



CITY OF BLOOMINGTON
parks and recreation

A-1

07-24-2018

Board of Park Commissioners
Regular Meeting
Minutes

Tuesday, July 24, 2018
4:06 p.m. – 4:38 p.m.

Council Chambers
401 N. Morton St.

CALL TO ORDER

The meeting was called to order by Ms. Kathleen Mills at 4:06 p.m.

Board Present: Ms. Kathleen Mills, Mr. Joseph Hoffman, and Ms. Darcie Fawcett

Staff Present: Ms. Paula McDevitt, Mr. Dave Williams, Ms. Becky Higgins, Ms. Kim Clapp, Ms. Leslie Brinson, Ms. Hannah Buddin, Mr. Bill Ream, and Ms. Crystal Ritter.

A. PUBLIC HEARINGS/APPEARANCES

A. CONSENT CALENDAR

- A-1. Approval of Minutes of June 26, 2018
- A-2. Approval of Claims Submitted June 26, 2018 through July 23, 2018
- A-3. Approval of Non-Reverting Budget Amendments
- A-4. Review of Business Report
- A-5. Approval of Surplus

Mr. Joe Hoffmann made a motion to approve the Consent Calendar. Ms. Darcie Fawcett seconded the motion. Motion unanimously carried.

B. PUBLIC HEARINGS/APPEARANCES

B-1. Public Comment Period – None

B-2. Bravo Award – None

B-3. Parks Partner Award – None

B-4. Staff Introduction – None

C. OTHER BUSINESS

C-1. Review/Approval of Partnership Agreement with Mad for My Dog

Mr. Bill Reams, Community Events Coordinator the Department wishes to provide a summer dog event to the Bloomington community. By combining available resources from each partner, this Agreement will provide an opportunity for the community to participate in an affordable summer event that is designed to create social, safe and fun opportunities for dogs and their owners. The event is to be held at Mills Pool, on August 8th – 9th, from 5:00 pm. - 8:00 pm. Staff recommends the approval of this Partnership Agreement with Mad for My Dog.

Mr. Joe Hoffmann made a motion to approve the Partnership Agreement with Mad for My Dog. Ms. Darcie Fawcett seconded the motion. Motion unanimously carried.

C 2. Review/Approval of Partnership Addendum with Summer Star Foundation

Ms. Elizabeth Tompkins, Natural Resource Coordinator the Department and Summer Star Foundation entered into an Agreement on May 22, 2018, that would provide an outdoor educational program to fourth grade students at MCCSC. The original agreement refers to the program as the “Nature Day Project” the addendum adds specificity by stating instead, “Griffy Lake Nature Day Project” for the 2018/2019 school year. Staff recommends the approval of this Addendum.

Board inquired, why the name change was requested.

Ms. Tompkins responded, the Summer Star Foundation provides funding for both the Griffy Lake Nature Day Program, and the Banneker Nature Day Program. Staff believes this request is to aid the Summer Star Foundation in distinguishing between the two programs.

Mr. Joe Hoffman made a motion to approve the Addendum to Partnership Agreement with Summer Star Foundation. Ms. Darcie Fawcett seconded the motion. Motion unanimously carried.

C-3 Review/Approval of Alcohol Permit for Garlic Fest

Ms. Crystal Ritter, Community Events Coordinator, staff recommends the approval of the permit application to sell beer/wine at the 2018 Garlic Fest and Community Art Fair to be held on September 1st and 2nd at the Waldron, Hill and Buskirk Park. Event organizers are prepared to adhere to all local and state laws along with any rules and regulations from Bloomington Parks and Recreation. Appropriate security will be provided for the event and for the sale of alcohol. Once obtained and prior to the event, the organizers will provide BPRD with a copy of their temporary beer/wine permit from the State of Indiana, Alcohol & Tobacco Commission. Organizers will be assessed an alcohol permit fee of \$200 or ten percent of gross, whichever is greater. This is the seventh year for the event, and organizers are in good standings with BPRD. This year’s event will offer more educational opportunities for children.

Mr. Hoffmann made a motion to approve the Alcohol Permit Request for 2018 Garlic Fest and Community Art Fair. Ms. Fawcett seconded the motion. Motion unanimously carried.

C-4 Review/Approval of Contract Addendum with Centerstone Planning and Design

Mr. Dave Williams, Operations Director the Department and Cornerstone PDS entered into an Agreement for Consultant Services on January 23, 2018. The Department would like to expand those services to include design for the following items at the Allison-Juke Box Community Center: an accessible sidewalk entrance, a new delivery ramp to the south employee entrance, and replacement of the existing west walk with accessible sidewalk to the stage. Additional cost would be \$7,950, funded through the General Obligation Park Bonds. Staff recommends the approval of the Addendum.

Mr. Joe Hoffmann made a motion to approve the Contract Addendum with Centerstone. Ms. Darcie Fawcett seconded the motion. Motion unanimously carried.

D REPORTS

D-1. Recreations Division – None

D-2 Operations Division - None

D-3. Sports Division – None

D-4 Administrative Division – 2017 Strategic Action Plan

Ms. Paula McDevitt, Administrator approached the podium and presented the 2017 Strategic Action Plan. The Department’s 2016-2020 Master Plan recommends the development of an annual strategic action plan in tandem with the budget request to the city. As part of the budget planning process each program area establishes goals and tasks to achieve goals. This information becomes the Strategic Action Plan. CAPRA Accreditation Standard 1.2 requires the strategic action plan be presented and reviewed by the Board.

2017 Budget Goals

75 Goals – 54 Achieved (100% completed) – 15 in Progress (achieved 50% or more completed) – 6 Incomplete (achieved less 50% or unachievable)

147 Tasks – 125 Achieved – 17 in Progress – 5 Incomplete

The following are a few of the 2017 Goals:

1. Administration provided customer service and process 9000 transactions for program registrations, shelter rentals, and refunds through RecTrac 3.1 software update. – Achieved
2. Community Relations recruit, track, and train 1780 volunteers for 9370 hours of service. In progress.
3. Health and Wellness work in partnership with IU Health Bloomington, Monroe County YMCA, Riley Physicians Indiana University Health, IU School of Public Health, MCCSC and RBBC to facilitate the G.O.A.L. Program's (Get on Board with Active Living) 3 cohorts with 15-20 youth participants and their families per cohort. Achieved
4. Aquatics provided recreational swimming from Memorial Day to Labor Day for approximately 55,000 patrons at Bryan Pool and 21,000 at Mills Pool. Incomplete (51,198 at Bryan Pool and 14,904 at Mills Pool)
5. Health and Safety provide over 600 hours of aquatic training for our aquatic staff. Achieved
6. Frank Southern Center sell and provide ice time to organizations in excess of 500 hours during the ice season. Achieved.
7. Golf Services increase use of practice facility by the selling of over 3,500 buckets of Balls. Achieved
8. Natural Resources provide boat rental opportunities for 5,000 boaters at Griffy Lake from April through October. Achieved
9. Allison Jukebox Community Center/Youth Services offer full day programming to 40 elementary school age children when the public schools are not in session during the school year. Achieved.
10. Twin Lakes Recreation Center rent the artificial turf for over 950 hours to maximize its use for all types of activities. Achieved.
11. Community Events: Events reorganize the sponsorship program for the Performing Arts Series utilizing a tier approach enabling sponsors increase benefits by increasing exposure from one to fourteen concerts. Achieved
12. Community Events: Farmers' Market increase over all vendor capacity per week from an average of 84 vendors to an average of 90 vendors. Achieved
13. Community Events: Community Gardens replace four raised beds at Willie Streeter and add two to Butler Park. Achieved
14. Adult Sports Services provide adult softball leagues for over 3,500 participants. Incomplete
15. Adult Sports Services provide fields for 310 practices. Achieved.
16. Youth Sports Services serve over 2,200 youth in the community. Achieved
17. Benjamin Banneker Community Center increase the number of campers in the summer food service program from 80 to 90 targeting under-served areas in the community. Achieved
18. Inclusive Recreation provide and promote inclusive recreation to a minimum of 15 participants with disabilities through the provision of accessible and inclusive programs and services for individuals with and without disabilities in cooperation with Parks and Recreation staff and community organizations. Achieved
19. Cemeteries rehab 30 of the original headstones out of 15,000 at both cemeteries. Achieved
20. Urban Forestry continue Emerald Ash Borer treatments for a fourth year on 65 trees. Achieved
21. Urban Forestry provide urban forestry services at publicly owned to include 625 plantings (Parks 95, Street 530), pruning on 450 trees (Parks 30, Street 420) and 500 removals (Parks 75, Street 425) Achieved

22. Landscaping remove 25% of invasive plant species and replace with native at all locations throughout the City (facilities, medians, trails, parks) approximately 90% of the existing landscaping is not native and 25% of this includes invasive plants. Achieved at 8 locations, ongoing in 2018.
23. Operations Services provide essential operative services, preventative maintenance, grounds maintenance and repair to all parks, facilities, structures and equipment. Achieved.

Ms. McDevitt recognized and thanked Ms. Jennifer Grubb, Seasonal Administrative Assistant for the hard work and efforts she put into this project.

Final & Social Media Update

Ms. Hannah Buddin, Community Events Coordinator approached the podium and presented a Social Media update. Facebook and Instagram are important parts of the Parks and Recreation Department's digital marketing strategy. The Department manages six Facebook pages: Bloomington Parks and Recreation, Bloomington Community Farmers' Market, Twin Lakes Recreation Center, Cascades Golf Course, Bryan Park Pool and Mills Swimming Pool. Through these pages, the Department promotes events like concerts and community events, shares information with the community about park improvement projects, and answers questions posed by residents.

The Department's Instagram pages are [btownparks](#) and [kidcitybloomington](#). These pages use photos to illustrate the scope of Department programs and events, and to let Bloomington know what is happening in their Parks and Recreation Department.

The Department's social media presence is managed by the nine members of the Department's Social Media Team, headed by Hannah Buddin. Team members are Jess Klein, Hsiung Marler, Erik Pearson, Chelsea Price, Julie Ramey, Crystal Ritter, Amy Shrake, and Elizabeth Tompkins. Each member of the team is responsible for posting relevant social media content pertinent to their respective program area one day per week, and to assist in monitoring customer questions and feedback on evenings and weekends.

The Department began creating monthly digest videos to showcase each month's activities. The digest videos are created from photos taken at events, and shared on Facebook and Instagram. The June video, posted at the beginning of July, garnered more than 500 views.

The Board inquired if cancellation of events and programs posted on the social media sites. Has the Social Media Team has tried using Twitter?

Ms. Buddin responded, Yes, cancellations are posted on the sites. Twitter has previously been tried, but was not as successful as the other modes of social media. Due to staffing, the decision was made to discontinue Twitter.

ADJOURNMENT

Meeting adjourned at 4:38 p.m.

Respectfully Submitted,



Kim Clapp, Secretary Board of Park Commissioners