

**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 Thursday, December 13, 2018 in Room 200 of the Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

Present: Chair Van Dyck, Supervisor Ballard, Supervisor Lefebvre, Supervisor Landwehr, Supervisor Suennen
Also Present: Supervisor Kneiszel, Library Executive Director Sarah Sugden, Museum Director Beth Lemke, Deputy Director Kevin Cullen, Golf Course Superintendent Scott Anthes, Zoo and Park Director Neil Anderson, Assistant Park Director Matt Kriese, other interested parties

I. Call to Order.

The meeting was called to order by Chair Van Dyck at 5:43 pm.

II. Approve/Modify Agenda.

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

III. Approve/Modify Minutes of October 11, 2018.

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

Comments from the Public None.

Consent Agenda

1. Library Board of August 14, Special August 23 and September 25, 2018.
2. Neville Public Museum Governing Board of October 8 and November 12, 2018.
3. Golf Course Budget Status Financial Report for October 2018 – Unaudited.
4. Library Reports for September and October 2018.
5. Museum Budget Status Financial Report for September and October 2018 – Unaudited.
6. Parks Department Budget Status Financial Report for October 2018 – Unaudited.
7. NEW Zoo Budget Status Financial Report for September and October 2018 – Unaudited.
8. Audit of Bills.

Motion made by Supervisor Suennen, seconded by Supervisor Lefebvre to approve the consent agenda items. Vote taken. **MOTION CARRIED UNANIMOUSLY**

Discussion / Presentation Items / Superintendent's Report / Director's Report

Library

9. Director's Report.

Chair Van Dyck introduced Library Executive Director Sarah Sugden. Sugden stated she was grateful and honored to be part of the Brown County team. In her first 6 weeks she has been learning a lot and listening, looking for opportunities for the most impactful library services that can be offered within the resources that are available. She believes there are some great possibilities and opportunities such as with capital improvements and facilities in the library.

In addition to the written report in the agenda packet, Sugden informed the Library Board approved the updated meeting room policy. It offers non-profits the opportunity to rent rooms free of charge. They will be transitioning

in 2019 to having a weekly list of the rooms posted. There was also a change to the fees at Weyers-Hilliard and Kress; they now have matching meeting room fees.

No action taken.

Museum

10. Director's Report.

Museum Director Beth Lemke provided the November Attendance and Revenue report (attached). She informed they will have a casual pay payout for their department; it got calculated on the whole year-end piece. This is something they plan for but they are never sure where it will be.

Lemke briefly highlighted items in her written report in the agenda packet materials. Among the things discussed was a recent group meeting with Blue Waters Studios. The first budget that came in was over the \$1 million dollar mark and the Museum has been working with them to find out how it came to be that much and what can be done to move forward without compromising the visitor experience. Blue Waters brought in some consultants with some ideas and it was a great meeting, but there is a need to do a better job of working with local vendors. As such, staff has provided Blue Waters with information regarding who in NE Wisconsin the Museum already works with rather than bringing in companies from out of the area. The next budget will likely still be over the \$1 million dollar mark, but Lemke is confident everything will work out.

No action taken.

Golf Course

11. Superintendent's Report.

Superintendent Scott Anthes outlined some of the financial figures provided. Rounds for October were substantially down from the year before, primarily due to the weather and this is obviously reflected in the revenue. Total rounds for the year were down about 29,000 and the weather had a huge impact on this. Revenue for the year was also down compared to the year before. Cart revenue was also down but the Safari Steakhouse was right where it should be. Supervisor Landwehr asked if the number of rounds played by season pass holders are tracked. Anthes said they do keep track of that and last year the rounds played by season pass holders was down. He pointed out the golf course is going to make money and he is hopeful they can bring their figures into the positive.

Anthes also spoke to the points contained in his Superintendent's Report, a copy of which is attached.

No action taken.

NEW Zoo

12. Director's Report.

Zoo and Park Director Neil Anderson referenced the Operations Report in the agenda packet. He noted attendance at Zoo Boo was down, primarily because of the weather. The numbers for the Adventure Park are also down from the previous year and he attributes this to both the weather and also the construction on Highway 41. Anderson also informed the Zoo Society recently received a large donation which will pay off the animal hospital building. He has also been made aware of a \$50,000 donation that will be coming in and will be used for the gas powered train as well as two playgrounds. Anderson spoke of the work NWTC has been doing in constructing concession buildings and an emu shelter. NWTC is donating the work and the materials are also being donated. He is hoping to build a good relationship so these types of projects can be done annually.

Anderson distributed information regarding Board development and spoke briefly to some of the points outlined in the document, a copy of which is attached. He also talked about some recent events that were held and how the animals and exhibits are transitioning into winter.

No action taken.

Park Management

13. Director's Report.

Assistant Park Director Matt Kriese informed they are now using a different reporting format which is more organized and talked about some of the things that are happening in the Parks including a partnership with the Howard Suamico School District on a lunch program that will provide lunches at Pamperin Park along with several other parks. He also noted Parks will be part of the WBAY Camping and RV show this year and staff is working on that marketing piece. Ongoing projects include roof replacements at Pamperin Park and on the Pines Shelter at Reforestation Camp. Kriese spoke of several other projects and programming opportunities going on as well as some new commercial contracts that will be bringing in some new events at the Fairgrounds. The business manager has been extremely valuable in this regard and Kriese noted before creation of that position there was nobody in the department to keep communication going with different vendors.

No action taken.

Action Items

14. Fairgrounds Master Plan Presentation by Rettler Corporation - Request for Approval of the Master Plan.

Kriese introduced Chase Rettler to the Committee. Van Dyck thanked everyone who came together to work on this and noted it has been a long process with a lot of input from a lot of different groups. No plan is perfect, but it looks like there has been a compromise that all parties can live with to serve as a guide to point us in the right direction. Kriese said the goals of the masterplan were to:

- Develop a plan that creates a public space that connects and maximizes use between the municipality properties to the north and south (Ashwaubenon and De Pere)
- Design the facilities and grounds so use can occur year round for multiple events and provide the flexibility needed for this to occur
- Be strategic in nature when looking at events and recreation opportunities that may utilize the property.
- Incorporate the uniqueness of the property in terms of open space and indoor exhibition space without duplicating major services that are already being done in the county.

Rettler outlined the proposed preferred concept of the masterplan that was contained in the agenda packet with the goal of obtaining approval of the plan so they can move on to develop cost estimates and potential phasing options to move the process along.

The overall design calls for a lot of the existing buildings to be removed. Buildings added would be a 45,000 square foot enclosed multi-use building which would include some office space and a 20,000 square foot open building. They are also looking at adding a shower and restroom facility for the camping area. The existing ice arena would be maintained as part of the design. Another highlight of the masterplan is the redeveloped midway which would provide access to the new building infrastructure as well as provide vendor space and camping with electrical service on the south side. The midway would also serve a large scale parking facility to the south. Rettler continued that currently there is access on the north side of the park as well as on the southern side. What is being proposed is that new controlled access be added to the midway which would consist of gates that could be opened and closed during events. The northern drive has a substantial parking lot of about 140 stalls and that drive would provide access to about 22 permanent limestone camping areas with electricity provided. On the north side of that would be green space that provides another 22 camping spots with electricity. Sewer is not currently planned, but Kriese said that is something that can be looked at further as this is only conceptual at this time.

Rettler continued that the dirt track would be replaced and long term planning calls for a recessed area with permanent berms on the sides. The equestrian facility would also be redeveloped and the general green space in the middle could be used for large event parking, trade shows and athletics.

Moving down into more of the De Pere portion of the park, the parking lot to the west as well as the east is proposed to be repaved or redeveloped and some green areas are proposed for the eastern parking lot, similar to the large parking space to the south of the midway. What is being proposed would be one central drive to access both of the ice facility parking lots and one drive out to the boat ramp area as well as removal of a lot of the other existing drives and replacing them with pedestrian paths. The plan also includes a playground with easy access for families off the pedestrian paths.

Kriese said this has gone through the De Pere Park Board, Ashwaubenon Park Board and Ashwaubenon Village Board with unanimous approval and high remarks. They are appreciative the County is taking the initiative to make sure there is an investment in the property for the future. Kriese said no stones have been left unturned when it came to options in the planning process and the concept they continually came back to is what is being presented tonight. The plan will allow events to expand and grow.

Questions from the Committee were answered following the presentation.

Motion made by Supervisor Landwehr, seconded by Supervisor Ballard to approve the conceptual plan. Vote taken. MOTION CARRIED UNANIMOUSLY

15. **Communication from Supervisor Lefebvre re: The Brown County Board needs to do a five year plan regarding budgets. The County needs to set and prioritize which department needs more attention (money and staff) – 1 to 10 (department raked) on this need. This way we will know what department needs will be in the future with department moving up and down on the scale. *Referred from October 17th County Board.***

Lefebvre said sometimes we find out things at budget time and she feels these things need to be talked about sooner so we can rate the needs of the different departments. She noted Child Protection and Adult Protection have immediate needs. Lefebvre feels we can do better and be a little more proactive by ranking the needs of the different departments. Van Dyck noted a lot of the capital needs in some of the departments are covered, but from an operational standpoint we should also be looking at any operation needs or programming that is being bypassed because of lack of funding.

Motion made by Supervisor Van Dyck, seconded by Supervisor Ballard to refer to department heads to take into consideration when preparing their budget. Vote taken. MOTION CARRIED UNANIMOUSLY

16. **Communication from Supervisor Van Dyck re: Request that the Brown County Golf Course Superintendent facilitate the listing and ultimate sale of the unused property adjacent to and owned by the Brown County Golf Course. *Referred from October 31st County Board.***

Van Dyck said this is a rehash of something that was looked at several years ago. At that time, there was approval to list the property but then it died because there were other issues with easements and access to the property which have not gone away and are not likely to go away. This communication is to take a look at this again and see what really should be done with the property. Anthes provided a map of the property which is the subject of this communication, a copy of which is attached. He informed the property was originally purchased to expand the course when golf was booming. The golf course was being fully utilized and the intent was to build up a shorter, easier course for kids and beginners on the parcel. That concept went to the Board but failed by one vote and the property has sat mostly vacant since that time. The parcel we are talking about is outlined in blue on the attached map and equals about 73 acres, 22 of which are usable and rented out to a farmer. The

remainder is unusable wetlands. The only thing the golf course could probably ever utilize the property for is a driving range or practice area. The property sits west of the current clubhouse and there is no direct access to the land from the clubhouse. The only way to access the parcel would be through some sort of agreement with the current owners of the railroad bed. Trout Creek runs through the property so a bridge would also be needed.

Van Dyck mentioned the usability of the land because it has changed somewhat from when it was first purchased. Anthes responded that when the property was purchased, there was not big protection for wetlands, but that has changed with new wetland laws and it would be quite expensive to develop the property into a golf course. Lefebvre asked if the Oneida Tribe would be interested in the property. Anthes said he gets e-mails periodically from the Tribe about the land. The transfer station portion is actually public hunting land owned by the County.

Van Dyck put this communication in because since he has been on this Committee he has not heard any good reason to keep the property from the golf course perspective. The First Tee had approached the golf course about developing the land, but that did not materialize. Van Dyck said the property was appraised in 2013 at about \$9,500 an acre.

Van Dyck continued that the Village of Hobart apparently has some interest in developing the property rather than seeing it sit vacant. If the Tribe purchased the property, they would likely keep it undeveloped so the taxable value would be rather minimal. Hobart had some ideas for a 15 or 16 lot development. Supervisor Landwehr set up a meeting with the Village to talk about the possibility of getting some time to allow them to try to develop the property.

Landwehr said the area the land is located is a very high value residential area with a lot of large, beautiful homes. The amount of buildable acreage for future development is becoming very limited in the area. Looking at this from a dollars and cents standpoint, Landwehr put together some figures, a copy of which is attached. In order for the County to continue to come up with operational and programming money in the future, the County needs to continue to have growth in the tax base. Landwehr's handout provides information as to how much revenue could be generated each year for the County, Village and School District if the property was developed into 25 one acre lots, each with a home valued at \$300,000. If the 25 lots were combined together, the value to the County would be \$553,400 for 30 years and \$657,200 for 50 years. Hobart is willing to step up and do a lot of the leg work while not getting a lot out of it other than protecting their future tax revenue. Landwehr would like to give Hobart one year to come up with a plan for the property.

Ballard expressed concern about an easement and asked how the developer could get an easement when the County cannot. Landwehr explained several options, including a small dedicated town road that could be used. Van Dyck added that what Hobart wants to do is move the access point and then approach the County and ask for enough land to put a road in, but there is some question as to what the Tribe may or may not contest. According to Landwehr, any potential issue would be about the railroad bed and he noted that the Village is interested in the property the way it is. Ballard does not want the County to get involved in that fight and Landwehr said the Village is willing to take that on themselves.

The question is whether to put the land up for sale and then have the Tribe step forward or have a developer come and buy it. It is likely the County would get more for the property from the Tribe than from a developer since a developer has costs to put in for development, however in the long run, the County would be better off from a monetary standpoint if the property were developed. Hobart is asking for a 12 month window to work on this. Consideration would also need to be given as to how extra tax revenue that comes in if the property is developed gets allocated to the golf course.

Since the last evaluation on the property was in 2013 and a lot of development has been done in that area since then, Supervisor Suennen feels the land should be reappraised. He also questions why Hobart, or anyone else, should get preference in developing a plan over the next 12 months because that would prevent the County from doing anything with the land in the meantime. Van Dyck said the thought process was that Hobart would be willing to be involved in getting this moving and they are probably in the best position to get a developer for the property. With regard to the value of the property, the appraisal was based on what the Tribe was paying for acreage in the area and the appraiser felt that the Tribe would be the most-likely purchaser of the property. Van

Dyck feels if a developer comes in, they would not be able to pay that rate per acre and still make the property work with other expenses for things like putting in a road. Suennen agrees that Hobart has done an excellent job of developing their community and the skill is definitely there, but he still questions why the County needs to give them preferential treatment. Landwehr wished to make it clear that all Hobart gets out of this is the same tax revenue that Brown County and the School District would be getting. Van Dyck said it is pretty much a given that if the property is listed, there will be an offer on the property and it will become part of what is around there, which is not a bad thing. If the County's intent is to see the land developed, that likely will not happen if the property is put up for sale right now. Suennen questioned if the County gives Hobart the opportunity to exclusively explore this for the next year, if it will result in the County getting in trouble with the other party that would likely want to purchase the property. Landwehr said there is precedent for this as it has been done in the past. If Hobart would not come up with a plan within a year, the property would be put up for sale immediately.

Lefebvre said she would like to see it in writing that Hobart cannot place the property in TIF. Van Dyck said Hobart has said they will not do that, but he understands her request. Van Dyck suggested we have Corporation Counsel draft a memorandum of understanding with regard to the property. Ballard said there needs to be a balance of what is best for the golf course and what is best for the County. He questioned if there is currently any property that Oneida has that could be traded to help the golf course. A discussion ensued with regard to this and the consensus was that there are probably not any options for that.

Motion made by Supervisor Landwehr, seconded by Supervisor Suennen to direct Corporation Counsel to draft a memorandum of understanding to the Village of Hobart for a 6 month opportunity to pursue development opportunities with the goal of establishing property tax base potential. Vote taken.

MOTION CARRIED UNANIMOUSLY

Other

17. Such other matters as authorized by law. None.

18. Adjourn.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to adjourn at 7:42 pm. Vote taken.

MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Alicia Loehlein
Recording Secretary

Therese Giannunzio
Transcriptionist

*Neville Public Museum Attendance and Revenue
November 2018*

Date	Day	Admission	Guided Tours	Distance Learning	Self-Guided Tours	UWEX	Facility Rental/Meeting Attendees	Event/Program Attendance	Total Attendance	Total Admission Revenue (Net)	Total Facility Rental Revenue	Volunteer fees for Brown County Department Meeting Room use	OUTREACH
1	Thursday	23	66			1			90	\$361.00			
2	Friday	27	54	250		3			334	\$330.00			
3	Saturday	191			10			472	673	\$766.00			
4	Sunday	101							101	\$345.00			
5	Monday								0				
6	Tuesday	16	26			2	164		208	\$182.00	\$112.50	\$275.00	
7	Wednesday	168				3	60	70	393	\$291.00			
8	Thursday	18	25					121	164	\$152.00			
9	Friday	42	12						54	\$207.50			
10	Saturday	116					10	12	138	\$396.00	\$110.00		
11	Sunday	41							41	\$121.50			
12	Monday						9		9				85
13	Tuesday	30	27			3	8	87	155	\$207.00		\$275.00	
14	Wednesday	31	29			4	72	46	182	\$197.00	\$400.00		
15	Thursday	46	98		17		23	146	330	\$490.00		\$60.00	
16	Friday	31				3	195		229	\$143.00	\$131.25		
17	Saturday	170					57		227	\$639.50	\$405.00		2000
18	Sunday	73							73	\$236.00			
19	Monday								0				
20	Tuesday	41				2			43	\$121.00			650
21	Wednesday	60					18		78	\$182.50			
22	Thursday								0				
23	Friday	186							186	\$559.50			
24	Saturday	374							374	\$1,226.50			
25	Sunday	93							93	\$426.00			
26	Monday								0				
27	Tuesday	103			13		13		129	\$293.00	\$135.00		
28	Wednesday	24	85			3			112	\$367.00			
29	Thursday	34				2	20		56	\$161.00		\$120.00	40
30	Friday	47				3	25		75	\$226.00		\$120.00	
	TOTAL	2,086	422	250	40	31	674	954	4,457	\$8,360.00	\$1,293.75	\$850.00	2775
	October Total Attendance		4215			Nov Total Attendance		4,457					
	October Outreach		4100			November Outreach		2,775					
	October Grand Total Served		8315			Nov Grand Total Served		7,232					

Golf Course Superintendent's Report

December 13th, 2018

During the month of November, here are a few highlights of things that were done:

1. Golf Course Update
 - a. Golf Course officially closed on November 6th, 2018
 - i. That is about a week earlier than normal
 - b. All seasonal employees were done the last day of November
 - c. Safari Steakhouse remains open all year
 - d. Pro Shop is closed until March
 - e. Gift cards can be purchased online or at the County Clerk's office

2. Golf Course Maintenance
 - a. All winter fungicide applications have been made
 - b. Rented a boom lift to trim back trees
 - i. Holes #4, #11 and #12
 - c. Winter maintenance has begun on equipment
 - d. Cleaned out shops and shop yard

3. Upcoming Projects and Maintenance
 - a. Stream bank stabilization on #17
 - i. Oneida Nation funded maintenance
 - ii. Working out the scheduling with them
 - b. Tree removal along #4 and #11

4. Upcoming Events
 - a. None



NEW Zoo & Adventure Park
4418 Reforestation Rd.
Green Bay, WI 54313
920-434-7841
newzoo.org

Board Development Services – Proposal Request

To provide to the NEW Zoo with board development to further strengthen the organization and its ability and capacity to support the development of the Zoo and position the NEW Zoological Society, Inc. for greater growth, supporting the recent Zoo Strategic Plan and Masterplan.

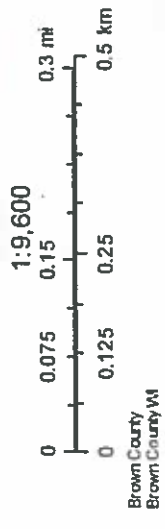
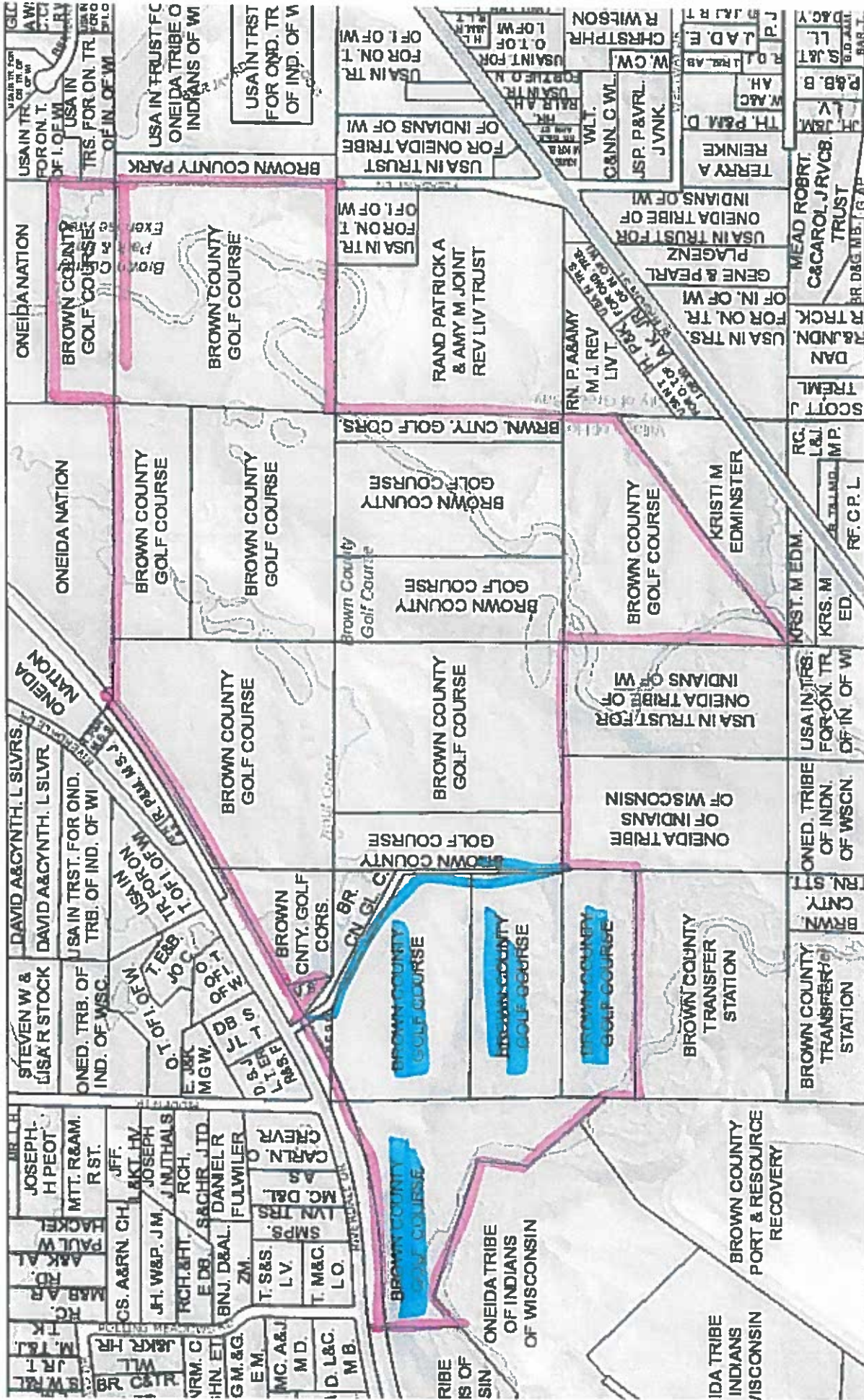
Phase I - Assessment:

Conduct an assessment of the Board's current structure and situation to identify gaps, weaknesses, and areas of opportunity of where the Board is today before developing a plan on where it needs to go. This would include a review of current by-laws, operating agreements, master and capital improvements plans, committee structure, board engagement, fundraising history, and financial position and history. The assessment would provide a clear and cohesive vision of the Board's strategic purpose and role in its current state and as well as develop a plan for the future for where it needs to go using the following focal points:

- **Clarification of roles and expectations:** As an organization which works within a dual structured governance model, roles, relationships and responsibilities can be complex. For the Zoo to perform optimally, there needs to be an extremely clear delineation of roles and responsibilities between all stakeholders. Expectations of the respective organizations will be identified.
- **Identification of strategic priorities for the Society:** Capital, program and project strategies should be guided by the Zoo's mission. Priorities informed by that mission will be explored and clearly defined. Success needs to be measurable via specific metrics.
- **Determination of high-level needs and opportunities,** including in the area of fundraising, then develop a vision and priorities framework for the Board to begin building a strong foundation based on expectations and direction. The assessment should also identify common needs, opportunities, and potential threats.

It is anticipated that this Phase I work will be done during a site visit that would include a board workshop. During that site visit, the Board Development team would also spend time conducting one-on-one interviews with stakeholders and board members. Additional phases of Board Development items to be determined after initial assessment. Please include potential hourly rate for additional consulting services. The NEW Zoo & Adventure Park has budgeted \$20,000 for Board Development.

Part of Brown County Wisconsin



5:1:46 PM
 mailScale TaxParcel
 minimum Undetermined
 of Way

16

Brown County Golf Course property

(assuming residential, single family use of 1 acre lots with 25 acres build-able averaging \$300,000 value)

County Tax Revenue (\$4.80 mill rate) = \$1,440

Village Tax Revenue (\$4.41 mill rate)=\$1,323

School District Revenue (\$8.90 mill rate)=\$2,670

Present value of the above revenues computed for 30 and 50 year periods (based on 5% interest)

	30 years	50 years
County property tax revenue	\$22,136/lot	\$26,288/lot
Village Tax Revenue	\$20,337	\$24,152
School District Revenue	\$41,044	\$48,743
Total Present Value <u>for County</u>	\$553,400	\$657,200