



**JOINT PARKS AND RECREATION BOARD
MEETING NOTICE AND AGENDA**

Wednesday, February 14, 2018

7:00 PM

Common Council Chambers ~ Pewaukee City Hall
W240 N3065 Pewaukee Road, Pewaukee, WI 53072

-
1. Call to Order and Pledge of Allegiance
 2. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact the Parks/Recreation Director prior to the meeting.
 3. Approval of meeting minutes from January 10, 2018.
 4. Discussion and action regarding request to utilize Lakefront Park beach for open swim clinics for participants to prepare for the Triathlon.
 5. Continued discussion and possible action regarding request of neighbors to Laimon Park to move lifts off site during winter months.
 6. Discussion and possible action regarding reimbursing potential new lifeguards half of their certification fee as a recruitment tactic.
 7. Discussion and possible action regarding proposal of a partnership between Pewaukee Lake Water Ski Club and Winnebego to sell beverages and snacks during regularly scheduled ski shows on Thursday evenings.
 8. Continued discussion and possible action regarding strategic goals for the Department.
 9. Pewaukee Sports Complex.
 - 9.1 Update regarding development and plans for 2018.
 - 9.2 Discussion and possible action to recommend to the Common Council to hire AFFIRM to assist the Department with creating a fundraising campaign for the remaining items for the park.
 10. Adjournment

Kelley Woldanski
Director

Posted: [2/9/2018]

NOTICE

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the Park and Recreation Director at (262) 691-7275 by 2:00 p.m. the Monday prior to the meeting so that arrangements may be made to accommodate your request.

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 3.**

DATE: February 14, 2018

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY:

SUBJECT:

Approval of meeting minutes from January 10, 2018.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

to approve of the January 10, 2018 meeting minutes as written

ATTACHMENTS:

Description

January minutes

**JOINT PARKS AND RECREATION BOARD
MEETING NOTICE AND AGENDA**

Wednesday, January 10, 2018

7:00 PM

Common Council Chambers ~ Pewaukee City Hall
W240 N3065 Pewaukee Road, Pewaukee, WI 53072
VIDEO

In attendance:

D. Linsmeier, S. Heffron, B. Dziwulski, D. Kaatz, A. Brimmer, B. Rohde.

Also Present:

Community Services Director K. Woldanski.

1. Call to Order and Pledge of Allegiance
2. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact the Parks/Recreation Director prior to the meeting.
3. Approval of meeting minutes from December 13, 2017.

A motion was made and seconded, (Brian Dziwulski, Dave Linsmeier) to approve the December 13, 2017 minutes as written. Motion Passed: 6-For, 0-Against.
4. Discussion and possible action regarding request of neighbors to Laimon Park to move lifts off site during winter months.
5. Discussion and action regarding request to utilize Lakefront Park for the 2018 Pewaukee Lake Water Ski Club shows.

A motion was made and seconded, (Bob Rohde, Dave Linsmeier) to approve of the 2018 Pewaukee Lake Water Ski Club show schedule. Motion Passed: 6-For, 0-Against.
6. Discussion and action regarding dates for a pop-up beer garden at Nettesheim Park in June, July and August, 2018.

A motion was made and seconded, (Brian Dziwulski, Dave Linsmeier) to approve conceptually of pop up beer garden at Nettesheim Park in June, July and August. Motion Passed: 6-For, 0-Against.
7. Continued discussion and possible action regarding strategic goals for the Department.
8. Discussion and action regarding approval of the November financial statements for Laimon Family Lakeside Park.

A motion was made and seconded, (Bob Rohde, Samantha Heffron) to approve of the November financial statements for Laimon Family Lakeside Park. Motion Passed: 6-For, 0-Against.

9. Adjournment

A motion was made and seconded, (Dave Linsmeier, Brian Dziwulski) to adjourn. Motion Passed: 6-For, 0-Against.

Respectfully Submitted,

Kelley Woldanski
Director

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 4.

DATE: February 14, 2018

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY: Kelley Woldanski

SUBJECT:

Discussion and action regarding request to utilize Lakefront Park beach for open swim clinics for participants to prepare for the Triathlon.

BACKGROUND:

In previous years, P3 Performance Group hosted open swim clinics for participants that planned to do the Pewaukee Triathlon. They would typically charge participants for these clinics and therefore we charged them \$10 per date to use the beach. This year, Lighthouse Events, the Triathlon organizer will be hosting these swim clinics free of charge for those participants. They are requesting to use the beach 5 times, 4 evenings after the beach closes and one Saturday morning. (They requested a 10 am start on that Saturday, I have requested they change that to 9 am to be there prior to the beach opening). I do not see a reason to charge them a fee to utilize the beach since they are not charging participants and they are using it less dates than previous years.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

to approve of the swim clinics for 2018 hosted by Lighthouse Events

ATTACHMENTS:

Description

Swim Clinic Dates

From: Lighthouse Events
To: [Kim Kelley](#); [Woldanski, Kelley](#)
Subject: Swim Clinics
Date: Monday, January 8, 2018 2:52:33 PM
Attachments: [Untitled-5.png](#)

Hey Kelley,

Thanks for helping with this. Below are the dates we'd like to reserve the beach for the Open Water Swim Courses. We all have boys in the eater just like previous years as well as a certified lifeguard (Kim who is copied) at each of the swims.

Here are the dates / times we'd like to host the clinics.

Monday June 4th, 2018 (5 - 7pm)
Monday June 11th, 2018 (5 - 7pm)
Monday June 18th, 2018 (5 - 7pm)
Monday June 25th, 2018 (5 - 7pm)
Saturday July 7th, 2018 (10 - 11am)

CRAIG BRAUN Owner & Race Director
www.racelighthouse.com | [Like us on Facebook](#)
120 N. Main St. STE B. Hartford, WI 53027



**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 5.**

DATE: February 14, 2018

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY: Kelley Woldanski

SUBJECT:

Continued discussion and possible action regarding request of neighbors to Laimon Park to move lifts off site during winter months.

BACKGROUND:

As a reminder, there were two neighbors who requested to have the lifts moved off site during the winter months as they feel the lifts interrupt their view of the lake from their condo. At the January meeting the Joint Board asked that I research costs of moving lifts off site and what other slip rental businesses do around the lake. I have attached more information about that.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Costs for moving lifts and storage

Laimon Park - Lift Moving Costs

Quote from Beachside Boat & Bait

includes removing in winter, storing for 7 months and reinstall in spring

Lift Tally

Total number of lifts:	15	
Village owned lifts:	7	(1 currently broken and off site)
Private owned lifts:	8	

Moving/storage costs

With Canopy	\$ 600.00	per lift
Without Canopy	\$ 450.00	per lift

Costs for Private Lifts:

Total with canopy	6	\$600 per	\$ 3,600.00
Total without canopy	2	\$450 per	\$ 900.00
			<u>\$ 4,500.00</u>

Costs for Village Owned lifts:

Total with canopy	1	\$600 per	\$ 600.00
Total without canopy	6	\$450 per	\$ 2,700.00
			<u>\$ 3,300.00</u>

What other businesses do:

At this time I was only able to reach Pier 347 and they store all lifts on site.

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 6.

DATE: February 14, 2018

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY: Kelley Woldanski

SUBJECT:

Discussion and possible action regarding reimbursing potential new lifeguards half of their certification fee as a recruitment tactic.

BACKGROUND:

At this time we have 2 confirmed lifeguards for the summer and no applications thus far. We have been advertising the position for several weeks and will continue to do so. Monica Kaskey inquired if it would be possible, as a recruitment tactic, to reimburse lifeguards half of their certification fee. That fee is \$290 therefore we would reimburse them \$145. I would suggest if the Joint Board agrees to this idea, that the staff member is reimbursed after completing the summer with us.

FINANCIAL IMPACT:

We are in need of at least 6 more lifeguards but could use up to 8-10 more. Therefore the financial impact would be up to \$1,450 if we hired 10 lifeguards under this tactic. There has been no money budgeted to do this therefore it would be beyond our approved budget.

RECOMMENDED MOTION:

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 7.**

DATE: February 14, 2018

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY:

SUBJECT:

Discussion and possible action regarding proposal of a partnership between Pewaukee Lake Water Ski Club and Winnebergo to sell beverages and snacks during regularly scheduled ski shows on Thursday evenings.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Park layout



&



Proposed Concession Sale Site Plan for Thursday Night Ski Shows

Presented To:

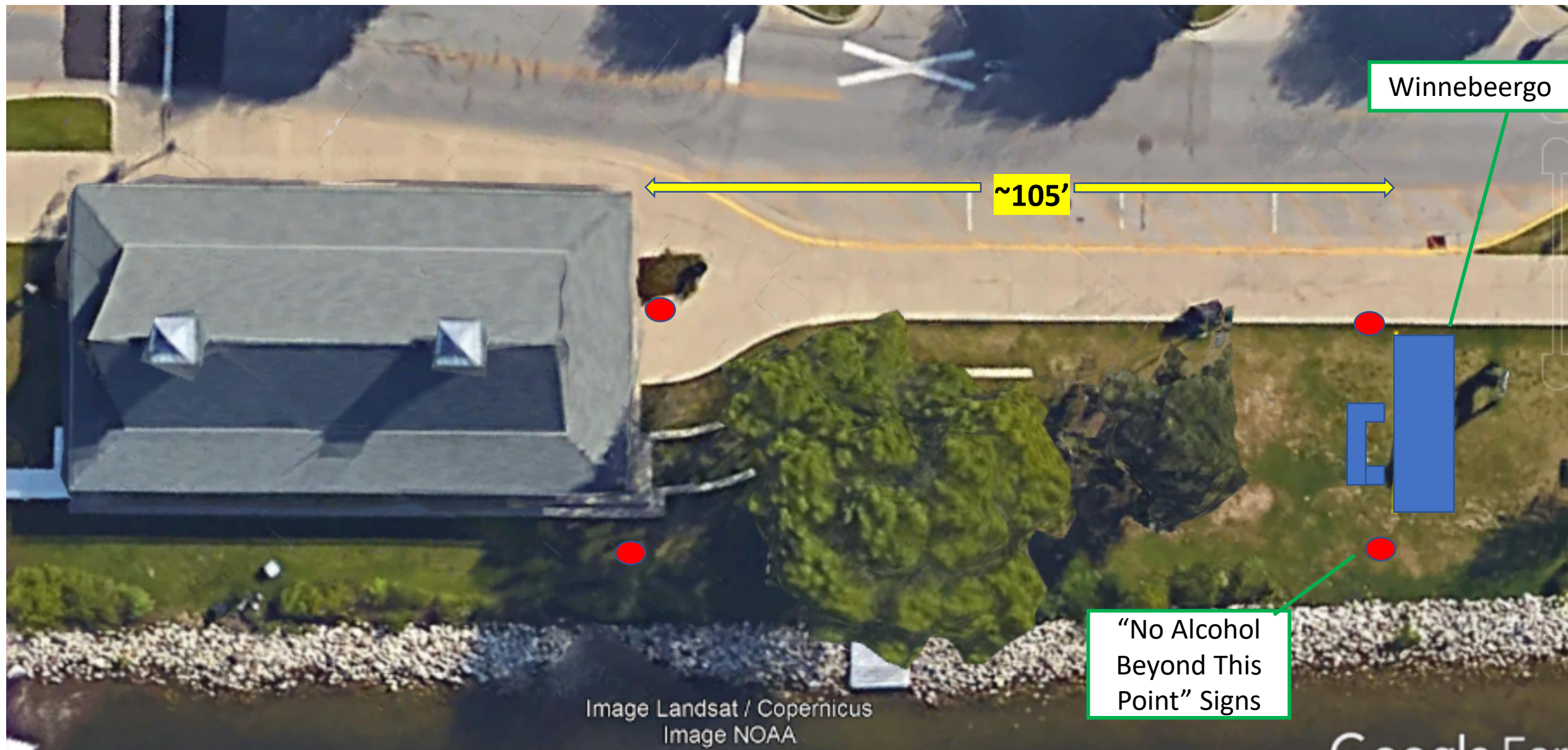


Proposed
Winnebeergo
Placement

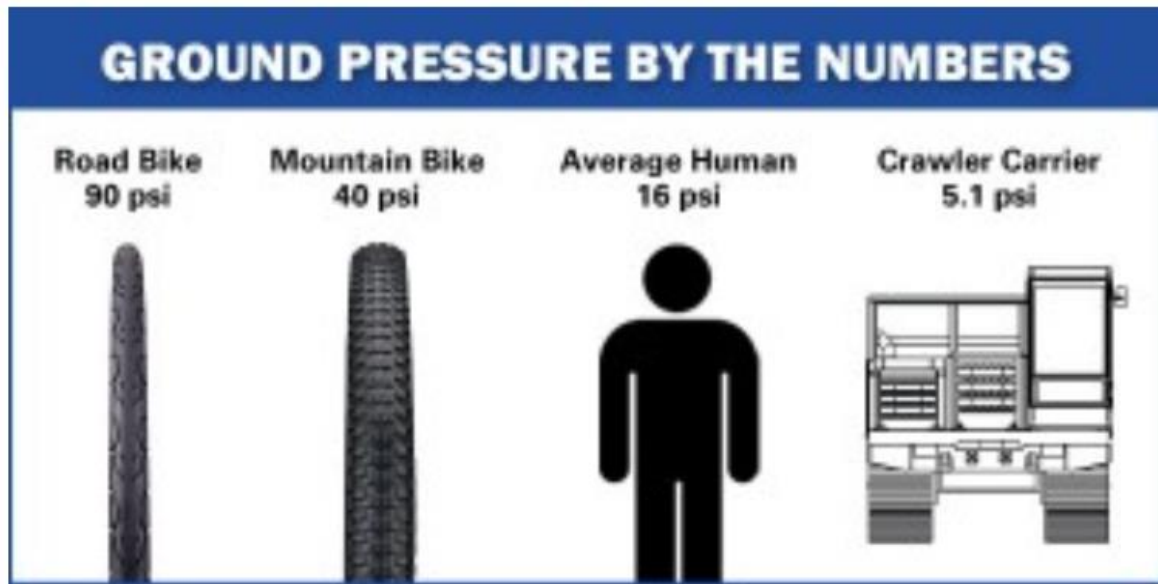
“Lakefront
Park” Sign
(for reference)

~105'

~75'







Kubota Tractor with Bucket of Mulch
21 psi



Fully Loaded Winnebago
26.5 psi



Average Pickup Truck (with NO load or trailer)
22 psi

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 8.**

DATE: February 14, 2018

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY:

SUBJECT:

Continued discussion and possible action regarding strategic goals for the Department.

BACKGROUND:

Bob and Del will provide an update as well as a handout at the meeting.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 9.**

DATE: February 14, 2018

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY:

SUBJECT:

Pewaukee Sports Complex.

BACKGROUND:

Kelley will provide more information at the meeting.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Fundraising campaign quote

February 7, 2018

To: Kelley Woldanski, Director Parks, Recreation and Community Services
PEWAUKEE PARKS & RECREATION
Fundraising Campaign – Phase I Deliverables

Based on input from the Pewaukee Parks and from Kelley Woldanski, the following deliverables are being proposed for Phase I of the Pewaukee Parks and Recreation and Friends of the Parks effort to raise money in order to complete development on many features of the newest park. All deliverables will be available in print-ready and user-friendly formats.

Agency Services/Strategic Planning **\$1,500**

AFFIRM will provide ongoing marketing and fundraising strategy, counsel and account service through the development of all Phase I strategy and materials.

Phase I – Concessions/Pavilion Support

Friends of the Parks board members and others will initially be soliciting donations through personal meetings, calls, emails. For this phase, AFFIRM will create the following tools needed for those meetings:

I. Campaign Theme/Wordmark **\$1,800**

The campaign theme will serve as the unified rallying cry for all fundraising efforts related to this campaign. It will be memorable and fit the spirit of the Parks and the immediate need for the current park developments, but be applicable to other Friends of the Parks fundraising efforts.

Services will include:

- Design/layout of up to 3 different campaign theme ID options
- Refinements to selected option
- Final logo library and one-page usage guide

II. Case for Support/Value Proposition **\$2,160**

AFFIRM will help to draft and format a document that outlines:

- Brief background on the Parks and Friends of the Parks
- Value to the community
- Need for the new pavilion/concession and other features

Visuals needed include: photos of the park, renderings of pavilion/concession area, renderings of other development and features of the park.

This document will be a quick read, with a clean layout so that the information is presented in an appealing, easy-to-navigate manner, but will maintain a look that indicates that the Pewaukee

Parks & Recreation and Friends of the Parks are spending fundraising dollars on the park, not on the fundraising materials.

III. Pledge/Giving Levels/Naming Opportunities \$960

Based on content/input from the Friends of the Parks fundraising leads, AFFIRM will help to create a document that cleanly and concisely outlines the campaign giving levels and provides a way for a donor to sign and document his or her pledge. This document is likely to be a WORD template so that certain sections can be customized to the donor prospect. A menu of additional giving and naming opportunities can be incorporated into this pledge sheet as well.

Timeframes

Campaign Theme – can be completed within 3 weeks

Campaign theme ideas to client
Initial feedback on theme
Final theme selected
Theme and Phase I plan introduced to the board
Theme wordmark options (two to select from) to Kelley
Theme wordmark feedback from Parks
Final wordmark in hand (library and usage guide)

Case for Support/Value Proposition – after Campaign Theme is done, will be completed within two weeks

Content draft to client
Feedback from client
Layout to client
Finalize document
Print-ready files to Parks

Pledge/Giving Levels – can be worked on concurrently with Case for Support

Content draft to Kelley
Feedback from Kelley
Layout to Kelley
Finalize document
Print-ready files to Parks

Phase II

Based on the progress and success of Phase I, we will outline the plan and deliverables necessary for the campaign, which may include:

- Website/donation landing page
- E-blast template
- Social media
- Events/special events
- Public/media relations