

City of Willard

Park Board Meeting

February 24th, 2011 7:00 PM

Willard City Hall

Members:

Blaine Kennard, Chairman

Valorie Simpson, Vice Chairman

Tricia Taylor, Secretary

Katherine Miles

Becky Miller

Kevin McDonald – Director of Parks &
Recreation

**CITY OF WILLARD
PARK BOARD
JANUARY 27, 2011
7:00 p.m.**

Board present: Chairman Blaine Kennard, Vice Chairman Valorie Simpson, Secretary Tricia Taylor and Becky Miller. Katherine Miles was not present.

Staff present: Kevin McDonald, Parks and Recreation Director; Brandon Eckhardt, Recreation Specialist; Dale Duvall, City Clerk; Kendra Adams, Deputy City Clerk; and Karen Robson, CFO.

Chairman Blaine Kennard called the meeting to order at 7:03 p.m.

Roll Call

Valorie Simpson – present; Blaine Kennard – present; Becky Miller – present;
Tricia Taylor – present; Katherine Miles – was not present.

Approval of Agenda

Motion made by Valorie Simpson and seconded by Tricia Taylor to approve the agenda.
Valorie Simpson – Aye; Katherine Miles -----; Blaine Kennard – Aye; Becky Miller – Aye;
Tricia Taylor – Aye. All votes aye. Motion carried.

Approval of Minutes of the December 30, 2010 Meeting

Motion made by Valorie Simpson and seconded by Becky Miller to approve the minutes.
Valorie Simpson – Aye; Katherine Miles -----; Blaine Kennard – Aye; Becky Miller – Aye;
Tricia Taylor – Aye. All votes aye. Motion carried.

Citizens Input

There was no citizen input.

Financial Statements

Karen Robson distributed December 2010 budget amendments. She stated that a line item for the T-Mobile Tower Fees will be included beginning in January 2011 as previously requested by the Park Board. The Coke refund that was to be used to purchase playground equipment will now be moved into Project Playground for use at a later date.

Motion made by Valorie Simpson and seconded by Tricia Taylor to approve the financial statements. Valorie Simpson – Aye; Katherine Miles -----; Blaine Kennard – Aye; Becky Miller – Aye; Tricia Taylor – Aye. All votes aye. Motion carried.

Program Budgets

Kevin McDonald discussed the program budgets including Basketball, Cheerleading and Adult Volleyball as well as the continued success of Zumba and Dance classes.

Directors Report/Sports Report

Kevin McDonald discussed current programs. Brandon Eckhardt presented the possibility of trading a pool pass and putting a logo on the school flyer and the website in exchange for DJ services for the Valentine's Dance. Board members recommended that the DJ needed to set a fee and be paid as a vendor.

Brandon Eckhardt asked the board to consider sponsorship of the Springfield-Greene County Library District Summer Reading Club program with a coupon for a one-day pass to the Aquatic Center.

Motion made by Blaine Kennard and seconded by Becky Miller to be a 2011 Summer Reading Program sponsor with a coupon on the Food'n'Fun Flipcard. Valorie Simpson – Aye; Katherine Miles -----; Blaine Kennard – Aye; Becky Miller – Aye; Tricia Taylor – Aye. All votes aye. Motion carried.

Valorie Simpson requested that a breakdown of the Aquatic Center budget be made available soon and Brandon Eckhardt and Kevin McDonald said a spreadsheet would be available in February.

Special Events 2011

Kevin McDonald announced the special events that would be offered in 2011 including the Egg Hunt on April 16, the Frisco Runaway Triathlon on June 18 and the Freedom Fest on July 4. He said that he would be asking the Board of Alderman at the February 14 meeting to have the City of Willard split the cost of the fireworks for Freedom Fest as they had done in the past. He said he will also be approaching the Chamber of Commerce about sponsoring Freedom Fest. The board discussed the need to establish a committee soon and Blaine Kennard and Tricia Taylor volunteered to serve on it.

Old Business

Park Board By-Laws

Blaine Kennard handed out the latest version of the Park Board By-Laws. The board reviewed them and recommended some grammatical changes as well as some further rewording. Blaine will make the changes and bring it back at the next meeting.

Veteran's Memorial

Kevin McDonald informed the board of the Willard Veteran's Memorial Benefit Chili Dinner and Auction and provided a current funding report. The Veteran's Memorial project has raised over \$11,000 of the \$18,000 needed for completion.

Scrap Tire Grant

Kevin said the Scrap Tire grant from DNR was submitted and the board should know the results by the end of February.

Update on Budget Cuts

Tricia Taylor updated the board on the decision of the Programs/Finance Sub-Committee that gate fees of \$1 per person needed to be implemented for adult sports. The sub-committee also recommended that program fees be increased from the current \$40 to \$45 starting with the Summer 2011 sports season.

Motion made by Becky Miller and seconded by Tricia Taylor to increase program fees to \$45. Valorie Simpson – Aye; Katherine Miles -----; Blaine Kennard – Aye; Becky Miller – Aye; Tricia Taylor – Aye. All votes aye. Motion carried.

Storm Shelter

Dale Duvall updated the board on the proposed storm shelter. The board requested that Stacy Winters, Emergency Management Director, attend the next Park Board meeting to discuss the progression.

Park on Hunt Road

Development of the new park on Hunt Road will be on hold until budget constraints allow. Kevin McDonald will talk to Justin about the feasibility of creating a whistle and an entrance for the community to access the land in the meantime.

New Business

Brandon Eckhardt presented ways to increase revenues with advertising at the various Parks and Recreation facilities, including both gyms at the Recreation Center, the Aquatic Center, the Soccer Park and in the Recreation Center newsletter. The board expressed concern at having large signs on the fence at the Aquatic Center and requested that other ideas be explored.

Motion made by Tricia Taylor and seconded by Becky Miller to approve the advertising proposal with the exception of the Aquatic Center sponsorship. Valorie Simpson – Aye; Katherine Miles -----; Blaine Kennard – Aye; Becky Miller – Aye; Tricia Taylor – Aye. All votes aye. Motion carried.

Adjourn

Motion made by Tricia Taylor and seconded by Blaine Kennard to adjourn the meeting. Valorie Simpson – Aye; Katherine Miles -----; Blaine Kennard – Aye; Becky Miller – Aye; Tricia Taylor – Aye. All votes aye. Motion carried.

Meeting adjourned at 9:14 p.m.

Submitted by Tricia Taylor, Park Board Secretary.

City Clerk, Dale Duvall

Parks and Recreation Director, Kevin McDonald

Youth Basketball - Winter 2011

Item	Income	Expense
Administrative Fee	\$ -	\$ 1,500.00
Payroll*	\$ -	\$ 625.25
Registrations	\$ 8,268.00	
Gate	\$ 1,495.50	
Maintenance		
Equipment		
Concessions	\$ 1,091.35	\$ 209.00
T-Shirts		\$ 1,879
Trophies		
General & Administrative		
Photography Commission		
Totals:	\$ 10,854.85	\$ 4,213.25

Youth Cheerleading - Winter 2011

Item	Income	Expense
Administrative Fee	\$ -	\$ 250.00
Payroll*	\$ -	
Registrations	\$ 1,000.00	
Gate		
Maintenance		
Equipment		
Concessions		
T-Shirts		\$ 236.50
Trophies		
General & Administrative		
Photography Commission		
Totals:	\$ 1,000.00	\$ 486.50

Adult Volleyball - Winter 2011

Item	Income	Expense
Administrative Fee	\$ -	\$ 250.00
Payroll*	\$ -	\$ 120.00
Registrations	\$1,233	
Gate		
Maintenance		
Equipment		
Concessions		
T-Shirts		
Trophies		
General & Administrative		
Photography Commission		
Totals:	\$ 1,233.00	\$ 370.00

February 2011 Facility Rentals:

<u>Recreation Center:</u>	
<u>Number of Rentals</u>	<u>Total Hours</u>
3	7

<u>Community Building:</u>	
<u>Number of Rentals</u>	<u>Total Hours:</u>
10	43

This does not include seniors meeting, A.A. meetings, Parks classes, sports & chamber.

Youth Soccer - Spring 2011

Item	Income	Expense
Administrative Fee	\$ -	\$ 1,500.00
Payroll*	\$ -	
Registrations	\$ 2,045.00	
Gate		
Maintenance		
Equipment		
Concessions		
T-Shirts		
Trophies		
General & Administrative		
Photography Commission		
Subtotals	\$ 2,045.00	\$ 1,500.00
Program Totals		

Youth Volleyball - Spring 2011

Item	Income	Expense
Administrative Fee	\$ -	\$ 1,500.00
Payroll*	\$ -	
Registrations	\$ 640.00	
Gate		
Maintenance		
Equipment		
Concessions		
T-Shirts		
Trophies		
General & Administrative		
Photography Commission		
Subtotals	\$ 640.00	\$ 1,500.00
Program Totals		

Zumba December - February 2011

Total Collected:	\$2,391.25
Parks Share:	\$797.08
Instructor Share:	\$1,594.16

2011 Parks / CoxHealth Weight Loss Challenge

	<u>Income</u>	<u>Expense</u>
Fees	\$360	
Staffing		\$43.50
Winners		
Totals	\$360	\$43.50

Valentines Dance 2/11/2011

	Income	Expense
Gate	618	0
Concessions	212.5	96.16
Staffing	0	25.37
Pictures	51	20
Advertising	0	33.89
Tickets Sold	27	0
Gas DJ	0	40
TOTAL	\$908.50	\$215.42
PROFIT: \$693.08		

CITY OF WILLARD



Parks Report

ACTION REQUESTED-NONE

Session 2 Youth Basketball: A total of 31 teams are participating in the 2011 Basketball Season. Games are played on Saturdays at the Recreation Center.

Youth Cheerleading: This season a total of 24 girls are participating. The cheerleaders cheer at the Willard Parks Basketball Games.

Adult Volleyball: This season a total of 8 teams are participating. Games are played on Monday nights at the Recreation Center. Another session is being formed after the completion of the current session of games.

Spring Soccer: Registration is currently going on for Spring Soccer. The fee to participate is \$40 and registration ends February 18th, 2011.

Spring Volleyball: Registration for Spring Volleyball is going on now for Spring Volleyball. The fee to participate is \$40 and registration ends February 18th, 2011.

Adult Basketball: Registration is enrolling now for the 2011 Adult Basketball League. The fee to participate is \$250 per team. All games will be held at the Recreation Center.

Youth Bowling 2011: Willard Parks and Recreation is currently taking registrations for the 2011 Youth Bowling Season. This season is open for 1st – 8th grade and the fees are below. All of the bowling will take place at Holiday Lanes in Springfield.

Bowling Fees:

Package One: Bowling Ball, Team Shirt, Shoe Rental, Awards, and 2 Games: \$70

Package Two: Team Shirt, Shoe Rental, Awards, and 2 Games: \$50

Youth Dance Classes: Willard's 2011 dance has begun at the Recreation Center. This is session two of youth dancing. All dance classes are held in the Murray Room at the Recreation Center.

2011 Zumba Basic and Zumba Toning Class: Willard 2011 Session of Zumba has begun. This session over 40 people are enrolled. Classes are held at the Willard Community Building. Due to spacing an additional class has been added on Tuesday nights.

Get Willard Fitness Challenge: The 2011 Willard Parks Fitness Challenge has begun. This fitness challenge lasts a total of 6 weeks. This is sponsored by CoxHealth Fitness Centers.

Facility Rentals: Willard Parks and Recreation continues to rent out the community building and the rooms at the Recreation Center during the winter month. Also rentals have started to be accepted for the Willard Aquatic Center.

Summer Camp: The dates of the 2011 Summer Camp have been set. This year's summer camp will be held May 31st – August 12th. Camp this year is will be open for completion of kindergarten – completion of 6th grade.

Valentine's Dance: Willard Parks and Recreation hosted its annual Valentine's Dance at the Recreation Center on February 11th.

2011 Aquatic Center Dates: May 27th – August 14th. The Aquatic Center will be closed every Monday. Fee will remain the same for the 2011 season.

Easter Egg Hunt Saturday April 16th at the Willard Recreation Center at 9:00am. This event is open to ages 12 and under. Participants can see the Easter Bunny, hunt for eggs and play exciting games. The event is free to attend. This event is sponsored by area businesses.

Willard's 3rd Annual Frisco Runaway Triathlon: Saturday June 18th, 2011 7:30am at the Willard Community Building. The distances are 300 yards swimming, 12 miles biking and a 5K run. The fee to participate is \$50 if you preregister and a \$55 day of registration. All participants will receive a shirt, lunch and a participation metal. This event is sponsored by CoxHealth Fitness Centers.

Freedom Fest 2011: The 2011 Freedom Fest Celebration will be Monday July 4th this year. The event will be held behind Willard Intermediate School.

Spring Break Camp: Willard Parks will host a spring break camp at the Recreation Center. This is open for K-8th grade. The fee to come is \$17.50 per day. The camp features games, trips and movies.

Willard Play Group: Wednesday's from 9:30 a.m. – 11:30 a.m. at the Willard Recreation Center. This is an opportunity for parents and kids to play, socialize and just have fun. Moms and Dads are invited to bring their infant through Pre-K aged children for FREE PLAY, STRUCTURED ACTIVITIES & MONTHLY WORKSHOPS. This playgroup is free and open to the community.

Online Sports Registration: Willard Parks is in the process of adding online registration to the website. Hopefully this is up and running in 30-60 days.

Fax Line: After a period of time with no fax line, AT&T has fixed the Willard Parks Fax line.

Greene County Parks Tax: CFO Karen Robson and I attended the Greene County Parks Tax meeting on Monday February 14th in Springfield. 1/8 of the Green County Parks Tax sunsets in 2012. The Springfield Greene County Park Board and the County Commissioners will need to vote yes for it to be placed on the August ballot. If they approve the Parks tax will go to the citizens for a vote.

Update on Advertising: The advertising policies and guidelines have gone before the BOA and they were accepted. We are now seeking advertisers.



WILLARD

Parks and Recreation

The Willard Parks and Recreation Department is a City Service that is continually planning and implementing recreational activities for the area with emphasis on the City's youth. In order to provide quality programs at the lowest possible cost, we continually seek out corporate sponsors to offset costs for our activities. The Parks and Recreation Department has the following sponsorship opportunities:

Big Gym Signage: Willard Parks and Recreation Department allows businesses to advertise in the large gymnasium at the Recreation Center and on the Baseball/Softball Fields in the form of 4 x 8 metal signs. The cost for this signage is \$400 for the first year of advertising and \$240 for every year thereafter. The \$400 initial payment includes getting the sign printed. A signed contract will accompany each sign purchased by a corporate sponsor.

Small Gym Signage: Willard Parks and Recreation Department allows businesses to advertise in the small gymnasium at the Recreation Center and on the Baseball/Softball Fields in the form of 4 x 8 metal signs. The cost for this signage is \$400 for the first year of advertising and \$200 for every year thereafter. The \$400 initial payment includes getting the sign printed. A signed contract will accompany each sign purchased by a corporate sponsor.

Highline Soccer Park Advertising: Willard Parks and Recreation Department allows businesses to advertise at the Highline Soccer Park in the form of 2 x 6 vinyl signs. The cost for this signage is \$100 for the first year of advertising and \$50 for every year thereafter. The \$100 initial payment includes getting the sign printed. A signed contract will accompany each sign purchased by a corporate sponsor.

Uniform Advertising: As part of the activities put on by the Willard Parks and Recreation Department, there is often uniforms provided that allow for one corporate sponsor. There are generally 82 sports teams that participate for a period of one year and the corporate sponsor that elects to be the uniform advertiser will be the one corporate sponsor allowed on the uniform for the entire year. The cost for this form of advertising is \$9,500 a year. A signed contract will be completed for the corporate sponsor that selects uniform advertising.

Program Guide Advertising: The Willard Parks and Recreation Department distributes Recreation Program Guides. Within that guide, corporate sponsors have the ability to advertise at a cost of \$125 for a half page and \$200 for a full page advertisement. The corporate sponsor simply must provide the information to be placed in the Program Guides. A signed contract will be completed for each corporate sponsor in relation to Program Guide Advertising.

Please consider being a corporate sponsor of the Willard Parks and Recreation Department. Your sponsorship will display to the community that your company is committed to the recreational opportunities of our city and our youth.

See attached Sponsor Form if you are interested in becoming a sponsor.



WILLARD
Parks and Recreation

SPONSOR FORM

☐ Yes! I want to become a Sponsor for the Willard City Youth!

Company Name _____

Contact Name _____

Title _____

Mailing Address _____

City, State, Zip _____

Phone _____ Email _____

Sponsor Level Selected

- ☐ Large Gym Signage
- ☐ Small Gym Signage
- ☐ Highline Soccer Park Signage
- ☐ Uniform Advertising
- ☐ Program Guide Advertising
- ☐ Other

Payment:

- ☐ A check is enclosed
- ☐ Please charge to my Visa / Mastercard

Card # and Expiration _____

Signature: _____

Please return completed form with payment to: Willard Parks and Recreation

Attn: Kevin McDonald

Address: _____

Willard Aquatic Center 2010

<u>Operating Revenue:</u>			
<u>Item</u>	<u>2010</u>	<u>2008</u>	
Gate/Season Passes/Rentals	\$105,000.00	\$21,580.25	
Concessions	\$21,032.00	\$4,029.80	
Total:	\$126,032	\$25,604.05	

<u>Operating Expenditures:</u>			
<u>Item</u>	<u>2010</u>	<u>2008</u>	
Payroll	\$53,131.09	\$24,366.59	
Chemicals	\$9,100.00	\$7,179.94	
Aquatic Supplies	\$3,850	\$2,955.57	
Utilities	\$3,900	\$0	
Concessions	\$11,100	\$2,711.44	
Phone	\$600.00	\$40	
Special Events	\$1,600	\$575	
Office Supplies	\$900	\$0	
Total:	\$84,181.09	\$37,828.54	

<u>2010 Pool Payment</u>	
Total:	\$191,596.20

CITY OF WILLARD BOARD OF ALDERMEN



AGENDA ITEM # PARKS DEPARTMENT

ACTION REQUIRED: NONE

Willard Parks Update On Budget Cuts 2011

Update on Payroll:

1st Pay Period in 2008 thru 1st Pay Period in February: \$27,109.60
1st Pay Period in 2009 thru 1st Pay Period in February: \$28,742.16
1st Pay Period in 2010 thru 1st Pay Period in February: \$25,971.85
1st Pay Period in 2011 thru 1st Pay Period in February: **\$22,243.07**

Electricity: During the day, the Willard Parks Department is only using one gym. The other gym remains closed until practices or activities begin.

Dumpsters: Currently the Willard Parks Department pays for two dumpsters (one at the Rec. Center and one at City Hall). Both of these dumpsters are dumped twice a week. We have cut back pickups to once a week instead of two.

Floor Mats: The Willard Parks Department had six floor mats at the Recreation Center. We have cut back to three floor mats.

Parks Cell Phones: Three of the four Parks Departments cell phones have been deactivated.

Closing Times: The Willard Parks Department will be closing at 8:00pm instead of 9:00pm at the conclusion of basketball season in March.

Flyers for advertising / program guides: The Parks Department is doing monthly flyers to the schools for advertising and not individual flyers for the schools for each individual event. We have also decided to eliminate the Parks Program Guide temporally.

Fireworks Cost Sharing: Willard Parks is proposing the cost sharing idea with splitting the costs of the fireworks between the Parks and the City.

Fuel Logs: Fuel logs have been put in place to help control vehicle mileage.