

PARKS, RECREATION & FORESTRY BOARD MEETING  
Tuesday, November 8, 2011  
6:00 p.m.

1. Call to order by President Curt Stepanek.  
Roll Call: Members Present: Beth Arneberg, Jane Lardahl, Heidi Hoekstra, Audrey Stowell, Curt Stepanek, Carmen Muenich and Dale Berg.  
Staff present: Dick Hebert, Reid Fieber, and Jennifer London.
2. Approval of October 11 and October 25, 2011, Minutes: **Motion by Carmen Muenich, seconded by Curt Stepanek, all present voting aye, to approve minutes of the October 11 and October 25, 2011, meeting.**

Agenda Item 5 discussed at this time.

5. Discuss/consider Special Event Applications.
  - a. The Past Passed Here – May 9-13, 2012. Dave Gordon and Marian and Dennis Brown from the Chippewa County Historical Society discussed their special event application. Set up would be on Friday, May 4, and they plan to have take down on the Monday afterward. This is an educational event and 4<sup>th</sup> grade students in Chippewa Falls schools attend and learn about life during the 1740-1780s. After discussion, **motion by Carmen Muenich, seconded by Heidi Hoekstra, all present voting aye, to approve event application. The special event application fee of \$25.00 will be charged; the park fee will be waived.**

Meeting continues with Agenda Item 3.

3. Personal Appearances By Citizens. Terry Quimette from Main Street and Jane have been working on a marketing tool to be used to increase revenues and attract individual donors for the purpose of supporting operating expenses and increasing donations generally. Their initial focus was on Christmas Village and the Zoo. A demo mailer was shown. Discussed the mailer, posters, flyers & distribution of such.

Dale Berg left at this time.

The course of action will be to work on Christmas Village mailer / flyer at this time. The mailer will be used to hand out at the Christmas Parade, etc., and the flyer to be used as a stuffer at Gordy's, etc. Also discussed designing a window cling to be given to each donor. Will be using media for public awareness. Will work on getting a mailing designed for Zoo together for use in early Spring.

Jerry Powers and Nate Knuth of the Hallie Optimist Club returned with an update. There is storage potential at the fairgrounds, but nothing in stone yet. An interest in restoring the trolley has also been brought up. Dick will verify ownership issues with the City attorney. Discussions will continue.

4. Communications. None.

6. Discuss / Consider:

- a. Marshall Park Site Plan. Dick reports that Brady is no longer working with SEH. Danielle (who has been working with the project with Brady) and Bob from SEH will be meeting with Dick next Tuesday at 1:30 to discuss future steps. Beth and Jane will be able to attend this meeting as well.
- b. Personnel Report. No report.
- c. Ad Hoc Committee Recommendations. No discussion.
- d. 2012 Department Budget. Jane briefly discussed budget and when meetings will be held.
- e. Kell's Corner Improvements. No updates.
- f. Main Pavilion Improvement Project. This is going very well and looks great.
- g. Casper Park
  - i. Baseball batting cages. Senn has blacktopped two areas for the batting cages.
  - ii. Shade Project. This is moving right along – Leinie's and Casper Foundation are generously providing funding for all five fields.
- h. Director Report. Dick reported that the theme for the Christmas Parade would be Christmas Village this year. He will be looking for a volunteer to drive the Parks & Rec truck for the Grand Marshalls. Beth indicated that she could get a Boy Scout Troop to distribute the marketing flyers during the parade. There is also an additional payment of \$3,500 owed to SEH for the zoo site plan. **Motion by Curt Stepanek, seconded by Heidi Hoekstra, all present voting aye, to approve final payment of \$3,500.00 to SEH for the Irvine Park Zoo Master Site Plan from the Irvine Park Zoo Donation Fund.** Dick will discuss getting proposals to design the zoo buildings next in line. Themescapes have given proposal to construct a rock overhang in cat exhibit. Discussion regarding whether this is something that Themescapes should have done during original construction. Dick will discuss further with Themescapes. Jane suggested having discussion with Bob Ferg as well. Dick reported that he went to at the convention he attended last week; he was able to have a conversation regarding the starting of the Friends Group. Discussion regarding the animals and our current arrangement. The plan is for the whitetail deer will be removed; that area will be left empty for a while to allow for regeneration and to look at any erosion issues there may be. Other animals may also be removed. Also discussed looking into owning the animals in the future.
- i. Recreation Report. Reid reported that adult basketball and volleyball leagues began two weeks ago. He has found advertisers to fund the printing of the activity brochure in full.
- j. Park Maintenance Report. Christmas Village is nearly finished, and Casper Park has been closed up for winter.

- k. Zoo Report.
  - i. Elk Barn – electrical addition. Waiting for price quote from Xcel.
  - ii. Tiger and Cougar Displays – outside exhibit improvements.  
Discussed during Director's report.
- 7. Update Reports. None.
- 8. Approve Claims. **Motion by Heidi Hoekstra, seconded by Curt Stepanek, all present voting aye, to approve claims of \$18,459.32.**
- 9. Board Member comments or concerns. Carmen asked whether there was a need for the Board to be broken down into smaller areas and be more involved. Brief discussion.
- 10. Adjournment. **Motion by Carmen Muenich, seconded by Heidi Hoekstra, all present voting aye, to adjourn.**

Submitted by:  
Audrey Stowell, Secretary