

**PROCEEDINGS OF THE BROWN COUNTY
EDUCATION AND RECREATION COMMITTEE**

Pursuant to Section 19.84 Wis. Stats., a budget and regular meeting of the **Brown County Education and Recreation Committee** was held on Tuesday, October 17, 2017 in Room 200, Northern Building, 305 E. Walnut St., Green Bay, Wisconsin.

Present: Chair Van Dyck, Supervisor Campbell, Supervisor Ballard, Supervisor Lefebvre, Supervisor Gruszynski
Also Present: County Board Chair Patrick Moynihan Jr.; Supervisors Schadewald, Lund, Sieber;
Museum Director Beth Lemke, Director of Development & Marketing Kasha Huntowski, Deputy Museum Director Kevin Cullen, Assistant Park Director Matt Kriese, Zoo & Park Director Neil Anderson, Director of Library Director Brian Simons, Golf Course Superintendent Scott Anthes

I. Call to Order.

The meeting was called to order by Chair Van Dyck at 5:02 p.m.

II. Approve/Modify Agenda.

Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

III. Approve/Modify Minutes of September 28, 2017.

Motion made by Supervisor Lefebvre, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Comments from the Public on Non-Budget Items

1. Review Minutes of:

a. Library Board (August 17, 2017).

Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

b. Neville Public Museum Governing Board (October 9, 2017).

Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Communications

- 2. Communication from Supervisor Moynihan re: I hereby request that the Brown County Education & Recreation Committee and ultimately the Brown County Board of Supervisors provide the necessary funding to provide magnetometers (4-5) for increased security implementation at the Resch Center. As evidenced in Paris, London and Las Vegas, no one is immune from evil and terrorism. We as a people, as a county, can no longer have the mindset "it can't happen here". It's our duty as public servants to ensure our citizens, our patrons, our managerial staff and our employees are as well protected as possible from any heinous intentions. I respectfully ask for your consideration.**

Supervisor Ballard arrived at 5:04pm

Moynihan stated his communication may have provocative language within but it illustrated the need to have a frank discussion in regard to public safety, in this instance within the confines of the Resch. Admittedly Las Vegas was the catalyst for this communication, however he did think of this as far back as

late August while he was attending a concert at the Resch. They set up a magnetometer outside of the facility but they were not used to the interior of the facility for sporting events or any types of shows. Certainly, if there was a funding mechanism they saw fit to add this into the budget great, however he talked to the Director of Administration and he had a few ideas as far as funding went. The second part was the application and the process because they had to have management buy in as well. It made no sense to invest money and purchase something that was just going to collect dust. It might be part of a broader discussion to include the courthouse, which was another discussion for Public Safety but ultimately it was the entire board as well. He noted, a few years back he brought up Northern Building safety as well. Moynihan gave PMI a heads up after he submitted the communication. Essentially it was a county building that PMI managed. He felt it was the county's responsibility to provide the best setting for citizens and visitors to the Resch. With regard to the dollar amounts, the numbers were all over the place. He did some researches on the internet but didn't have the expertise as to what might be good in the Resch setting. That would all be part of the discussion because they would have to have the management buy in and include facilities. This was to open the dialog.

It was Van Dyck's thought to incorporate this conversation in the whole discussion about the replacement of the arena and bringing that into play. Adding this part of it to the Resch Center and the arena, so did this just get rolled into the cost of that whole operation instead of try to budget separately? Moynihan responded it was a valid point and in speaking with the media earlier this morning, he noted that when they start the RFP process for the new exposition center magnetometers should be part of that conversation and part of that RFP.

Lefebvre stated they should always error on the side of caution. She felt this was something logical. Moynihan stated it was the reality and we lived in a very unsafe world.

Gruszynski had to agree and would like a broader conversation where they would pull in PMI and the Sheriff as he had some comments in the Press Gazette. He would like to get some feedback from Public Safety as well and see how they would potentially roll it into the expo center if not act soon. He felt it was worth the approach and he appreciated him bringing this forward.

Campbell felt it made sense to roll it into the budget for the expo. She did think it warranted a larger discussion about facilities overall and that included the courthouse. She heard many comments about the fact that it was an open situation, these were their Oaths. Public safety, protection and welfare of people they represent and also the people in the county were their responsibility. She felt they would be not responsible if they didn't address this issue. This was something they did, they took oaths and it was primary among the oath they took when they accept this position. She felt it was part in parcel of what they did and they needed to pursue it, she was all for it.

Moynihan stated, to him public safety was paramount. Granted they had gone this long without incident but he didn't think anyone would want to be put in a position of where were you on this issue if something did happen. He didn't know if they wanted to add it to levy, there were some numbers floated but no firm numbers.

Weininger felt it was a really detailed discussion where they really need Facilities, PMI and the Sheriff to meet. For the courthouse they had a Security Committee that met and made recommendations. It would probably be better to put it at that level to come back with a recommendation. Referring to pg. 279 – Facility Building Upgrades Veteran's Memorial Complex, the County Board set aside roughly \$1 million dollars for scoreboard and the scoreboard came in considerably less and he believed they had \$222,382 left and that would be a place where they could use those dollars to set aside for capital and this would qualify for that. So that was something that didn't have to be done today but those dollars would be available.

Moynihan questioned, of the \$4.7 million from the excess stadium, was that a possibility? Weininger would have to go back but he believed it was intended for the new arena. Because they were going to try not to go out and bond right away a lot of it was going to be used for the Project Manager and Architect so they don't actually have to bond for that right away which would save them a considerable amount of money so he'd

be very hesitant in tapping into that right now. Moynihan would hate to add to the levy, they were starting discussion and you don't build a house without a plan. Weininger stated there was \$300,000 in the budget set aside for one time projects for 2018, which would be another possibility. Lund would like to see them find out what the costs were going to be before the budget and come back to them with those costs and they could decide at budget if they wanted to spend that one time money to get the units. In the meantime, talk to PMI and see what they think and they can have a comprehensive plan. It didn't take that long to come up with a plan. If money was available, why spend months on this. There were 26 supervisors and they can all decide what they think is important, as long as they had the information they could go from there.

Campbell felt the pool that she saw that was most plausible was the money left in from the scoreboard, it was within the budget they would have and they would not have to add anything. It was a one-time capital expense and it did seem like it would expedite things in terms of what they wanted to do now instead of having to wait until they had a new facility. Particularity with this sort of escalating situation on a national level, she didn't think anyone in crowd control or events, understood it more deeply than people in that arena. She knew this was part of a broader discussion that the County Board should have but she felt to expedite this particular issue, which was an immediate; they should take a look at that pool of money.

Gruszynski understood that they had that separate pot of money set aside and it was important to know that that was there but he would like to see the county, PMI and the Sheriff's Department sit down and talk about this at an Ed & Rec meeting before they moved because he was sure PMI would have a lot of opinions about the best way to manage that facility and just moving forward without getting their input, he would personally feel uncomfortable and he would also like to hear the opinions of law enforcement, like have they done any kind of threat assessment or analysis on that building or on any of the county facilities. Moynihan believed they did some type of training with the Village of Ashwaubenon, Campbell agreed. Campbell stated when you look at the comparative with Lambeau Field and what they had in place there; they were ready to go with any kind of incident. She knew what kind of plans they had there and what was in place, she didn't see that as much and had not heard that kind of talk from the Resch Center. They were in the same area and she felt they should step it up.

Ballard would like to have more information on the magnetometers as well, will they rent or lease or buy? Anything technology-wise, they want to make sure they had the best and latest and to make sure if they were purchasing they had a maintenance budget in there also. Campbell added that it would be a personnel issue for PMI so they do need to include them into the discussion.

Moynihan suggested they name him to gather a consortium of groups and they will put something together and come back.

Motion made by Supervisor Ballard, seconded by Supervisor Campbell to hold until the January meeting or sooner and have a separate line item at the meeting. Vote taken. MOTION CARRIED UNANIMOUSLY

Comments from the Public on Budget Items None.

Museum

(1) MUSEUM - REVIEW OF 2018 DEPARTMENT BUDGET.

Museum Director Beth Lemke stated it was a challenging budget to put together but some really strong department initiatives starting off with the Core Gallery renovation plan as discussed at each monthly meeting and that was proceeding forward.

Their digital initiative - 2 budget cycles ago they made the conversion of their software database so they had to mobilize their website this year and continue with their collections management software and use that software to help them with inventorying the current existing main exhibit gallery as well as come up with a better staffing plan for how they do their process.

The education program ranged from youth to seniors and they were rolling out the SPARK initiative at the Neville so they will be SPARK affiliated institution which will be doing monthly programming for memory loss and for

caregivers and care providers. That was supporting financially their education program but also the physical support that it took for the manpower's.

The last department initiative was the Brown County 1818-2018, they will be the host location for a yearlong exhibit that looks at our history as a county, looking at 50 people, 50 places, 50 stories and 50 artifacts. There will be community wide programming that will correlate with that over the course of the year. There will be things that they start sharing in early 18 and the exhibit will open in May of 18 and will run through October of 2019. Budget-wise the advertising public notice portion was there and staffing was flat. Responding to Campbell, Lemke informed that she was starting to draft the RFP now and will have a draft at the December meeting. She will then start to work with the Purchasing Department in 2018 and funding wouldn't start until late 2018 because of the timing and it depended on when the sales tax money started to come in. The timeline was moving along as quickly as they can incorporate it without sabotaging fiscal year 2018.

Gruszynski questioned Professional Services; Lemke informed that it was the finalization of the master planning process. To get to where they were at with the Core Gallery there was still \$3,150 that they still owed. She was waiting for the last of the flash drive to arrive with the electronic files before they would pay that bill. That was money her predecessor had acquired in approximately 2012. They had the carryover and that concluded that, they got the dollar amounts and projected timeline and the capital goes from there.

Responding to Ballard in regard to the 3 new Birthday Party initiative packages; Lemke informed their new Guest Service Coordinator who came on December of 2016 inherited the budget plan, room rentals, etc. When they hired her they asked her to make it her own and she came back with some proposals for increasing some of their fees for some of the evenings as well as rolling out new birthday party packages, which they felt very confident that they could advertise very strongly. There were offsets with that. In the Revenue line, they had higher expected revenue coming in for room rentals based on those packages and tweaks to evening room rental fees.

Motion made by Supervisor Ballard, seconded by Supervisor Campbell to add \$20,000 to advertising and public notices. Vote taken. MOTION CARRIED UNANIMOUSLY

Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to adopt the Museum budget as amended. Vote taken. MOTION CARRIED UNANIMOUSLY

3. **Museum Budget Status Finance Report for August 2017 (Unaudited).**

Motion made by Supervisor Lefebvre, seconded by Supervisor Campbell to receive and place on field. Vote taken. MOTION CARRIED UNANIMOUSLY

4. **Museum Director's Report.**

Lemke informed that their joint Archeology program with the Parks System sold out and quite a few new artifacts were acquired so they will be talking at their Collections Committee as to how they can bring them into the collection and how they can further public archeology in the area and subsequent programming.

Lemke referred to the Director's Report in the agenda packet material and informed they were the home to a WFRV weather cam. It was on top of their building and it was the Downtown Green Bay location Neville Cam. You can go online anytime and click on their camera and see a live view of whatever it was pointed at.

Tonight they were super busy because they had 4 back to back sessions of Morbid Curiosities. It started last year as an exhibits exposed program where they bring things out of the collection that they wouldn't normally see in any given day and have storylines around them and have other activities. They intended to have two 20 people sessions and they ended up with 13 sessions happening this week and had a waitlist of over 100 people. As they were executing the plan this year they also blocked off a week next year so that they can capitalize on it. They advertise this to their members and the general public and it was 95% general public coming to it. When they ran the America program back in June, it was just the opposite, 90% member driven so it was kind of exciting to see a whole new adult crowd at the museum.

With regard to the Our Brown County exhibition, the artifact bracket, they had a lot of success and public commentary on the voting process for an artifact to go into the exhibit in 2018. The most interesting part was,

from a social media perspective, they always talked about weighing the onsite visitation as much as they looked at the engagement that people were having both positive and negative in comments in their social media and the Vietnam Flight Suite made it to the top spot and the son of the owner caught it and chimed in on how it was important it was and shared it through their family circle and so did the niece. John Evans was no longer living, he lost his life in 2016 probably due to complications of agent orange so they were very pleased that the community responded and that they had two living family members that was still associated with something that was part of the county's collection and they looked forward to highlighting it. FOX did a small segment on it and NBC 26 came out and interviewed Lisa, their curator. As they proceed further, they were building into the design where people can have more public input or make recommendations to change something out or acquire something new or borrow something on loan. Because it was 50 artifacts, 50 people, 50 stories, 50 photographs, when you look at 200 pieces they cover every part of the county – people, places and landmarks that tied the community together. They were very excited about that and thankful that they foundation was supporting the exhibition and allowing that to happen. Campbell loved the list of the event ideas because it incorporated all the different communities in Brown County, it was wonderful and comprehensive.

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Golf Course

(2) GOLF COURSE – REVIEW OF 2018 DEPARTMENT BUDGET.

Golf Course Superintendent Scott Anthes provided a copy of his 2018 Golf Course Budget Summary in which he briefly went through.

Van Dyck stated fees were set for anyone that played, Anthes stated that was correct. Van Dyck questioned if they had an idea of what percentage of non-Brown County residents played. Anthes informed they don't keep track. They used to have a fee before he started at Brown County and they removed that fee. He believed they were getting complaints. He felt it was due to proximity and where they were located, as they were located right next to the Outagamie line. They had a lot of people that lived across that line that played at their place. From Van Dyck's perspective, if they looked at the fee structure presented, when they compared it against any of the comparable courses it would appear that they were either slightly less or the same. They were fairly competitive so to him it said they were in the market. He looked at it as a county supported course where Brown County taxpayers were not funding any of it in the sense it was self-supporting but it was also a fairly significant piece of property that they were not collecting property taxes on, etc. County taxpayers were invested in some manner or another that either the county taxpayers should be getting a break in comparison to other public or privately owned courses or if people were coming into the county from outside the county and playing the course then they should be paying at least a couple bucks more than someone that lived in Brown County for playing the course. And maybe some people from Outagamie County, because the line was so close will complain, but then go back to Outagamie County and ask them to build a golf course by Seymour. Why should they complain and why should the county necessarily care if someone coming in from another county had to pay more. If he went to the Milwaukee Zoo or Museum he had to pay more because he wasn't a resident of that particular county. He wasn't suggesting that they change it for this year but he felt they should take a look at reinstating some sort of upcharge for the people that don't live in the county that play.

Ballard questioned the folks that buy the unlimited pass, was there a desire to also get a cart pass with that. Anthes stated no, because they would have to share that fee with the Golf Pro. Payment-wise it would be a little tricky. Especially if they did an unlimited pass, they would sacrifice quite a bit. And he had only a couple requests.

Lefebvre questioned if they were to increase the fees for out-of-county players, would that cause them not to come? Anthes stated that right now, golf discounts were huge in golf so he felt it would hurt them. They still got calls from people coming back that hadn't been there in quite a while questioning if they had out-of-county fees.

Lund stated they talked about this 5-6 years ago and they would be cutting off their nose despite their face; they would end up with a quarter of their players not playing at their course because other courses in the county don't charge out-of-county fees. The main thing was to get enough golfers in to have a fair system so they had players on the course to stay off the levy; that was the main concern to him. He felt it was a gem with a good fee system and it would be a shame to make a big controversy about charging extra. Ballard agree, he felt it was one of their duties to make sure it was still used 20 years from now and if they over fee people to death they won't bring their

kids. Anthes felt if they were already at a higher fee than the rest, he could see dropping the rate for the county but with their fees structure being less or equal to courses in the area, he felt they were okay.

Sieber felt the distinction was that the golf course returned funds to the general fund, it was not a burden on their taxpayers, and it was not a burden on their citizens so in this case he would recommend keeping the fees the same for everyone.

Streckenbach stated they fought pretty hard when he first got here to get out of the red in terms of the way the budgeting was going. They basically budgeted every year \$250,000 no matter how well the golf course did and had to return it to the general fund and 6-months later Anthes would come to the Financial Department looking to borrow dollars, that didn't work for them. They were finally getting to the point where they could make some investments into the golf course for long term strategies, whether it was to get out of the golf business or maintain a strong municipal golf course. The last thing he would raise, when considering these types of options available to give to benefit the Brown County residents, they should also consider all enterprise departments.

Campbell believed from a marketing perspective it would present a number of problems for the Golf Course. The goal was to get people there and to keep it going and it was a seasonal business.

Gruszynski stated that in looking at the season passes, he had no problem with an increase there. He liked the fact that they were a little lower than everyone else when it came to just the single pass for a 9 or 18, that went to the service they offered and the fact that it was the county course and they wanted people to be engaged. He understood it hadn't been raised in a while so he will go along with it but he liked the fact they were a little less.

Anthes stated these were their current rates, he set in his budget for July of 2017 and they will probably look at surrounding rates in February 2018 to set theirs so he didn't know what they were going to do coming up this season so Brown County could be \$3-\$4 less.

Motion made by Supervisor Lefebvre, seconded by Supervisor Campbell to approve the Golf Course budget. Vote taken. MOTION CARRIED UNANIMOUSLY

5. **Budget Status Financial Report for August 2017 (Unaudited).**

Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

6. **Golf Course Superintendent's Report.**

Anthes provided a copy of the September Golf Course Financial Statistics (attached) and briefly went over it.

Motion made by Supervisor Campbell, seconded by Supervisor Ballard to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Library

(3) LIBRARY – REVIEW OF 2018 DEPARTMENT BUDGET.

Library Director Brian Simons referred to pg. 176 of the budget book and briefly went over their Initiatives: Classification and Compensation Plan; Operational Hours Standardization; Expand Summer Reading Adventure School Collaboration and Standardizing Process and Procedures.

In terms of finances – revenue and expenditure, there was a little more than this year, which was because of more revenue. The revenue that had increased from the county taxes really covered the majority of the chargebacks and most was in the Technology Services sector. They did have some other revenue increases and decreases but the increases of the outside county revenue outweigh the decreases. Their decreases were really in more of the arena of the fines, the charges to use the space. While they were seeing more use of the space, they were not seeing more paid use of the space. What was good about that was they were doing what a library should do by serving its community. What was hard was when doing so, they were getting the right kind of groups, they want the groups that they don't have to charge like the non-profits, the community groups, the rotaries, retired men's groups that generally don't pay because of what they are for the community, the

downside was that they don't pay but the upside was look at the good because they were allowed to meet there regularly, the good that they could do for the community. Campbell felt there was also an issue on a funding mechanism; Simons stated anyone could make a donation directly to the library. Campbell stated when they had the handout sheets of the rental, place a suggested donation would be appreciated. She felt most of them would be amenable to that. Simons stated they had a lot that simple had \$0 but there were groups that did give a substantial donation; the Men's group bought them a nice camera that can pan around and get the whole room for skype interactions. They do get benefits out of the folks that do use them and they do appreciate it.

The other piece they were seeing, the decrease, was the fine revenue but he didn't see that changing. They were one of the highest, tied for the highest overdue charges in the state. He didn't see increasing those to be a plausible effective way to address this. He didn't know if it could be addressed because some was circumstance and some was timing. They were seeing less physical circulation. So the opportunity for overdue fines wasn't there either. The other piece as the timing piece, they were in a certain point in their worldly evolution where there were digital items that were more preferable and those don't have fines because they automatically disappear off their device once the due date comes around. This had been a trend since 2008. He felt the other piece of that was during the recession in 2008-2009 and beyond that, people got very conscious of where their money was going and that hadn't changed.

In regard to expenditures, they didn't change much of anything other than they tried to decrease their personnel to make budget. There were very few sections that they had a lot of control over that made a big difference in terms of making up a shortage and personnel was the only spot they had left. There were a couple other areas they could have and they consulted with their middle management because they were the ones that it really impacted on the day to day basis. The 3 things they said not to touch at all was internal IT, the materials budget and the printing/marketing/advertising budget. They put so much effort and work into creating programs, if people don't know about it they feel like they wasted time. There was so much value in the things that they do, they need to make sure people know about it to get there.

Motion made by Supervisor Campbell, seconded by Supervisor Ballard to adopt the Library budget for 2018.

Vote taken. MOTION CARRIED UNANIMOUSLY

7. Library Report/Director's Report.

Simons thanked everyone who supported the .5% sales tax, which was coming down the road and also partly why they held tight to whatever budget that they had to make, that was an important gain to the community and they knew it wasn't an easy vote necessarily to take.

They were at the end of the process of hiring a Finance Manager. There was a little bit of thing on the back end and they look to make an offer hopefully at the end of this week or early next week.

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to receive and place on file. Vote

taken. MOTION CARRIED UNANIMOUSLY

Zoo and Park Department

(4) ZOO AND PARK DEPARTMENT – REVIEW OF 2018 DEPARTMENT BUDGET.

NEW Zoo Director Neil Anderson provided his NEW Zoo 2018 Budget Summary Presentation and Performance Measures/Per Caps (attached) and briefly went over the highlights. In addition, he informed that they received 3 calls from the City of Los Angeles from their auditor wondering how they could become AZA accredited and scheduled a trip to look at their zoo. Responding to Campbell, Anderson informed that overtime was usually driven by special events or if they were short a staff member and they were filling in for that position but they end up saving on the other end.

Van Dyck thought the Adventure Park revenue and expenses were supposed to eventually be a revenue source for the zoo to use for overall... Anderson responded that it was set up as its own enterprise fund and separate from the zoo and the camp. Ideally it was set up to be able to go ahead and get the entire facility off the levy. Anything that was made at the Adventure Park stayed at the Adventure Park. The General Fund was on pg. 196. At the end of 2017 the general fund balance for the Adventure Park will be \$254,564.

Motion made by Supervisor Gruszynski, seconded by Supervisor Ballard to adopt the Zoo budget. Vote taken. MOTION CARRIED UNANIMOUSLY

Kriese provided a synopsis of the Brown County Parks System. Overall in recent years the revenue for most of their recreation aspects were increasing and attendance increased drastically. There were a lot of different reasons behind that and they were a weather driven industry but also still keeping track of modern trends and what people were asking for was not a bad thing for Brown County. The 2018 budget came from trends, past revenues, internal staff, community leaders and friends groups through a lot of planning meetings and things.

Kriese spoke to the New Initiatives and Highlights on pages 190 and 191 noting that the Triangle Hill transfer resolution will be present at the November meeting showing an \$18,000 reduction, the City of Green Bay had supported the proposal at this point in time. He also spoke to the Barkhausen Waterfowl Preserve Property Acquisition and Habitat Enhancement and Bay Shore Safe Harbor Enhancement. Also, Pamperin Park Bank Stabilization, they met with Oneida Tribe on that and with Fish and Wildlife Services and some other agencies to work at how they can develop that shoreline so it met recreational needs as well as meeting the environmental mitigation of the pollution that would come from the parking lot. Another thing they will see under new initiatives, as part of the debt reduction plan was the fairgrounds architecture and engineering services will take place next year and Barkhausen architectural engineering services for the classroom expansion. There was also the Fox River Trail, a new joint agreement that will be entered upon with Brown County and the other 3 municipalities to see that that plowing can continue in the future.

With regard to Rates and Fees they did add a multi-date weekend rental for larger events. A lot of requests were for wedding a one day and cleanup the next day or they want to come in the day before and decorate so they added a rate to accommodate that. When the details are worked out, he can report that. They did eliminate half shelter reservations at WayMorr Park, it was more labor intensive for staff than the end product that they had. They only had a couple different half shelter rentals. They were looking at increasing horse trail fees from \$4/day to \$5/day and \$20 annually to \$30 annually. It was hard to find comparable across the state. Ones that he found that were public or private ranged from \$25 up to \$80 and you had to compare mileage that you have within that municipality or private park area. It effectively cleaned up their rates and fees for the county used facilities. They had not heard anything, it had been presented it to a couple different horse riders and they had no complaints. Horse trails do require more maintenance than a lot of other trails due to the weight and the fill that is needed to keep them in decent shape.

Motion made by Supervisor Campbell, seconded by Supervisor Ballard to allow Purple Heart recipients to receive a free boat landing annual pass effective January 1, 2018; Pg. 375 Rates and Fees – Under Boat Launching insert Purple Heart Recipient Boat Landing Pass - Fees \$0; With a potential reduction of revenue in the Fund 121 - Boat Landing Charges and Fees Annual of \$360. Vote taken. MOTION CARRIED UNANIMOUSLY

Ballard referred to pg. 376 – Online Sales Fee, and questioned if it was enough. Kriese stated they were charging \$0 other than their online campground reservations. If they could charge a percent based on their POS point sales system, he felt that would be an avenue that he'd really like to see done but right now they couldn't. Percentage makes sense; flat rate, in his eyes, does not make sense. Van Dyck felt they had to look into that further because one of the credit card companies did not allow them to do a percentage. Lund felt that a flat fee to cover the expenses was fair and didn't think it needed to be on a sliding fee. No matter what he paid with his card, the cost of doing business was the same, it was not a tip. Van Dyck stated the cost did vary, it was a percentage negotiated with the credit card company so the more you charge as a cost, the higher it went. There was typically a flat charge as well from the credit card company but it was a smaller amount.

To answer Ballard's question re: pg. 195 – \$250 Educational Program, Kriese informed it was to bring in an outside expert to do a butterfly program.

Kriese referred to pg. 202 – Service Fees, he did bump them up to \$6,900, which was at \$6,350 in 2017. It was a sliding scale they were charged from their credit card company based on the dollar amount. He believed their department would get a lot of questions if they charged an additional \$1 or \$2 on a \$5 pass. Lund agreed. Kriese informed he would dig a little deeper in the POS system; the last time they checked there wasn't a percentage based rate option. Lund question, now that they were doing trail passes online, were they finding more compliance? Kriese would like to say yes, but compliance had not changed, revenue was not where he would have anticipated it with the recent increase in the state trail pass fee. They did an educational ploy throughout

the summer, got into bike collective groups about the trail pass violation system that the board had implemented about a year ago where violators would be made to pay for a yearly \$25 pass and a \$10 penalty. Lund felt that was fair at the time because it wasn't real punitive and they wanted people to enjoy the trail. Kriese informed they had not issued one; he wanted to make sure the educational aspect was done and then start implementing the violation notice so people couldn't come back and say they hadn't seen it anywhere. Once that's implemented, he would assume the compliance rate will be great. This is how they were going to look at plowing, Bellin purchased 200 passes for their employees and down the road that ultimately helped that revenue and enterprise account.

Motion made by Supervisor Ballard, seconded by Supervisor Campbell to adopt the Park Department budget as amended. Vote taken. MOTION CARRIED UNANIMOUSLY

- a. **Resolution Approving a Change in Position during the 2018 Budget Process in the Zoo and Parks Department – Parks Table of Organization.**

Motion made by Supervisor Gruszynski, seconded by Supervisor Lefebvre to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

- b. **Resolution Approving New or Deleted Positions during the 2018 Budget Process in the Zoo and Parks Department – Zoo Table of Organization.**

Motion made by Supervisor Gruszynski, seconded by Supervisor Campbell to approve. Vote taken. MOTION CARRIED UNANIMOUSLY

Park Department

8. **Budget Status Financial Report for August 2017 (Unaudited).**

Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

9. **September 2017 Park Attendance and Field Staff Reports.**

Motion made by Supervisor Gruszynski, seconded by Supervisor Ballard to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

10. **Assistant Park Director's Report.**

Kriese informed they will be looking at cleaning up winter fatbike trail hours. Currently all winter hours for snowshoes and ski trails are open until 11pm and according to Chapter 8 ordinances, it was basically set by the committee and the director. Bike trails are only open until sunset, however, during the winter it is dark much earlier and with the ambient light that reflects off the snow, they felt it should be open until 11pm. It was another recreational avenue. That was something he will determine if it needs a resolution and will bring it back in resolution format.

They had roughly over 600 Brown County Fairgrounds property responses from the survey so that was good so far. He thanked the County Executive; they held a media event to encourage that participation. There was also a media event with joint municipalities on the Fox River Trail plowing that was very well received.

They will be doing a rather large asphalt repair project on the Fox River Trail before asphalt plants close down.

The campground will shut down at the end of the month.

Their winter storage event at the BC Fairgrounds was tomorrow.

Kriese had a recent discussion with De Pere regarding the fairgrounds and that property; it went extremely well. They were going to work on some bullet points and agreement ideas that could happen that would look good for Brown County and De Pere. It had yet to go through the De Pere Council and the full board. Things were looking

good. There was a meeting scheduled with fairground neighbors on Nov 13th and Nov 15th was the next planning meeting at 10am at the fairgrounds.

Motion made by Supervisor Gruszynski, seconded by Supervisor Ballard to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

NEW Zoo

11. Budget Status Financial Report for August 2017 (Unaudited).

Motion made by Supervisor Campbell, seconded by Supervisor Lefebvre to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

12. ZOO Monthly Activity Report for October 2017.

Zoo Director Neil Anderson informed that September was great; they were up over 9,000 people and were over their revenue for the year for gift shop, zoo pass, vending, etc. Zoo Boo started last weekend and the weather really wasn't good but they were expecting a large crowd for the upcoming weekend. One thing they were doing different this year to help accommodate the crowd, the church on B was allowing them to use their 250 parking spots and Lamers will shuttle people on Saturdays. Hopefully this will get everyone off the road. They had 2 more weekends however this was the last weekend for the horse drawn wagon rides.

Motion made by Supervisor Gruszynski, seconded by Supervisor Ballard to receive and place on file. Vote taken. MOTION CARRIED UNANIMOUSLY

Other

13. Audit of bills.

Motion made by Supervisor Gruszynski, seconded by Supervisor Ballard to approve the bills. Vote taken. MOTION CARRIED UNANIMOUSLY

14. Such other matters as authorized by law.

15. Adjourn.

Motion made by Supervisor Ballard, seconded by Supervisor Gruszynski to adjourn at 6:53 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Alicia A. Loehlein
Recording Secretary

BOARD OF SUPERVISORS

Brown County



**BROWN COUNTY
BOARD OF SUPERVISORS
PROPOSED BUDGETARY AMENDMENT REQUEST**

(Please Submit to the County Board Office Five (5) Business Days Prior to the Budget Meeting)

Meeting Date: _____

Agenda No.: _____

Motion from the Floor

I propose the following budgetary amendment:

To place \$20,000 from 'General Property Taxes' to the Museum's 'Advertising and Public Notices' for Brown County's 200th Anniversary Celebration.

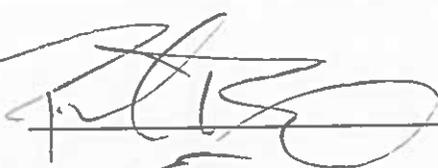
Fiscal Impact

Line Item: General Property Taxes

Amount (+/-): Increase \$20,000

Contra Line Item: Advertising and Public Notices

Amount (+/-): Increase \$20,000

Signed:  _____

District No.: 15

Verified by Staff: _____
(If applicable, see attached supporting documentation.)

*Museum
(1)*

2018 Golf Course Budget Summary

In 2017 the Golf Course continued to provide Brown County residents with a highly maintained golf course at a reasonable price. The golf course continues to get nothing but positive comments regarding the condition of the golf course, especially the greens. In 2018 the Golf Course will look at improving a few more areas by trying to accomplish some of the following things:

1. Increase Revenues
2. Improve drainage on Holes #9 and #14
3. Open new forward tee boxes
4. Put together plan for the 2019 budget that would put a master plan into effect by the 2021 budget.

To help accomplish these things and continue to operate at the current maintenance level I have prepared the following Budget for 2018.

Revenues:

Overall Revenues are expected to increase slightly compared to the budgeted amount in 2017. The main reason for the increase is due to the proposed increase in Green Fees and Season Passes. Rounds are predicted to stay around 34,000 – 35,000 annually. We did increase cart revenue to bring them more in line with the actuals from the previous two years.

We are proposing a \$1 increase in both 18 hole and 9 hole rates and increasing the adult and senior pass rates by \$40. This is the first proposed rate increase since 2011.

Cart Fees will remain the same. No increase in cart rates for 2018.

Donations for the Children's Charity Golf Classic are being brought up to their past year trends. These revenues are offset by the special events expenses.

The clubhouse restaurant will be entering its fifth year of their lease. The overall revenue, above the set \$65,000, will be contingent upon how utilities are in 2018.

The Golf Pro will be entering his fifth year of his contract. There is no price change that affects the proposed budget.

Both contracts are up in 2020.

Expenses

Overall we will see a slight increase in expenses over 2017. The biggest increase comes in Special Events, which will be \$5,000 higher and is offset by the Donations Revenue. Equipment repairs will see a slight increase of \$2500 just to keep with our 5 year trends. We will see an increase in TS, indirect,

insurance chargebacks by roughly \$4,000. One are that we will see a significant decrease is in depreciation Land Improvements by about \$10,000. This is due to the irrigation system becoming fully depreciable. All other expenses will be close to their 5 year trends.

In 2018, we are looking at purchasing a greens roller, reel grinder and bedknife grinder.

Lastly, we will be entering year fifth of our ten year loan that was given in 2013 to renovate the greens. This payment is \$30,000.

Overall revenues are expected to be greater than expenses by \$15,559 and we will be lower our due to the general fund by about \$82,500.

BOARD OF SUPERVISORS

Brown County



BROWN COUNTY
BOARD OF SUPERVISORS
PROPOSED BUDGETARY AMENDMENT REQUEST

(Please Submit to the County Board Office Five (5) Business Days Prior to the Budget Meeting)

Meeting Date: 10-17-17

Agenda No.: 4 - Review of Zoo and Park Department

Motion from the Floor

I propose the following budgetary amendment:

To allow Purple Heart recipients
to receive a free boat landing ^{annual} pass,
effective January 1, 2018

Also, pg 375 RATES AND FEES
Inert under Boat Launching: Purple Heart Recipient
Fiscal Impact (Boat Landing Pass)

Line Item: ~~120.062~~ 121.062.4600.700 - BOAT LANDING ANNUAL 0.00

Amount (+/-): - \$360 Fund 121

Contra Line Item: - 360 Assigned Fund Balance

Amount (+/-): 121.3300.200

Signed: Richard Schaeff

District No.: 24

Verified by Staff: _____
(If applicable, see attached supporting documentation.)

Course	Golf		Cart		Season Pass
	9	18	9	18	
Brown County					
Weekday	\$ 18.00	\$ 31.00	\$ 9.00	\$ 18.00	\$ 1,150.00
Weekend	\$ 20.00	\$ 35.00	\$ 9.00	\$ 18.00	
Royal St. Patricks					
Weekday	\$ 20.00	\$ 32.00	\$ 9.00	\$ 16.00	\$ 700.00 WK only
Weekend	\$ 22.00	\$ 37.00	\$ 9.00	\$ 16.00	\$ 1,350.00 Unlimited
Thornberry Creek					
Weekday		\$ 67.20			\$ 2,300.00
Weekend		\$ 67.20			
Mid Vallee					
Weekday	\$ 19.75	\$ 32.50	\$ 8.00	\$ 15.00	\$ 1,115.00
Weekend	\$ 22.50	\$ 35.75	\$ 8.00	\$ 15.00	
Northbrook					
Weekday	\$ 19.00	\$ 30.00	\$ 11.00	\$ 18.00	\$ 1,175.00
Weekend	\$ 23.00	\$ 35.00	\$ 11.00	\$ 18.00	
Ledgeview					
Weekday	\$ 18.00	\$ 28.00	\$ 9.00	\$ 18.00	\$ 875.00
Weekend	\$ 19.00	\$ 30.00	\$ 9.00	\$ 18.00	
Hilly Haven					
Weekday	\$ 17.50	\$ 28.75	\$ 8.50	\$ 15.50	\$ 820.00
Weekend	\$ 19.50	\$ 31.00	\$ 8.50	\$ 15.50	

**GOLF COURSE FINANCIAL STATISTICS
For SEPTEMBER, 2017**



GOLF COURSE REVENUE:

	SEPTEMBER ROUNDS	SEPTEMBER REVENUE	YEAR TO DATE ROUNDS	YEAR TO DATE REVENUE
2017	4,424	\$ 129,217.50	29836*	\$ 760,512.06
2016	3,863	\$ 101,083.00	29892**	\$ 744,449.00
2015	4,317	\$ 110,662.00	31353***	\$ 767,693.25
				TOTAL SEASON PASS REVENUE
			2017	\$ 129,702.40
			2016	\$ 121,142.90
			2015	\$ 118,388.67

PRO-SHOP SHARED REVENUE (CARTS):

	SEPTEMBER COUNTY SHARE	YEAR TO DATE COUNTY SHARE
2017	\$ 32,662.90	\$ 163,720.10
2016	\$ 23,398.20	\$ 156,434.30
2015	\$ 25,630.40	\$ 155,768.20

SAFARI STEAKHOUSE SHARED REVENUE:

	SEPTEMBER COUNTY SHARE	YEAR TO DATE COUNTY SHARE
2017	\$ 10,748.00	\$ 70,344.33
2016	9,998.45	\$ 65,449.59
2015	9,978.25	\$ 64,809.10
		P&L YEAR TO DATE
		2017 \$ 907,815.62
		2016 \$ 888,512.87
		2015 \$ 897,173.27

Golf Course Opening Day
 2017 *April 10th
 2016 **April 15th
 2015 ***April 10th

Summary Presentation:

NEW Zoo 2018 Budget

The NEW Zoo is one of only seven AZA (Association of Zoos & Aquariums) accredited zoos (Indianapolis Zoo, Phoenix Zoo, Living Desert of Palm Desert, CA; Cheyenne Mountain Zoo, Arizona-Sonoran Desert Museum, Fort Wayne Zoo) in the country that does not receive local or regional tax support for their annual operating budget. The NEW Zoo is the only one of the seven that does not receive any operational support from an endowment fund as commented by the AZA accreditation inspectors. The AZA has a total of 230 accredited zoos and aquariums in 8 countries, 214 of which are in 47 states in the United States. Of the 214, 54% are non-profit, 35% public and 11% for-profit. The Zoo's 2018 annual budget supports the AZA accreditation standards of operations as well as complying with the United States Department of Agriculture regulations covered under the Animal Welfare Act.

AZA accreditation standards for staff training and conferences will also be supported by the Zoo Society as in the past. Contributed capital is expected to be \$150,000 based on successful fundraising by the Zoo Society for the new Veterinary Care Facility equipment needs, which will be an upgrade to current veterinary equipment. The Zoo Hospital fundraising is hoping to be completed in 2018.

A Zoo membership pass structure change is planned for 2018. There will be a reduction of membership types to most commonly used memberships. Memberships to remain: One Plus One; Family Plus; and Family Plus Advocate. There are no general admission fee increases for 2018.

Expenditures decreased reflecting an interest expense decrease by \$12,121 due to a large bond refinancing anticipated to be completed in fourth quarter of 2017.

The Zoo must keep the "New" in the NEW Zoo to remain self-supportive. Major capital improvements will be donated by funds from the N.E.W. Zoological Society, Inc. There are funds budgeted for Zoo Society/ Staff development in 2018.

The 2018 attendance projection of 230,000 is consistent with recent trends in attendance over the past few years. The Zoo has seen a recent increase in attendance in 2017. With the new Prairie Grassland exhibit and new animals in the collection attendance has increased. The Zoo is also expanding special event sponsorships and new special events for additional revenue. The Education programming goal is also to be self-supportive and grow within its means. Since 2014, the education programming has increased significantly with the new Education Building classroom and building. Demand for classes has been reflected in the additional hours for the Zoo Educator LTE summer position.

Operating expenses are consistent with 2017 which increased due to animal medical expenses for increased examination procedures required per AZA Accreditation, animal feed related increases and utility increases. A Summer maintenance LTE has been included to support the recent AZA accreditation inspection maintenance needs.

Capital outlay is 8,000 for a new zero turn lawn mower and attachments. In addition, \$20,000 has been included to fund a Zoo wide utility study.

Performance measures are expected to be 100% compliant with USDA-APHIS Inspection and revenue per Zoo Visitor is expected to slightly increase from an estimated 2017 \$9.27 to \$9.36 for 2018.

Grants are actively pursued by the Zoo Society, staff and volunteers for both operational and capital improvement support.

The overall Zoo 2018 budget is a conservative budget which will provide the Zoo with the necessary funds to operate in 2018 and build future successes as well as financial well-being. The 2018 budget proposed maintains the Zoo's enterprise status. The Zoo's Statement of Funds reflects projected funds available after 12/31/17 of 845,011 in General Funds and 115,216 in Donations. The Zoo's Statement of Funds reflects projected funds available after 12/31/18 of 871,014 in General Funds and 92,416 in Donations.

PERFORMANCE MEASURES/PER CAPS 2018 BUDGET

2017 Estimated Attendance (220,000)	2018 Estimated Attendance (230,000)
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Revenue Category	2015 Actual	2016 Budget	2016 Estimate	2016 Actual	2017 Budget	2017 Estimate	2018 Budget
Charges and Fees Daily	4.12	4.08	4.20	3.96	4.90	4.77	4.77
Sales-Vending	.74	.64	.67	.68	.68	.68	.67
Sales-Passes	.67	.60	.62	.74	.64	.73	.72
Sales-Programs	.17	.15	.15	.18	.17	.18	.17
Sales-Special Events	.63	.61	.56	.79	.57	.74	.82
Sales-Gift Shop	1.11	1.01	1.09	1.12	1.11	1.16	1.11
Sales-Concessions and Food	1.20	1.11	1.09	1.10	1.18	1.11	1.09
Donations	.04	.02	.01	.07	.02	.08	.01
Total Per Cap	8.68	8.22	8.39	8.64	9.27	9.45	9.36



BROWN COUNTY PARK SYSTEM



County Park-Public Land

Countywide Park System..... 3,025 acres
 No. of County Parks 18 areas
 State Trail Management..... 35 miles

TOTAL	3,025 ACRES
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Park Buildings

No. Available for Rent..... 19 buildings
 No. of Buildings Maintained and Operated..... 56 buildings
 Square Feet of Buildings 156,110 sq. ft.

TOTAL	156,110 SQ FT OF INDOOR SPACE
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Hiking (marked trails)

Barkhausen Waterfowl Preserve..... 9 miles
 Bay Shore Park..... 1.5 miles
 Devils River State Recreational Trail 1.2 miles
 Fox River State Recreational Trail 20 miles
 Mountain-Bay State Recreational Trail 13 miles
 Neshota Park..... 6 miles
 Reforestation Camp 6.5 miles

TOTAL	57 MILES
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Mountain Biking

Devils River State Recreational Trail 1.2 miles
 Fox River State Recreational Trail 20 miles
 Mountain-Bay State Recreational Trail 13 miles
 Reforestation Camp..... 19 miles
 Pamperin and Bay Shore have designated trails through the park

TOTAL	53 MILES
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Snow Biking

Reforestation Camp

TOTAL	6 MILES
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Horseback Riding

Neshota Park..... 3 miles
 Reforestation Camp 8 miles

TOTAL	11 MILES
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Cross Country Skiing

Barkhausen Waterfowl Preserve..... 9 miles
 Neshota Park..... 6 miles
 Reforestation Camp 19 miles

TOTAL 34 MILES

Snowmobiling

County Wide

TOTAL 192 MILES

Snowshoeing (marked trails)

Barkhausen Waterfowl Preserve..... 4 miles
Neshota Park..... 2 miles
Reforestation Camp..... 3 miles

TOTAL 9 MILES

Campsites

Bay Shore 90 water & electric sites
..... 15 rustic sites
..... 2 group sites
Fairgrounds..... 56 designated sites

TOTAL 163 CAMPSITES

Boat Landings

Bay Shore 4 lanes
Lily Lake (the only inland public lake in BC)..... 1 lane
Suamico 4 lanes
Wrightstown 1 lane

TOTAL 10 LANES

Environmental Education

School Curriculum Variety..... 20 school programs
Public Program Variety 19 public programs

TOTAL 39 DIFFERENT PROGRAM TOPICS