



CITY OF BLOOMINGTON
parks and recreation

AGENDA

City of Bloomington Board of Park Commissioners
Regular Meeting: Tuesday, May 26, 2009 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 April 28, 2009 meeting
- A-2. Approval of Claims Submitted April 29, 2009– May 25, 2009
- 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. Bravo Award -
- B-3. Staff Recognition
- B-4. Staff Introductions - Aaron Biggs – Intern
- Jenny Kearney - Intern
- Lara Black – Customer Service Representative
- Lysie Burton, Community Events Specialist
- Joseph Marquez, Intern

C. OTHER BUSINESS

- C-1. Review/Approval of Contract with Pinnacle Marketing Partnerships to Sell Sponsorships/Advertising for the Parks Department (Mick Renneisen)
- C-2. Review/Approval of Lease Agreement with Subway Real Estate To Operate a Franchise at the SportsPlex (Mick Renneisen)
- C-3. Review/Approval of Consultant Contract for SportsPlex Management Services (Mick Renneisen)
- C-4. Review/Approval of Price Schedule Amendment for the SportsPlex (Mick Renneisen + Staff)
- C-5. Review/Approval of Quote to Replace Soccer Surface at SportsPlex (John Turnbull)
- C-6. Review/Approval of Facility Use Agreement for the SportsPlex (John Turnbull)
- C-7. Review/Approval of Partnership Agreement with Lake Monroe Sailing Association (Michael Simmons)
- C-8. Review/Approval of Facility Use Agreement with Monroe County United Ministries (Rob Gilchrist)
- C-9. Review/Approval of Fee Waiver for Parks Foundation/Don Brineman Golf Outing (John Turnbull)
- C-10. Review/Approval of Contracts with Consultants for the B-Line Trail (Dave Williams)

D. REPORTS

- D-1. Operations Division - No Report
- D-2. Sports Division - No Report
- D-3. Recreation Division - No Report
- D-4. Administration Division - Strategic Action Plan Update (Cheryll Elmore)

ADJOURNMENT



**CITY OF BLOOMINGTON
parks and recreation**

A-1
06/16/09

Board of Park Commissioners
Regular Meeting
Minutes

Tuesday, May 26, 2009
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 4:00 p.m.

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

Staff Present: Mick Renneisen, Judy Seigle, Cheryll Elmore, Paula McDevitt, Becky Barrick, Bev Johnson, Leslie Brinson, Karen Serfling, Julie Ramey, Curtis Gilstrap, Lindsay Buuck, John Turnbull, Michael Simmons, Daren Eads, Lysie Burton, Sarah Nix, Kim Ecenbarger, Dave Williams, Steve Cotter

City Admin: Jackie Moore, City Legal Department

Interns: Aaron Biggs, Joseph Marquez, Jenny Kearney

A. CONSENT CALENDAR

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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

Mr. Carter reminded the public that the two City pools are now open and asked everyone to be careful!

Mr. Hoffmann stated that a recently passed law allows for weapons in national parks. He reminded the public that weapons are NOT allowed in any City of Bloomington parks.

B-2. Bravo Award

Ms. Brinson addressed the Board and stated that the May Bravo Award is being presented to Erin Fleser. Ms. Fleser has been involved with the Banneker Community Center for the past two years. During the 2006-2007 school year Ms. Fleser was the president of the PTO at Fairview Elementary School and works with Banneker staff to provide childcare at PTO meetings. When Banneker at the View was developed for the 2008-2009 school year, Ms. Fleser offered her support through the PTO as well as her personal time. She began working with afterschool

participants in January on a jewelry and weaving program. She most recently offered to provide meals one night a week for participants that stay at the Banneker when the afterschool program is over. She made arrangements with MCCSC to be added to a grant funded account at Bloomingfoods so she can purchase food for these evening meals.

Ms. Fleser addressed the Board and thanked them for this honor.

B-3. Staff Recognition

None this month.

B-4. Staff Introductions

Aaron Biggs introduced himself to the Board and stated that he is starting his third week with the department and is working with Ms. McDevitt. He will be a senior at Indiana University majoring in Recreation Sport Management with a double minor in Sport Marketing and Business. After graduating he plans to attend a post-graduate school either in law or to pursue a master's degree in sport management.

Jenny Kearney introduced herself to the Board and stated that she is a senior at Indiana University majoring in Sports Marketing and Management with a minor in Business. She plans to graduate in the spring of 2010. After graduation she hopes to work either with college athletes or in a city parks department or in a state park. She hopes to gain experience with event planning within the sports department.

Lynsie Burton introduced herself to the Board stating that she is the new Community Events Specialist. She completed her internship with the department in the spring and graduated from Indiana University in May with a degree in Tourism Management and a minor in Recreation and Park Administration. She feels very fortunate to have obtained this position and looks forward to working here and getting involved in everything the City and department has to offer.

Joe Marquez introduced himself to the Board and stated that he is from East Chicago, Indiana. He will graduate in May with a degree in Recreation Sports Management. He will be working with Bev Johnson and other staff at the Banneker Community Center. Following his internship this summer he hopes to apply to a school in Chicago where he can pursue an MBA. He hopes to one day open a gym in his hometown to benefit everyone in the community.

C. OTHER BUSINESS

C-1. Review/Approval of Contract with Pinnacle Marketing Partnerships to Sell Sponsorships/Advertising for the Parks Department

Mr. Renneisen addressed the Board seeking approval of the partnership agreement with Pinnacle Marketing. He stated that Bob McDowell, representing Pinnacle Marketing Partnerships, has provided sponsorship/advertising solicitation services for the SportsPlex under a similar agreement for several years. Staff believes that Mr. McDowell has the expertise to assist the department in meeting the revenue goals for the SportsPlex facility. He has proven to be successful in building relationships with sponsors and advertisers. Mr. Renneisen stated that he has discussed the possibility of extending these services to other areas within the department should the Board approve. The Legal Department has approved this agreement and division directors have reviewed the agreement.

Mr. McDowell addressed the Board and stated that he is pleased to continue developing this relationship with the City of Bloomington and the SportsPlex facility. He has prior experience in corporate marketing and management, was the President of Arby's worldwide and the Executive Vice President of Kentucky Fried Chicken worldwide. He eventually relocated to Louisville, Kentucky. He travels throughout the Midwest to work with partners to develop a marketing relationship. He stated that he values the opportunity to meet with community businesses to promote his client's facilities.

Ms. St. John asked if he works with other sports facilities in Bloomington?

Mr. McDowell stated that he has about 19 other sports facilities, typically with no more than one facility in each city. He has two in the Indianapolis area and they have varied sports offerings, and he has no other sports facilities in Bloomington.

Ms. St. John asked Mr. McDowell if he does any national advertising.

Mr. McDowell stated that he is feels expanding to national sponsorships may be pursued given the size and quality of some of the department's programs, but the costs are substantially higher and those national sponsors are looking to capture a much larger audience than what Bloomington may have to offer.

Ms. St. John asked if sponsors could have exclusive rights, for example, if they could ask to be the only car dealership in a given facility.

Mr. McDowell stated that is a suggested option and is dependent on the amount of their investment. For examples, he currently has one domestic and one foreign car dealership at the SportsPlex facility.

Mr. Coyne expressed some concern about becoming too commercialized, but understands the need for the additional revenue. He also asked that the Board have some say in Article 6 regarding placement of advertisements.

Mr. McDowell stated that he has very strict guidelines based on the amount of the investment. He also has control, based on the client's feedback, over the content of the banner.

Mr. Hoffmann expressed similar concerns as Mr. Coyne. He stated that he is impressed with Mr. McDowell's work that he has seen. He wants to make sure the Board maintains the ability to approve or deny certain sponsorships. He did mention one word omission in Article 10. In the second line, the word "no" should be inserted to read "There are **no** covenants, promises..." He also has concerns with Article 6 and feels it is vague and feels that Board discretion should be added to this article to provide the Board with the ability to provide feedback.

Mr. Renneisen stated that it was the intent to have Board provide the final approval on advertisement at Parks facilities. Each facility will be treated differently.

Mr. Hoffmann made a motion to approve the contract agreement with Pinnacle Marketing Partnerships, subject to the following changes: Article 10 should read "There are **no** covenants, promises..." and change Article 6 to state, with the exception of the SportsPlex, the Board will have the discretion to have final approval on advertising at Parks facilities. Ms. St. John seconded the motion. Motion unanimously carried.

C-2. Review/Approval of Lease Agreement with Subway Real Estate to Operate a Franchise at the SportsPlex

Mr. Renneisen addressed the Board seeking approval of the lease agreement with Subway Real Estate to operate a franchise at the SportsPlex. He stated that there is currently a Subway restaurant in the SportsPlex facility that has been there since 2003 and is operated by Paul Gillard, former owner of the SportsPlex. Staff has negotiated terms of the agreement with the Subway Real Estate office Leasing Specialist, Donna Koneska. This is a one-year agreement with nine opportunities to renew the agreement annually. A clause in the contract allows for the fee to be renegotiated after year one as Mr. Gillard plans to enhance the offerings. The current lease is \$600 per month payable to Parks and Recreation by the first (1st) day of each calendar month.

Mr. Coyne asked what would happen if Mr. Gillard decided to no longer operate the Subway.

Mr. Renneisen stated that the Subway Corporation would actively pursue another franchise owner to operate this restaurant.

Mr. Coyne asked about the Parks Department's liability for equipment in the facility due to power surge and other electrical issues.

Mr. Renneisen stated that has been addressed in the contract and it becomes the responsibility of the franchise owner (Mr. Gillard).

Mr. Hoffmann made a motion to approve the lease agreement with Subway Real Estate. Ms. St. John seconded the motion. Motion unanimously carried.

C-3. Review/Approval of Consultant Contract for SportsPlex Management Services

Mr. Renneisen addressed the Board seeking approval of the consultant contract for SportsPlex management services. He stated that staff is proposing to retain Paul Gillard from June 1-November 30, 2009 to provide consulting services on the management of the SportsPlex facility. Approximately 25 hours per week will be required for these consulting services. Mr. Gillard is one of the original partners and has served as the general manager of the facility since its construction in 1999.

Mr. Hoffmann added that he would like to see the weapons clause added to this agreement.

Mr. Hoffmann made a motion to approve the consultant contract for SportsPlex facility management services. Ms. St. John seconded the motion. Motion unanimously carried.

Mr. Gillard addressed the Board and thanked the Board, Legal Department and Parks staff for all their time and efforts during the sales transaction of the SportsPlex, in addition to approving the Subway lease and the management services contract. He felt it was handled well by all parties and looks forward to the continued relationship.

Mr. Coyne thanked Mr. Gillard for his willingness to work with the staff and Board and feels it's important for the public to see that the Parks staff can work with the local business community and be successful.

C-4. Review/Approval of Price Schedule Amendment for the SportsPlex

Mr. Renneisen addressed the Board seeking approval of the price schedule amendment for the SportsPlex. He stated that the draft price schedule was presented at the April Board meeting. Many staff members have provided input and rates are based on the local market, past practices at the SportsPlex, and comparable prices at other parks facilities.

Mr. Turnbull stated that there will likely be changes made to this document over the next few months as new programs and services arise.

Mr. Hoffmann made a motion to approve the price schedule amendment for the SportsPlex. Ms. St. John seconded the motion. Motion unanimously carried.

C-5. Review/Approval of Quote to Replace Soccer Surface SportsPlex

Mr. Turnbull addressed the Board seeking approval of the quote to replace the soccer surface at the SportsPlex. He stated that five requests for quotes were sent out with three vendors responding. The three submissions are as follows: Pro Grass LLC: \$74,998.00; Foreverlawn: \$84,968.00; Shane Walsh & Associates: \$99,718.00. Parks staff, as well as a local consultant, have reviewed the details of the proposals and found them to be similar in scope and material. Staff recommends awarding the bid to the low bidder, Pro Grass LLC for \$74,998. He added that this price does not include demolition.

Mr. Hoffmann made a motion to approve the quote to replace the soccer surface at the SportsPlex. Ms. St. John seconded the motion. Motion unanimously carried.

C-6. Review/Approval of Facility Use Agreement for the SportsPlex

Mr. Turnbull addressed the Board seeking approval of a facility use agreement for the SportsPlex. He stated that this is a template that will be used for rentals for the facility and is based on the existing ballfield rental forms currently in use. It has also been adapted for indoor use and is specific to the SportsPlex building. In addition to the template agreement, the agreement with Bleeding Heartland Rollergirls, LLC is being presented for approval. This event allows for the purchase of beer by spectators. Staff is contracting with a third party licensed vendor, Bobby's Too Catering. Staff will evaluate how this first event proceeds to determine the continuation of this arrangement in the future.

Mr. Hoffmann made a motion to approve the facility rental agreement template. Ms. St. John seconded the motion. Motion unanimously carried.

Mr. Hoffmann made a motion to approve the agreement with the Bleeding Heartland Rollergirls, LLC including the beer clause. Ms. St. John seconded the motion. Motion unanimously carried.

C-7. Review/Approval of Partnership Agreement with Lake Monroe Sailing Association

Mr. Simmons addressed the Board seeking approval of the partnership agreement with Lake Monroe Sailing Association. He stated that in 2008 the adult sailing classes served 19 participants in the three sessions offered. The youth sailing camps served 86 participants with ten on the wait list in the eight sessions offered. In 2009, Lake Monroe Sailing Association will once again offer three adult classes and eight youth camps. Instructors and staff remain the same. Walt Johnson, Camp Director, will review the Emergency Action Plan and update it to include a recently purchased AED. There are no changes to the 2009 partnership agreement.

Mr. Hoffmann made a motion to approve the partnership agreement with Lake Monroe Sailing Association. Ms. St. John seconded the motion. Motion unanimously carried.

C-8. Review/Approval of Facility Use Agreement with Monroe County United Ministries

Mr. Gilchrist addressed the Board seeking approval of the facility use agreement with Monroe County United Ministries (MCUM). He stated that MCUM has a long history of using Mills Pool for their childcare program. Their visit occurs one hour before normal operating hours. This agreement allows them to use the pool at a reduced rate from what would typically be defined as a pool rental. MCUM covers the direct cost of staffing the pool during their visit. In addition, they pay regular admission fees for children in their program that do not qualify for seasonal fee waiver passes. This arrangement results in a more affordable price for MCUM than charging them for a one hour rental.

Mr. Hoffmann made a motion to approve the facility use agreement with Monroe County United Ministries. Ms. St. John seconded the motion. Motion unanimously carried.

C-9. Review/Approval of Fee Waiver for Parks Foundation/Don Brineman Golf Outing

Mr. Turnbull addressed the Board seeking approval of the request to waive fees for the Bloomington Community Park and Recreation Foundation/Don Brineman Memorial Golf Scramble. He stated that this is an annual request as the fees for cart rental and greens fees are waived for this Foundation outing that raises money for youth scholarships. The tournament typically nets between \$7,000 and \$10,000. The event will be held Wednesday, June 17 at the Cascades Golf Course with lunch at 11:30 and golf at 1:00.

Mr. Hoffmann made a motion to approve the fee waiver for the Parks Foundation/Don Brineman golf outing. Ms. St. John seconded the motion. Motion unanimously carried.

C-10. Review/Approval of Contracts with Consultants for the B-Line Trail

Mr. Williams addressed the Board seeking approval of consultant contracts for a full build-out of the B-Line Trail. He stated that about a year ago he received approval for consultant contracts for Phase II of the B-Line. At that about \$1.3 million in non-city fees were secured and staff were prepared to build from Rogers to Adams Street and 2nd to Grimes Lane/Patterson Drive in a City-administered design. With the recent stimulus funds spending bill, the City was eligible to receive substantial stimulus funds, along with other funding, which will allow staff to complete the entire three-mile B-Line Trail. Staff hopes to retain the same consultant team to continue design plans for completion of the B-Line Trail. All design plans must be submitted to INDOT in August and then wait for a bid date that, hopefully, will be before the end of the year. If all goes as planned, construction will begin in the spring 2010 and completion within a year and half. This will take the trail from Rogers to Adams Street, 2nd to Grimes Lane/Patterson Drive through the remaining 1.2 miles of the railroad switchyard. The City owns a corridor through the switchyard with negotiations continuing on the purchase of the switchyard. Once complete, the B-Line Trail (3 miles) will connect with the Country Club Rail Trail (2 miles), which connects to the Clear Creek Trail (2.3 miles). The design team consists of Cornerstone Planning for landscape architecture; Butler, Fairman & Seufert for civil engineering; Bruce Carter Associates for environmental remediation; and Lise Schools with Interpretive Ideas for trail signage and orientation maps.

Mr. Hoffmann stated that he hopes to eventually see this trail form a loop by connecting behind Thomson Park and return to the north end of the B-Line Trail.

Mr. Williams added that the Jackson Creek Trail may also receive stimulus funding.

Mr. Renneisen added that the grand opening of the B-Line Trail will be on Friday, June 26 at 4:30 at the Farmers' Market Plaza.

Mr. Hoffmann made a motion to approve the consultant contracts for complete of Phase III/completion of the B-Line Trail. 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

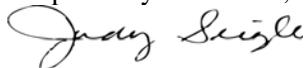
D-4. Administration Division – Strategic Action Plan Update

This item was tabled until the June meeting.

ADJOURNMENT

Meeting adjourned at 5:30 p.m.

Respectfully Submitted,



Judy Seigle, Secretary Board of Park Commissioners