will be returned.
- The permit holder must request cancellation of event, in writing. If the request is received within 30 days prior to the rental date the damage deposit will be returned in its entirety, no refund on any rental fees paid.
- The facility may be closed by Park staff for inclement weather. If this occurs, the rental will be canceled and the renter issued a full refund.
- A renter may request to reschedule an event during inclement winter weather. The new date will be determined on availability of space originally rented at no additional cost. In the event a date cannot be mutually decided upon, the rental fee will be placed on a household credit for future use.

SHELTER RENTAL REFUNDS:

- If the permit holder requests cancellation of event, in writing, at least 31 days prior to the rental, a refund will be processed for the rental fee less a \$10 processing fee.
- If the permit holder requests cancellation of event, in writing, within 30 days of the rental, the permit holder forfeits all rental fees.

HOUSEHOLD ACCOUNT BALANCE REFUNDS:

- In February of each year, households that have an account balance will have the credit balance refunded to the head of household. For balances greater than \$10, a check will be issued through the City’s Finance Department. For balances less than \$10, the refund will be paid through petty cash and require the signature of the head of household.



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.

PARKS & RECREATION
PROPOSED FEES
NEW COMMUNITY CENTER

ROOM RENTAL FEES (PRICES PER HOUR)

Room Type	Res./Bus.	Non-Res.	Comm.
Small Banquet / Meeting Room	\$35	\$45	\$55
Medium Banquet / Meeting Room	\$60	\$75	\$90
Large Banquet / Meeting Room	\$95	\$120	\$145
Classroom	\$30	\$35	\$45
Conference Room	\$25	\$30	\$40
Party Room	\$30	\$35	\$45
Gymnasium			
Half	\$30	\$40	\$50
Whole*	\$40	\$50	\$60
Aquatics*			
Outdoor	\$200	\$250	\$300
Indoor	\$200	\$250	\$300
Therapy	\$120	\$150	\$180
After Hour Staff Charges	\$20/hr./ea.	\$20/hr./ea.	\$20/hr./ea.
Coffee Service			
Sound System			
AV Equipment			
Tablecloths			
Table skirting			

*Only available for rent after close of facility. Additional staffing charges apply for gymnasium. Pool fee includes staffing up to 40 guests.

RENTAL DISCOUNTS	
Rentals spending \$2,100 - \$3,000	10%
Rentals spending \$3,001 - \$5,000	20%
Rentals spending \$5,001 and above	\$1,500 max

FITNESS CENTER FEES

	Annual
Resident Charter Membership*	
Household^	\$540
Senior Household**	\$430
Adult	\$325
Senior	\$270
Youth	\$270
Additional Members	\$95

	Annual
Non Resident Charter Membership*	
Household^	\$675
Senior Household**	\$540
Adult	\$405
Senior	\$340
Youth	\$340
Additional Members	\$120

*must be purchased before new community officially opens in 2020

	Annual	Monthly
Resident Memberships		
Household^	\$660	\$60
Senior Household**	\$530	\$50
Adult	\$400	\$40
Senior	\$330	\$30
Youth	\$330	\$30
Additional Members	\$120	\$11
Non-Resident Memberships		
Household^	\$825	\$75
Senior Household**	\$665	\$65
Adult	\$500	\$50
Senior	\$415	\$40
Youth	\$415	\$40
Additional Members	\$145	\$14

Day Pass Fee	
Resident	\$9
Non-Resident	\$12

^Household shall be defined as two adults and up to four (4) dependent children as defined by IRS Qualifying Age Rule at the same address. Children 18 – 24 must provide proof of residency. The IRS Qualifying Age Rule per the IRS website (<https://www.irs.gov/credits-deductions/individuals/earned-income-tax-credit/qualifying-child-rules>)

**Senior Household shall be defined as two adults, at the same address, one of which must be 60 years of age.

Residency is defined as:

- any person who has a permanent residence within the Merriam City limits
- any person owning taxable real estate in Merriam

Proof required with a valid driver's license or state id, current city business license or Notice of Appraised Value issued by the Johnson County Assessor's Office.