PROCEEDINGS OF THE BROWN COUNTY
EDUCATION AND RECREATION COMMITTEE

Pursuant to Section 19.84 Wis. Stats., a regular meeting of the **Brown County Education and Recreation Committee** was held on Tuesday, August 25, 2016 in Room 200, Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

Present: Chair Van Dyck, Supervisor Campbell, Supervisor Gruszynski, Supervisor Lefebvre, Supervisor Ballard
Also Present: Beth Lemke, Kevin Cullen, Scott Anthes, Neil Anderson, Marv Hanson, news media, and other interested parties

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I. Call to Order.

The meeting was called to order by Supervisor Van Dyck at 5:30 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 July 5, 2016.

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

Comments from the Public – None

1. **Review Minutes of:**
   a. **Library Board (June 16, 2016 and June 21, 2016).**

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

   b. **Neville Public Museum Governing Board (July 11, 2016 and August 8, 2016).**

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

Communications

2. **Communication from Supervisor Schadewald re: This letter is my request for consideration of either temporary and/or permanent artwork to be displayed outside of the Veteran's Memorial Arena. My hope is that local artists can submit appropriate artwork for consideration to display.** ***Held until August.***

Motion made by Supervisor Campbell, seconded by Supervisor Gruszynski to hold for one month. Vote taken. MOTION CARRIED UNANIMOUSLY

3. **Communication from Supervisor Erickson re: Discussion and possible action requiring department heads to keep County Board Resolution binder along with internal policy binder to ensure County Board policies are followed, and present them yearly to Administration to ensure compliance.** ***Motion at June Executive: To refer to each committee.***

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

4. **Communication from Supervisor Dantinne re: To have Administration look into the cost and feasibility to demo the arena, sell the library downtown and sell the museum and build a facility at the arena site to accommodate all the venues, new arena, library, and museum.** ***Referred from July County Board.***

Supervisor Van Dyck informed that Dantinne had contacted him to let him know that he would be unable to attend. He did say that he thought the communication coming to this committee was a bit premature since what he was initially intending to get was information regarding what was referenced in the communication and to get that information first and then bring it to the committee after the fact. After their conversation, he did revise his communication to remove the library as part of this, it was determined that putting a library facility here really didn't do anything in regard to the downtown library and in addition, with this area being more of an entertainment district it didn't fit the library's objective either. Secondly, it was to the preference of this committee, that Van Dyck recommends that they hold it in the fact that they were a couple weeks out from getting the study that was currently going on about what to do with the arena. It was his understanding that that report was due out in a few weeks and will lend some information. The museum was going through a study as well at the present time on what they may look like or what they want to accomplish. Until those two studies were brought forward, he was not sure what the purpose of sending this to Administration to have anyone look at it at the moment really served the purpose. One of the biggest issues was going to be, even if it was a good idea, was whether or not there was even enough property located at the arena site to accommodate all of this. He felt the studies were going to bring that forward.

Gruszynski informed he was okay with holding but felt they could bring it back when they got those studies back to look at it. He was happy that Dantinne contacted Van Dyck and at least pulled out the library from this communication, he felt that was smart. He would be curious to see if the Museum Director had an opinion in regard to this with their board. Museum Director Beth Lemke responded that Governing Boards stance was that they weren't moving into a building older than what they had. It was about the collection and constituents. The Foundation Board was their fundraising entity so they did need as a county to come to a decision before they went into other fundraising opportunities. They had never been asked what they would need in a new building or working with what they could do best in their current building.

Lefebvre felt Dantinne would be surprised with the costs to build a new museum. It wasn't just having displays, it was taking care of the collections properly, and there were a lot of expenses.

Ballard agreed with the other supervisors; the whole purpose of the museum was to make sure they were displaying the collections properly and that there was enough room to do that. That was the core business of what the museum was and he didn't believe that fit in with the core business of what the arena district was all about right now and he would be interested to see the study and what came out of that. He was very doubtful that those two would mesh.

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

<u>Museum</u>

5. **Museum Budget Status Financial Report for June and July 2016 (Unaudited).**

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

6. **Museum Director's Report.**

Museum Director Beth Lemke spoke to her Director's Report in the agenda packet material and highlighted several items such as the Snapchat filters and launching the Pokemon Go application. Tying with the 2017 budget, Lemke informed that they were going through their collections database, total complete switch. The database they had for years was a very complicated database, almost all graduates coming out of museum

studies programs had never heard of it. It didn't help with the learning curve of it and they made a fundamental switch decision in 2015 to budget for 2016 to make the conversion so what they will see in their lines for 2016 was data exporting, data importing acquisition of the new software. Their team had been busy doing all of that behind the scenes database management to get it to be what it needed to be. The advantage to them was that this year the server costs and the tech services chargebacks were pretty substantial because they needed a sequel server to run the database they had now, the chargeback was about $8,000 in their budget. They won't have that next year. The cost and the modules and upkeep of what they were purchasing was going to be substantially lower and making the collection accessible, tied into their digital initiative because there will be online portions where they can organize collections thematically, exhibitions online and be able to get that information to researchers and educators much more publically accessible. She wanted to give kudos to the staff at the museum all their hard work. Between the team and tech services the new system should be online next week.

In looking at their financials, July was phenomenal, August was really spectacular, but again it was tied to events and exhibits that were happening around them so now they were understanding more of the trends as to their cycles but she was pretty pleased with how hard the team had been working.

Lemke provided a handout (attached) re: PARK AEOLOGY, a joint project in September with the Parks and spoke to it.

Responding to Gruszynski, Lemke informed that with regard to how she felt so far about going into 2017 with the budget, she informed they came in at levy, their budget was zero, they didn't go over and they weren't asking for more. The difference was, where the substantial cost savings was the tax services cost for the database was about $22,000, they were going to go back down to about $3,000 next year. That's where they were still able to keep a good portion of marketing money for next year because they now had a fixed cost and were going to do some new opportunities with marketing based on the exhibits. Gruszynski questioned how they felt about 2016, did they think they would have a shortfall, and will there be any kind of a gap? Lemke responded that they were monitoring it very carefully, July and August really substantially helped with where she thought they were going to be. She will have a better idea when August closes. She projected them to have a slight shortfall, not huge but $9,000-$10,000 and she was hoping they would make that up. It was hard because they were also year-end loaded so depending on the holidays, usually both for the foundation and the county side can be slightly unpredictable as to what came in.

From what they learned in July and August by outside events, Ballard questioned how they could incorporate that into the winter months? Lemke informed that Tall Ships, which was every three years, was phenomenal for them between the parking lot revenue and people coming to them, it was the right audience and they were museum goers and were happy to be inside and their temporary exhibits were what they wanted to see. They had a phenomenal Fourth of July, the best in five years just in visitation and they didn't reduce fees and she felt they would stay open later next year. Ballard questioned if there were going to be partnerships in the winter months. Lemke responded, different opportunities, they tried to do as much as they could with Downtown Green Bay Inc. and On Broadway, with their new Executive Director they were planning different events and if they could partake in that, they definitely will. There will be another very interesting weekend with the LSU game, they were right across from Titletown and they will be utilizing their parking lot for revenue and for getting people in. She was strategically placing herself at the farmers market to drive traffic back to museum since all the hotels in the region were sold out. It was keeping a handle on what was coming in through the Convention and Visitors Bureau and what could they work with that was missions specific. They were always looking for those opportunities.

Campbell questioned if the Packers partnering on any marketing, Lemke stated they could, she will be in touch with them. Campbell added, the more partners they could have to do partner marketing was a great idea. Lemke informed that they had promotions with downtown hotels, apartment and condo complexes, which were strong. They will be working much more with the Green Bay Bullfrogs next year as well, tied to their summer events and programming.

Van Dyck suggested having a maritime display or theme and advance during and after the Tall Ship events. Lemke responded, definitely, she believed it was working closer with the city. PMI brought in the two smaller ships in 2015 and the City brought in one ship in 2014. So knowing when those opportunities arise and how they can tie it to what they were doing at the museum and how they could display the information.

Van Dyck informed a public official was very complimentary of Lemke and Kasha Huntowski in regard to the fact that the willingness to share the collection to other groups particularly the historical groups had been much better than it had in the past. The indication was that in the past everything was pretty much locked up and every request denied. Campbell added that she heard nothing but good things.

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

Golf Course

7. **Golf Course Budget Status Financial Reports for June and July 2016 (Unaudited).**

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

8. **Superintendent's Report.**

Golf Course Superintendent Scott Anthes spoke to the Financial Statistic for July noting year to date rounds, cart revenue and steakhouse revenues. Overall they were having a fairly normal year for them revenue-wise. Referring to the Superintendent Report, overall everything was in very nice shape. Anthes briefly went over his report with the committee.

Van Dyck informed he received a call and a nice hand written letter from an 82 year old gentleman who was expressing his desire for shorter tee boxes. He used to play there all the time but couldn't reach it anymore. They knew it was one of the projects on the future list but asked for the September meeting to put together what his thoughts were in regard to what that might cost. It would be nice for the committee to know if that was one of the major upgrades that they want to do there at some point in the future. Anthes informed that the biggest cost of that would depend on placement of tees and that would be dictated by an architect. He felt it would be a $100,000 to $150,000 cost.

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

Park Management

9. **Park Budget Status Financial Report for June 2016 (Unaudited).**

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

10. **Approval of 2016 hunting dates and seasons in the Parks.**

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

11. **Park Attendance and Field Staff Reports for June 2016.**

Park Manager Marv Hanson was present to speak to the Field Staff Reports. He informed the fair went good. Their first and last day were their busiest days probably due to the Packer game and rain during the other days. He guessed down about 8,000 from last year.

Zoo Director Neil Anderson informed that park rentals had been outstanding over the summer; they had 244 park

rentals in the month of July. They started the online rentals and it had been fantastic. The first 24 hours of the online camping rentals, 110 nights had been reserved. They had over 4,500 hits on the online system and over 275 had completed a transaction. They had done a press release to promote this as well as some television work. Van Dyck suggested some signage at the parks in regard to this option. Anderson stated they give posters and stickers out in all the parks but they will push the reservation system as well.

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

12. **Ordinance to Amend Chapters 8 and 30 of the Brown County Code Entitled, Respectively, as "Parks and Recreation Facilities" and "Public Health, Safety, Welfare, and Protection".**

In addition to the information provided in the agenda packet material relating to this, Anderson informed they were looking at Section 1, Section 8.035 which was smoking in the parks from a safety standpoint as well as a health initiative. They were looking at other parks around the area and there were some parks that had completely banned smoking 100% within all parks. They looked at what was important to them and made sense for a nice park environment and taking into account the individual features especially when it came to Fonferek Glen County Park. From the zoo end of it, they had banned smoking quite a few years ago and the park is clean and a great park for families to enjoy and the smoking from the animal standpoint as well with a potential for throwing things into the exhibits and he felt it made a huge difference. The environment had changed completely and very rarely has individuals that attempt to smoke in the park.

Anderson added that they had their new security staff member that had been at Fonferek Park for less than two months and he has had over 900 contacts out there. The work that had been done in a short time with the community out there surrounding Fonferek and the visitors themselves had been a positive step in the right direction. This gave them additional tools to go ahead and move the park from undesirable activities to desirable activities and give their visitors a great quality park experience. Hanson informed that the new security staff is Jacob Frye, he has introduced himself to the surrounding neighbors in the park and told them he was there to enhance the security and safety of the park and if they had any concerns he gave them his contact number to call at any time. He was being proactive and talking to the people that come into the park that he can and introducing himself, etc. Most of the violations were after hours in the park which was something they will address with an electronic gate in the future. He recently went back to the neighbors to check with them to see how things were going and they said it was a nice improvement and they appreciated him being there. It's been all positive so far and was a good thing for the park. Van Dyck questioned if the no parking signs were up on MM, Hanson stated they were now, he was not sure on the side roads. They expanded the parking in the park too, room for 70 cars and there shouldn't be issues and if they are they will get ticketed now. Anderson felt it was also finding the right person for that position. He felt they had a great staff member there, the right person for the right job and were seeing the positive benefits of that as well.

Campbell received a call from a constituent that was opposed to any restrictions on vaping. His point was that they could have fires in parks at Bay Shore and this was contained and from a common sense approach she didn't have an argument on that and questioned the impetus for adding that into the ordinance. It didn't make sense to her and it seemed overreaching to her. Anderson felt the addition was looking at what other parks were doing, Ashwaubenon had now included vaping. Other than Fonferek, which was a total ban, it was banned in other parks only in specific areas.

Referring back to the ordinance, Anderson briefly spoke to the other amendments concerning food and beverages and ordinance enforcement by citation. They feel with the park features, alcohol and mixing any type of park activities in there would not be a real safe activity. The committee concurred. Section 3 was the schedule of deposits and gave numbers from a citation standpoint.

Section 4 was self-explanatory. Gruszynski stated they seemed to have good results with the additional parking, the adding of no parking signs and going down the right road with enforcement, he questioned if

they felt the need to go farther? Anderson responded that he did and he believed Kriese would agree. In respect to this particular park, he felt definitely. It gave them some additional tools to work with. He felt they were moving in a positive direction with the park and the community out there and ultimately they wanted to have a desirable experience for any of the park goers, it's a wonderful park with fantastic features. With the nature of this and some of the history of some of the activity that had occurred out there he looked at this a positive step to go ahead and move forward with the park and to keep building on the positive experience. Gruszynski stated that if this passed tonight and at full County Board, in the future if they ever put in a bigger pavilion there or it had more of a destination affect that maybe they revisit this as well. Anderson agreed.

Lefebvre felt they were keeping them from being sued by someone by making these changes. Ballard stated this list was pretty much what he had seen as a boilerplate for any bans.

Motion made by Supervisor Lefebvre, seconded by Supervisor Van Dyck to approve the ordinance to amend Chapters 8 and 30 of the Brown County Code. Vote taken. MOTION CARRIED UNANIMOUSLY

13. **Assistant Director's Report.**

Anderson reported that the boat landing, the parking lot maintenance including asphalt sealing and line striping had been performed during June and July at the landings. Bay Shore, the electrical upgrade, the construction was planned for late September through early November. At this time Brown County Public Works was scheduled to complete the infield grading project for the fairgrounds, during the fall of 2016.

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

NEW Zoo

14. **Budget Status Financial Reports for June 2016 (Unaudited).**

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

15. **2017 Executive Bonding Proposal and Capital Improvements Program including Non Bonding Requests.**

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

16. **Director's Report and ZOO Monthly Activity Reports.**

Anderson stated that June and July were hot and attendance was down a few thousand for each month. Zoo passes were inline. They had been looking at the gift shop numbers and they were still holding exactly what they did last year. They were spending in the gift shop but not concessions. Next Wednesday and Thursday Public Works will be out there, they had the new culvert going in in front of the zoo. It was a 100 year old culvert that had partially collapsed. They will come back in a few weeks and repave. It will be a nice clean area by their entrance sign; it will look sharp. Starting next week, they will continue to work on the strategic master plan. They had some interesting things that were exciting and coming forward. They should be forthcoming in the next month or so to share with the committee. They were doing exactly what they wanted out of it, putting together an exciting zoo experience that fit the community. It was coming along fantastic.

Curator Report –It was the time of year that things start to cool down a bit and they can move animals around. They were working with the Jacksonville Zoo on bringing a female Wattled crane. They were looking at swapping a couple male penguins with the Racine Zoo as part of a breeding program. They had a female Blue Duiker coming in from the Virginia Zoo. They had a cotton-topped tamarin that was heading to

Phoenix. Swans were going to Iowa DNR. Pintails coming from the Red River Zoo in Fargo. All the animals had heath certificates and shipments that had to go. They were planning in a couple weeks a dental procedure on their male African lion and will be using the new animal hospital.

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

17. **Resch Centre/Arena/Shopko Hall – Complex Attendance for Veterans Memorial Complex for July 2016.**

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

Library – No agenda items.

Other

19. Audit of Bills.

Motion made by Supervisor Campbell, seconded by Supervisor Lefebvre to pay the bills. Vote taken. MOTION CARRIED UNANIMOUSLY

20. Such other matters as authorized by law.

The budget meeting dates and times were discussed and scheduled for Tuesday, October 18th @ 4 p.m.

21. Adjourn.

Motion made by Supervisor Campbell, seconded by Supervisor Ballard to adjourn at 6:47 p.m. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Alicia A. Loehlein
Recording Secretary

NEVILLE PUBLIC MUSEUM
OF BROWN COUNTY
Bridging Communities, Connecting Generations

PARKAEOLOGY

Discover an Historic Green Bay Packers Training Facility

Saturday, September 24
10am-Noon

Bay Shore County Park
5637 Sturgeon Bay Rd,
New Franken, WI 54229

Did you know that the Green Bay Packers held their training camps during the late 1940s at what is now Bay Shore Park? Known as Rockwood Lodge, it was possibly the first self-contained team training facility in NFL history.

The program will include a presentation on the parks history and connection to the Green Bay Packers, followed by a hands-on demonstration using archaeological tools to locate the foundations of the former training facility, which burned down in 1950.

This Parkaeology Program will be co-presented by Dani Wagner of Brown County Parks and Kevin Cullen of the Neville Public Museum. The program will begin at the open air pavilion near the main park entrance.

Pre-Registration Required:
Call the Parks Office: at (920) 448-6242
Participant Fee: $3 kids, $5 adults, $15 per family