



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

Wednesday, February 13, 2019

6:00 PM

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

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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 your the Director prior to the meeting.
 3. Approval of January 9, 2019 meeting minutes.
 4. Discussion and possible action regarding request to place a "Little Food Pantry" at Kiwanis Village Park by Interchurch Lay Council. [Sharon Vitek]
 5. Discussion and possible action regarding request of the Kiwanis of Pewaukee to place a permanent sign at Kiwanis Village Park. [Pat Gallagher]
 6. Discussion and possible action regarding request to utilize Lakefront Park for a boat tour operation. [Scott Dickmann]
 7. Closed Session – You are hereby notified that the Joint Board and staff will convene into closed session after all regular scheduled business has been concluded and upon motion duly made and seconded and acted upon by roll-call vote as required under §19.85(1)(a), Stats. The purpose of the closed session is for the following:

- §19.85(1)(c): Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility specifically related to the Parks and Recreation Director.

You are further notified that at the conclusion of the Closed Session, the Joint Park and Recreation Board may convene into open session pursuant to 19.85(2), Stats., for possible additional discussion and action concerning any matters discussed in closed session and for adjournment.

8. Adjournment

Kelley Woldanski
Director

2/8/19

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 13, 2019

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY:

SUBJECT:

Approval of January 9, 2019 meeting minutes.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

January minutes

MEETING MINUTES
Wednesday, January 9, 2019

7:00 PM

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

In attendance:

Alderman B. Dziwulski, Trustee B. Rohde, D. Linsmeier, G. Majeskie, D. Kaatz, T. Greenwald.

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 Director prior to the meeting.
3. Approval of the December 12, 2018 meeting minutes.

T. Greenwald - abstain

A motion was made and seconded, (Brian Dziwulski, Bob Rohde) to approve the December 12, 2018 minutes as written. Motion Passed: 5-For, 0-Against.

4. Discussion and possible action regarding interest of the Pewaukee Junior Guild to start a fundraising campaign for a splash pad to be built in one of the parks.
5. Discussion and possible action regarding approval of the boat slip wait list policy language for Laimon Family Lakeside Park.

A motion was made and seconded, (Brian Dziwulski, Todd Greenwald) to approve of the boatslip waitlist policy with language changes to account for Park and Recreation Board responsibility. Motion Passed: 6-For, 0-Against.

6. Discussion and possible action to recommend to the Village Board to hire raSmith to perform professional services at Laimon Park including a site survey, storm water investigation, and other items to create a plan for rehabilitation of the parking lot in the future.

A motion was made and seconded, (Bob Rohde, Gary Majeskie) to recommend to the Village Board to approve hiring raSmith to perform professional services for Laimon Park. Motion Passed: 6-For, 0-Against.

7. Discussion and action to establish an interview committee for the Parks and Recreation Director and set a timeline for such interviews.

A motion was made and seconded, (Dave Linsmeier, Brian Dziwulski) to assign Bob

Rohde and Del Kaatz to the hiring committee with the goal of bringing finalists to the next Joint Board meeting in February. Motion Passed: 6-For, 0-Against.

8. Adjournment

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

Respectfully Submitted,
Kelley Woldanski
Director

1/4/2019

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

DATE: February 13, 2019

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY: Kelley Woldanski

SUBJECT:

Discussion and possible action regarding request to place a "Little Food Pantry" at Kiwanis Village Park by Interchurch Lay Council. [Sharon Vitek]

BACKGROUND:

In May of 2017 the Interchurch Lay Council made this original request and it was approved at Kiwanis Village Park. Since then they struggled to find someone to do the project. They have recently found an Eagle Scout who is willing to do this project now and therefore they are looking for final approval of the project.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

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

DATE: February 13, 2019

DEPARTMENT: PW - Water/Sewer

PROVIDED BY:

SUBJECT:

Discussion and possible action regarding request of the Kiwanis of Pewaukee to place a permanent sign at Kiwanis Village Park. [Pat Gallagher]

BACKGROUND:

From Pat Gallagher of the Kiwanis: We have worded the sign so it will not need to be changed in the future and the length of the time will depend on how it holds up and looks good. I believe it will be mounted on an aluminum backing. It will be a 4 ft. x 8 ft. portrait sign and we would like to put it on the kids area side of the building.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Sign Rendering



Kiwanis Village Park

Why does the Pewaukee Kiwanis Club sponsor your park?

The Kiwanis focus is kids. Kids are our future.
When kids learn to play with others, learn to share with others
and learn to get along, that's a good start!
And they learn by doing.

Since 1937, the Pewaukee Kiwanis Club
has done many things for many people.
We are here to help you.

Enjoy your park and share our mission,
*"...to improve the world one child
and one community at a time..."*

Our work will never be done but many hands make light work.
We would welcome *your* help.

To see how the Pewaukee Kiwanis Club is active in our community
and for membership information please visit pewaukeekiwanis.org.



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

DATE: February 13, 2019

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY: Kelley Woldanski

SUBJECT:

Discussion and possible action regarding request to utilize Lakefront Park for a boat tour operation. [Scott Dickmann]

BACKGROUND:

Please see the attached proposal from Mr. Dickmann. He is interested in this operation opening in spring/summer of 2019. As a reminder, past building rentals at Lakefront Park were \$20 per day for prepaid rental and \$25 per day for being invoiced monthly.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Boat Tour Proposal

Village of Pewaukee



**Relax, Unwind & Set
Sail with US!!!**

To: Park and Rec, Joint Board, Village Plan Commission and Village Board.

We are looking to Establish in the Village of Pewaukee an entertaining, enjoyable, leisurely boating experience on the shores of Pewaukee Lake. Offering daily public boat tours, sunset cruises, private events, and food & beverage packages. In addition to the afore mentioned we would like to offer in the mornings as just one example yoga classes etc. on the water. It is our goal that you will join us in this quest to provide for an unforgettable and unique boating experience departing from the tranquil Village of Pewaukee downtown. Where locals, tourists and alike can come to enjoy what the Village of Pewaukee has to offer.

Benefits:

Benefits of this boating experience on the shores of Pewaukee Lake...

- ☐ Fun
- ☐ Additional recreational activity
- ☐ Unique activities (example yoga mornings out on the water)
- ☐ Educational opportunities (History of Village and surrounding area etc.)
- ☐ Unique attraction and activity
- ☐ Family-friendly atmosphere
- ☐ Attracting additional foot traffic for surrounding businesses
- ☐ Inviting addition to the community and alike who may not experience the Village of Pewaukee and all that it has to offer



*****From: David Spiegelberg - Wisconsin Department of Tourism*****

To: Scott Dickmann

Why are overnight and day trip visitors important to a destination? Visitors drive economic impact in a community.

Overnight per person average spend:

Leisure= \$144 - Business=\$269

Day Trip per person average spend:

Leisure=\$64 - Business=\$57

Source: Longwoods International Wisconsin 2017 Visitor Research

Sample: 7,717 trips: 4,673 overnight and 3,044 day trips

Tourism creates a Halo Effect by positively influencing people impression of a destination. A positive tourism visit will often influence a visitor and their decisions regarding where to live, work, attend college, retire or buy a vacation home.

I like to refer the “original tourism guru’s” Roger Brooks’ statement about the importance of activities to a community. Roger often speaks about the “4-Time Rules” sharing that a destination should have activities that keep visitors entertained four times longer than it took them to travel to a destination. In other words – **if one travels “one hour” to reach a destination – they should have “four hours” of activities to participate in when they arrive.**



— DEPARTMENT OF TOURISM —

NATIONAL TRAVEL AND TOURISM WEEK

2018 Key Highlights

Research Highlights

- **Tourism had a \$20.6 billion economic impact on Wisconsin in 2017, up nearly 40% from \$14.8 billion in 2011.**
 - This was the seventh year in a row of increases in visitor spending. Compared to 2016, tourism was up \$631 million or 3.2% from \$20 billion.
 - The tourism industry continues to show stable, long-term growth according to recently-released economic impact figures.
- **Tourism supported a total of 195,255 jobs in 2017, up from 172,000 in 2011.**
 - The seven-year increase in jobs is 23,255 jobs, a 13.5% increase. Compared to 2016, jobs were up 1,755 from 193,500.
- **Tourism generated \$1.5 billion in state and local tax revenue.** Without tourism, each Wisconsin household would pay **an additional \$660** to maintain existing services.
 - Tourism generated \$848 million in state taxes, \$689 million local and \$1.2 billion federal.
- **Tourism generated \$776.4 million in direct visitor spending in Waukesha County in 2017** with total business sales reaching \$1.4 billion. 14,575 jobs are directly supported **by the tourism industry in Waukesha County. \$94.5 million in taxes and fees are returned to the county by tourism spending.**
- **Visitor volumes topped 110 million visits, an increase of 17.5 million,** compared to 92.5 million seven years ago. This is a 19% increase since 2011.
- **Traveler spending on recreation experienced the fastest growth at 5.5 percent in 2017.** Recreation is defined as the activities travelers choose to do while on vacation.
 - The top four visitor spending categories are lodging, food, retail and recreation.
 - Overnight travelers spend \$144 per day vs. day trippers who spend \$64 per day.

Tourism's Halo Effect

- **Tourism positively influences how people think of Wisconsin's local communities as a place to live, work, attend college, retire or buy a vacation home.**
- A Longwoods International survey shows that 57% of those who saw the Department of Tourism's ad campaign **AND** visited the state think **Wisconsin is a good place to live** vs. 21% of those who had not seen the advertising and visited the state.

Competitive Advantage of the Brand of Fun

- The Department of Tourism continues to find success in marketing the tourism brand of fun, which is the #1 travel motivator.
 - The Department's advertising campaign has a ROI of 7:1. For every \$1 spent on advertising, \$7 was returned to the state.
- Compared to our Midwest competitors, Wisconsin ranks #1 in fun, family-friendliness, affordability, and a welcoming, worry-free atmosphere – key features for travelers choosing a vacation destination.
- Wisconsin ranks #1 compared to all its Midwest competitors¹ for beautiful scenery, fall colors, agritourism, great microbreweries, wineries and Native American culture. Our research shows that once people visit here, their perceptions of Wisconsin are even more positive, and they are more likely to visit again.

Department of Tourism Marketing Efforts

- The Department of Tourism markets Wisconsin's tourism experience as the brand of fun. Destinations are leveraging the brand of fun in their own marketing efforts. They are taking advantage of a full menu of programs offering by the Department to grow their destinations and businesses including grants, co-op advertising, destinations assessments, TravelWisconsin.com and travel guide listings, customer service training and more.
- The Department of Tourism launched two new TV spots this year.
 - The first features wheelchair basketball star and Paralympic gold medalist Matt Scott enjoying some of his favorite things to do in Wisconsin.
 - A second commercial puts the spotlight on Gemütlichkeit, a German word that describes the spirit of Wisconsin and the sense of warmth, friendship and good cheer that travelers get when they visit.

Travel Trends

- Some current trends in the tourism industry include accessible travel, millennials and RV camping, photography, pet-friendly travel, local food and experiences, multigenerational travel, and achievement travel such as completing a marathon or race.

Tourism Economics uses an Input-Output (I-O) IMPLAN model that profiles an economy by measuring the relationships among industries and consumers. It calculates three levels of impact:

- **Direct Impact:** The amount visitors spend on their trip.
- **Indirect Impact:** Businesses and industries that provide products and services to the tourism industry.
- **Induced Impact:** Tourism employees spending their wages in Wisconsin.

Longwoods International and Tourism Economics

- Tourism Economics provide analyses of the tourism sector.

¹ Wisconsin's Midwest competitors are Michigan, Minnesota, Illinois, Indiana, Iowa and Missouri

Location:

Our plan is to be located at the Pavilion. We would like to use the pavilion as our base. In addition to leasing the pavilion as our base we would use it for the following...

- ☐ Information Location
- ☐ Sell Tickets/Packages
- ☐ Coffee, Tea and Bakery
- ☐ Soft Drinks
- ☐ Limited sandwiches
- ☐ Snacks
- ☐ Possibly Beer, Wine Long Drinks (limited)
- ☐ Storage

Considerations:

Pewaukee Lake Water Ski Club:

The ski club as we know typically have their shows on Thursday at 6:45pm. In addition there are a few additional shows as well.

Our plan is to work around and cooperatively with respect to the show schedules... We would schedule our departures before the start of the show and return after the completion of the show.

Positively Pewaukee:

As we all know they have their concert series on Wednesdays from 6pm to 8:30pm.

For all intended purposes we are using the pavilion as our base. We do not need the Pavilion during the concert series events. We would need to know what time they would need to set up etc. and we can work cooperatively regarding the needs of the event.

4th of July Event:

Again we are utilizing the Pavilion as our base and we can work cooperatively regarding the needs of the event.

Additional Events:

Again we are utilizing the Pavilion as our base and we can work cooperatively regarding the needs of additional events.

Dates of Operation:

- ☐ Mid May to End of September (depending on weather)
- ☐ Possibly Fridays, Saturdays and Sundays in October (depending on weather)

Hours of Operation:

- ☐ Pavilion - 7/8am to 8/9pm except for event dates as mention regarding other considerations.

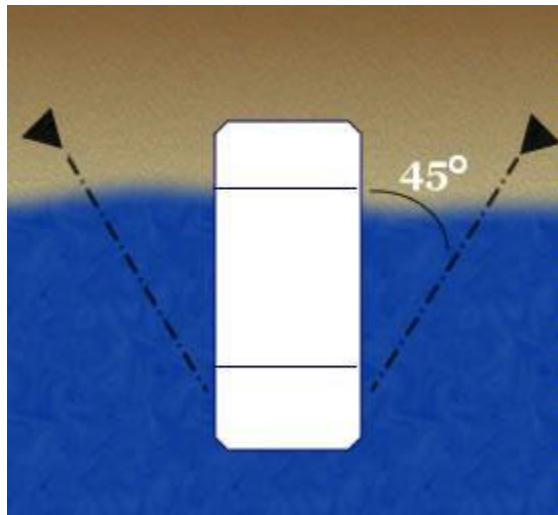
On the water:

- ☐ Boat - Daily public excursions
- ☐ Sunset cruises
- ☐ Themed events
- ☐ Veteran days
- ☐ Private events may vary depending
- ☐ Activities (Yoga classes, Youth summer tour, etc.)

Mooring and Pick up Platform:

Our intent is to moor the boat at the pavilion location. As mentioned with respect to all considerations we would be out on tour as to not disrupt any of the ski team shows or any other event that would take place in the water near the mooring location.

Our plan would be to moor bow first and have guests enter and exit off the bow of the boat onto the platform.



Mooring and Pick up Platform – (Examples Only)



Possible Modifications/Additions Pavilion:

Outdoor - (Not in any particular order):

- ☐ Signage
- ☐ lighting
- ☐ Outdoor Sign
- ☐ Ceiling Fan
- ☐ Tables/Chairs
- ☐ Electric as needed

Additions indoor - (Not in any particular order):

- ☐ Exhaust Hood for Grill
- ☐ Fire Suppression as needed
- ☐ Electric as needed
- ☐ Plumbing as needed

We would need to know:

- ☐ Structure of terms/lease and payments for the use of the pavilion
- ☐ Insurance requirements
- ☐ Beer/Liquor License Available
- ☐ Any additional requirements

Operated by Scott and Kristina Dickmann
Shear Magic Inc. (Since 2003)
414 477 0018

Our Vision Statement:

[Adopted by Village Board on January 4, 2005]

“The Village of Pewaukee will foster cultural, recreational, educational and economic opportunities while preserving the historical character of our community.” Our Partnership touches.

We are enthusiastic about the prospect of investing and partnering with the Village of Pewaukee. We are looking to establish in the Village of Pewaukee an entertaining, enjoyable, leisurely boating experience on the shores of Pewaukee Lake. Providing a fun friendly destination for locals and alike to enjoy. We look forward to long term partnership with the Village of Pewaukee.

Come aboard
Relax
&
Let all of US work
together and
Get this
Underway!!!

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM •**

DATE: February 13, 2019

DEPARTMENT: PRCS - Parks and Recreation

PROVIDED BY:

SUBJECT:

§19.85(1)(c): Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility specifically related to the Parks and Recreation Director.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION: