Parks Committee Minutes Jefferson County Jefferson County Courthouse 311 S. Center Avenue Room 202 Jefferson, WI 53549

Date: Monday, August 3, 2015 Time: 9:30 a.m.

Committee members:	Tietz, Augie (Chair)
	Kelly, Mike (Vice Chair)
	Foelker, Matt (Secretary)

Christensen, Walt Payne, Laura

1. Call to order Tietz called the meeting to order at 9:34am

 Roll call (establish a quorum) Present: Tietz, Foelker, Christensen, Kelly, Payne Others: Nehmer, Wiesmann, Nimm, Wehmeier, Borich (JCEDC), David Spiegelberg (Wisconsin Department of Tourism)

- **3.** Certification of compliance with the Open Meetings Law Wehmeier noted meeting was posted according to open meetings law
- 4. Approval of the agenda Agenda approved as written
- 5. Approval of Park Committee minutes for July 6, 2015 and July 14, 2015 Kelly motioned to approve the minutes. Christensen seconded. Motion carries on a 5/0 vote.

6. Communication

- The following communications were distributed for viewing.
 - a. Wander Wisconsin Lifestyles, Daily Jefferson County Union
 - b. Virtual Geocache Request Dorothy Carnes Park
 - c. Shelters Available for Rent in County Parks Jefferson County Living. Jefferson County Daily Union
 - d. Husky Huddle Set at Dog Park Jefferson County Daily Union
 - e. Great Day For The Dogs Jefferson County Daily Union
 - f. Bike the Barns, FairShare CSA Coalition Fundraiser Set Jefferson County Daily Union
 - g. Hope Fest to Kick Off With Ride a Buddy Friday Jefferson County Daily Union
 - h. Guided Bird Walk Jefferson County Daily Union
 - i. County Mountain Bike Park Planned Jefferson County Daily Union
 - j. Email Mason Farm
 - k. Rose Lake a Nature Lover's Paradise
 - 1. Paddle Rock Lake Daily Jefferson County Union

7. Public comment (Members of the public who wish to address the Committee on specific agenda items must register their request at this time)

Wiesmann – noted that there would be an Eagle Scout presentation

Tyler Hoffmann – introduced himself as a Life Scout from Watertown, WI

Tyler noted that the Glacial River Bike trail from High Road south to Johnson Creek is lacking trees and benches. Tyler will raise the funds to purchase memorial benches (on cement pads) with trees on the sides, creating opportunities for family rest stops along this portion of the trail. Tyler will solicit funding from businesses in Johnson Creek with the idea that the project will bring business back into Johnson Creek by increased ridership.

8. Discussion and Presentation on Bicycling – Wisconsin Department of Tourism

David Spiegelberg, Tourism Specialist with the Wisconsin Department of Tourism, presented the group with a presentation on Wisconsin Bicycle Tourism.

Christensen – questioned if there are state standards in road reconstruction for meeting bike friendly standards Wehmeier – noted that he has heard of the Badger Trail System and questioned if Jefferson County can be a part of the program.

9. Discussion on Branding of Jefferson County

Nehmer – noted that Jefferson County was fortunate to be a part of the JEM Grant, a Dept. of Tourism project. The JEM grant proposed a brand for Jefferson County as *Outdoor Recreation Supported by Small Town Living*.

Nehmer also noted that Jefferson County is fortunate to have a number of close, bike-able communities and it is time to be serious about the branding mission.

Borich – noted that hurdle now is to determine how to brand and how to brand right with a sustainable mission. Jefferson County is missing a dedicated funding stream to help support the branding mission.

Wehmeier – stated the state budget proposed room tax revenues be moved back towards tourism to support the tourism industry.

Spiegelberg – room taxes are paid for by out-of-town visitors and are taxes then designated for tourism. Spiegelberg recommended investigating Door County's tourism tax model.

Borich – noted the lack of a designated Tourism Marketing agency and questioned how to raise the support and build a process for branding the County. At the *State of the County*, Fall 2015, there will be an announcement of the launch of a formal committee to move the brand forward. The need is for the message to reach further than County Residents and building partnerships is key.

Nehmer – questioned 'what' we market under the premise outdoor recreation asking if it is the river, bicycling, snowmobiling, something else?

Wehmeier – noted that outdoor recreation extends beyond and into quality of life, employer/employee attraction, healthy living, and so much more.

Borich – stated that great places to visit are great places to live. From and Economic Development perspective, the County needs to build on small town quality of life, education, and health care while drawing a distinction of something special, making Jefferson County unique. The marketing strategy has to make a fundamental shift and consider what visitors want versus what we (residents) want.

Christensen – brand as a 'sanctuary' encompassing outdoor recreation.

Fuller – questioned if the plan includes an opportunity to build into the process a resource to keep the public spaces clean.

10. Discussion on Increased Law Enforcement in the Park System – Jeff Parker, Chief Deputy

Nehmer – noted that Deputy Parker is out ill and unable to speak, specifically on undesirable and illegal activity at Kanow. Nehmer noted that the Sheriff's department has stepped-up enforcement.

11. Discussion and Possible Action on Holzhueter Park Implementation Plan

Nehmer – the draft plan is included in the packet. Jefferson County has come to a substantial agreement with DNR. There is a public meeting scheduled in Waterloo on August 17, 2015. Jefferson County will take the lead on the 'park area' and will be point of contact for entire property.

Wehmeier - indicated this agreement is building a model for the future of GHA and DNR.

Nehmer - bring finalized agreement for Committee and Board approval soon as possible.

Kelly – questioned if the in-holder resident was copied in the Press Release email.

Payne – questioned hunting regulations in each part of the park (Parks & Wildlife areas) stressing reasons of safety.

12. Discussion and Possible Action on 2016 Parks Budget

Nehmer – indicated that it is Wehmeier's job to decide on what's possible for Capital and Operating Expenses. He noted that preliminary budget numbers are in and the proposed Parks Budget is under what has been requested by Wehmeier.

Wehmeier – noted that the County does not have the capacity in levy dollars to fund all of the requested capital. Initial analysis shows \$1m in 2016 for capital to be utilized by every department.

13. Review of Financial Statements (June 2015) and Department Update – Parks Department

Nehmer – noted the year to date figures have been presented and most capital projects are completed. The Rock River Boat Launch is still waiting implementation.

14. Discussion on Sale of Building at Carnes Park East

Wiesmann – noted that the department sold a building in deteriorated condition on the Wisconsin surplus site. The building will be gone by end of September, 2015.

15. Discussion on Carnes Park East, Parking Lot Construction Documents

Nehmer – noted this is for the entry into Carnes East

Wiesmann – stated that county funds were used to leverage Stewardship funds for the parking lot. The lot is by the Mason Log Home and Community Gardens. The lot can accommodate larger groups.

Kelly – noted a surprise with the proposed layout and questioned why the lot was not aligned with road and will not have direct connections to log home.

Wiesmann – stated the lot is in-line with WRP land agreements, and follows the suggestions in the design charrette.

Fuller – requested the plan to use permeable pavement and questioned if there is any way to look at permeable surface substance to keep run-off from lake and area.

16. Discussion on Donation boxes

Wiesmann – stated that donation collection boxes have been installed at Carnes, Korth and other parks. People are placing donations in the boxes since installment.

17. Discussion on August 20, 2015 Bier Garten Event at Korth Park.

Nehmer – noted that Tyranena has been supportive and the department is looking forward to (hopefully) a good crowd. A Press Release will be sent out today, followed by an email blast this week, next week and the week of. Nehmer asked the committee to help promote noting he is hopeful this is a significant fundraiser.

18. Discussion on Watertown Outboarders Property

Nehmer – stated that on Aug 12, he and Tietz will be in Horicon at the NRR, supporting the park name as Rock River Public Access, Cappie's Landing.

19. Discussion on Disc Golf Course at Carlin Weld Park

Wiesmann – noted the course planned in 2014 and that the course has just been completed. The course footprint is for a 9 hole course. Park users have already offered to run tournaments and the course has already generated much use. The project has come-in under budget and the option of adding 9 pins to make an 18-hole course has been entertained.

20. Discussion on Four on the Floor Event at the Jefferson County Dog Park

Nehmer – the Friends of Jefferson County Dog Park hosted *Four on the Floor*, a dog behavior class. The event brought in a dog behaviorist instructor and drew 35.

21. Discussion on Participation in the Tour Da Goose and Lake Ripley Ride

Nimm noted that the Parks Department had planning a bicycle ride to support the Parks system as one of their 2015 goals. She then proceeded to state that due to lack of experience in organizing a ride, the department decided to participate on the planning teams of one (or more) organized rides in an effort to gain planning experience. Both rides had great weather and a great turn-out.

22. Discussion on Glacial Heritage Area (GHA) – Greg Matthews/Friends of GHA Gregg Matthews not in attendance.

23. Discussion on River Sweep – Friends of GHA

Frankie Fuller – noted keeping the river way clear is much needed. Fuller also noted that the Friends of the GHA received \$1,500 for the Zeloski marsh.

24. Discussion on Fundraising for Interurban Trail

Nehmer – stated he had brief discussion with DNR. DNR noted that by mid-October they will be notifying grant applicants of their status and that they will have news for Jefferson County Parks.

Nimm – noted that she submitted two grant applications (week of July 27) to foundations with a total request of \$90,000.

25. Discussion on Mountain Bike Park at Human Services

Wiesmann – noted there was a stakeholder meeting last Monday. The group discussed the contract with IMBA and has a goal of recruiting 15 community members to train (trail building) and commit to being a lead during fieldwork.

26. Discussion on Blackhawk Island Fishing Wharf

Wiesmann – noted that the wharf was partially paid for by fishing has no boundaries and DNR. He also stated that people were lined-up on the day of installation to use the wharf.

27. CONVENE IN CLOSED SESSION PURSUANT TO S.19.85(1)(E), Statutes, to deliberate the potential purchase of public property

Foelker motioned to convene into closed session at 11:26am. Christensen seconded. Motion carries on a 5/0 vote.

28. Reconvene in Open Session to Take Action on Items Discussed in Closed Session

Foelker motioned to reconvene in open session at 11:50 a.m. Christensen seconded. Motion carries on a 5/0 vote. Foelker motioned for Blair Ward to continue discussing options for acquiring a 7 acre parcel of property for highway right-of-way purposes. Christensen seconded. Motion carries on a 5/0 vote.

29. Adjourn

Kelly motioned to adjourn at 11:52a.m. Foelker seconded. Motion carries on a 5/0 vote.

Next scheduled meetings:	Monday, August 3, 2015
-	Tuesday, September 8, 2015
	Monday, October 5, 2015

Monday, November 2, 2015 Monday, December 7, 2015

A Quorum of any Jefferson County Committee, Board, Commission or other body, including the Jefferson County Board of Supervisors, may be present at this meeting.

Individuals requiring special accommodations for attendance at this meeting should contact the County Administrator 24 hours prior to the meeting at 920-674-7101 so appropriate arrangements can be made.