

CITY OF WAUSAU – PARK AND RECREATION COMMITTEE MEETING MINUTES

Date/Time: May 6th, 2013 at 5:00pm Location: City Hall (407 Grant Street) – Board Room
Members Present: Jim Brezinski, Gary Gisselman, Robert Mielke, David Nutting
Others Present: William Duncanson - Director, Peter Knotek - Asst. Director, Anne Jacobson – City Attorney, Mark Macdonald – Wisconsin Woodchucks
Excused: David Oberbeck (c)

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 Vice-Chairperson Nutting at 5:00pm.

Approval of Minutes – **Motion** by Brezinski, second by Mielke to approve the April 22nd, 2013 draft minutes. Motion **carried** by voice vote. Vote reflected as 4-0.

Athletic Park – Discussion and Possible Action on a New Athletic Park Use Agreement with Wisconsin College Baseball

Duncanson said the Use Agreement is in its final draft form. Gisselman questioned what advertising in relation to sale of naming rights for Athletic Park meant. Duncanson said currently advertising is not allowed to be seen on the outside of the park with the exception of what's on the scoreboard. With naming rights if someone puts their name on it and has a recognized logo that's essentially advertising and will be allowed to be on the outside of the park. It will still need to meet the City's criteria for acceptable appearance. Gisselman said he didn't believe there were any standards set. Duncanson said it will be proposed and will be taken up at that time. Macdonald said there is a trust factor involved here. Gisselman questioned advertising on light poles and trusts it would not be above the wall. Duncanson said vertical banners had been hung on them in the past. Gisselman also asked if the City sponsored an event there if they would be able to advertise. Macdonald and Duncanson said that could be negotiated.

Motion by Mielke, second by Brezinski to approve the New Athletic Park Use Agreement with Wisconsin College Baseball.

Gisselman questioned the role of the neighborhood meetings. Macdonald said feedback can be brought to City Council. Duncanson said the agreement gives direction on where the Woodchucks and City are mutually going. If neither agrees, then there is no reason to have neighborhood meetings. In order to get started they have to come to agreement on what both parties believe needs to be done and how they want to accomplish it. Brezinski said there has to be an element of trust and both parties will benefit from this project. Jacobson felt the meetings are to educate surrounding neighbors about the plans and to get feedback from them. Brezinski said he had heard only positive comments so far. Gisselman felt naming rights encompassed a larger issue and the City should have some standards set. Duncanson said this is a different case with most City park naming rights when working with Wisconsin College Baseball. They are the primary occupant of the park doing business in the summer. They have more to offer a purchaser in selling naming rights because they can offer additional things that the City cannot such as seating deals, name placement in all promotional literature, product placement, etc. He believes the Woodchucks can bring more money in overall for naming rights and are doing all the legwork. The money that comes into the City is being reserved for the park. There is also future accounting for the money because as Woodchuck revenue increases the City's fees are going to increase. As far as what the name will be and how that name will be displayed on the building, the City has control over that and nothing can be put up that the City disagrees with. People doing this want to be good community citizens. Brezinski does not see this as setting a negative precedence. Macdonald said a company interested in naming rights is making a comment about the Wausau community, they believe in the City and have pride in it. A lot of people who sponsor the Woodchucks now see it as a way of putting back in the community and see the Woodchucks as an asset to recruit employees. Gisselman said he agrees with the project he just wanted to voice his concerns about naming rights. Knotek asked if the name will continue to include Athletic Park. Macdonald said yes. He couldn't imagine a company that would want to take Athletic Park off. He also mentioned that if the City wanted to put together criteria for naming rights he would be willing to work with them.

Motion **carried** by voice vote. Vote reflected as 4-0.

Athletic Park – Discussion and Possible Action on a Development Agreement for Improvements to the Athletic Park Neighborhood Including a New Neighborhood Park – **Motion** by Brezinski, second by Mielke to approve the Development Agreement for Improvements to the Athletic Park Neighborhood Including a New Neighborhood Park.

Duncanson said there was very little that was different from what was discussed at the last meeting. One addition says that “the City shall only use the properties and the donation for the improvements to the Athletic Park neighborhood and the development of neighborhood park as discussed in this agreement”. Jacobson noted that under notices and demands that Wisconsin College Baseball isn’t a party and should be deleted. This will be changed to the Foundation and Family Trust that Macdonald is a main part of. Any legal notices to those two entities would go to Macdonald at his home address in Wausau. The Foundation’s proper address in California will be inserted in the first page.

Motion **carried** by voice vote. Vote reflected as 4-0.

Athletic Park Development Agreement – Discussion and Possible Action on Accepting the Donation of 504 East Wausau Avenue and 2213 North 5th Street for Neighborhood Park Purposes – Duncanson said in the proposed Development Agreement for the proposed neighborhood park adjacent to Athletic Park, Macdon Ventures LLC agrees to donate 504 E. Wausau Avenue and 2213 N. 5th Street to the City. The city agrees to accept the properties in an “as is” condition and demolish them. In order to have the houses demolished during periods when the Woodchucks are not having home games and to allow for proper compaction of the filled in basements prior to construction it is necessary to accept ownership immediately and demolish during May. **Motion** by Mielke, second by Brezinski to accept the properties at 504 East Wausau Avenue and 2213 North 5th Street and manage them as specified in the Development Agreement contingent upon the City Council approving the Development Agreement. Motion **carried** by voice vote. Vote reflected as 4-0.

Macdonald left the meeting at 5:40pm.

Report on Preparations for spring and Summer Activities – Duncanson said the department is now on-line for summer registrations. On-line reservations for shelters will occur in the near future. Nutting suggested staff should inform people about the on-line system through a WSAU radio show. Duncanson noted the snow recently melted and staff is trying get all their facilities ready. They are trying to get eight weeks of work done in three.

Mielke left the meeting at 5:55pm.

Project Update – Neighborhood Pool Design - Knotek reported on the Kaiser Pool Renovation that the City is in the process of soliciting an architectural/engineering firm for the pool projects. Proposals are due May 24, 2013.

Future Agenda items – CIP items for 2014, Eau Claire River Conservancy Area, Athletic Park and Kaiser Pool updates

Next Regular Meeting – Monday, June 3rd, 2013 at 5:00pm

Adjourn – **Motion** by Brezinski, second by Gisselman to adjourn at 6:00pm. Motion **carried** by voice vote. Vote reflected as 3-0.