



136 North Monroe Street
Waterloo, WI 53594
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www.waterloowi.us

WATERLOO PARKS COMMISSION – AGENDA

Pursuant to Section 19.84 Wisconsin Statutes, notice is hereby given to the public and news media, that a public meeting will be held to consider the following:

Date: TUESDAY, NOVEMBER 17, 2015
Time: 5:00 P.M.
Location: MUNICIPAL BUILDING – 136 NORTH MONROE STREET

1. ROLL CALL AND CALL TO ORDER
2. APPROVAL OF PREVIOUSLY UNAPPROVED MEETING MINUTES
3. UNFINISHED BUSINESS
 - a. Future Park Operations, Recommendations To Council
4. NEW BUSINESS
 - a. Ice Rink At Waterloo Regional Trailhead
 - b. 720 W. Madison St. Park Planning Draft, Kunkel Engineering
5. ANNOUNCEMENTS, FUTURE AGENDA ITEMS AND NEXT MEETING
 - a. Review of Parks Commission Calendar
 - b. Next Meeting, December 15, 2015
6. ADJOURNMENT

Mo Hansen
Clerk/Treasurer

Posted, Emailed & Mailed: 11/11/2015

-Committee Members: Stinnett, Kegler, Quimby, Springer, Board of Trustees representative (vacant), Ex-Officio Advisory Members: Gary Yerges - Public Works Director, Gabe Haberkorn -Waterloo Youth Sports Organization Representative, Richard Jones and Charles Crave – Waterloo Regional Trailhead Implementation Team.

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.

TO: PARK COMMISSION
FROM: MO HANSEN
SUBJECT: FIREMEN'S PARK AND MUNICIPAL PARK OPERATIONS – OPTIONS OUTLINE
DATE: NOVEMBER 2, 2015

In an attempt to aid this discussion, below is an outline listing decision points and success measures for park operations.

1. ORGANIZATIONAL OPTIONS:

- a. RENEW CURRENT OR MODIFIED AGREEMENT WITH TRUSTEES
- b. GROW A MUNICIPAL PARKS DEPARTMENT
- c. CONTRACT WITH A SERVICE PROVIDER
- d. BUILD VOLUNTEER BASED OPERATIONS

2. PARKS ORGANIZATION/OPERATIONS FLOW CHART:

- a. Crafted from decision above

3. PARKS FUNDRAISING CAMPAIGN:

- a. Recruit Campaign Co-Chairs and Volunteer Committee
- b. Budget
- c. Timeline

4. COMMUNITY RELATIONS/COMMUNICATION PLAN:

- a. Convey organizational decision determined above from item #1
- b. 2016 communication plan
- c. Recurring communication plan

5. MEASURING SUCCESS:

- a. User satisfaction
- b. Recurring private customers
- c. Financial
 - i. Revenues
 - 1. Programming/Event Fees
 - 2. Donations
 - a. Individuals, Corporations and Foundations
 - 3. Municipal Annual Support
 - 4. School District Annual Support
 - 5. Other
 - ii. Expenses
 - 1. Lawn, open space & recreational space grounds keeping
 - 2. Pre/post event facility readiness & clean-up
 - 3. Facility maintenance

- 4. Utilities
 - 5. Marketing/communications
 - 6. Capital Improvements tied to multi-year fundraising capital campaign
- d. Quantity/quality of recreational programming
 - e. Quantity/quality of private events
 - f. Quantity/quality of public non-recreational events

DRAFT

REVENUE CATEGORY	DESCRIPTION	2013	2014	2015	2016	2016-2019 assumptions
OUTDOOR SPORTS	Ball Diamond Outfield Ads	\$ 1,750.00	\$ 1,700.00		\$ 2,000	one more ad or increase ad rate
OUTDOOR SPORTS	Baseball Raffle 2006	\$ 1,788.00	\$ 1,377.00			turned over to event organizers
OUTDOOR SPORTS	Baseball Diamond Rent	\$ 1,270.68	\$ 445.00		\$ 1,693	33% increase from 2013
OUTDOOR SPORTS	Park Rental	\$ 450.00	\$ 782.00		\$ 1,042	33% increase from 2014
OUTDOOR SPORTS	Tournament Fee	\$ -	\$ 350.00		\$ 350	previous high
OUTDOOR SPORTS	WYSO	\$ 862.60	\$ 1,356.40		\$ 1,356	previous high
BEER, SODA, LIQUOR	Bartenders	\$ 1,580.00	\$ 850.00			renter supplied
BEER, SODA, LIQUOR	Beer & Soda	\$ 16,804.74	\$ 6,751.99			renter supplied
BEER, SODA, LIQUOR	Beer, Soda & Liquor	\$ 17,389.61	\$ 10,631.15			renter supplied
BEER, SODA, LIQUOR	Restock Fee	\$ 220.00	\$ 40.00			renter supplied
BEER, SODA, LIQUOR	Returns Refunded	\$ 163.18	\$ 454.03			renter supplied
BEER, SODA, LIQUOR	Pop Machine	\$ 225.83	\$ 0.45			renter supplied
PROPERTY TAX LEVY	City Appropriation	\$ 40,000.00	\$ 40,000.00		\$ 40,000	
DONATIONS	Donations	\$ 50.00	\$ 14,320.00		\$ 14,000	2016 fund raising campaign
EQUIP SALES	Equip Sales	\$ -	\$ 1,000.00		\$ -	none
INTEREST	Interest	\$ 11.36	\$ 9.19		\$ -	
RESTAURANT	Fish Fry Sales	\$ 2,072.00	\$ 2,665.25		\$ 500	revenue as facility rent
RENT	Bandstand	\$ 25.00	\$ 25.00		\$ -	
RENT	Bingo	\$ 1,875.00	\$ 1,650.00		\$ 1,762	average
RENT	Pavilion (upper and/or lower)	\$ 7,936.25	\$ 6,950.00		\$ 10,581	33% increase from 2013
RENT	Reunion Hall	\$ 299.24	\$ 200.00		\$ 400	33% increase from 2013
RENT	Shelter	\$ -	\$ 25.00		\$ 25	
RENT	Beer Garden	\$ -	\$ 250.00		\$ 250	
RENT	Deposits	\$ 864.50	\$ 200.00		\$ 500	net zero from expense
JULY 4TH	July 4th Income	\$ 34,045.50	\$ 27,980.45		\$ 18,000	event sponsors - fireworks + entertainment
OTHER	Other Income	\$ 50.50	\$ 256.20		\$ -	none
OTHER	Logo Clothing	\$ -	\$ 48.00		\$ -	none
OTHER	Cash Control	\$ 1,800.00	\$ 1,887.50		\$ -	none
OTHER	Chair Set-up	\$ 48.00	\$ -		\$ -	none
REVENUE TOTAL		\$ 131,581.99	\$ 122,204.61	\$ -	\$ 92,459	

EXPENSE CATEGORY	DESCRIPTION	2013	2014	2015	2016	2016-2019 assumptions
OUTDOOR SPORTS & RECREATION	Carousel Expense	\$ -	\$ 124.00			turned over to event organizers

OUTDOOR SPORTS & RECREA	Baseball Raffle Exp	\$ 295.00	\$ 195.00			turned over to event organizers
OUTDOOR SPORTS & RECREA	Baseball Field	\$ 332.84	\$ 50.00		\$ 350	
OUTDOOR SPORTS & RECREA	Baseball Exp	\$ 3,605.34	\$ 15,262.15		\$ 15,000	?????
BEER, SODA, LIQUOR	Beer & Soda Expense	\$ 14,313.69	\$ 9,376.61			renter supplied
BEER, SODA, LIQUOR	Bartender Exp	\$ 180.00	\$ 160.00			renter supplied
BEER, SODA, LIQUOR	Liquor Expense	\$ 2,564.10	\$ 1,910.63			renter supplied
BEER, SODA, LIQUOR	Licenses & Fees	\$ 1,298.00	\$ 1,058.00			renter supplied
RESTAURANT	Groceries	\$ 478.68	\$ -		\$ -	none
INSURANCE	Insurance, Business	\$ -	\$ 1,838.00		\$ -	under city policy
JULY 4TH	Expense	\$ 200.00	\$ 200.00		\$ -	turned over to event organizers
JULY 4TH	Expense	\$ 31,034.43	\$ 29,788.75		\$ 18,000	event sponsors - fireworks + entertainment
JULY 4TH	Raffle Expense	\$ 2,350.00	\$ 2,300.00			turned over to event organizers
PARK ADMIN	Marketing Ads	\$ 106.48	\$ 300.66		\$ 4,000	all marketing expense
PARK ADMIN	Meals & Entertain	\$ 95.56	\$ 221.35			none
PARK ADMIN	Clothing	\$ -	\$ 457.00			none
PARK ADMIN	Admin	\$ 5,153.64	\$ 3,747.56		\$ 30,000	incentivized Parks Director wages & benefits
PARK ADMIN	Office	\$ 184.00	\$ -			none
PARK ADMIN	Misc	\$ 63.99	\$ 97.00		\$ 1,000	fund raising expense
PARK ADMIN	Bank Charge	\$ 5.00	\$ 108.75			
PARK ADMIN	Bad Debt	\$ 3,094.50	\$ (3,120.00)			
BUILDING MAINT	Buildings	\$ 747.28	\$ 245.05			
BUILDING MAINT	Supplies	\$ 11,557.18	\$ 9,832.39		\$ 5,000	????
GROUNDS MAINT	Fuel	\$ 3,207.74	\$ 3,064.63		\$ 3,000	
GROUNDS MAINT	Equip	\$ 5,680.08	\$ 3,946.41		\$ 4,500	
GROUNDS MAINT	Grounds	\$ 2,122.37	\$ 2,521.26		\$ 2,500	
GROUNDS MAINT	General Maintenance	\$ 360.42	\$ 44.42		\$ -	
SECURITY	Security	\$ 678.88	\$ 1,742.55		\$ 1,000	ok??
REFUNDS	Refunds	\$ 600.00	\$ 100.00		\$ 500	
TAX	Tax	\$ 2,891.76	\$ 2,549.79		\$ 750	sales tax on facility rental
UNEMPLOY. INS.	Unemploy Inc	\$ 2,291.69	\$ 2,294.75		\$ 2,294	
UTILITIES	Gas & Electric	\$ 9,404.48	\$ 7,385.06		\$ 9,000	
UTILITIES	Other utilities	\$ 680.60	\$ 630.88		\$ 700	
WAGES & INS.	Wages	\$ 26,524.49	\$ 22,419.81		\$ 8,000	Seasonal grounds keeping only
W & K DAY	W & K Day	\$ 170.00	\$ -		\$ -	
EXPENSE TOTAL		0 \$ 132,272.22	\$ 120,852.46		\$ 105,594.00	
REVENUE OVER EXPENSE		\$ (690.23)	\$ 1,352.15		\$ (13,134.60)	

From: [Waterloo City Hall](#)
To: chris.abell11@gmail.com
Cc: "[AI Kegler \(AFK53594@yahoo.com\)](mailto:AI.Kegler@AFK53594@yahoo.com)"; "[Angie Stinnett](mailto:Angie.Stinnett@ashtre@charter.net)"; ashtre@charter.net; [Bob Thompson Traveling \(zip53594Mayor@hotmail.com\)](mailto:Bob.Thompson.Traveling.zip53594Mayor@hotmail.com); "bspringr@charter.net"; Charles@cravecheese.com; "[City of Waterloo, Mayor](mailto:City.of.Waterloo.Mayor@waterloofd.com)"; "cstrob@waterloofd.com"; "dpw@waterloowi.us"; gahbs14@yahoo.com; "jeni@highenergydj.com"; "[Waterloo Clerk/Treas Office](mailto:Waterloo.Clerk/Treas.Office@lindsay.reynolds)"; "[Lindsay Reynolds](mailto:Lindsay.Reynolds)"; "[Ron Griffin \(griffinrepair@gmail.com\)](mailto:Ron.Griffin@griffinrepair@gmail.com)"; "thomast2000@yahoo.com"; "[Ziaja, Matt](mailto:Ziaja.Matt)"
Subject: Waterloo Parks Operations going forward / our Wednesday visit
Date: Friday, August 28, 2015 5:23:00 PM

Chris,

Thanks for meeting with me Wednesday to talk about the future of park operations in Waterloo. As you know the Parks Commission has been looking at various models for parks operations from different communities and different sources. Below is an outline of an additional model the Parks Commission may consider. I scribbled it down after our meeting.

Some of the models reviewed focus on leases with a private sector entity, others, like Cambridge focus on Fund 80 dollars. Others, like Marshall's are crafted agreements based on local factors.

I would call this model: "Create a traditional Parks Department with a private incentivized marketing component." This isn't the only model being considered, but -- with the benefit of our discussion -- it is the most detailed thus far. Please consider sharing it with Trustees. I will share it with key stakeholders.

- The Trustees focus on the non-monetary pieces of an annual July 4th celebration. The community raises sponsorships or donations to fund the fireworks and entertainment.
- The seasonal employees responsible for the grounds would work under the DPW.
- Building rentals would be processed and tracked through the Clerk/Treasurer's office.
- The City would contract out facility marketing, event rental generation along with building set-up & clean-up to a firm or an "Event Coordinator on steroids" person that would be reimbursed with a base salary and aggressive incentives.
- Perhaps alcohol carry-ins could be allowed and the alcohol license could be let go with consumption of alcohol allowed for a defined set or type of events.
- Alternatively, I'm reviewing a new publication from the League of Municipalities on options for municipalities and the serving of fermented beverages. Municipalities have options, but they don't involve the sale of liquor.
- A Friends of Waterloo Parks group is created to promoting and encourage the volunteerism that has sprouted in the last several years.
- Biggest Challenge: being competitive in the marketplace in renting the pavilion. Marketing Waterloo as a fun destination.
- Biggest Strengths: being competitive in the marketplace in renting the smaller buildings.
- Success defined as a safe enjoyable park generating enough net revenue to add a predefined amount of dollars to a capital improvement fund each year.
- The model could cover all parks, not just Firemen's Park.

Thanks to our discussion, this is obviously more detailed than other models reviewed. I hope it helps further the discussion. I am reviewing details relating to liquor licensing, state approved

Thanks you.

Mo Hansen

Clerk/Treasurer

City of Waterloo

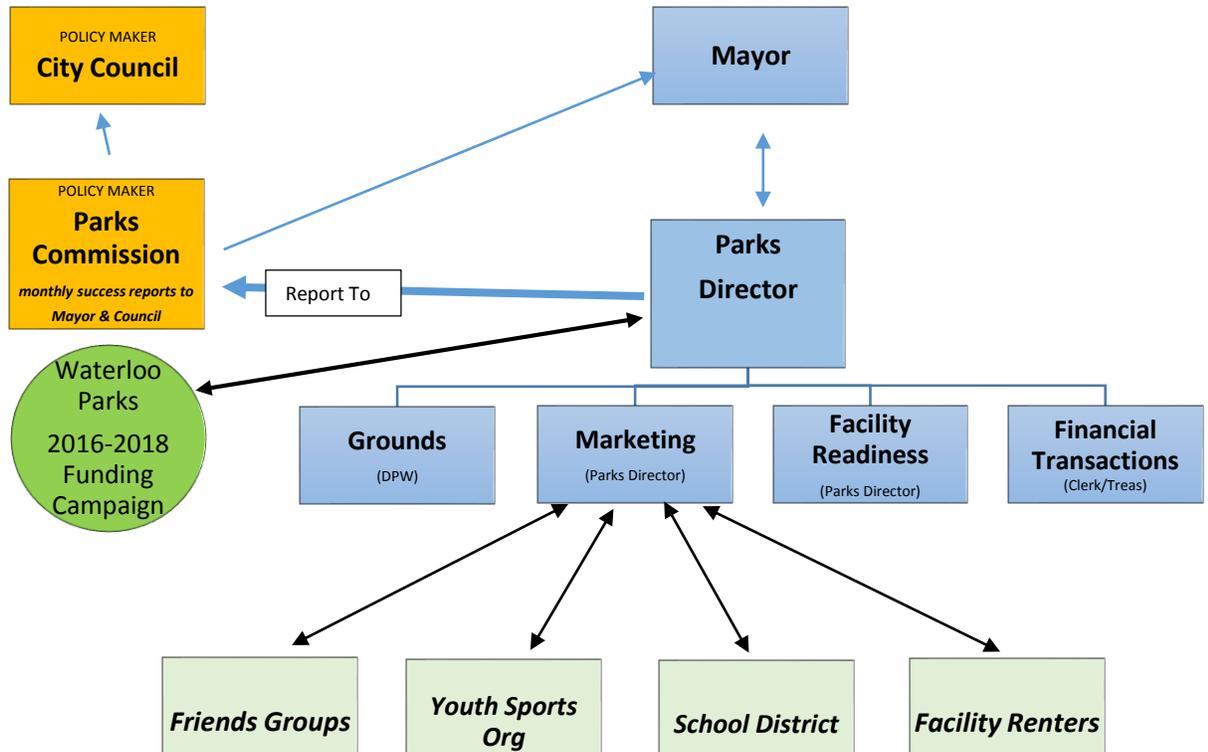
office: 920.478.3025

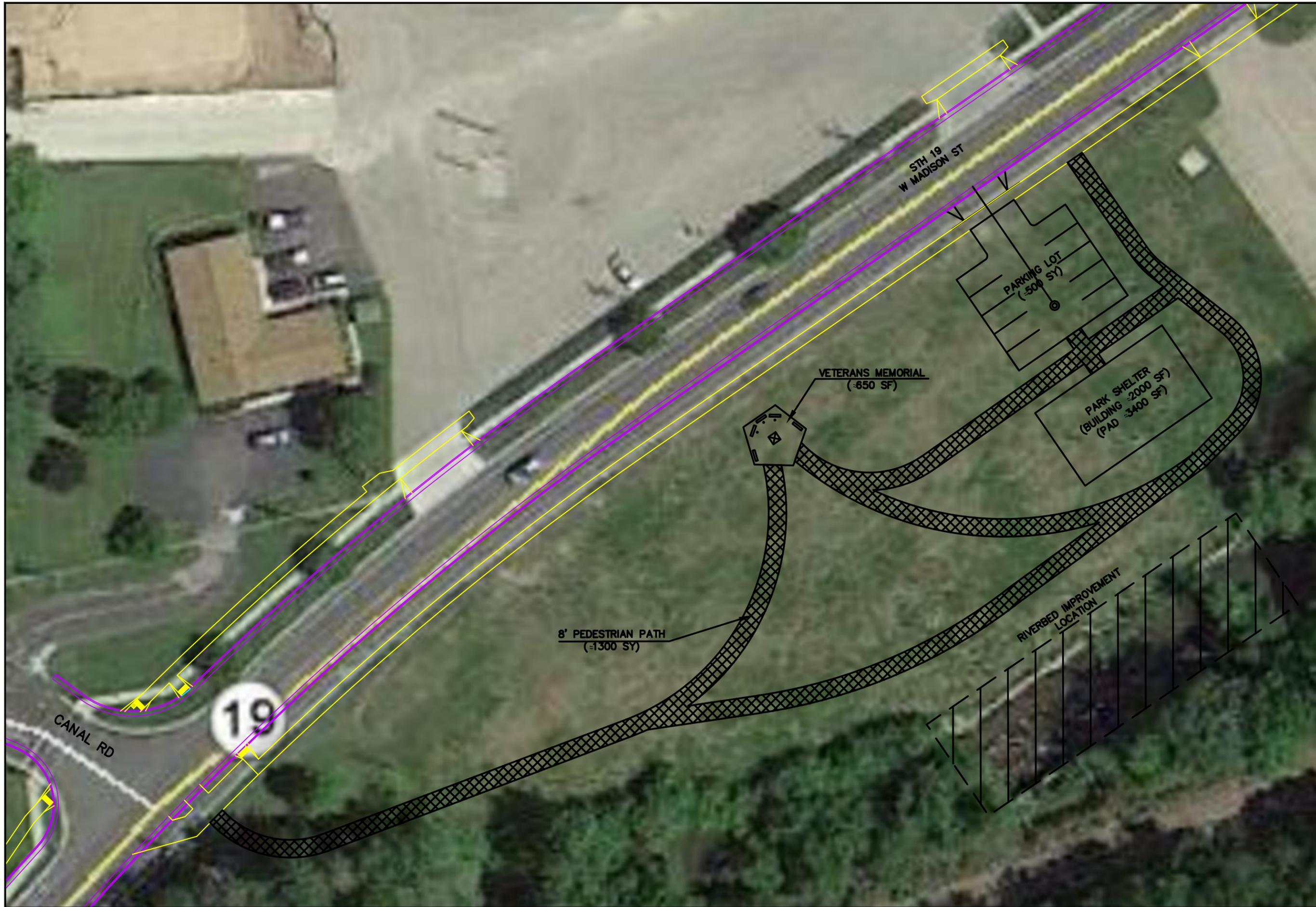
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**PRELIMINARY
CONCEPT DRAWING**

SCALE : 1" = 40'
 DATE: NOVEMBER 11, 2015
 DRAWN BY : JMB
 APPROVED BY : ML

CITY OF WATERLOO, WISCONSIN
 720 W. MADISON STREET
 PARK IMPROVEMENTS

KUNKEL
 engineering
 group
 107 Parallel Street
 Beaver Dam, WI 53916
 (920)356-9447
 Fax (920)356-9454



**720 West Madison Street Park Improvements
City of Waterloo, Wisconsin**

PRELIMINARY ESTIMATE OF CONSTRUCTION COSTS

November 11, 2015

Project Scope

1. Removal of concrete pillars and river bed, located in the Maunsha River, and northern concrete abutment wall, adjacent to the Maunsha River, which are remnants of the 2008 flooding and subsequent building demolitions at 720 West Madison Street.
2. Construction of an asphalt pedestrian and bike path from Canal Road, meandering along the river front and connecting into West Madison Street sidewalk.
3. Construction of an asphalt parking lot utilizing the existing northern most driveway opening.
4. Construction of a concrete pad and park shelter.
5. Construction of a concrete pad and installation of flag poles for the relocation of the Veterans Memorial from the intersection of East Madison Street and North Monroe Street.

Maunsha Riverbed Improvements*					
Quantity	Unit	Description	Unit Cost	Subtotal	Total Cost
13	EA	Remove Concrete Pillars	\$ 2,250.00	\$29,250.00	
100	CY	Remove Concrete Abutment Wall and Pillars	\$ 135.00	\$13,500.00	
75	CY	Remove Concrete River Bed	\$ 245.00	\$18,375.00	
1	LS	Unclassified Excavation		\$12,500.00	
1	LS	Embankment Repairs		\$15,000.00	
300	SY	Install Type RR Geotextile Fabric	\$ 7.50	\$2,250.00	
300	SY	Install 18-Inches Heavy Rip Rap	\$ 55.00	\$16,500.00	
					\$107,375.00
* Southern concrete abutment wall to remain due to active rail line proximity.					
* Coordination with adjacent CP Rail line and Wis DNR is required to obtain approvals or permits, as required for all phases of construction activities.					
* Permit fees are not included in preliminary cost estimate.					
Pedestrian Path Construction					
Quantity	Unit	Description	Unit Cost	Subtotal	Total Cost
1	LS	Unclassified Excavation		\$5,500.00	
1300	SY	Install 8-Inch Crushed Aggregate Base Course	\$ 5.50	\$7,150.00	
1300	SY	Install 3-Inch Asphalt Pedestrian Path	\$ 17.00	\$22,100.00	
650	SY	Topsoil and Seeding	\$ 8.00	\$5,200.00	
					\$ 39,950.00



**720 West Madison Street Park Improvements
City of Waterloo, Wisconsin**

PRELIMINARY ESTIMATE OF CONSTRUCTION COSTS

November 11, 2015

Parking Lot Construction					
Quantity	Unit	Description	Unit Cost	Subtotal	Total Cost
1	EA	Install Storm Manhole with Open Grate	\$ 2,500.00	\$2,500.00	
75	LF	Install 12-Inch RCP Storm Main	\$ 65.00	\$4,875.00	
1	EA	Connect to Existing Storm Sewer Main	\$ 500.00	\$500.00	
1	LS	Unclassified Excavation		\$3,000.00	
500	SY	Site Grading	\$ 12.50	\$6,250.00	
500	SY	Install 12-Inch Crushed Aggregate Base Course	\$ 8.00	\$4,000.00	
30	SY	Install 5-Inch Crushed Aggregate Base Course	\$ 4.50	\$135.00	
265	SF	Install 6-Inch Concrete Drive Approach	\$ 10.00	\$2,650.00	
500	SY	Install 3.5-Inch Asphalt Parking Lot	\$ 25.00	\$12,500.00	
200	LF	Install 4-Inch White Pavement Markings	\$ 0.50	\$100.00	
100	SY	Topsoil and Seeding	\$ 15.00	\$1,500.00	
					\$ 38,010.00
Park Shelter Construction					
Quantity	Unit	Description	Unit Cost	Subtotal	Total Cost
1	LS	Unclassified Excavation		\$3,500.00	
400	SY	Site Grading	\$ 12.50	\$5,000.00	
400	SY	Install 8-Inch Crushed Aggregate Base Course	\$ 8.00	\$3,200.00	
3400	SF	Install 4-Inch Concrete Pad	\$5.50	\$18,700.00	
1	LS	Construct Open Air Park Shelter		\$30,000.00	
1	LS	Lighting and Electrical Service		\$8,000.00	
100	SY	Topsoil and Seeding	\$ 15.00	\$1,500.00	
					\$ 69,900.00
Veterans Memorial Construction					
Quantity	Unit	Description	Unit Cost	Subtotal	Total Cost
1	LS	Unclassified Excavation		\$2,000.00	
100	SY	Site Grading	\$ 15.00	\$1,500.00	
100	SY	Install 8-Inch Crushed Aggregate Base Course	\$ 10.00	\$1,000.00	
650	SF	Install 4-Inch Concrete Pad with Stamped Pattern	\$ 12.00	\$7,800.00	
1	LS	Relocation of Monument	\$ 3,500.00	\$3,500.00	
3	EA	Flag Poles	\$ 3,250.00	\$9,750.00	
2	EA	Granite Benches	\$ 4,200.00	\$8,400.00	
3	EA	Granite Monuments	\$ 9,000.00	\$27,000.00	
1	LS	Backlighting and Electrical Service		\$6,000.00	
					\$ 66,950.00
Total Estimated Construction Cost					\$ 322,185.00

Waterloo Parks Commission -- Annual Calendar

(revised: 11/13/2015 by Clerk/Treasurer)

Preferred meeting time: Third Tuesday of the month at 5:00 p.m.

JANUARY - Monitor Progress Measures
FEBRUARY - Notify Mayor of reappointment interest - Review and realign Progress Measures as needed
MARCH - Notify Mayor of reappointment interest
APRIL - Mayoral appointments - Review and realign Progress Measures from Comprehensive Outdoor Recreation Plan and its Executive Summary
MAY - Commission selects Chair - Review and realign Progress Measures from Comprehensive Outdoor Recreation Plan and its Executive Summary - Update annual calendar
JUNE - Future year budget planning and requests - Monitor Progress Measures
JULY - Future year budget planning and requests
AUGUST - Future year budget submittal - Monitor Progress Measures
SEPTEMBER
OCTOBER - Monitor Progress Measures - Identify grant opportunities
NOVEMBER - Monitor Progress Measures - Identify grant opportunities
DECEMBER - Monitor Progress Measures - Confirm grant application submittals