



**CITY OF BLOOMINGTON
parks and recreation**

AGENDA

City of Bloomington Board of Park Commissioners
Regular Meeting: Tuesday, July 13, 2010 4:00 – 5:30 p.m.

Council Chambers
401 North Morton

CALL TO ORDER - ROLL CALL

A. CONSENT CALENDAR

- A-1. Approval of Minutes of May 25, 2010
- A-2. Approval of Claims Submitted May 26, 2010-July 12, 2010
- A-3. Approval of Non-Reverting Budget Amendments
- A-4. Review of Business Report

B. PUBLIC HEARINGS/APPEARANCES

- B-1. Public Comment Period -
- B-2. Parks Partner Award - Elder Care Connections, Inc. and IMA (Kim Ecenbarger)
- B-3. Staff Introductions - Russell Levin, BBCC Intern
- B-3. - Brittany Harness, Community Relations
- B-4. Staff Recognition -

C. OTHER BUSINESS

- C-1. Review/Approval of Agreement with Pinnacle Marketing Partnerships (Mick Renneisen)
- C-2. Review/Approval of Partnership Agreement with White River Co-op for Drool in the Pool Event (Bill Ream)
- C-3. Review/Approval of Proposed 2011 Parks General Fund Budget (Mick Renneisen)
- C-4. Review/Approval of Proposed 2011 Parks Non-Reverting Fund Budget (Mick Renneisen)

D. REPORTS

- D-1. Operations Division - No Report
- D-2. Sports Division - No Report
- D-3. Recreation Division - No Report
- D-4. Administration Division - July is National Recreation & Parks Month

ADJOURNMENT



CITY OF BLOOMINGTON
parks and recreation

A-1
08/24/10

Board of Park Commissioners
Regular Meeting
Minutes

Tuesday, July 13, 2010
4:00 – 5:30 p.m.

Council Chambers
401 N. Morton St.

CALL TO ORDER

The meeting was called to order by Mr. Carter at 4:05 p.m.

Board Present: John Carter, Joe Hoffmann Jane St. John

Staff Present: Mick Renneisen, Judy Seigle, Kim Ecenbarger, Becky Barrick-Higgins, Dave Williams, Leslie Brinson, Bill Ream, Brittany Harness, Cheryl Elmore, Elizabeth Tompkins, Paula McDevitt, Bev Johnson, John Turnbull, Russell Levin, Rachel (John's intern?)

A. CONSENT CALENDAR

- A-1. Approval of Minutes of May 25, 2010 Meeting
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- A-3. Approval of Non-Reverting Budget Amendments
- A-4. Review of Business Report

Mr. Hoffmann made a motion to approve the Consent Calendar as presented. Ms. St. John seconded the motion. Motion unanimously carried.

B. PUBLIC HEARINGS/APPEARANCES

B-1. Public Comment Period

No public comment this month.

B-2. Parks Partner Award – Elder Care Connections, Inc. and IMA

Ms. Ecenbarger addressed the Board and stated that the Spring/Summer Parks Partner Award is being presented to Elder Care Connections and Internal Medicine Associates (IMA). In May the department hosted its 36th annual Senior Expo at the Twin Lakes Recreation Center. Elder Care and IMA show strong support for the new venue and sponsored the event at the contributor level, an \$800 sponsorship. Elder Care Connections, Inc. was started 15 years ago as a geriatric care management company to advocate for seniors and their families. Their organization provides information, guidance and support to families and to oversee and coordinator provider services so that seniors can remain safely at home. IMA was incorporated in 1974 by its three founding physicians. Today IMA is comprised of 50 physicians specializing in a cross-section of specializations. Most importantly, IMA has a strong base of family medicine and internal medicine physicians in addition to nine nurse practitioners. They have four offices in Bloomington, serve patients in a nine county area in south central Indiana, and send specialists to seven locations in surrounding counties to meet the needs of patients in those areas in addition to Bloomington and Monroe County. The City of Bloomington Parks and Recreation Department thanks Elder Care Connections and IMA for supporting the Senior Expo and for helping us offer quality programs and events emphasizing adult wellness. They're top notch businesses in Bloomington and ones that lead by example. Ms. Ecenbarger introduced Dave Burnworth with IMA and Liz Kalina with ElderCare.

Ms. Kalina addressed the Board and thanked them for this award. She stated that it is a pleasure to support the Sr. Expo and a good opportunity to showcase all of the community resources that are available to seniors in the Bloomington community. She feels it is also a great opportunity for seniors to socialize and meet new friends. She stated that having the event at the TLRC was a huge success.

Mr. Burnworth addressed the Board and offered his thanks to the Parks and Recreation staff and the staff of the Sr. Expo for the award and all of the hard work and dedication they put into the Sr. Expo. He stated that “working” at the event is a fun opportunity to conduct business and his staff really enjoys working at it.

B-3. Staff Introductions – Russell Levin, Brittany Harness

Mr. Levin introduced himself to the Board. Originally from Long Island NY, he has spent the last four years here in Bloomington working on completing his degree at Indiana University. He will graduate in August with a bachelor’s degree in management from the School of Public and Environmental Affairs (SPEA) with the completion of one summer class as well as this internship. While completing an internship is a requirement to graduate from SPEA he is still very excited to be working with the Banneker Center as well as the City of Bloomington Parks and Recreation Department. He especially enjoyed working with the Jared Jefferies Basketball as well as the softball tournament taking place in August. Working with events like these as well as the day to day work helping out at the Banneker center will be a great experience.

Ms. Harness introduced herself to the Board stating that she started working part-time with the department in the Community Relations area in the fall. She is working full-time during the summer months. She received her undergraduate degree in Mass Communications/Public Relations in Louisiana in 2008 and will receive a Master’s degree in Public Relations from IUPUI this December. During her time with the department she has assisted with the development of promotional and marketing materials, written news releases, assisted with Web site maintenance, assisted with community events, and conducted extensive market research, resulting in a marketing report for the Twin Lakes Recreation Center.

B-4. Staff Recognition – none this month

C. OTHER BUSINESS

C-1. Review/Approval of Agreement with Pinnacle Marketing Partnerships

Mr. Renneisen addressed the Board seeking approval of the agreement with Pinnacle Marketing Partnerships. He introduced Bob McDowell, representing Pinnacle Marketing Partnerships and stated that this partnership has been in existence since May 2009. Under this agreement, Mr. McDowell provides sponsorship/advertising solicitation services. Prior to working for the Department, Mr. McDowell provided similar services for the SportsPlex as well as other sports facilities in the Midwest. Staff’s experience with Mr. McDowell has confirmed that he has the expertise to assist the Department in meeting the revenue goals for the various facilities through the solicitation of corporate sponsors/advertisers. The terms of the agreement are as follows:

- 1) Expand the delivery of Mr. McDowell’s services to additional Park facilities including TLRC, Twin Lakes Sports Park, Winslow Sports Park, Frank Southern Ice Arena, Bryan Pool, Mills Pool, and Cascades Golf Course.
- 2) Article 3. Term of Agreement: July 15, 2010 – December 31, 2011. Following this initial term, subsequent agreements will be renewed annually.
- 3) Article 6. Sponsorship Fulfillment: Mr. McDowell agrees to send a copy of any signed contracts with sponsors to Julie Ramey, Community Relations Manager, within 30 days of the contract signing.
- 4) Article 7. Expense Reimbursement: Changes to a per diem amount based on City policy and standards.
- 5) Article 8. Communication (new): Stipulates a requirement for Mr. McDowell to contact Julie Ramey, Community Relations Manager, in advance of traveling to Bloomington to schedule any necessary meetings.

Mr. McDowell addressed the Board and stated that he is pleased to have this partnership with the Department. The relationship with staff is excellent and any issues are resolved promptly. He stated that the cosmetic improvements at the TLRC have been noticed by sponsors and users and are very positive.

Mr. Hoffmann asked where in the Department is there likely to be more sponsorship and advertising potential.

Mr. Renneisen stated that the Department has 10 scoreboards and all have been sold. In addition, there are 27 hole sponsors available at Cascades Golf Course and dashboards at Frank Southern Ice Arena. Staff hopes to expand their sponsorships and advertising at the sites that have been approved by the Board. He also mentioned the enhanced partnership with the hospital is possible because of Mr. McDowell's efforts.

Mr. Hoffmann made a motion to approve the partnership with Pinnacle Marketing Partnerships. Ms. St. John seconded the motion. Motion unanimously carried.

C-2. Review/Approval of Partnership Agreement with White River Co-Op for Drool in the Pool Event

Mr. Ream addressed the Board seeking approval of the partnership agreement with White River Co-Op for the Drool in the Pool event. He stated that this is the fourth year for this partnership with the Co-Op; however, they have been an integral part of the event since its inception six years ago. White River Co-Op is responsible for securing vendors, judges, and prizes for the event, as well as recruiting volunteers to assist the day of the event. They have also secured PMI Nutrition as an even sponsor. Drool in the Pool will be held on Wednesday and Thursday, September 1st and 2nd from 5-8 p.m. at Bryan Park Pool after it has closed for the season. The first day will be for swimming only. The second day will be for contests, giveaways and activities. Dog vendors will also be present to hand out samples, interact with the public and promote their dog specialty.

Mr. Hoffmann made a motion to approve the partnership agreement with White River Co-Op for the Drool in the Pool event. Ms. St. John seconded the motion. Motion unanimously carried.

C-3. Review/Approval of Proposed 2011 Parks General Fund Budget

Mr. Renneisen addressed the Board seeking approval of the 2011 Parks General Fund Budget. He stated that the 2011 budget was developed using a "zero based" budget model. This model assesses the costs of every department service using no previous budget history and builds a budget based on the needs for each service. In addition, a budget retreat was held with the Board to receive input and determine priorities. Budget hearings begin next week with the City Council. The department's mission is to strive to provide the highest quality parks, recreation services and greenspace to enhance the quality of life for our community.

Department Highlights:

- 2007 Gold Medal Award winner
- 2001/2006 CAPRA Accredited
- 20 program units
- Over 1,000 program offerings
- Over 676,000 recorded participations in 2009
- Responsible for over \$50 million of City assets

Priorities:

- B-Line completion
 - Over \$4 million in funds from non-city sources has been identified for the completion of the trail.
 - B-Line will connect to the Clear Creek and Bloomington Rail Trails to create a 7.4 mile greenway.
 - LED lights being used on Phase II.
 - Parks operating funds, in many categories, increases to maintain the trail.
- Enhance Sustainability Efforts
 - Completing \$80,000 HVAC control project (grant funded) at TLRC in 2010.
 - Replacing TLRC lighting system with more energy efficient lights and controls (NR funded).

- Both improvements should lower energy use more than 20%.
- Enhance Access to TLRC
 - Improve access (road, stoplight, sidepath) to the Twin Lakes Recreation Center – TIF funded project.
 - Important safety/accessibility issue much anticipated by current and future users.
- Health & Wellness
 - Twin Lakes Recreation Center has programming designed to improve the health and wellness of our community.
 - Non-reverting budget.
 - B-Line Trail increases opportunities for programs focusing on health and wellness.
- Economic Impact
 - TLRC has generated \$4.6 million in economic impact for our community during its first year of operation.
 - B-Line Trail increases opportunities for economic impact by attracting visitors and creating a “commerce trail” for businesses near the trail.
 - 20th National Softball Tournament in 2011 – ASA Girls’ 16U Class B Nationals. These tournaments have generated \$17+ million for local economy.
- Infrastructure Repair
 - 41 park sites
 - 12 facilities
 - 2,360 acres
 - 30 miles of trails
 - 26 playgrounds
 - 42 parking lots
 - 24 picnic shelters
 - 78 landscape plots
 - 40 outdoor court surfaces
- Future Community Park
 - Complete a Master Plan for the Switchyard property.
 - TIF funding request.
 - B-Line Trail completion through Switchyard will pique community interest in future use of site.
- Identify Future Community Parks & Recreation Interests
 - Complete a Community Attitude and Interest Survey.
 - Identify key community initiatives for Department’s 2013-17 Master Plan.
 - Last survey complete in 2006.
- Achieve Re-accreditation
 - Department one of first 40 in country to achieve accreditation.
 - Previously accredited in 2001/2006.
 - Enables Department to maintain standards to community satisfaction.
- Replace Equipment/Vehicles
 - 45 vehicles in Parks fleet
 - 20 vehicles replaced in 2010
 - 5 decommissioned in 2010
 - Annual vehicle replacement funds in 2011 budget proposal (\$115, 329)
 - Anticipate replacing 5-6 vehicles in 2011
 - 22 types of special equipment
 - 2011 request to replace 4 pieces of specialty equipment (\$57,000)

Specific budget requests include:

- Park mower (\$20,000)
- Rotary mower for Cascades Golf Course (\$20,000)
- All-Purpose Maintenance Vehicles for Parks and Ballfields (2-total \$17,000)

Budget Summary:

- Personal Services (line 100) \$4,429,042 (an increase of \$96,386)
- Supplies (line 200) \$614,194 (a decrease of \$37,337)
- Other Services (line 300) \$1,508,170 (an increase of \$263,984)
- Capital Outlays (line 400) \$204,133 (a decrease of \$57,990)

The department's total 2011 general fund budget request is \$6,755,539 (an overall increase of \$265,043 or 4%). Projected general fund revenue for 2011 is \$1,187,200 and \$2,342,129 in non-reverting for a total of \$3,529,329. Mr. Renneisen expressed his thanks to the Parks and Recreation team for their outstanding efforts.

Mr. Hoffmann made a motion to approve the 2011 general fund budget contingent upon approval by the City Council. Ms. St. John seconded the motion. Motion unanimously carried.

C-4. Review/Approval of Proposed 2011 Parks Non-Reverting Fund Budget

Mr. Renneisen addressed the Board seeking approval of the 2011 Parks and Recreation Non-Reverting budget request.

Background:

- NR fund established as an "enterprise fund"
- Allows staff flexibility to meet customer interests
- Reduces reliance on the general fund tax base
- Developed with "zero-based" budget model
- Incorporated input from staff specialists, supervisors, managers & division directors
- Conducted budget development retreat with the Board of Park Commissioners to receive input and determine budget priorities

NR Budget & the TLRC:

- The Twin Lakes Recreation Center operated for 6 months in 2009
- Budget changes in 2011 reflect actual expenses and revenue from a full year (May 2009-May 2010) of operation
- Proceeds from the bond sale will pay the debt service (capitalized interest) for TLRC in 2011
- Surplus revenue generated to date (May 15, 2009 – July 6, 2010) = \$367,350

2010 to 2011 Non-Reverting Budget Changes:

- Aquatics anticipates more expense for staffing and concessions
- Goof anticipates more equipment sales which increases cost of good sold and revenue
- Adult Sports anticipates less expense for a smaller national softball tournament
- Natural resources anticipates increase in expenses and revenue for a Griffy Lake erosion control project
- Youth Services anticipates less expense related to fewer registrations for youth camps
- Baneker anticipates less expense related to transfer of youth basketball program to TLRC
- Adult Services anticipates less staff cost related to changes in enrollment for People's University classes
- Other NR budget units remain relatively unchanged

Budget Summary:

- Personal Services (line 100) \$718,601 (an increase of \$20,663)
- Supplies (line 200) \$390,624 (a decrease of \$74,187)
- Other Services (line 300) \$948,541 (an increase of \$413,306)
- Capital Outlays (line 400) \$0 (periodic capital improvements are authorized based on NR reserves)

- Total Non-Reverting Fund Request = \$2,057,766 (an increase of \$359,782)
- Projected Revenue = \$2,342,129
- Projected Expenses = \$2,057,766
- Anticipated surplus for 2011 = \$284,363 (to be saved for future bond payments for TLRC)
- Non-Reverting balance at the end of 2009: \$923,847. Balance as of 7/7/10: \$790,016 (balance with insurance reimbursement for FSC included: \$1,088,785).

Mr. Hoffmann made a motion to approve the 2011 non-reverting fund budget. Ms. St. John seconded the motion. Motion unanimously carried.

D. REPORTS

D-1. Operations Division – No Report

D-2. Sports Division – No Report

D-3. Recreation Division – No Report

D-4. Administration Division – July is National Recreation and Parks Month

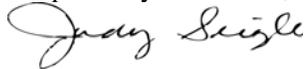
Ms. McDevitt addressed the Board and stated that July is National Recreation and Parks month. She provided a PowerPoint presentation demonstrating some examples of activities available for folks to participate in during the month of July including:

- Independence Day Festivities
- Farmers' Market
- Bryan and Mills Pools
- Performing Arts Series
- Messy Mania
- Cascades Golf Course
- Completion of Jackson Creek Trail
- Youth Sailing Camp
- Twin Lakes Recreation Center (group exercise classes)
- B-Line Trail
- Playful City USA
- Kid City

ADJOURNMENT

Meeting adjourned at 5:15 p.m.

Respectfully Submitted,



Judy Seigle, Secretary Board of Park Commissioners