MINUTES

Parks & Recreation Advisory Board Meeting

Room 113 - County City Building
Thursday, March 12, 2009

Members Present:

Rod Confer, Jonathan Cook, Susan Deitchler, Curt Donaldson, Jolanda Junge-Kuzma, Alex Paine, Susan Rodenburg, Dennis Scheer, Jeff Schwebke, Ray Stevens, Joe Tidball, Barb Walkowiak

Members Absent:

Karen Hand, Anne Pagel, Bob Ripley

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

*** APPROVAL OF MINUTES :** ***It was moved (Deitchler) and seconded (Confer) to approve the minutes of the February 12, 2009, 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

- No report

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

- **Recommendation re: Establishment of Cost Recovery Goals for Fee-Supported Programs**: Lynn Johnson said the focus of this meeting was a discussion of the proposed cost recovery goals used for the budget this year. A copy of these goals were included in the members packets and will be attached to the file copy of these minutes. Included in these goals are outdoor pools, youth team sports programs, adult team sports, sports field use and concessions, adaptive recreation programs, school's out programs, recreation/community centers and golf.

  POOLS: Johnson reported that last year cost recovery for all 10 pools was approximately 65%, and 71% for the five community pools. This year the Department proposed operating only the five community pools and not the neighborhood pools and the fee structure would remain the same as this year. The Department proposes adopting a 75% recovery rate for these pools. The community pools are identified as a tier 2 program and the neighborhood pools are a tier 3 program in the Outcomes, Goals and Priorities document prepared in advance of budget preparation. Closing the neighborhood pools would result in a savings of approximately $160,000 for the Department.

  Susan Rodenburg requested Board members be given a brief justification paragraph regarding this issue to respond to citizens if they are contacted.

  (Items will be voted on after discussion).

YOUTH TEAM SPORTS (basketball & flag football): Lynn Johnson said last year these two programs were at 89% recovery cost and with a modest fee increase and increased participation he thinks they could be at 100% next year.

ADULT TEAM SPORTS (basketball, horseshoes, volleyball & softball): Steve Hiller reported last year these programs recovered about 95% of their costs. These programs are paid for through registration entry fees. Recently fees have been added to recover miscellaneous administrative costs for full-time employees. The Department's goal for cost recovery over a period of time for these programs is 100%+. Parks & Recreation is a major facilitator for field space (Select Baseball, Ultimate Frisbee, Midget Football, Junior Saltdogs, etc.) and is responsible for scheduling, collecting rental fees for the field use. These fees will be raised incrementally and also in the near future they hope to be able to offer field reservations on-line and will begin charging a fee for these reservations.

Concession sales are also a part of these programs. The Department is looking at the possibility of expanding the locations that currently sell concessions as a way to increase revenue. As a way to cut costs, the Department will be restructuring some of the adult sports, mostly basketball and volleyball, by reducing the number of officials to one at each game.

Adult softball will also be restructured to add a spring season as well as a summer and fall season which will produce more revenue by adding more team entry fees. The early part of the year adult softball will play four only nights a week which will free up the weekends for additional programs such as select baseball and youth teams, who will pay an additional fee for field use.

GOLF: Steve Hiller reported that public golf was identified as a Tier 3 program. The golf program (that operates as an enterprise fund) has attempted to recover 100% of their costs since 1956 but the last several years, that's been very difficult to accomplish.

The Department is also planning on doing things differently in terms of maintenance of facilities. Emphasis will be on golf greens, tee boxes and fairways in that order. There will probably be drier and less green fairways and tee boxes, longer roughs, less mowing in all the golf courses which may result in poorer playing conditions. The golf program will also restructure the fee structure for 2010 and do away with season memberships but will continue to offer some type of discount golf; however, the current green fee receipts are not adequate to support the program because too many rounds of golf are being discounted. The cost recovery goal for youth sports, adult team sports and golf is 100%.

SCHOOL'S OUT PROGRAMS: Lynn Johnson said the school's out programs and the summer day camp programs have about 350,000 to 400,000 participants every year. The cost recovery goal is 75% which means that the prices will be set at 100% recovery but because of the sliding fee scale for scholarships (about $100,000/year) it brings it down to 75%.

ADAPTIVE RECREATION PROGRAMS (TR Clubs, Special Olympics and Adult Day Care): Johnson reported that the cost recovery goal for the TR programs is 25% and the Adult Day Care Services is set at 60% but he expects that number to go. Most of the clients on these programs are on a federal subsidy and there's a cap on what the City can charge. If the number of clients increases, in time it could be 100% cost recovery.

CENTERS: Johnson said Ager Indoor Play Center cost recovery goal is 100%. They hope to schedule additional parties and establish a slight fee increase to continue at 100% cost recovery. The Belmont Rec. Center and "F" Street Rec. Center are two community centers in high-need areas of town. The difference between the two in terms of cost recovery goals (70% and 14%) is that there's a fee for Before & After School programs at Belmont, and "F" Street is a no-fee drop-in facility.

NATURE CENTER: Terry Genrich said the Nature Center is a 40 year old facility and was never intended to be a fee-supported facility. Cost of operation of the center is about $620,000/year and the fee-based programs bring in about $120,000 so net cost for operation per year is $500,000. In order to generate more revenue to reach an additional 40% cost recovery goal, the Department is considering charging an admission fee to the Nature Center. They've already restructured the pre-school program and increased the fees for their programs They would also establish a membership program for families and individuals. The admission fee has not been established yet and the Department will be doing a marketing study to see what that fee should be. In order to accomplish this, the roadway would need to be reconfigured somewhat to allow for a place to pay the entrance fee. Lynn Johnson said this will be the first time in the Nature Center's history that an admission fee has been charged.

Brief discussion was held regarding possibly increasing fees next year for rental of Parks & Recreation facilities as another way to increase revenue and the possibility of creating some type of discount card that could be used at the pools and recreation centers.

After lengthy discussion, it was moved (Deitchler) to split the question and ask that the committee's motion be amended to allow the Board to vote on Pools and Nature Center's cost recovery goals separate from the others. Motion was not voted on.

It was then moved (Cook) and seconded (Confer) to amend the Committee's motion on the cost recovery goal for Pools to state that the Board recommend to the Mayor to keep the current cost recovery goal (63%) and keep the neighborhood pools open. Cook also suggested that the City aggressively explore other cost recovery options by looking at what other cities are doing in the way of marketing to bring more people into P&R facilities. Motion carried by majority vote of members present with Scheer and Stevens voting no.

The second item to be voted on separately was to approve the Nature Center's 40% cost recovery goal and that an entrance/admission fee to the Nature Center be established. Motion carried by majority vote of members present with Cook and Deitchler voting no.

It was moved (Scheer) and seconded (Rodenburg) to accept the proposed cost recovery goals for Youth Team Sports, Adult Team Sports, Sports Field Use and Concessions, Adaptive Recreation Programs, School's Out Programs, Recreation/Community Centers and Golf. Motion carried by unanimous vote of members present.

Golf Committee - Rounds and Revenue

- No report

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

- **City Council Report** - no report.
- **County Commissioners Report** -no report
- **Lincoln Parks Foundation Report** -no report

Staff Reports:

- **Master Plan for Redevelopment of Hayward Park**: Lynn Johnson reported that there is an Open House on Monday (3/16/09) at the Indian Center, 5:00 - 6:30 p.m. to discuss this proposed master plan. Johnson reported that there is a new housing project that is to be built at No. 10th & Military Avenue that will displace the shooting range and a couple other old buildings. In order for that project to be built in the floodplain, it needs to offset all of its floodplain impacts. Part of this process would require the excavation of the current Hayward Park. JJ Yost showed the proposed Master Plan to Board members and explained changes that would take place with the park and possible relocation of the shooting range.

Meeting adjourned at 6:00 p.m.

Respectfully Submitted:

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