

# Newton Park Board Meeting Minutes November 21, 2018

## Newton City Hall - Council Chambers

1. Call to order 6:15 pm
2. Americans with Disabilities Act Compliance Statement
3. Roll Call
  - Present: Humphrey, Jackson, Klier, Price & Vandall
  - Absent:
4. Certification of Iowa Open Meetings Law (confirmed by Lisa Bernal)
5. Approve Minutes from 10-17-18
  - Motioned by: Vandall, 2<sup>nd</sup> by Price
  - Ayes: 5 Nays: 0
6. Presentation on Park Board roles, proposed changes to the Park Board Ordinance, and the development of a Rules of Procedure for all boards and commissions.
  - City Administrator, Matt Muckler began by thanking Park Board members for serving. There will be upcoming changes to Chapter 32 of the City Code presented by City staff to the City Council for their consideration.
  - Matt said the Park Board has three main purposes: 1) Advise city council; 2) advocate for our parks systems to residents and non-residents; and 3) volunteer in parks for events and parks beautification.
  - Matt noted that City Council goal for professional development includes developing rules of procedure for not only City Council but also for all other boards and commissions with some flexibility to individualize for each specific board.
  - Mayor Hansen spoke and also thanked Park Board members for their service to the community. He continued by stating that the City is going through a review process currently to make sure all boards are being run in a uniform manner.
  - Mayor Hansen said the Park Board is the “pulse of the public” whose role is to gather information and feedback from citizens on quality of life enhancements to improve things for our community. He noted that each of them was appointed for their diversity of experience and knowledge.
7. Holiday Lighting Display in Maytag Park.
  - Nick Cummins, Parks Operations Superintendent said that Jamie Murphy came up with the idea to do a holiday lighting display at Maytag Park. He mentioned that Jamie had done this before in former places she worked.
  - Nick had spoken to the Friends of Newton Parks about the idea and they immediately jumped on board donating the first \$1,000. Friends of Newton Parks lined up Clemon-Maki to be the sponsor.

- Nick said infrastructure is holding back the ability to do a huge display right now but he has spoken with Alliant and other contractors to see if it is possible to increase for bigger displays in future years.
- Nick invited Park Board to come out December 1<sup>st</sup> at 6:00 pm for the kick off. Board member Amanda Price said she thinks it is awesome and gave kudos to Jamie for her idea and work on it.
- Jim Klier asked if we were going to put up a temporary gate to minimize vandalism. Nick replied that the problem with that is it keeps out law enforcement also but noted that they may be able to utilize cameras.
- Nick stated that while this project has taken staff time he feels it's a great annual event for the community.

#### 8. Fireworks fundraising update.

- Brian Laube, Community Services Manager began by stating that so far we have collected \$3550 or 35% towards our original \$10,000 goal and that we are ahead of schedule.
- Adam Vandall asked if there was any money left from last year's budget. Brian deferred to Lisa Bernal who stated there was a \$5.86 balance.
- Brian asked the Park Board to help by getting sponsors and placing donation boxes out after the New Year. Sponsor forms were provided to board members.
- Melanie Humphrey asked if we would get a credit applied for the finale mishap from last year. Brian said he had already spoken with the company who handled it and they would be giving us additional fireworks so we will have a bigger display this year.

#### 9. Proposed fee changes for the 2019 season.

- Brian stated that fee changes for the 2019 will be on the City Council Agenda for December 3<sup>rd</sup> and that he would be providing to the board at the next meeting on December 19th.
- Per Brian the 2018 Westwood Golf numbers are down 14 – 18%. Melanie asked if this was due to the purchase of the new golf carts. Brian answered no that it was more likely due to weather and our fees being higher than others nearby.
- Brian said that this year we would like to explore using more specials, discounting fees, increasing marketing efforts and providing a reduced rate for residents.
- Brian went on to say that Maytag Pool revenues were consistent with previous years if you took out revenue from Ragbraii. He said they would like to make a few fee changes to increase revenue. He noted by increasing daily fee to \$5.00 it would increase revenue by about \$4,000 and restructuring the pool passes to a flat fee would also increase revenue.
- Brian said were also considering adding a discounted rate of \$2.50 after 5:00 pm on our late nights and having a free day or special family day where the pay a flat fee for each family instead of per person.
- Melanie thought maybe giving a discount to a family pool pass if purchase a family membership at golf would increase use at WW Golf. Adam asked if maintenance fees were fixed or variable at the pool. Brian replied that they were variable due to the age of our facility.
- Brian stated that in order for Council to approve clubhouse we need to show our citizens are utilizing the golf course. He also said they were exploring additional liquor license to be able to serve mixed drinks, updating the cable system and adding new TV's to bump up the experience.
- Melanie commented that the use of a beverage cart out on the course would be good. Marc Jackson noted they should look at increased usage to narrow down the times when a beverage cart may be needed and said he would like to see golf revenues go back into updating the golf course. Amanda feels the clubhouse is a big part of the issue and thinks we'd gain more customers by having a new clubhouse. Marc also said that TPI held a company sponsored golf event at another facility.
- Brian said city staff was aware of these things going on and would like to utilize geo-fence marketing. He said they would be discussing with Danielle Rogers, Marketing Manager for the City. Amanda stated radio advertising should be utilized and asked if money made at golf course stays there. Brian replied that yes it does.

#### 10. Update on ADA Sidewalk Project at Agnes Patterson Park.

- Brian stated that the dirt and grading was done on this project and that we should have grass by spring.

#### 11. Old Business

- Marc said that he has a list to submit to Nick on things to work on at 30 Acre Park.

#### 12. New Business

- Jim Klier gave his letter of resignation to Mayor Hansen. He thanked all and said he'd be spending more time with his new grandchildren.
- Mayor Hansen said he had spoken with Jim about his resignation and would like to wish him well and thanked him for his service to the community. He accepted Jim's resignation and recommended that Levi Michener be appointed as a Park Board member by council resolution on the December 3<sup>rd</sup>.

#### 13. Adjourn Regular Meeting (6:59 pm)

- Motioned by: Price, 2<sup>nd</sup> Vandall
- Ayes: 5 Nays: 0

Lisa Bernal – Administrative Assistant Community Services

11-28-2018