

**BOARD OF PARK COMMISSIONERS
RETREAT MINUTES
Hyde Park Community Facility
201 S. Greenwood
October 27, 2012
9:00 a.m.**

Present: Tom Roth, Ron Allen, Bryan Frye, Andy Solter, Cindy Claycomb, Jerry Warren

Absent: Randy Brown

Also Present: Doug Kupper, Director of Park and Recreation, Christina Butler, Clerk, Karen Holmes, Stacey Hamm, Don Harrison, David McGuire

Frye called the meeting to order at approximately 9:40a.m.

Item 1: PARC Fund Presentation (Stacey Hamm)

Hamm presented a PowerPoint presentation on the Wichita Park and Recreation Community (PARC) Fund reviewing its mission statement and noting that it is supported through private donations, grants and volunteers, and in-kind donations. She reviewed the donors, grants received, and special projects. They had received donations from the following: Kansas Humane Society for Dog Days of Summer event, Taco Shop for "Night with Santa" and t-shirts for volunteers, Fidelity Bank and Greenway Alliance for Playday and Terry Fry for Pawnee Prairie Park. She noted the grants received in 2012 were from Maureen Connolly Brinker Tennis Foundation, National Recreation and Park Association, and Wichita Community Fund. The special projects for the PARC Fund were the Friends of the Historic Fresh Air Baby Camp, Jamesburg Cemetery, and Fairmount Park Steering Committee. She then reviewed the "Playground Passport" idea as a way to get kids in the parks. She stated she would like to create this program in Wichita in late Spring 2013 or early Summer 2013.

Hamm then reviewed the PARC Fund board and noted they had four established board members and would have the second meeting in November. She stated she would like to have two big events in 2013.

Kupper noted that the by-laws could be re-written to have a Park Board member serve as an ex-officio on the PARC Fund Board.

Frye stated he thought it was necessary to have a Park Board member on the PARC Fund Board.

Hamm then opened the floor up for questions from the Board.

Claycomb asked if the \$500,000 goal was for 2012 and 2013.

Kupper responded yes. He stated they had \$438,000 for 2012 year-to-date.

Solter asked where it was coming from.

Kupper stated it was coming from \$109,000 in new revenues to attribute to the fund, the Park Maintenance Division had received \$175,000 in donations and cash, the Park Maintenance Division also had a \$10,000 grant from Kansas State University pending, and the Recreation Division showed a savings of \$22,000 through volunteers. He also noted that the department had resignations and retirements creating a salary cost savings of \$150,000-180,000.

Claycomb asked if they could use that.

Kupper stated they could possibly use that as savings from the General Fund. He stated they had money from grants from CDBG, NRPA, and Youth Employment (Career Development Office) and hoped to have a meeting with the City Manager to review the numbers. He stated that the Budget Department had set the budget number at \$1.9 million for Recreation and they are at \$1.8 million year-to-date. He did note that he was unsure if he could use the \$109,000 figure twice.

Frye asked what was intended for the \$500,000 in the PARC fund.

Kupper stated they could supplant the operating costs of the General Fund.

Solter asked where the additional \$250,000 would go if they raised \$750,000 surpassing the \$500,000 goal.

Kupper stated it would go into a donation fund.

Solter asked if the Park Department would get to keep the money to use.

Kupper stated they would keep the money for parks.

Warren stated it could be used for parks, pools, camps, etc. He noted that many might be interested in donating for scholarships and that would need to be a selling point in a presentation.

Kupper stated donations could pay for many swimming lessons.

Warren noted they should have a specific message showing there is low overhead to get a business to be supportive. He stated that many companies were aware that if the community succeeds, the business succeeds. He stated the PARC fund should be marketed and he would be willing to help.

Hamm stated she needed help making presentations about the PARC fund.

Solter asked if the PARC Board was working with her to develop the budget to make the presentations.

Hamm replied yes. She stated they needed to put together a business plan, sales packets, and memorial packets. She noted she has applied for some grants and has presented to Westar and some smaller companies.

Solter asked if they have worked with the Wichita Community Foundation because there were a lot of individuals with money who would be interested in helping. He stated he could help Hamm with the contacts.

Item 2: Special Event Fee Philosophy as It Relates to Pyramid (David McGuire)

McGuire distributed a document reviewing the cost pyramid and the costs necessary to put on special events. He noted there were many groups – non-profits as well as for-profits - asking for special events.

Kupper stated he considered a special event as anything that inhibits the general public from using a facility, park, etc.

McGuire noted there were two (2) types of special events: 1) park special events and 2) community events. He stated that park events were staffed by the Park Department and community events had more than 250 attendants and required a much more detailed review of the event. He stated the

challenge given to them was to come up with a different way of charging fees due to differing levels of Park Department involvement and man hours.

Kupper pointed out that on pages 12 and 13 they had included a list of those who had gone to City Council members to get their event for free. Many non-profits think they should not pay anything.

McGuire stated they were suggesting a basic application fee for all applications, and then have an a la carte menu of services that the user could select for an additional cost. He stated that for the additional services, they had used real costs involved including staffing which was often overtime hours.

Claycomb stated it should be a revenue stream because each application would have a basic application fee.

McGuire stated they had to decide how they wanted to support the special event fees regarding the cost recovery pyramid. Per the cost recovery pyramid, highly individual events should not get a discount and those events with a community-wide benefit could be subsidized. He asked if the Park staff should be tasked with determining where the group falls into the cost recovery pyramid.

Kupper stated that this was not just to generate revenues because most events take place on the weekend or in the evenings so there are more costs involved.

Frye stated that the Cultural Arts application fee is \$25.

Solter asked if the cost recovery pyramid was approved by City Council.

Kupper responded that it was approved as the Recreation cost recovery pyramid. During that City Council discussion he was asked if it would apply to the special events and he responded that it would.

Warren stated that the problem was accountability. He noted that since Kupper is being held accountable, City Council has to see the bottom line expenses. He stated that if someone has a question or complaint, they should take it to the Park Board to appeal to them and if they choose to appeal to the City Council, then the City Council can overturn it.

Claycomb suggested they put the policy into effect and if someone has a problem, they have to bring it up to the Park Board.

McGuire noted that the stage and bleachers are a separate rental.

Kupper stated the Board could come back to this item on November meeting agenda.

Warren stated they could become more competitive with the Sedgwick County Zoo or other amenities for corporate groups.

Kupper stated Hamm was working with Holmes to come up with packages for the use of Watson Park.

Item 3: Review of Board Goals and Objectives for 2012

Frye began reviewing the 2012 goals and creating the 2013 goals.

Frye stated that the PROS plan is still in progress and that a new steering committee made up of appointees from the City and County had been created. He stated they were looking at all of the plans 20 years out.

Solter asked who organized it.

Frye responded it was a joint group with members from the MAPC and City and County appointees. He stated they had 500 random citizens in a focus group as well. He noted the steering committee would take the studies and plans and start developing the plan.

There was discussion on each point and the goals for 2013 were created.

Claycomb asked for a draft of an annual State of the Parks so the Board could have something to start with in order to keep the community updated on the successes of the Park and Recreation Department.

Kupper suggested sustaining the Golf Advisory Committee and Aquatics Committee. He then suggested re-working the goals and bringing them to the November meeting for the Board to vote to approve.

Claycomb asked if there was a possibility of getting a volunteer coordinator who could be paid on results.

Kupper stated he would probably not be able to get another body to do this job, but it could be an assigned task to a current employee.

Claycomb asked if they could use an intern to do this.

Kupper stated they could.

Hamm stated they would add that to the PARC fund.

Item 5: Adjourn

There being no further business, the meeting was adjourned at approximately 11:45a.m.

Bryan Frye, President

Christina Butler, Clerk