MINUTES

Parks & Recreation Advisory Board Meeting

Room 113 - County City Building

Thursday, February 12, 2009

Members Present:

Rod Confer	Susan Deitchler	Curt Donaldson	Karen Hand
Anne Pagel	Bob Ripley	Susan Rodenburg	Dennis Scheer
Jeff Schwebke	Ray Stevens	Joe Tidball	Barb Walkowiak

Members Absent:

Jonathan Cook	Jolanda Junge-Kuzma	Alex Paine

Recognition of 'Open Meetings Act': As per law, Chairperson Karen Hand announced that the Board follows the regulations of this Act, as posted in the City Council Offices.

* **APPROVAL OF MINUTES December 11, 2008 meeting:** ***It was moved (Stevens) and seconded (Rodenburg) to approve the minutes of the December 11, 2008, Parks & Recreation Advisory Board meeting as mailed. Motion carried by unanimous vote of members present.***

PUBLIC COMMENTS FOR ITEMS (other than those listed on the current Agenda): None

COMMITTEE REPORTS

Fees & Facilities Committee - Jolanda Junge-Kuzma (Chair) 488-4032

* * **Recommendation re: approval of proposed funding agreement with the Kinder Porter Scott Family Foundation for the children's play area in Union Plaza:** Lynn Johnson reported that as part of the Union Plaza fund-raising effort the Kinder Porter Scott Family Foundation made an offer of a $250,000 donation to construct and endow the children's play area. The proposal before the Board is a recommendation to the City Council to approve the funding agreement. This agreement has a provision that the City will work with the family to designate a name for the facility. After the name proposal is received from the family, it will be brought back to the Board and City Council. ***It was moved by the Committee to make a recommendation to the City Council to approve a funding agreement for a $250,000 donation from the Kinder Porter Scott Family Foundation for the children's play area in Union Plaza. Motion carried by unanimous vote of members present.***

Futures Committee - Bob Ripley (Chair) 471-0419 or 488-5131

- No report

Golf Committee - Rounds and Revenue

- No report

Executive Committee - Karen Hand (Chair) - 423-1244

- **City Council Report** - no report.
- **County Commissioners Report** - Ray Stevens reported the bonds for a new jail were approved. Construction may begin as early as May. The Board also discussed the issue of Lancaster Manor and whether or not it should continue to be run by the County. It was decided the Board will look at other options for the Manor.

- **Lincoln Parks Foundation Report** - Karen Hand reported that four new members have been appointed to the Foundation, bringing the total to 19. They decided to no longer fund the position of an Executive Director for the Foundation and will hire an office specialist to handle their office/clerical needs. The Foundation will work on establishing a sustainability plan to decide on an on-going basis, what activities the Foundation wants to support, what staffing level is needed and financially, what it will take to support this. At their annual retreat it was decided to host the "Night at the Gardens" event again and also discussed perhaps doing an 'Annual Give' campaign at a later date.

- Bob Ripley volunteered to serve as the PRAB designee to the Antelope Park performance structure steering committee. Susan Deitchler may also serve on this committee.

Staff Reports:

- **Hazel Abel Park Master plan Update:** JJ Yost reported that Hazel Abel Park, located at 18th & "E" Streets needs major restoration work, including new pavers, restoration work on both the fountain and the gazebo. The department has been working with the Near South NA to develop a concept plan for restoration of the park. In the new plan, the current playground will be moved (with new equipment) from the back of the park to the front of the park to provide better visibility, the gazebo will be restored and relocated to the northwest corner, the current black wrought-iron fence will be maintained on the perimeter of the park, the taller yews that are now in the park will be replaced with something that will not grow taller than the fence,. New pathways will be added to the current pathways made of concrete Planting beds will be installed around the entire outside of the park area as well as turf beds on the interior of the park. The Department has built a cost estimate of approximately $250,000 for the renovation. There is about $100,000 available in the current CIP and Lincoln Cares Program and a proposal was given to the Abel Foundation to see if they would like to financially participate in this renovation project. Construction is planned to begin in May, 2009 and should be completed in four months. The park will be available for rentals again in the spring of 2010.

- **Therapeutic Recreation Program Overview:** Sandy Myers, Recreation Manager for the Department, narrated a slide presentation of the current therapeutic recreation program that currently exists at Easterday Recreation Center. This program is part of a network of providers who offer services for vulnerable individuals with cognitive processing, developmental delay, physical disability and mental illness. This program offers a baseline of services intended to provide social contact, interpersonal and physical skill building, leisure opportunities and mainstream experiences for individuals ranging in age from 6 to 85.

- **Budget and CIP Preparation:** Lynn Johnson said there is a document available now (on the Mayor's website) that explains the Mayor's Outcome Based Budget process and lists all the City's programs and facilities, places them under eight outcome areas and ranks them in three tiers. Lynn shared a handout with Board members that shows the Parks & Recreation Department programs, how they relate to five of the Mayor's eight outcome areas and the tiers they were placed in *(a copy of this handout will be attached to the file copy of these minutes)*. At their February meeting, the Futures Committee will see a discussion of cost recovery goals that the Department has put together for their programs and facilities.

  Johnson distributed a handout of the Department's latest Capital Improvement Project (CIP) list, The CIP is the funding and expenditure plan for major renovations or new facilities over the next six years. JJ Yost discussed the list in depth and responded to questions from Board members. *(A copy of the handout will be attached to the file copy of these minutes.)*.

- **Resource Development Activities for 2009:** Lynn Johnson said the Department is moving ahead and contracting with Susan Rodenburg to develop a more focused volunteer program. They will also be developing an outreach/marketing strategy for planned giving, a marketing strategy for the endowment of the memorials programs and a 'wish list' for the Parks & Recreation Dept. They hope to spend time in the upcoming year developing relationships with new potential donors.

  The Department will be working with the Parks Foundation to develop an on-going funding plan for the Foundation. The Department is also looking for permanent office space for the Foundation where they would have their own identity that would somewhat separate them from the Parks Administration Office. Some type of rental fee for this space will also need to be established.

The Parks Department will also be working with Valerie Cuppens to develop a new branding image for the department. Valerie will also assist in developing an electronic version of the program brochure as it's become too expensive to mail out to Lincoln households. She will assist in developing a new user-friendly interactive website for the P&R Department.

- **Marketing & Communications Strategy for Programs/Facilities:** Susan Rodenburg and Valerie Cuppens have teamed up to do the research development activities, branding, and marketing/communication strategy. Valerie has worked with many clients including Arbor Day Foundation and she develops research-based resources for educators/families including a book that was published last year called 'Learning With Nature Idea Book'. Val will be involved in the branding process to create visual continuity for the parks, developing a style guide and designing and coordinating the new website.

  Susan Rodenburg briefed the Board on what she will be doing under her contract with the City. Susan has been hired to work with Valerie Cuppens on the Department's new branding image, research development activities, create a marketing/communication strategy for the Parks & Recreation Department and produce an annual report for Parks & Recreation. Susan's objectives include inspiring citizens of Lincoln to think that Lincoln's parks are essential in a variety of ways: quality of life, wellness, health, fitness, recreation, transportation and more. She will campaign to move people from being 'ambassadors' of parks to being more active supporters of parks. Desired outcomes include increasing awareness of why parks & recreation facilities/programs are essential to our quality of life, increase number of visits to the department's website, increase number of volunteers, increase number of advocates, increase number of financial supporters, build an e-mail audience for more constant communication, increase donations to LPF and increase number of long-term benefactors to parks. Susan and Valerie will present the new branding image and an update on their activities at future Board meetings.

  Lynn Johnson said the Department has also hired a student intern from UNL who will assist in getting the Department's website up and running and keeping it updated.

Additional Agenda Item: Lynn Johnson said the Department received a proposal from Lincoln High Alumni that, as one of their annual events, they would like to do a temporary public art project and paint the Garfield Street Bridge underneath the Rock Island Trail. They would paint it one day and paint over it the next day. ***It was moved (Rodenburg) and seconded (Confer) that the Board support an annual temporary public art project on the Garfield Bridge abutment by Lincoln High Alumni. Motion carried by majority vote of members present, with Deitchler abstaining.*** Johnson said he would explore the idea of obtaining some type of a volunteer donation from the alumni.

Announcements:

- Karen Hand informed Board members that Georgia Glass has resigned from the Advisory Board.

Meeting adjourned at 5:40 p.m.

Respectfully Submitted:
Jeanne Bowling, Secretary to the Director
Parks & Recreation Dept.