



**CITY OF BLOOMINGTON
parks and recreation**

AGENDA

City of Bloomington Board of Park Commissioners
Regular Meeting: Tuesday, September 28, 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 August 24 and September 7, 2010
- A-2. Approval of Claims Submitted September 8, 2010 – September 27, 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. Bravo Award - Gretchen Scott (Bloomington in Bloom) (Kim Ecenbarger)
- B-3. Parks Partner Award - Kleindorfers/Sheila Mauro (Tim Pritchett)
- B-4. Staff Introductions - Introduction of SPEA Fellows - Ben Romlein/Mike Bankoff
- Introduction of Health/Wellnes Intern – Christina Roth
- Introduction of, Recreation Division Intern - Aaron Biggs
- B-5. Staff Recognition -

C. OTHER BUSINESS

- C-1. Review/Approval of Application for Civic License to Serve Alcohol at the Buskirk–Chumley Theater (Mick Renneisen)
- C-2. Review/Approval of Partnership Agreement with American Red Cross to Provide A Wilderness First Aid Education Program (Tim Pritchett)
- C-3. Review/Approval of Partnership Agreement with Chris Doran to Provide Soccer Program Management at Twin Lakes Recreation Center (Rob Gilchrist)

D. REPORTS

- D-1. Operations Division -
- D-2. Sports Division - ASA National Softball Tournament Update (John Turnbull)
- D-3. Recreation Division -
- D-4. Administration Division - Strategic Action Plan Update (Cheryll Elmore)

ADJOURNMENT



CITY OF BLOOMINGTON
parks and recreation

A-1
10/26/10

Board of Park Commissioners
Regular Meeting
Minutes

Tuesday, September 28, 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 4:00 p.m.

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

Staff Present: Mick Renneisen, Judy Seigle, Lindsay Buuck, Rob Gilchrist, Julie Ramey, Paula McDevitt, Cheryl Elmore, Tim Pritchett, Kim Ecenbarger, John Turnbull

BCT Mgmt: Danielle McClelland

Interns: Rachel Ehret, Mike Bankoff, Christina Roth, Ben Romlein, Aaron Biggs

A. CONSENT CALENDAR

- A-1. Approval of Minutes of August 24 and September 7 Meetings
- A-2. Approval of Claims Submitted August 24 – September 27, 2010
- A-3. Approval of Non-Reverting Budget Amendments
- A-4. Review of Business Report

Mr. Coyne 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. Renneisen reminded the Board and the public of the grand opening ceremony for the Jackson Creek Trail that runs from the Winslow/High/Rogers roundabout to Sherwood Oaks Park and the Goat Farm. The grand opening will be Tuesday, October 5 at 3:30 p.m. at the Sherwood Oaks Park entrance. Staff hopes to have children from Childs Elementary and Jackson Creek Middle Schools at the ceremony as this is a Safe Routes to School trail and the following day is International Walk to School Day.

Mr. Carter thanked Public Works, Parking Enforcement and Bloomington Police Department for providing amenities and signage at Jackson Creek Trail.

Mr. Renneisen also reminded the Board that the department is up for reaccreditation for 2011 and the accreditation team will be in Bloomington the week of November 29 – December 3. More details will follow when the itinerary is established.

B-2. Bravo Award – Gretchen Scott (Bloomington in Bloom)

Ms. Ecenbarger addressed the Board and stated that the September Bravo Award is being presented to Gretchen Scott for her efforts in coordinating the America in Bloom (AIB) competition in Bloomington. Ms. Scott has been a realtor in Bloomington for 25 years and loves the Bloomington community. As Chair of the Bloomington Board

of Realtors Community Grants Committee, she frequently looks for ways to make a positive impact in the community. She formed a collaboration with the Parks and Recreation Department, the local realtor group, and Indiana University. She worked nonstop for almost two years on this project and promoted it to service groups, churches, environmental organizations, and businesses. In addition to her commitment to the America in Bloom competition, Ms. Scott has taken part in a mission trip to India, distributes day-old bread, and stays committed to Sherwood Oak's Hoosier Care program and Jill's House. She enjoys spending time with her 2 children and 10 grandchildren, and participates in 3 gardening clubs. Representatives from the Bloomington in Bloom committee will travel to St. Louis, Missouri the weekend of October 2-3 where awards will be presented to communities.

Ms. Scott addressed the Board and stated that there are a lot of willing volunteers in Bloomington. She thanked Mr. Renneisen and the Parks and Recreation staff for all of their support.

Mr. Renneisen stated that it is impossible to say "no" to Ms. Scott! He thanked her for all of her dedication and for keeping everyone focused.

B-3. Parks Partner Award – Kleindorfers/Sheila & Phillip Mauro

This item was tabled until the October 2010 meeting.

B-4. Staff Introductions

Ms. Buuck addressed the Board and provided them with an introduction to Christina Roth, Health/Wellness Intern. Ms. Roth is the fitness intern for the fall semester and is currently completing the requirements for a BS in Kinesiology with a Fitness Specialist major and a minor in Dance. She is learning to do fitness assessments, interpretation, and prescription as well as obtaining ACE personal training certification. When she graduates she hopes to move to Florida and work for the Walt Disney World Corporation in their entertainment department and hopes to incorporate better employee wellness within the company. As part of her internship she assists with group exercise classes and assisting with the pediatric weight loss program called G.O.A.L. (Get Onboard Active Living) to aid in beating the child obesity epidemic.

Ben Romlein introduced himself to the Board and stated that he is originally from Ann Arbor, Michigan. He completed his undergraduate degree at Earlham College in 2007. Since then he completed a year of volunteer service, doing education work in rural Mississippi and also in Washington, DC. Following that he moved to Bloomington and began working in the admissions office of the Law School at Indiana University. He recently began he studies in the MPA program in SPEA and is very pleased to have been placed with the City of Bloomington to complete his fellowship.

Mike Bankoff introduced himself to the Board and stated that he, too, is a first year Fellow in SPEA. Originally from Phoenix, Arizona, he has also lived in Michigan, Washington, Colorado, and Peru. He received his BA in International Affairs from the University of Colorado at Boulder in 2005. Shortly after that he joined the Peace Corps and spent 2006-2008 working in environmental education and natural resource management with schools and municipal governments in Peru. He returned to Colorado in 2009 and spent the last year and half working with an environmental consulting firm and also with a residential construction company. He is pleased to be able to work on projects such as the McDoel Switchyard and erosion control at Griffy Lake, along with many other projects.

Aaron Biggs introduced himself to the Board and stated that he is very happy to be starting his fifth week as an intern with the Department at the TLRC. He will be working alongside his internship advisor, Paula McDevitt and his immediate supervisors Mark Sterner, Rob Gilchrist, Daren Eads, Kirsten Prange, and Lindsay Buuck. He is finishing his senior year at Indiana University where he is majoring in Recreation Sport Management with a double minor in Sport Marketing and Business. After he graduates, he hopes to attend a Post-Graduate institution, either law school or a Masters Degree in Recreation Sport Management. He hopes to eventually own and manage a few different types of sport and recreation facilities nationwide where different people of all ages are able to participate.

C. OTHER BUSINESS

C-1. Review/Approval of Application for Civic License to Serve Alcohol at the Buskirk-Chumley Theater

Mr. Renneisen addressed the Board seeking approval of the application for a civic license to serve alcohol at the Buskirk-Chumley Theater (BCT). He stated that Assistant City Attorney, Inge Van der Cruysse, has been working with the Alcohol and Tobacco Commission (ATC) to complete all of the necessary requirements for this permit. The BCT currently serves alcohol by acquiring a temporary permit each time they will be serving alcohol. This is a very time consuming process. Revenue from the alcohol sales is significant. As the owners of the property, BPRD feels this is a legitimate request. The City must hold the civic license in its name; however, the application and permits are the responsibility of the BCT Management staff. Pending Board approval, ATC will make a site visit for final approval. If approved, the City will be the license holder, allowing the BCT Management to operate.

Ms. McClelland addressed the Board and thanked them and City Legal for all of their time and energy put into this request. She stated that the gross revenue from alcohol sales was about \$40,000 returning about a 50% net. Alcohol sales revenue contributes a respectable amount of their annual revenue. However, about 50 individual permits are applied for on an annual basis which requires a lot of staff time. All staff has been trained and are licensed bartenders meeting the ATC guidelines. She doesn't anticipate a large increase in sales but having the civic license will save a tremendous amount of staff time.

Mr. Hoffmann asked if alcohol sales would only be available during events at the BCT and not on a regular basis.

Ms. McClelland stated that they don't anticipate selling during non-event times; however, two sponsors of their upcoming renovations have expressed an interest in keeping their local products available to visitors throughout the day. That is not currently part of the plan. She stated this may not be realistic or cost efficient. She added that there are very specific guidelines for food that must be available during times that alcohol is being sold. For the next nine months, alcohol will continue to be sold in the lobby along the west wall. If renovation plans go as planned, construction to the box office will divide the space so that traffic flow for ticket sales is safer for patrons and the other half will be an enclosed space with pass through windows into the main lobby where beer and wine will be sold. Once the construction is complete, then a permanent space will be available to visitors coming through during the day. Ms. McClelland added that, should they determine that alcohol sales during the day would be beneficial and profitable, they would approach the Board for approval.

Mr. Coyne made a motion to approve the application to obtain a civic license to serve alcohol at the Buskirk-Chumley Theater with the understanding that stand-alone sales may be revisited by the Board as a policy decision in the future. Ms. St. John seconded the motion. Motion unanimously carried.

C-2. Review/Approval of Partnership Agreement with American Red Cross to Provide A Wilderness First Aid Education Program

Mr. Pritchett addressed the Board seeking approval of the partnership agreement with American Red Cross to provide a Wilderness First Aid Education Program. He stated that in early 2010 the Red Cross adopted the Wilderness and Remote First Aid curriculum of the Boy Scouts of America. Upon adopting this curriculum, the Red Cross developed a crossover course for current First Aid and CPR instructors to become certified to teach Wilderness and First Aid. Mr. Pritchett took this class in June and became certified. He was approached by the Red Cross staff to see if there was interest in teaching the class in the fall. It was determined that the Red Cross space was not large enough to teach the class, and the Allison-Jukebox Community Center was determined to be a good space for the class, using Third Street Park for the outdoor portion of the classes. The Red Cross and the BPRD staff intend to offer the course once in the fall and once in the spring. The Red Cross will provide the certification authority and necessary course materials while BPRD will provide a certified instructor, registration support, and the location. This agreement duration is October 1, 2010 – September 30, 2011.

Mr. Coyne made a motion to approve the partnership agreement with the American Red Cross of Monroe County. Ms. St. John seconded the motion. Motion unanimously carried.

C-3. Review/Approval of Partnership Agreement with Chris Doran to Provide Soccer Program Management at Twin Lakes Recreation Center

Mr. Gilchrist addressed the Board seeking approval of the partnership agreement with Chris Doran to provide soccer program management at Twin Lakes Recreation Center (TLRC). He stated that Mr. Doran has operated a very successful and well respected youth and adult soccer program at the TLRC (formerly the Bloomington Sportsplex) since the facility opened in 1999. These programs include developmental programs for youth as well as recreational and competitive soccer leagues for youth and adults. This partnership allows Mr. Doran to continue offering these programs to the Bloomington community, providing quality soccer programming for members of the community as well as significant field rental revenue for the TLRC.

Mr. Coyne made a motion to approve the partnership agreement with Chris Doran, Bloomington Soccer LLC. Ms. St. John seconded the motion. Motion unanimously carried.

D. REPORTS

D-1. Operations Division – No Report

D-2. Sports Division – ASA National Softball Tournament Update

Mr. Turnbull addressed the Board and provided them with an update on the USA/ASA National Softball Tournament 12Under that was hosted by the department and the Bloomington/Monroe County Convention and Visitor's Bureau (CVB) this past summer. He introduced Mike McAfee and Eric Marvin with the CVB. Mr. Turnbull stated that 101 teams from 19 states participated in this tournament and this was the largest turnout ever for this age group. The tournament staff hosted 40 umpires, approximately 1,313 players, an estimated 3,000 additional family members, and played games at all three softball complexes: Lower Cascades, Winslow, and Twin Lakes. Souvenir sales this year were contracted out and brought in \$83,000. Gate sales totaled \$51,430, entry fees totaled \$37,875, concessions totaled \$20,661, and umpire payroll totaled \$22,125. Order of finish: 1) Orange County Bat Busters Ray; 2) 97 Georgia Impact; 3) Team Anderson 97 Sota; 4) Team Arizona; 5) San Diego Aztecs; 6) Victory USA; 7) Team Mizuno; 8) Texas Red Hots; 9) California Cruisers; 10) American Pastime. He stated that it takes a lot of staff time to organize and plan this event. Staff members from all divisions help with such things as gate sales, concessions, registration, opening ceremonies, updating the web page, and brackets. The CVB staff organizes all of the hospitality and coordination for the umpires. The tournament netted about \$28,588. This is a pretty good net for a tournament this size. Also, a hotel rebate program was negotiated and netted about \$13,000 in rebates. This is calculated into the net of \$28,588, as is the 28% of the souvenir sales.

Mr. McAfee, Executive Director of the CVB, addressed the Board and introduced Eric Marvin, Sports Development Director of the Hoosier Sports Corporation, a division of the CVB. Mr. Marvin attends many conventions and trade shows to attract large sporting events to the Bloomington community. Mr. McAfee stated that the mission of the CVB is to bring visitors to the region to stay in local hotels, eat in local restaurants, shop, and spend money in the Bloomington area. The CVB is funded by an innkeeper's tax that is split with the Convention Center. They partner with many local organizations.

Mr. Marvin addressed the Board and stated that BPRD has an excellent reputation at the ASA annual meeting that he attends. Very little work on his part goes into establishing a relationship with the organization because of the excellent reputation that the department has already established. Staff members from the CVB and BPRD will be traveling in November to bid on 2012 tournaments. During the tournament the CVB works closely with the umpires, providing them with food and socials. The other main responsibility that the CVB assumes is reserving hotel room blocks for teams. The economic impact on the local economy for the 2010 tournament is estimated to be around \$2.5 million. The 2009 tournament had an economic impact of nearly \$1 to 1.5 million. Local retailers love having these tournaments in Bloomington! He added that it is very rare to have large sporting events that last for an entire week. That is a big bonus to restaurants and hotels and other retailers in the area. He emphasized that the CVB staff is very appreciative of the partnership with BPRD for these events.

Mr. McAfee addressed the Board and stated that the CVB spends about \$8,000 on traveling and recruiting these events. About \$7,000 is spent on hospitality and food during the event this year and about \$5,000 in the past. The income from the hotel rebates was split with BPRD and the 5% innkeepers tax brought in quite a bit of revenue for the CVB. He has discussed doing something for the Twin Lakes Sports Park to return part of that revenue back to

the department. He has discussed installing a sunshade structure but that is still being discussed. He said they typically “invest” in these tournaments rather than make money from them. He also emphasized how appreciative they are of this partnership.

Mr. Coyne expressed his pleasure with the tournament and the hard work everyone puts in to running it. He encouraged everyone to negotiate bigger rebates with the hotel industry and encouraged everyone to work harder to make these tournaments net more revenue.

Mr. Hoffmann echoed Mr. Coyne’s concerns that the department should at least be breaking even on these events. He thinks they are exciting events, good for Bloomington and the staff does an excellent job at managing them, but they should at least be breaking even or netting some revenue.

Mr. McAfee stated that they would love to meet with the Board and discuss ways in which more revenue can be captured for these events.

Mr. Renneisen stated that the CVB staff understands these concerns and works closely with the department staff to recover as many of the expenses as possible. The two partners will continue to work with the industry partners. He also expressed his appreciation with the CVB staff that offered to return some of that revenue to the park by offering to fund a capital improvement need at the facility.

Mr. Carter asked if anyone knew how much it cost the department in terms of full-time staff for running these events.

Mr. Renneisen said that has not been determined, but asked that Mr. Turnbull put together some approximate costs and report back to the Board.

D-3. Recreation Division – No Report

D-4. Administration Division – Strategic Action Plan Update

Ms. Elmore addressed the Board and provided them with an update on the current Strategic Action Plan (SAP). She stated that this SAP is for the years 2008-2012 and is based on the previous SAP and goals and objectives that were identified through the most recent Comprehensive Plan. As of the end of August 2010, staff has completed 33 of 95 (35%) tasks identified for 2010. Significant accomplishments for this period of 2010 include:

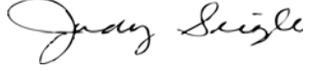
- Annual staff retreat was held on December 12, 2009. Scheduled for January 7, 2011.
- The department’s comprehensive plan goals were incorporated into the City’s Strategic Action Plan. The City’s plan was presented by Mayor Mark Krizan at the State of the City address in May 2009.
- The department worked with City administration to sustain adequate operating and maintenance funding to parks and recreation in order to sustain the level of service currently provided to the community. General Fund budget for 2010 is \$6,490,496. General Fund budget for 2011 will be \$6,727,166.
- Investigate capital asset sales potential for BACC. Charter School leased the BACC for 10 years in April 2009. Will improve facility and allow parks department to use it on nights and weekends. All BACC programs have been relocated.
- Consider utilizing revenue for renovation of an existing facility or construction of a new multi-generational community center. 100,000 square foot SportsPlex facility was purchased on May 2009 through revenue bonds. Took possession of facility on May 15, 2009. After one full year of ownership, the Twin Lakes Recreation Center generated revenue of \$932,000 with expenses of \$571,000. Membership participations increased by 38%.
- Cost recovery goals were calculated for 2009, analyzed by staff and Park Board and cost recovery goals were established for all program areas for 2010.
- B-Line Backers and Adopt-a-Median programs are in place.
- The 5-year Capital Improvement Plan was updated in February 2010 for the years 2010 through 2014.
- The Willie Streeter gardens sites were expanded.

- Administrative procedures training held in March 2010
- Department was named “Playful City USA” 3 years in a row

ADJOURNMENT

Meeting adjourned at 5:25 p.m.

Respectfully Submitted,



Judy Seigle, Secretary Board of Park Commissioners