

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

Pursuant to Section 19.84 Wis. Stats., a regular meeting (budget) of the Brown County Education and Recreation Committee was held on Thursday, October 11, 2018 in Room 200 of the Northern Building, 305 E. Walnut Street, Green Bay, Wisconsin.

Present: Chair Van Dyck, Supervisor Ballard, Supervisor Suennen, Supervisor Lefebvre, Supervisor Landwehr
Also Present: Internal Auditor Dan Process, Sr. Accountant David Diedrick, HR Analyst Luke Newton, Finance Director Bradley Klingsporn, Zoo and Park Director Neil Anderson, Assistant Park Director Matt Kriese, Golf Course Superintendent Scott Anthes, Museum Director Beth Lemke, Library Finance Manager Linda Chosa, Library Deputy Director Emily Rogers, Library Communications and Program Manager Sue Lagerman, Director of Administration Chad Weininger, County Executive Troy Streckenbach, Supervisor Tran, Supervisor Lund, other interested parties

I. Call to Order.

The meeting was called to order by Chair Van Dyck at 5:30 pm.

II. Approve/Modify Agenda.

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

III. Approve/Modify Minutes of September 27, 2018.

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

****BUDGET REVIEW****

Comments from the Public on Budget Items. None.

REVIEW OF 2019 DEPARTMENT BUDGET

1. **GOLF COURSE** – Review of 2019 Department Budget.
Page 158, Budget Book

Golf Course Superintendent Scott Anthes provided a budget summary, a copy of which is attached. He went over the details of the summary and reminded the Committee the golf course is an enterprise fund and they take no tax dollars from the levy; the golf course is self-sufficient and the money they spend is money they have made.

Supervisor Landwehr asked Anthes if he needs flexibility with rates to keep up with trends in the area for things like specials and asked if it would be better to do something with that now, or wait to see if the need arises in the future. Anthes responded that the best way to handle this may be to give the golf course a percentage that they would be able to decrease rates by for specials. At this time he does not see a need for something like that without seeing how it would affect things. Director of Administration Chad Weininger said there would be flexibility to make adjustments for specials throughout the year.

Supervisor Lefebvre brought up the extra land at the golf course and whether something could be done with it to generate some revenue. Anthes responded that that land is rented out for farmland.

Under the statement of funds on Page 160 of the budget book, Van Dyck asked for clarification of the -\$86,563. Anthes said that is what is owed the County and he is hoping to be in the positive by the end of the year. Weininger explained that if there is a positive balance at the end of the year, it stays in the fund.

With regard to the 300 gallon sprayer, Van Dyck asked if they could outsource services for that or rent equipment instead of purchasing the sprayer. Anthes responded that they spray several times a week so it is not feasible to outsource or rent equipment.

Motion made by Supervisor Ballard, seconded by Supervisor Lefebvre to approve the 2019 Golf Course budget. Vote taken. MOTION CARRIED UNANIMOUSLY

2. **LIBRARY** – Review of 2019 Department Budget.
Page 164, Budget Book

Deputy Library Director Emily Rogers, Communication and Program Manager Sue Lagerman and Finance Manager Linda Chosa presented the Library budget. A Power Point presentation was shared with the Committee, a copy of which is attached, which outlines the Library mission, initiatives, budget summary and plans for the future.

With regard to the increase in rental income, Chosa informed the Library currently has an agreement with a group that rents the auditorium on a weekly basis which generates about \$1500 per year. Landwehr said breaking down the \$1500 income for once a week usage of the auditorium comes to about \$30 per time which does not seem like enough to cover the expenses of the rental. It was indicated the agreement with the organization was made a number of years ago and the group was grandfathered in at that rate. Van Dyck pointed out the group that is renting the auditorium is a non-profit group and technically, by policy, the group would not have to pay anything to use the facility, so the fact that they are paying anything is more than would typically be received. He noted this is being discussed and it was also pointed out that the group has installed a camera so they can broadcast their meetings and they allow the Library to use the equipment for programming as well. Landwehr asked that agreement be looked at and a policy be set that is workable for the County and the Library system and then if there are significant reasons to adjust from that, it can be discussed.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to approve the 2019 Library budget. Vote taken. MOTION CARRIED UNANIMOUSLY

3. **MUSEUM** - Review of 2019 Department Budget.
Page 173, Budget Book

Museum Director Beth Lemke said 2019 will be an atypical year in that there has never been a massive remodel so it was challenging to put together the budget because it is not known what impact the remodel will have on attendance but there is a marketing plan in place to address that. Lemke provided a draft 2019 and 2020 exhibit budget along with an exhibit schedule for 2019 and 2020, copies of which are attached. She informed there are not any table of organization changes proposed in the budget. The rates and fees have been looked at and they are proposing changes to some of the room rental fees and replacement costs to certain things, but they are not proposing any changes to admission fees.

Museum initiatives include the digital initiative which will never go away. They adjust within the initiative each year to be sure they are making the collection much more publicly accessible through the means they have. In 2019 during renovation, web presence will be important. The current website database is approaching end of life and there are some things happening with that where it is not fully supported. As part of the digital initiative in 2019, some funds have been set aside to start the website redevelopment process which they will be working on with Technology Services. Museum staff will have the ability to manipulate the new website to be sure it is unique to the Neville, but it will have a much easier backend interface. This is an initiative that will bridge 2019 and 2020.

In looking at the revenues and expenses, many things stayed the same. The website will be a big project and the other big item is the reader board which has ceased to function correctly. There is a decent solution in the 2019 budget that includes a better backlit branded light and flexibility to change going forward at a cost of about \$4,000.

Lemke said the Museum Foundation funds the temporary exhibits and public programming. The one change in the budget when looking at the percentages is there is a decrease in the in and out this year because the Foundation is in the quiet phase of the capital campaign. The County is funding the capital portion of the

renovation of the core gallery, but the Foundation is raising funds for a maintenance fund for the space. The Museum is getting everything they need for 2019 from the temporary exhibition standpoint. She talked about some of the scheduled exhibits and noted that in 2019 – 2020 there are four that will be internally created. Staff is doing what they can this year in anticipation of the workload they will have next year. The Foundation expenditures should return to normal in 2021.

From an expense standpoint, Lemke said it is hard to predict what revenue will be with the renovations, but she will keep the Committee advised on a monthly basis. She noted there were certain things that increased for all departments and that is reflected in the budget. Lemke said they have had success with the contract staff that opens and closes the building and maintains it and there is a slight percentage increase so they can look at the bill rate and hourly rate. Lemke is excited about 2019, but noted again that there are still some unknowns as they move into the year.

Van Dyck referenced the \$50,000 increase in levy dollars and asked if that was offset by increases in indirects. Lemke said it was and added that it was very difficult to turn in a balanced budget because she does not know what gate will be in 2019. Weininger added that additional levy was added to the Museum budget to cover the shortfall of the gate and they are hoping it is just a one-time thing. Of the \$50,000, \$19,998 is gate. With regard to advertising, Van Dyck asked if the reduction was by design. Lemke said she had to reduce the advertising to be less than 2017 and 2018 and there are certain things that absolutely have to be done and they will not be doing things exactly the same way in 2019 as they have in the past in terms of advertising. She feels comfortable with the advertising plan and they know what they need to do and how they intend to get there.

Motion made by Supervisor Ballard, seconded by Supervisor Suennen to approve the 2019 Museum budget. Vote taken. MOTION CARRIED UNANIMOUSLY

4. **ZOO** – Review of 2019 Department Budget.
Page 178, Budget Book

Zoo and Park Director Neil Anderson provided a summary of the Zoo 2019 budget, a copy of which is attached. He talked about some of the capital outlay projects and also shared information on the future canopy tour, a copy of which is also attached.

Anderson said the budget appears to be in pretty good shape and the fund balance will take care of a lot of maintenance needs that will make the Zoo look nice and fresh. He is hoping the Zoo Society can get the animal hospital paid off so they can move forward to work on some new exhibits. Anderson also recalled at a prior meeting a question was raised as to what is recommended to be on hand it is roughly 20 – 25% of the operating budget is where they like to see the fund balances.

Van Dyck asked that in the future the Zoo and Park have separate sections in the budget book. He understands that some of the items are mixed together but he finds it confusing when there is an enterprise fund that is mixed with a department that is levy funded. Weininger said he can work on that for 2020.

a. **Resolution Regarding a Change to the NEW Zoo Table of Organization – Zoo Educator.**

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

b. **Resolution Regarding Husbandry Assistant for the NEW Zoo Table of Organization.**

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

c. **Resolution Regarding a Change to the Account Clerk Position in the NEW Zoo Table of Organization.**

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

Motion made by Supervisor Ballard, seconded by Supervisor Lefebvre to approve the 2019 Zoo budget. Vote taken. MOTION CARRIED UNANIMOUSLY

At this time Van Dyck referred to Capital Projects on Page 286 and 289 of the Budget Book and noted that he will be making a request at Executive Committee to take the \$500,000 being set aside for the Brown County Expo Hall Maintenance and reduce it to \$200,000 because it is building up the maintenance fund for the future. The \$300,000 would then be added to the Reforestation Camp campground making \$320,000 available next year so that project can be moved up. Weininger said that is something that will have to be approved by the Executive Committee and then the full County Board. Lund suggested Van Dyck put in a communication ahead of the budget meeting regarding this so everyone is aware of what is being asked and there are no surprises.

5. PARK DEPARTMENT – Review of 2019 Department Budget.

Page 190, Budget Book

Assistant Park Director Matt Kriese prepared a budget summary, a copy of which is attached. He noted there was an increase in levy of about \$1,926 to cover increases in indirect services and also an increase of \$107,500 for replacement of mowers. He reviewed the remainder of the summary with the Committee.

With regard to the cross country ski trail utility vehicle, Landwehr asked if that equipment will be used only in the winter for the ski trails or if the machine will be used for other things. Kriese responded the utility vehicle will be used for the cross country ski trails, but will also be used in the summer for trail maintenance.

Lund asked if Kriese expected an increase in camping revenue when the Badgers play at Lambeau Field. Kriese said millennials are camping at a rate 38% greater than their counterparts and that trend is increasing. Camping at Bay Shore so far this year is about where it was at the end of last year. They do see a major uptick in camping any time there is a major event in town. Bay Shore has been full more weekends this year than it has been in the past. Lund asked Kriese to look into the projected revenue for camping at Bay Shore to see if the number should be increased somewhat. Kriese said the projected income has been bumped up incrementally but Lund asked him to look at this prior to the budget meeting. Kriese noted the reservation system is still somewhat new and so is the Packer camping at the Fairgrounds and he is not necessarily comfortable making a big change in the numbers.

a. Resolution Regarding Changes to the Parks Department Table of Organization.

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

Motion made by Supervisor Ballard, seconded by Supervisor Suennen to approve the 2019 Parks budget. Vote taken. MOTION CARRIED UNANIMOUSLY

Other

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

6. Adjourn.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to adjourn at 7:16 pm. Vote taken. MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Therese Giannunzio
Administrative Specialist

2019 Golf Course Budget Summary

In 2018 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. This year we also opened up the new forward tees that were built in 2017 to very positive reviews. In 2019, 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 #6 and #10
3. Hours will change slightly and Monday mornings
4. Look into possible funding sources for bunker improvement

To help accomplish these things and continue to operate at the current maintenance level I have prepared the following Budget for 2019.

Revenues:

Overall Revenues are expected to increase slightly compared to the budgeted amount in 2018. The main reason for the increase is due to bringing the golf cart revenue up to its five year average. Rounds are predicted to stay around 34,000 – 35,000 annually.

We are proposing no rate increases for 2019.

Cart Fees will remain the same.

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 sixth and final year of their lease. The overall revenue, above the set \$65,000, will be contingent upon how utilities are in 2019.

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

Again, both contracts are up at the end of 2019.

Expenses

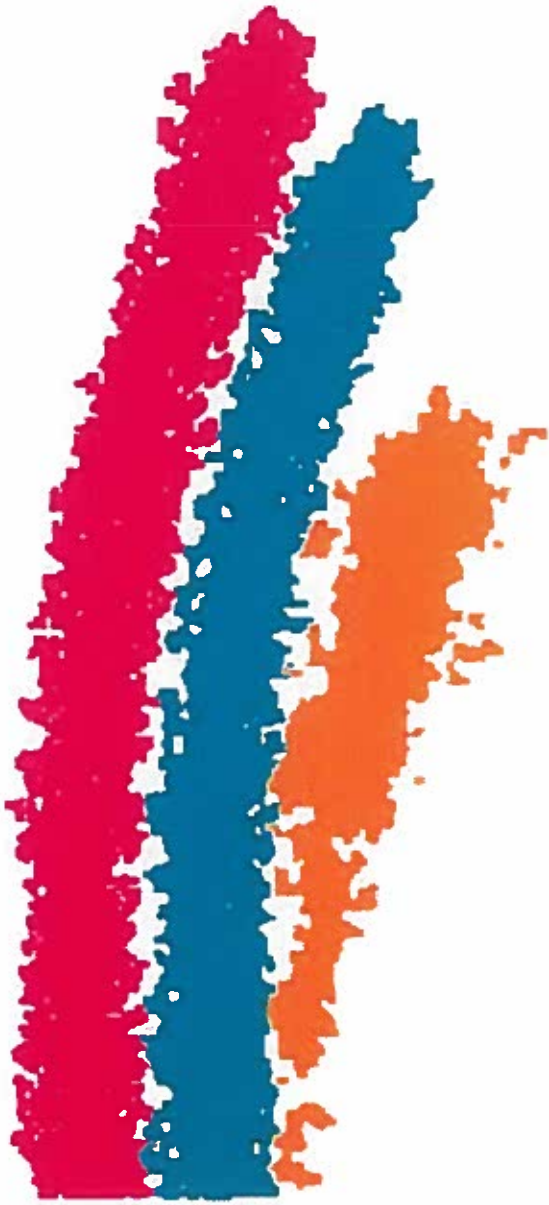
Overall we will see a slight increase in expenses over 2018. The biggest increase comes in Health Insurance, which will be about \$20,000 higher. This is due to an employee choosing to take our insurance in 2018. Professional services will see an increase of \$5,000, this is due to an increase in cart revenue. The Golf Pro's contract is based cart sales. He gets 30% of cart sales. We will see an increase in TS, indirect, insurance chargebacks by roughly \$11,500. We will see largest increase from Corp

Counsel of \$7,800. 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 2019, we are looking at purchasing a sprayer and utility cart.

Lastly, we will be entering year six 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 \$2.695 and we should see a positive fund balance of 42,323 at the end of 2019.



Brown County Library

2019 PROPOSED BUDGET



Library Mission

The Brown County Library is a catalyst for community advancement.

BCL's four strategic priorities:

1. **Enhance Education for Children** to help our community become college and/or career ready.
2. **Support Economic Development** to help existing and developing businesses and job seekers thrive.
3. **Provide a Creative Place to Engage the Community**, which comes in the form of adult learning opportunities, civic engagement, meeting room use, wi-fi access, friends and neighbors sharing time together, etc.
4. **Foster Cultural and Diversity Awareness** because thriving, growing communities embrace, seek out and capitalize on differences.

2018 Initiatives

Classification and Compensation Plan

- Began process of updating job descriptions
- Working with Brown County Human Resources
- Identified comparable position matches in vendor database



2018 Initiatives

Expand Summer Reading Adventure School Collaboration

Sharing an understanding of the importance of reading.

14 Green Bay Area Public Schools participated as satellite sites

◦ = 1297 students



7830

total participants in the
Children's Summer Reading Adventure
Pre K – Grade 5

Total SRA participation Children, Teens & Adults: 11,041



SUMMER Reading ADVENTURE

BROWN COUNTY LIBRARY

2018 Initiatives

Operational Hours Standardization

The standardized hours align more closely with library-use peak times and offer similar hours at similar-sized libraries.

- Reflects the service parameters outlined in the Library's Facilities Master Plan
- Better utilized 2018 staffing levels
- Implemented year-round
- Reduced need to reprint a separate summer schedule

CENTRAL
315 Pine Street
Green Bay, WI 54301
920.448.4400
Mon 9 am - 5 pm
Tue 9 am - 8 pm
Wed 9 am - 8 pm
Thu 9 am - 9 pm
Fri 9 am - 5 pm
Sat 9 am - 5 pm
Sun 12 pm - 4 pm

LOCAL HISTORY & GENEALOGY
Central Library
222 W. Fort St.
Green Bay, WI 54301
920.448.4400
Mon 1 pm - 5 pm
Tue 1 pm - 5 pm
Wed 1 pm - 5 pm
Thu 1 pm - 5 pm
Fri 1 pm - 5 pm
Sat 1 pm - 5 pm

ASHWAUBENON
1001 Durando Drive
Green Bay, WI 54301
920.492.4913
Mon 10 am - 8 pm
Tue 10 am - 8 pm
Wed 10 am - 8 pm
Thu 10 am - 8 pm
Fri 10 am - 8 pm
Sat 10 am - 3 pm

DENMARK
450 N. Wood Street
De Pere, WI 54208
920.832.6613
Mon 9 am - 12 pm
Tue 3 pm - 7 pm
Wed 3 pm - 7 pm
Thu 9 am - 12 pm
Fri 9 am - 6 pm
Sat 9 am - 6 pm

EAST
2235 Main Street
Green Bay, WI 54302
920.491.6600
Mon 10 am - 8 pm
Tue 10 am - 8 pm
Wed 10 am - 8 pm
Thu 10 am - 8 pm
Fri 10 am - 5 pm
Sat 10 am - 5 pm

KRESS FAMILY
333 N. Broadway
De Pere, WI 54115
920.448.4407
Mon 10 am - 8 pm
Tue 10 am - 8 pm
Wed 10 am - 8 pm
Thu 10 am - 8 pm
Fri 10 am - 5 pm
Sat 10 am - 5 pm

PULASKI
222 W. Fort St.
Pulaski, WI 54162
920.822.3229
Mon 1 pm - 8 pm
Tue 10 am - 8 pm
Wed 10 am - 5 pm
Thu 10 am - 5 pm
Fri 1 pm - 5 pm
Sat 10 am - 1 pm

SOUTHWEST
714 North Street
Green Bay, WI 54304
920.492.4910
Mon 9 am - 8 pm
Tue 9 am - 8 pm
Wed 9 am - 8 pm
Thu 10 am - 5 pm
Fri 10 am - 5 pm
Sat 10 am - 5 pm

WETTES HILLIARD
2480 RiverView Drive
Green Bay, WI 54313
920.448.4400
Mon 10 am - 8 pm
Tue 10 am - 8 pm
Wed 10 am - 8 pm
Thu 10 am - 8 pm
Fri 10 am - 5 pm
Sat 10 am - 5 pm

WRIGHTSTOWN
415 Main Street
Wrightstown, WI 54100
920.532.4011
Mon 10 am - Noon & 1 - 5 pm
Tue 10 am - Noon & 1 - 5 pm
Wed 1 pm - 8 pm
Thu 10 am - Noon & 1 - 5 pm
Fri 10 am - 1 pm

KRESS FAMILY
333 N. Broadway
De Pere, WI 54115
920.448.4407
Mon 10 am - 8 pm
Tue 10 am - 8 pm
Wed 10 am - 8 pm
Thu 10 am - 8 pm
Fri 10 am - 5 pm
Sat 10 am - 5 pm

PULASKI
222 W. Fort St.
Pulaski, WI 54162
920.822.3229
Mon 1 pm - 8 pm
Tue 10 am - 8 pm
Wed 10 am - 5 pm
Thu 10 am - 5 pm
Fri 1 pm - 5 pm
Sat 10 am - 1 pm

SOUTHWEST
714 North Street
Green Bay, WI 54304
920.492.4910
Mon 9 am - 8 pm
Tue 9 am - 8 pm
Wed 9 am - 8 pm
Thu 10 am - 5 pm
Fri 10 am - 5 pm
Sat 10 am - 5 pm

WETTES HILLIARD
2480 RiverView Drive
Green Bay, WI 54313
920.448.4400
Mon 10 am - 8 pm
Tue 10 am - 8 pm
Wed 10 am - 8 pm
Thu 10 am - 8 pm
Fri 10 am - 5 pm
Sat 10 am - 5 pm

WRIGHTSTOWN
415 Main Street
Wrightstown, WI 54100
920.532.4011
Mon 10 am - Noon & 1 - 5 pm
Tue 10 am - Noon & 1 - 5 pm
Wed 1 pm - 8 pm
Thu 10 am - Noon & 1 - 5 pm
Fri 10 am - 1 pm



CENTRAL LIBRARY
315 Pine Street, Green Bay | 920.448.4400
Mon Tues Weds Thurs 9 am - 8 pm
Fri 9 am - 5 pm
Sat 9 am - 4 pm
Sun 12 pm - 4 pm (Sept. - May)

LOCAL HISTORY & GENEALOGY Central Library
Mon Tues Thurs Fri 1 pm - 5 pm
Weds 1 pm - 8 pm
Sat 1 pm - 4 pm

KRESS FAMILY BRANCH
333 N. Broadway, De Pere | 920.448.4407
WETTES-HILLIARD BRANCH
2480 RiverView Drive, Howard | 920.448.4405
Mon Tues Weds 9 am - 8 pm
Thurs Fri 9 am - 5 pm
Sat 10 am - 4 pm

ASHWAUBENON BRANCH
1001 Durando Drive, Green Bay | 920.492.4913
EAST BRANCH
2235 Main Street, Green Bay | 920.491.6600
SOUTHWEST BRANCH
714 North Street, Green Bay | 920.492.4910
Mon Tues Weds 9 am - 8 pm
Thurs Fri 9 am - 5 pm
Sat 10 am - 2 pm

DENMARK BRANCH
450 N. Wood Street, Denmark | 920.832.6613
Mon Tues 3:30 pm - 8 pm
Thurs 3:30 pm - 6:30 pm

PULASKI BRANCH
222 W. Fort St., Pulaski | 920.822.3229
Mon Tues 1 pm - 8 pm
Thurs 10 am - 5 pm
Fri 1 pm - 5 pm

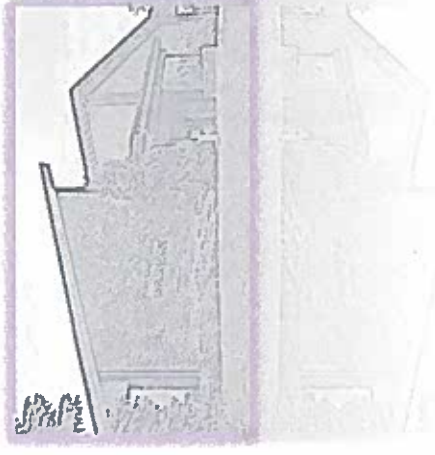
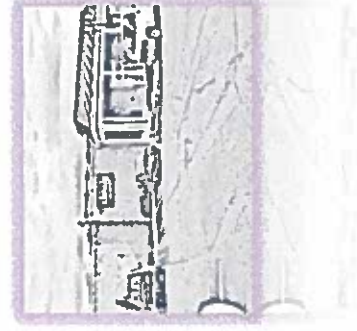
WRIGHTSTOWN BRANCH
415 Main Street, Wrightstown | 920.532.4011
Mon Tues 1 pm - 8 pm
Thurs 10 am - 5 pm

2019 Initiatives

Implement the prioritization of the facility improvements developed from the Facilities Master Plan.

Priority order:

- East Branch
- Central Library
- Ashwaubenon Branch



2019 Initiatives

Enhance Patron Services with Multifunction Device(MFD) System Installation

- Improved Service for Patrons
- Self-Service Focused
- Saves staff time



2019 Budget Summary

Two Funds

- Fund 105 Main Operating Fund, Revenue from County Levy
- Fund 106 Revenue and expenditures – Donations and Coin Operating Machines

Fund 105 - Balanced Budget Submitted

- Goal to maintain operating expenses at 2018 level
- Look for possible savings for 2019 and into the future

Overall Budget Decrease of .6%*

* With removal of \$300,000 Budget Adjustment for Pulaski Branch move that never materialized

Presentation will highlight changes from 2018 to 2019 Budget

Fund 105 Revenues Breakdown

92% County Levy

4% Payments from Other Municipalities

2% Fines, Fees, Room Rental

1% Nicolet Federated Library System

1% Rental Income



Changes in Revenues 2018 to 2019

County Levy \$6,860,136

- Increase .6% or \$37,699

State Grants and Aid Revenue

- Increase 5% - Nicolet Federated Library System – Collections and databases

Rental Income

- Meeting Rooms – Increase 29% - Agreement with a group that rents Auditorium \$1,500
- Rise N Grind Rent 3rd FL Central – Increase 16% - Lease March 2018 - February 2021
- Parking Lot – Increase 10 % Central more spaces & longer stay

Charges, Fines and Fees

- Throughout Industry Trending down - Decrease 6%
- Materials Rental – Decrease 29% - Popular books rental program has been replaced with Lucky Day Program

Fund 105 Expenditure Breakdown

| | |
|---|---|
| 61% Salary & Fringe | 2% Contracted Services (Waltco, Adv. Disposal, Collect. Agency) |
| 15% Chargebacks (TS, Copy Center & Insurance) | 1% Programming |
| 10% Collections (Books & Digital) | .6% Out of County Payments |
| 4% Rent & Utilities | .5% Supplies |
| 3% Internal IT Software & Hardware | .5% Non Outlay |
| 2% Maintenance (Buildings & Grounds) | .4% Training & Dues |

Changes in Expenditures 2018 to 2019

INCREASES

Maintenance

- Vehicles Increase 75% - Additional \$1,500 for Maintenance for Bookmobile & aging Van
- Buildings Increase 16% - Projects Kress and Weyers-Hilliard

Software

- Increase – One time purchase of Paper Cut Software for Multifunction Devices Project

Professional Services

- Increase 16% - Out of County Payments to Outagamie County increased by \$11,000

Changes in Expenditures 2018 to 2019.

INCREASES (Continued)

Chargebacks

- Total Chargebacks increased by \$52,500
- Levy Increase \$37,699
- Shortfall of \$14,801

Information Services Chargeback

- Increase 9.5% or \$19,000

Insurance Chargeback

- Increase 33% or \$19,000- Indirect Insurance Chargebacks - Casualty Insurance

Changes in Expenditures 2018 to 2019

DECREASES

Salaries

- Decrease .1% - .44 FTE reduction

Fringe

- Decrease 7% - Calculated by HR – reduced due to vacancies & benefit election changes

Printing

- Decrease 37% - Summer Reading Adventure mailings condensed & calendar project removed

Recruitment

- Decrease 100% - 2018 Budget Adjustment Related to Director Search, not applicable in 2019

Changes in Expenditures 2018 to 2019

DECREASES (Continued)

Rent

- Decrease 15% - Renegotiated lease for East Branch

Collections

- Decrease 3% - Distribution from Trust established for Weyers-Hilliard Children's Collection

Non-outlay Equipment

- Decrease 61% - Carryover from 2017 to 2018 for unfinished projects
- 2019 Budget - Purchase two of the Multifunction devices from Fund 105, remaining out of Fund 106

Maintenance & Cleaning

- Decrease 100% - Pilot project - decision made to not utilize cleaning service for branches

Fund 106 Coin Ops & Donations

DONATIONS PORTION

REVENUES = EXPENDITURES

- Donations received are budgeted to be spent – by donor request or allocated to general operations
- Donations increased 45% - Trust distribution planned for Weyers-Hilliard Children's Collection
- Books Expenditure increased – Funded by Trust distribution
- Supplies decreased – If donations are not spent, carryover to next year with budget adjustment
- Budget carryover from 2017 to 2018 inflated 2018 supply budget. In 2019, budgeted for expected donations w/o carryover

COIN OPS PORTION

- Sales from machines increase 15% - multifunction device usage
- Non-outlay Equipment increase – Purchase majority of multifunction devices from coin op revenue

Planning for Future

Out of County Revenue

- Shawano County Library is now consolidated
- Brown County Library will no longer be able to bill for Shawano County residents use of BCL Library
- Decrease of approximately \$50,000 of revenue beginning 2020

Trust

- Planned distributions for next 5 years
- Will help fund portion of collections budget

Multifunction Device Income

- Projected to increase because of ease of use, increased services and payment options choices

| Draft 2019 NPM Exhibit Budget | 2019 Budget | 2019 YTD Actual | YTD Actual Plus Est Final |
|--|--------------------|-----------------|---------------------------|
| <i>Our Brown County:1818-2018 (upkeep)</i> | \$2,500.00 | | |
| <i>Delay of Game (move and upkeep)</i> | \$1,500.00 | | |
| Art Colony (includes Thursday 3/21/19 reception costs) | \$1,600.00 | | |
| 74th Art Annual (includes award costs and presentation) | \$2,800.00 | | |
| <i>Birds, Birds and More Birds! (includes Thursday 6/13/19 reception costs)</i> | \$5,250.00 | | |
| <i>Women Who Run With Sissors (includes Thursday 8/22/19 reception costs)</i> | \$2,500.00 | | |
| <i>Bared Arms (includes Thursday 11/21/19 joint reception with Holiday Memories)</i> | \$30,000.00 | | |
| Holiday Memories (Thursday 11/21/19 joint reception with Bared Arms) | \$5,000.00 | | |
| Core Gallery Remodel (Brown County) | \$0.00 | | |
| First Floor Hallway (Photo Displays, Youth Art Month and EQUATE) | \$1,000.00 | | |
| Mezzanine (including MLK Display and NWTC Artisan Center ART FOR ALL) | \$2,500.00 | | |
| Deposits for future exhibits | \$2,500.00 | | |
| Total Exhibits | \$57,150.00 | \$0.00 | \$0.00 |
| Programing: Education and Events | \$3,900.00 | | |
| SPARK! Funding Rollover (we will re-calculate actuals in November) | \$3,600.00 | | |
| Grand Total Exhibits/Programs | \$64,650.00 | \$0.00 | \$0.00 |

| DRAFT 2020 NPM Exhibit Budget | 2020 Budget | 2020 YTD Actual | YTD Actual Plus Est Final |
|---|--------------------|-----------------|---------------------------|
| <i>Bared Arms upkeep</i> | \$2,000.00 | | |
| Art Colony (includes reception costs) | \$1,600.00 | | |
| <i>An Artistic Discovery</i> | \$250.00 | | |
| <i>Amazing Dinosaurs Rental (\$40,000 rental includes inbound and outbound shipping, \$1000.00 hotel rooms, \$1000.00 reception) Exhibition period would be from Friday, May 22nd through Sunday, September 20th.</i> | \$42,000.00 | | |
| <i>75th Art Annual (includes awards cost and presentation)</i> | \$2,800.00 | | |
| Holiday Memories (includes reception costs) | \$5,000.00 | | |
| First Floor Hallway (Photo Displays, Youth Art Month and EQUATE) | \$1,000.00 | | |
| Mezzanine (including MLK Display and NWTC Artisan Center ART FOR ALL) | \$1,500.00 | | |
| Byram Manger post Core Gallery Renovation | \$7,000.00 | | |
| Deposits for future exhibits | \$1,000.00 | | |
| Total Exhibits | \$64,150.00 | \$0.00 | \$0.00 |
| Programing: Education and Events | | | |
| Grand Total Exhibits/Programs | \$64,150.00 | \$0.00 | \$0.00 |

3

Summary Presentation: NEW Zoo 2019 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 231 accredited zoos and aquariums in 8 countries, 214 of which are in 45 states in the United States. Of the 214, 54% are non-profit, 35% public and 11% for-profit. The Zoo's 2019 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 \$25,000 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 2020 with debt service retirement completed by the Zoo Society.

There are no general admission fee increases or other increases to existing fee structure for 2019.

Expenditures for 2019 have increased due to several capital outlay projects. The projects will use the existing fund balance and some operating revenue to fund the projects. Operating revenue is expected to fund existing and planned operating expenses outside of capital outlay.

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. for the Masterplan.

The 2019 attendance projection of 230,000 is consistent with recent trends in attendance over the past few years. With the new Capital outlay projects and improvements a significant change in the overall zoo appearance will be realized by our zoo visitors. Several animal births are expected for 2019 with significant attendance potential. The Zoo continues to also expand 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. Demand for classes, programs and birthday parties has been reflected in the additional hours for the Zoo Educator LTE summer position to become a seasonal position.

General operating expenses are consistent with 2018 which increased due to animal medical expenses for increased examination procedures required per AZA Accreditation, animal feed related increases and utility increases.

New Initiatives for 2019 include the design and plan for a new adventure experience canopy tour, which will take the visitors from the third level of the Adventure Course through the forest canopy and out over the zoo and animal exhibits. The 2019 budget includes cost for the design and plans, with construction and opening anticipated in 2020.

Capital outlay is 282,100 for 2019. The following improvements and related maintenance projects:

| | |
|---|-----------|
| Animal Hospital large-carnivore caging system | 25,000.00 |
| Black-top repair and sealing | 25,000.00 |
| Diesel Utility cart | 12,500.00 |
| Electric utility cart | 9,300.00 |
| Gas-powered train | 30,000.00 |

| | |
|--|-----------|
| HVAC System Replacement for Penguin Exhibit | 12,000.00 |
| Ice cube maker for Mayan | 5,500.00 |
| Lion Building holding caging system | 18,000.00 |
| Lion Building roof replacement | 7,000.00 |
| Metal replacement doors for exhibits (13) | 7,800.00 |
| NWTC Build Projects (Emu, concession stands, Misc. sheds) | 30,000.00 |
| Snow leopard stainless netting canopy design | 20,000.00 |
| Snow leopard stainless netting and install | 70,000.00 |
| Tree top canopy tour design | 10,000.00 |

Adventure Park Outlay for 2019

| | |
|-----------------------------|-----------|
| Tree top canopy tour design | 10,000.00 |
|-----------------------------|-----------|

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 2018 \$9.49 to \$9.61 for 2019.

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

The overall Zoo 2019 budget is a conservative budget which will provide the Zoo with the necessary funds to operate in 2019 and build future successes as well as financial well-being while re-investing into current needs and infrastructure. The 2019 budget proposed maintains the Zoo's enterprise status. The Zoo's Statement of Funds reflects projected funds available after 12/31/18 of 957,658 in General Funds and 126,872 in Donations. The Zoo's Statement of Funds reflects projected funds available after 12/31/19 of 714,130 in General Funds and 106,655 in Donations. Adventure Park's Statement of Funds available after 12/31/18 is 248,653 and after 12/31/19 is 245,793.

Future Canopy Tour



Raised Eye-to-Eye exploration passageways



Current Pathway between the Zoo and Adventure Park



Big Cat Crossing - Philadelphia Zoo





The budget was developed based on our mission and values for improving local quality of life while focusing on revenue potentials. Numbers were derived based on trends, and planning meetings with internal staff and external community leaders. We continue to work with Friends groups and organizations providing grant funding.

The following strategies and priorities were placed on the budget:

1. Meeting community needs by:
 - a. Safety concerns
 - b. Environmental protection
 - c. Current park standards/ revenue focus
 - d. Aesthetics
 - e. Amenities and programs with revenue focus

Attendance is increasing across all parks, however 2018 saw a slow start due to weather.

General levy has increased \$1,926 to cover increases in indirect services and salary/fringe benefits also an increase of \$107,500 for the purchase of replacement mowers.

New Initiatives Include:

- Campground play Equipment – drive occupancy rates up
- Bay Shore – Safe Harbor Enhancement and Breakwater reconstruction
- Pamperin Park – Bank Stabilization and development
- Reforestation Camp – campground planning
- Fairgrounds – A/E services for future construction
- Barkhausen – Complete remodel of restroom/classroom expansion and nature center
- Asset Management - Maintenance Care and RecTrac software upgrade/implementation

Rates/Fees:

Minor changes:

- Rifle range fees for biathlon events
- Fairgrounds non-commercial fee increase
- Online credit card service fee (%)

Staffing:

Increase seasonal wages from a maximum of \$10.25 per hour to a maximum of \$11 and \$12 per hour based on duties.

Outlay:

GF Outlay:

\$4,000, not \$15,000 friends project contributions
\$11,000 for roof coating at fairground property
\$20,000 transfer in and expenditure of play equipment at Bay Shore
\$107,500 mower replacement

Other Account Outlay:

\$10,000 gazebo at Barkhausen from Park Donations
\$21,000 UTV at Camp from Ski Trail
\$26,000 2 UTVs from Land and Building Account

2019 Capital Projects:

Fairgrounds Development
Duck Creek Shoreline Stabilization
Pamperin Playground Design
Barkhausen Classroom/NC
RFC Campground Design