

**DRAFT**  
**CITY OF WAUSAU – SPECIAL PARK AND RECREATION COMMITTEE MEETING MINUTES**

Date/Time: April 22nd, 2013 at 5:00pm Location: City Hall (407 Grant Street) – Board Room  
Members Present: Jim Brezinski, Gary Gisselman, Robert Mielke, David Oberbeck (c)  
Others Present: William Duncanson - Director, Peter Knotek - Asst. Director, Maryanne Groat – Finance Director, Romey Wagner – Council Member, Mark Macdonald and Ryan Treu – Wisconsin Woodchucks, Pat Peckham – City Pages, Amanda Seitz – Wausau Daily Herald  
Excused: David Nutting

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner. It was noted that there was a quorum present and the meeting was called to order by Chairperson Oberbeck at 5:00pm.

Approval of Minutes – **Motion** by Gisselman, second by Mielke to approve the April 1st, 2013 draft minutes. Motion **carried** by voice vote. Vote reflected as 4-0.

Park Ordinance 9.20.020 – Discussion and Possible Action on Revising Park Ordinance – At the last meeting Committee had considered updating the ordinance to reflect that Park Rangers were no longer used by the City of Wausau. Duncanson incorrectly stated that the change applied only to City, not County ordinances. This resulted in an incorrect amendment of the prepared ordinance change. Staff recognized the mistake and corrected it in the version considered and approved by the Public Health and Safety Committee. Staff requests that this committee make the correct revision as well. **Motion** by Brezinski, second by Mielke to approve the version presented of Wausau Municipal Code Amendments to Chapter 9.20, Park Regulations. Motion **carried** by voice vote. Vote reflected as 4-0.

Athletic Park – discussion and Possible Action on Athletic Park Redevelopment Project, Athletic Park Neighborhood Improvement Project, Draft Athletic Park Use Agreement, Draft Development Agreement – Athletic Park Neighborhood Development – Duncanson said one project will provide all new spectator facilities inside of Athletic Park. The second project would be to create a neighborhood park adjoining the current Athletic Park going to the east. Macdonald and his family foundation have acquired two homes across Fifth Street that they would consider donating to the City if the City would design and build a neighborhood park that would function for Woodchuck events and on all the other days would serve as a neighborhood park.

Macdonald said in renovating the park their goal is to improve the fan experience and make it more comfortable for them to attend games. They are focused on having fewer fans stare into the sun while watching the game. He said it's a multi-phase project and the first phase would be improving the grandstand. There would be new seating, a concourse with drink rail, social area, luxury suite, new press box with luxury suite, and an elevator. The cost is around \$2.7 million just for the grandstand. Future phases could include new bleachers, new concession area in left field area, a group party area and restrooms. They would take out the bleachers along the right field and make that more of a picnic area. There would be a new entrance point into the stadium which would be halfway down the right field line. The neighborhood park would serve as a starting point for the experience. For Northwoods League games they will put inflatables and other things for kids in that area. Mielke thanked Macdonald and the Park Department for supporting the City, neighborhood and the park. Duncanson said the neighborhood park would look like an extension of Athletic Park. It would have a playground and shelter and Macdonald will donate \$20,000 towards the shelter. He said the City would do some sidewalk and tree replacements, improve lighting at the Wilson Hurd parking lot, modify north 5<sup>th</sup> Street to add a safe walkway. 5th street would be closed between Wausau Avenue and East Union which will be a change for the neighborhood. There are public meetings that will be held to find out the neighborhood interests and concerns. Conceptual designs have been put together and it is possible to start kicking the project off.

Gisselman raised concerns about closing the alley and about 5<sup>th</sup> Street. Duncanson said those are topics for the upcoming neighborhood meetings.

Wagner and Groat left the meeting at 5:30pm.

Duncanson distributed the most recent version of the draft use agreement. He summarized the most significant changes. They include changing the old term from five years to twenty years; the Optimist Youth Baseball Tournament is no longer guaranteed the weekend after Father's Day. Instead they are guaranteed one of three weekends annually. The annual rental fee increases are based on the lesser of a fixed percentage or CPI rather than the former formula of 75% union wage change and 25% CPI. To protect both parties from rampant inflation/deflation/changes in use of the facility they have built in five year adjustment opportunities. Use of the neighborhood park is a new item which establishes WCB's rights in using the new neighborhood park. Insurance requirements will be revised part way through the contract period. Cleaning of the neighborhood park by WCB after their uses. Under concession fees and rights the maintenance funds will be directed to major maintenance and the funds are permanently dedicated in order to allow them to accumulate for large, infrequent maintenance needs. With the addition of luxury suites, WCB desires the opportunity to sell intoxicating spirits in the suites. WCB may have advertising in the neighborhood park, but only during their periods of exclusive occupancy. A new article establishes WCB's rights to sell naming rights. The City will receive 40% of naming rights sales revenues which will go into the Concessions Funds. A number of improvements are identified that are part of the separate development agreement for the neighborhood that the City agrees to provide.

Gisselman raised a question about what advertising means. Duncanson said temporary advertising is when banners are hung inside of the park and come down at the end of Woodchuck events. Naming rights for Athletic Park would last only as long as an annual fee was paid. A company logo could go on front of the stadium. Macdonald said the intention is to leave Athletic Park in the name and the money from it will go back into the park. A company interested in putting its name on is very interested in the community. It has to be the right company, done tastefully and they want to be proud of it too. Gisselman and Mielke both had some concerns about naming rights. Duncanson noted that the City has to approve of the individual sale of naming rights and also the manner in which associated signing would occur. Naming rights are becoming more common and are part of the concept for the Marathon County Sports Complex. Oberbeck felt an advantage of naming rights is that the business will not be willing to let the facility go downhill and it would be an opportunity for future funding. Macdonald said maybe they can be a little more specific about how naming rights would work. Brezinski said it's a 60/40 split and it would benefit the City. This is a facility that has not received this kind of infusion of cash and they are being careful to maintain the historical integrity of it. Duncanson also mentioned that the way the names will be incorporated into the structure will not deface the structure if the name changes. Discussion followed. **Motion** by Brezinski, second by Mielke to approve Athletic Park Use Agreement in concept. **Motion carried** by voice vote. Vote reflected as 4-0.

Duncanson said the proposed timeline for review and approval of these agreements is to review drafts today and hopefully approve the final drafts at the May 6<sup>th</sup> meeting and have the agreements to City Council on May 14<sup>th</sup> for final approval.

Development Agreement Athletic Park Neighborhood Development – Duncanson said the objective is to develop a neighborhood park and other improvements adjacent to Athletic Park that will contribute to a revitalization of the Athletic Park Neighborhood. The Macdonald Family will donate and transfer to the City of Wausau two real estate parcels located adjacent to 5<sup>th</sup> Street. Additionally, the Macdonald Foundation will donate \$20,000.00 toward construction of an open picnic shelter in the neighborhood park, with any additional funds available after construction of the open picnic shelter to be used to fund the cost of playground equipment and landscaping. The City will be responsible for the demolition of the houses on the donated real estate parcels, obtaining neighborhood approval and construction of the park. Questions were answered. **Motion** by Mielke, second by Gisselman to approve the Development Agreement in concept. **Motion carried** by voice vote. Vote reflected as 4-0.

Next Regular Meeting – Monday, May 6th, 2013 at 5:00pm

Adjourn – **Motion** by Brezinski, second by Mielke to adjourn at 6:30pm. **Motion carried** by voice vote. Vote reflected as 4-0.