PROCEEDINGS OF THE 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 15, 2019 at the Brown County Central Library, 515 Pine St., Green Bay, Wisconsin.

Present: Chair Van Dyck, Supervisor Ballard, Supervisor Lefebvre, Supervisor Suennen, Supervisor Landwehr

Also Present: Supervisors Moynihan, Buckley, Lund; County Executive Troy Streckenbach, Director of Administration Chad Weininger; PMI Representative Ken Wachter, Golf Course Superintendent Scott Anthes, Zoo and Park Director Neil Anderson, Adventure Park Supervisor Nathaniel Wagner, Assistant Park Director Matt Kriese, Museum Director Beth Lemke, Neville Public Museum Governing Board Chair Kevin Kuehn, Library Director Sarah Sugden, Library Financial Manager Linda Chosa, other interested parties

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Please Note: Action shown in red pertain to budget items.

I. Call to Order.

The meeting was called to order by Chair Van Dyck at 5:00 pm.

II. Approve/Modify Agenda.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to approve as revised to move Library to the end. Vote taken. MOTION CARRIED UNANIMOUSLY

III. Approve/Modify Minutes of September 26, 2019 and Joint Ed & Rec/Executive Committee of October 7, 2019.

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

Naming Rights Presentation by PMI

At this time Ken Watcher of PMI introduced himself to the Committee. He provided some background as to how PMI got involved which was followed by the presentation PMI has been showing for the last 3 – 4 months.

Following the presentation, Supervisor Buckley referenced the $8 million dollars and asked if that is for naming rights only as it was his understanding that we needed $8 million dollars for just the naming rights. Wachter replied that the $8 million dollars is for naming rights plus. He feels Buckley is confusing sponsorship and naming rights which are two different things. Naming rights will get to $8 million dollars plus, and sponsorship will be totally different. They want to make sure that when they sell sponsorship in the venue, that that money will flow through the P & L of the venue itself. Supervisor Lund asked what the timeframe is to finalize the naming rights. Wachter responded that he hoped to get close to the $8 million dollars by January. One of the things they are trying to do is get people to pay up front in lump sum numbers rather than spreading it out over a period of time and that makes it a little more difficult. Buckley referenced the project that is being done by the Convention and Visitors Bureau and wanted to be sure that the expo center project, which is a huge project for Brown County, is also getting the attention it deserves. Wachter responded that he talks to CVB staff quite frequently and they have put together a campaign group of 20 business people to help them with the new building and he noted that they are also a non-profit and are asking people to make charitable philanthropic donations. People do not see the expo naming rights as a philanthropic donation. Wachter said in some meetings with potential donors he takes the lead, in others the County Executive takes the leads and in still others the Village President has taken the lead.

Supervisor Landwehr asked what the drive is to ask for the naming rights money to be paid up front. Director of Administration Chad Weininger responded that having the $8 million dollars by a certain date was part of the original financing model approved by the County Board. The reason they want as much paid up front as possible is that under the new tax law the county did tax exempt bonding which allowed us to get a lower rate and finance more and the county is capped at a certain amount of naming rights. The more we get on the front end to put towards the project opens the county up in the future to get additional naming rights if we need to do capital investments so financially it is in the county's best interest to get as much up front as possible. Having said that, there is flexibility and the window is closer to about a 10 year period to recoup it. This goes into the whole negotiation piece when they are talking about naming rights. Wachter added that the Resch Center was done in a very similar fashion. Supervisor Moynihan thanked Wachter for taking the time to come tonight and give this presentation and also for the efforts he has partnered with the administration and the Village of Ashwaubenon on. PMI has been an excellent partner with Brown County and Wachter taking the extra step of pitching this has been appreciated. Wachter informed he has enjoyed it and feels it is going to be a great building.

Supervisor Van Dyck agreed with Wachter in that if naming rights are not going to be philanthropic, it is best to get the funds as soon as possible. He asked if the location of the expo center is a better location than the Resch Center. Wachter said the difference is the type of people that will go to the building and the type of events that will be held in the building. Expo halls do not have the same amount of foot traffic and they have different types of shows. There are more opportunities in an arena than there are in an expo hall. The Resch Center has 700,000 people go through it in a year and the expo hall could have much less than that. Wachter continued that he believes we will get to the $8 million dollars and he feels that is a pretty good number. They valued selling the naming rights as the top priority, and then they valued the plaza next, followed by the lobby and then the halls and pre-function space upstairs. Wachter added there are a number of other little things they can sell such as the box office. This project is exciting because of its location across the street from Lambeau Field. The Packers are in a catch 22; they get people to pay more, but they also suck a lot of money from businesses in that they get people to commit a lot of money to them which leaves some businesses with not a lot of other money for marketing purposes. Wachter continued that they had a list of businesses and foundations to reach out to and some they have had meetings with and others did not respond, but he feels confident they will get to the $8 million dollars and would even like to go over that.

Supervisor Lefebvre wanted to see the veterans' aspect shown on the outside of the building; not only on the inside. Moynihan pointed out that all shows and events at the expo center will be referenced as being held at the Brown County Veterans Memorial Complex. Wachter added that the veterans' aspect will be evident in a number of ways. The outside veterans' display will be enhanced and there will also be a beautiful state of the art veterans' display in the lobby. He feels the county has done a nice job for the veterans, but to put that type of name on the outside of the building would be difficult to market. He feels the veterans will be happy with what the county is going to do for them.

Supervisor Ballard asked about the comparables Wachter has looked at. Wachter referenced the old MECCA Arena in Milwaukee which is now named Panther Arena and they paid $175,000 a year for 10 years for that. He also mentioned a naming rights agreement in Kansas which was $200,000 a year for 10 years and a big arena in Little Rock who just got $400,000 a year for their naming rights. Wachter feels we are going to end up getting somewhere in the $400,000 - $600,000 a year range based on 10 years and that is a pretty good number. The naming rights for the expo will likely sell for more than the naming rights for the Resch Center.

Comments from the Public on Non-Budget Items. None.

1. Review Minutes of: (None)

Communications

2. (None)

Comments from the Public on Budget Items – None.

Consent Agenda

3. **Golf Course Budget Status Financial Report for August 2019 – Unaudited.**
4. **Museum Budget Status Financial Report for August 2019 - Unaudited.**
5. **Parks Budget Status Financial Report for August 2019 – Unaudited.**
6. **NEW Zoo Budget Status Financial Report for August 2019 – Unaudited.**

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

Golf Course

(1) GOLF COURSE – REVIEW OF 2020 DEPARTMENT BUDGET.

Golf Course Superintendent Scott Anthes presented a budget summary to the Committee, a copy of which is attached.

Landwehr referenced basing estimates off 34,000 – 35,00 rounds as stated by Anthes and pointed out that the budget book shows a 2019 estimate of 30,000 rounds and each year since 2015 the numbers show a decrease. He asked if expecting 34,000 rounds is realistic. Anthes responded that the last three years have been very wet or hot, and the last two years have been the wettest on record. Landwehr just wants to be sure we are being honest with ourselves on the number of rounds we can expect and in looking at the history it is hard for him to hope for 34,000 – 35,000 rounds. Anthes is comfortable with those numbers and added that a lot of it depends on when the course opens and closes for the season. In addition, when the course opens late or early, they get an influx of season passes and those rounds are considered in the estimate as well. Ballard referenced the $5000 decrease in advertising and asked if Anthes is still comfortable with that. Anthes responded that they have not spent the full $10,000 budget on advertising for a number of years. They have been doing a lot more statewide advertising in different publications and on websites trying to get more play from outside areas. They do not advertise in the local newspaper anymore. The last large advertising campaign they did was with regard to the grand opening after they redid the greens.

Ballard also asked if Anthes feels he has enough flexibility to provide specials under certain circumstances. Anthes said the current structure requires that he get permission from the County Board to change fees. If he was able to adjust rates by up to 25% it would be helpful. Van Dyck noted a private course would have the ability to make rate adjustments on the fly and asked Anthes if he feels it would be beneficial for him to have that flexibility as well. Van Dyck feels there should be some flexibility for pricing based on the assumption that Anthes will make smart decisions to use the accommodations when necessary. Not having the flexibility to make adjustments on the fly and having to wait for 60 days for approval from the County Board is crazy when trying to run a business. Landwehr feels we are asking a lot of Anthes because what we are talking about is figuring out a way for instant marketing and this may be something we may wish to get a specialist in to work with Anthes on. Van Dyck noted the Superintendent is the person that would have to make the call on special pricing, but right now he cannot do that.

Lund agreed we need to give the golf course some flexibility. One way to go about this would be for the golf course to send out texts saying there is a special on a particular day or something like that. He feels Anthes should be given the flexibility to give him the opportunity to do what he needs to do to get the rounds up. Van Dyck said instant marketing would be beneficial. Weininger said if this is the path the Board chooses to go there would need to be an amendment to the promotional fees on Page 360 of the Budget Book and then

a minimum and maximum rate would need to be set or a special resolution can be done giving Anthes certain powers to charge different fees. Currently Anthes is only authorized to charge the fees set forth. Weininger suggested that this be addressed further on the Board floor at the budget meeting. If it done during the budget, the fees in the budget book can be amended, but if it is done after budget, it would have to be done by resolution. According to state statute, in order to change a fee it has to be adopted by resolution and when this budget is adopted it is adopted as a resolution. Lund feels we should give Anthes some time to work on this and discuss it further at the time of the budget meeting rather than putting him on the spot tonight without giving him any time to think about it. Van Dyck suggested passing the golf course budget the way it currently exits and then have a conversation on the Board floor. He would like to see something giving Anthes the flexibility to adjust the daily rate based on weather conditions. Landwehr noted there is already an adjustment listed for the different seasons. Supervisor Suennen would also like to give Anthes the flexibility to make adjustments based on the weather. At this time he would like to approve this as is with the understanding that we will look at giving Anthes the flexibility to adjust the rates within reason based on course conditions. Anthes said this comes down to how strict the Committee wants to be. Landwehr said we are not talking about anything that would adjust the bottom line because what we are talking about trying to do is create more revenue. If we do something on the Board floor, it really should not affect the bottom line. Weininger agreed and said as long as it is within reason it should be okay. He feels it would make the most sense to give Anthes direction to come back with a recommended motion for fee adjustments at the time of the budget meeting. Landwehr's suggestion was to give Anthes the flexibility on budget day and pass this today as it is. Then next year once the golf season starts, fee adjustments would be a line item so the Committee could monitor it throughout the season.

Supervisor Lefebvre was excused at 5:47pm

a. **Resolution Approving New or Deleted Positions During the 2020 Budget Process in the Golf Course 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 Golf Course budget as presented. Vote taken. MOTION CARRIED UNANIMOUSLY

7. Budget Adjustment Request (19-084): Any increase in expenses with an offsetting increase in revenue.

This golf course budget adjustment is related to the Spring 2019 flood damage to the irrigation system. The insurance claim will be combined with the Pamperin Park flood damage claim. The fiscal impact of this is $13,497.

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

8. Golf Course Superintendent's Report.

Anthes stated it has been raining so much lately. They were able to get the greens aerified and they will start to winterize the golf course and will be closing soon. They will be aerifying tees and blowing out irrigation and then will apply winter fungicides to get ready for the snow.

Suennen noted the 2019 estimated amount shows a loss and Anthes said he anticipates ending up with a cash flow loss of about $20,000.

No action taken.

NEW Zoo and Adventure Park

(2) NEW ZOO AND ADVENTURE PARK – REVIEW OF 2020 DEPARTMENT BUDGET.

NEW Zoo/Adventure Park Director Neil Anderson referred to page 173 of the Budget Book and provided a budget summary, a copy of which is attached. He shared the information contained in the summary with the Committee.

With regard to Anderson's mention of consideration being given to moving the NEW Zoo and Adventure Park staff together for further economies of scale when the canopy tour opens, Van Dyck asked what the purpose of waiting to consider that is given the performance of the Adventure Park and the need to find economies to make it more profitable. Anderson responded that the Zoo and Adventure Park are currently set up as two enterprise funds with separate staffing. The Adventure Park is a seasonal operation that needs two full-time staff to operate. If the canopy tour is added, it will come out of the Adventure Park and move to the Zoo which will be a significant revenue generator. Combining would allow the Adventure Park staff to perform duties and programming throughout the Zoo in the Adventure Park off-season. Van Dyck feels it would make sense to combine this sooner rather than later. Weininger said this is like Parks that has a number of divisions that are accounted for differently. He feels there would likely be some interest in keeping the Zoo and Adventure Park separate so we can make sure the Zoo is performing at a certain level and the Adventure Park is performing at a certain level. When sharing staff, time has to be allocated correctly and Weininger would like to talk more about this internally. He would like to go through the pros and cons and noted that one of the reasons enterprise funds are created is to know how one piece is doing. Weininger assumes one of the reasons these two are separate is because Parks was more a part of the Adventure Park, but now it is more of a Zoo thing. At the end of the day, it is a matter of how it is accounted for and the issue would be the timing of staff, but that can all be figured out. Van Dyck feels this is something that should be looked into further because he feels it makes sense and he does not want to lose sight of this for 2020.

Van Dyck continued that since NEW Zoo attendance is included in the Budget Book, there should also be an attendance graph for the Adventure Park in the Budget Book. He asked about the change in the per visit for the Adventure Park. Adventure Park Supervisor Nathaniel Wagner indicated that that would allow flexibility in combining packages and other things they currently do not have the ability to do. If they were to provide a team building program, currently it is based off a per hour rate where as if they were able to offer a package that included several different things, they can build it out to exceed the fee they are currently at. It is an opportunity for the Adventure Park to package things differently. It was also noted that the new Kids Kourse is added value to the membership package. Previously anybody under the age of 6 was not able to use the course, but now with the addition of the Kids Kourse, they are able to raise the price and that would also include the increase for the netted course they are looking at adding as well.

Landwehr asked how many membership packages have been sold. Wagner said they have not put a large emphasis on the membership packages because for this year the goal was to get overall attendance up. He informed they have between 30 – 35 memberships and one of the goals for next year is to increase those numbers. Wagner noted those who have memberships find great value in what they are getting and are also a great source of marketing as far as word of mouth. Landwehr questioned if they should be making such a

big jump in one year. His opinion is to cut the jump in half because for a family, jumping from $200 - $250 is substantial. Wagner understands Landwehr's opinion, but feels that with the addition of the other items for a family who comes out regularly that will be absorbed very quickly. He does not foresee the members having much of a problem with this. Landwehr said he would rather see the number of family memberships much larger versus trying to see how high they can get the revenue on it. Wagner continued that from a marketing perspective, in this industry flexibility is important to be able to offer discounts at different times, such as early bird specials. Dynamic pricing is also important and helps to drive the large weekend groups into the week to better even out the flow of traffic. Wagner said they get a lot of groups on the weekend, which is great, but it cuts down the amount of people they can put in from the general public. If they can drive some of the weekend groups to come during the week instead by giving them a different rate and making it more enticing, it allows for a larger capacity on the weekends for the general public.

Ballard referenced the initiative outlined on Page 173 to have a combined Zoo and Adventure Park pass, but this is not reflected in the fees and he asked for details. Wagner said it is not included because of the separate budgets. There will be a combined budgeted rate, but because these are currently on separate lines, it is not in the book as one combined rate. There will be a combined rate next year and the rate will be $299 for family combined and $120 for individual combined.

Van Dyck would like to see the budget passed as it is presented tonight, and then have the fees cleaned up at the budget meeting. We would need to add that fee and there seems to be support from the Committee to have an early bird fee on the Adventure Park side. Something like $25 off. Ballard said consideration should also be given to things like weekday only memberships or weekend only memberships. Van Dyck said if an amended rate sheet is created and then sent to the Committee members for individual feedback, it would be okay. Then a revised rate sheet can be brought forward to approve at the budget meeting. Ballard added that the Committee wants to see the Adventure Park be successful and would be willing to approve rate changes in the budget process to let that happen.

Wagner concluded by distributing photos of the netted jump trampoline they are looking to add with the capital outlay. This would help expand the operations and work into the future of the Park. Landwehr asked what the life expectance of the ropes would be. Wagner did not have that at this time, but he will look into it and noted that the other rope elements currently on the course have held up well since they were put in in 2014.

a. Resolution Approving New or Deleted Positions During the 2020 Budget Process in the NEW Zoo & Adventure Park Department – Table of Organization. (19-080R).

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

b. Resolution Approving New or Deleted Positions During the 2020 Budget Process in the NEW Zoo & Adventure Park Department – Table of Organization. (19-083R).

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

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to approve the NEW Zoo budget as presented. Vote taken. MOTION CARRIED UNANIMOUSLY

9. Director's Report.

Anderson reported Zoo Boo is currently going on. They had a slow start, but the event will cover three weekends and they somewhat plan for one rainy weekend. He also talked about some animal moves, including the giraffe that is coming from Erie, PA that will be arriving the week of October 28. The giraffe is currently being trained to get on the specially-designed trailer.

No action taken.

Parks Department

(3) PARKS DEPARTMENT – REVIEW OF 2020 DEPARTMENT BUDGET.

Assistant Park Director Matt Kriese informed there are not a lot of significant variances in financials for operations, maintenance and repairs, other than in outlay and improvements. In looking at performance measures, Park visitation is at 960,000 which is similar to the past. Kriese noted they do not have admission gates at the parks so calculating the number of visitors is not a very scientific process, but most parks do have infrared counters that capture the numbers which are then adjusted for various factors. Visitor satisfaction is based on surveys and other customer feedback. Overall as land managers operating over 3,100 acres of land, there is a 4.75 satisfaction rate which Kriese feels is very good. He continued that the occupancy rate at Bay Shore is going to be bumped up by 1% which could have a significant impact. Currently for this year Bay Shore has brought in about $220,000, compared to $240,000 last year.

Kriese continued that with the outlay in Parks improvement projects they are getting a lot of positive feedback. People are happy to see the improvements being done and he thanked the Committee and Board for taking the initiative and reinvesting back in the Parks in a significant way because the users are noticing that.

Some of the larger initiatives for 2020 include purchasing a prairie seeder that will be 100% grant funded and Parks would have the opportunity to rent that out. One of the other large things is replacement of a 1 ton plow truck. The current truck has roughly 127,000 miles on it and is in pretty rough shape.

Carryover projects include the Pamperin Park bank stabilization. This will be bid out in 2020 and should move ahead. Construction of the Reforestation Camp campground should also begin in mid to late 2020. Kriese also mentioned they are finally getting down to the nuts and bolts of the Fairground project and it is anticipated that work will begin towards the end of 2020. Barkhausen will also have a carryover project in 2020 that will consist of remodeling the restrooms and classroom space. Another large initiative in 2020 is the start of the Bay Shore Harbor and Park Plan.

Other things Parks is looking at for 2020 include eliminating in-house wood splitting. Staff is spending a lot of time on this and they also have rental fees in that they have to rent a processer. They will be putting out an RFQ in 2020 to look at purchasing firewood from a private party allowing Parks staff to focus on more of the necessities and equipment repairs.

With regard to rates and fees, of note is that Parks did develop a Fairgrounds property fee of $4,500 per day which includes set up a day in advance. When the numbers were calculated for the events held at the Fairgrounds this year, in theory it is very close depending on attendance. This is an all-in fee which Kriese feels is going to work well from a staffing standpoint and will also be a bit more enticing for users of the

property knowing that the fee will not fluctuate greatly. There has also been a 4-H fee established which will mean that each group will not have to come to the Committee to ask for a fee waiver. Pamperin Park and Reforestation Camp pavilion fees have also been increased by roughly 5%.

Kriese concluded by saying there are two resolutions before the Committee. One is to eliminate the LTE Park Educator and add a full-time Park Educator position. At this time the LTE is working the full 2096 hours a year with no vacation, personal days or casual days. Changing this to a full-time position will allow for time off with pay. The other resolution would delete the Assistant Park Director position and replace it with a Park Director position.

Lund asked if camping at the Reforestation Camp will be ready by next October when the Badgers play Notre Dame at Lambeau Field. Kriese said he expects at least part of the campground to be open by late summer. He also noted that in the last two years camping at the Fairgrounds has doubled and each Packer game brings additional campers. In addition, the campground at Bay Shore is full every home Packer game and for other large events in the area.

Landwehr asked about the 4-H fee and what the typical 4-H event at the Fairgrounds is; is it more monthly meetings or larger events. Kriese responded that if 4-H is there it is likely to be something like a horse clipping clinic that takes an hour. If the weather is nice, they typically do it outside and they do clean up after themselves for the most part. If they use a building where staff has to come in, turn the lights on and then close up, the $50 helps recoup those expenses. Typically some of the larger events are using the north exhibition building which is a large building so the electricity costs are larger. Landwehr asked how this is clarified. He agrees with charging for some of the larger events where the building has to be opened and the lights are on and there is some clean up involved, but for some of the smaller events, when we have a Fair Association that is very supportive of the facility, he would hate to charge for some of the smaller things. Ballard said essentially the groups come to the Committee for a fee waiver anyway and asked if Kriese could make those decisions instead of coming to the Committee. Kriese said there is a resolution in place regarding fee waivers that says if the fee is waived, the group is then required to put in X number of volunteer numbers. Kriese said something like "4-H rental of exhibition buildings" could be added. If they chose to then have a fee waiver, they could still do that through the process. Van Dyck agreed that some clarification would be in order.

Motion made by Supervisor Landwehr, seconded by Supervisor Ballard to add the following language to the 4-H Rental line item (Page 368 of the Budget Book under Fairgrounds): "Inside the Exhibition Building". Vote taken. MOTION CARRIED UNANIMOUSLY

Ballard questioned increasing the camping fees. Kriese said at this point he recommends keeping the camping fees as they are. Ballard also asked about the fee for online booking and recalled that the $2 online fee was to pay for the service, but it was also noted when this was started that the online booking would reduce staff hours for the booking process and asked if they were at a point where that fee was no longer necessary. Kriese highly recommended that the $2 fee continue because it pays for the software system used for the reservations and it is also a convenience feature for those making reservations. Staff is doing less money handling with the reservation system, but at this point he recommends retaining the fee. Ballard asked if Kriese predicts there will be a time when the county is totally online for reservations. Kriese responded they are looking at office efficiencies within the department and part of that is making sure the website is excellent and making sure it is readily accessible for online sales. Landwehr referenced the

automated kiosks for boat landings and questioned why the same system could not be used for the camping or the trail. He would like to see this investigated a little more. Ballard also wanted to be sure that everything on the website is also mobile-friendly. Kriese said they have been working on their website for a long time and the county is currently in the process of updating the websites and things will be easy to purchase online and everything will be mobile-friendly.

Ballard also questioned the increase in the fee for a replacement sticker from $10 to $15. Kriese said that is primarily for the boat landing and there has been an increase in people losing their stickers. Ballard suggested this replacement fee be $20 rather than $15. Landwehr asked how people are losing their stickers. Kriese said a lot of the newer boats and trailers have a place for a sticker, but Parks recommends people put a piece of stainless steel or plexi-glass on their boat to put the sticker on, but it is not fail proof. Ballard questioned if it would be better to have the replacement sticker cost consistent across the board and Kriese said that it would be.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to increase the replacement sticker fee under Trails (Page 370 of the Budget Book) from $10 to $15. Vote taken. MOTION CARRIED UNANIMOUSLY

a. **Resolution Approving New or Deleted Positions During the 2020 Budget Process in the Parks Department Table of Organization. (19-086R).**

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

b. **Resolution Approving New or Deleted Positions During the 2020 Budget Process in the Parks Department Table of Organization. (19-097R).**

Weininger said the title of this resolution is a little misleading. The resolution does two things: it deletes the Assistant Park Director and creates a Park Director and then it also separates the Parks from NEW Zoo. The Director appointment would go before the Board for approval in December to take effect January 1.

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 Parks budget as amended. Vote taken. MOTION CARRIED UNANIMOUSLY

10. **Budget Adjustment Request (19-085): Reallocation between two or more departments, regardless of amount.**

This budget adjustment is to request funding for the Pamperin Park flood damage. The insurance deductible is $250,000 since the park is in a flood plain. It is proposed that flood damage be paid for with the $7,664 of unallocated environmental impact fees received in 2017 that remain in the General Revenues Fund, $23,852 of environmental impact fees originally set aside for storm water management at the Brown County Research and Business Park, and a transfer from the General Fund that was originally approved for the Casualty Insurance Fund. Fiscal impact to Parks is $401,748.

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

11. Director's Report.

Kriese informed the rifle range is now open. He also informed the pumpkin walk and Goosebumps on Gravel Pit Road will be taking place this weekend and winter storage at the Fairgrounds will start next week.

Although shown in proper format here, Item 5 was taken at this time.

Library

(4) LIBRARY – REVIEW OF 2020 DEPARTMENT BUDGET.

Library Director Sarah Sugden and Finance Manager Linda Chosa provided a budget handout, a copy of which is attached. Sugden informed the Library provides a lot of bang for the buck and they are proud to represent the community and are mindful when using their resources and they are fiscally responsible with the funds they have. Sugden applauded Chosa for her work on the budget and Chosa then outlined the information contained in the handout.

Landwehr asked what the 2% decrease trend in rates and fees is attributed to. Chosa responded that this is not a trend unique to Brown County; this trend is happening nationwide. There are less library visits overall and e-books also factor in to this because no fees are collected for those. Landwehr asked if there is any talk about charging for e-books. Sugden said the current software that provides access to e-books is not set up to assess a late fee. Landwehr questioned doing something like charging a small annual fee for people who want access to the e-books. Sugden responded that the Library provides information and content in a variety of formats as part of their services which are funded by taxpayer revenue and they hope that continues and they do not get to a point where they have to charge for services like access points. Across the country there is a trend to eliminate user fees and there are a lot of benefits to that. Landwehr said the property tax trend continues to inch up and at some point there is going to be a cap out and noted that we have talked about a lot of other user fees and although he is not talking about doing anything dramatic, at some point something is going to have to give and he encouraged Sugden to brainstorm and try to figure out a demo target. Incorporating a minor charge would help the overall Library budget. Sugden said they will look into it and thanked Landwehr for his suggestion and noted she is aware of the budget restraints and is ever mindful of them.

With regard to the proposed cut of $15,000 from the collections budget, Ballard asked how that will affect an average user of the Library. Sugden responded that the average user will not be negatively impacted overly much. If the collections budget were to be shaved away over a number of years, the average user would notice that over a few years. Staff will be skimming through the categories of materials in the collections and will order fewer materials in various categories. Ballard asked if the Friends of the Brown County Library supplement any of this. Sugden responded that the Friends are very generous and they are very lucky to have them as supporters. The Friends do contribute a good number of dollars to the Library every year and those dollars are used to cover things that the Library otherwise would not be able to offer. The Friends have not been specifically asked to cover the cut in materials but if the Library feels that is a need, Sugden is confident the Friends would support them. Sugden feels if the collections funds are not eroded further, the Library will be able to continue to grow and educate the public and do what the Library's mission is for the community. She also said with the level of funding they are at, it is important to note that the Library currently is not meeting the state standards for per capita expenditure for materials, staffing levels and other services. They are grateful for the support Brown County provides but at the same time are mindful of the constraints. Ballard asked in what area the Library is most deficient in meeting the standards. Sugden

responded that it would be collections. Ballard questioned why collections is being reduced if that is the most deficient area. Chosa responded that collections is the one area that is not a fixed cost. They cannot reduce fixed costs such as electricity or facility-type expenses, but collections is a variable cost. Sugden said staffing is another variable cost, but reducing staff would reduce services or hours and they will not do that without having good information which they do not have at this time. Sugden does understand there are tough decisions coming up in the coming years and they want to make smart decisions. This year, in order to provide a balanced budget, collections is where they made a reduction.

Van Dyck said in the past the comparison between Brown County Library and other libraries was brought up and it was not just collections that was deficient; it was spending per capita and staffing per capita and Van Dyck informed that Brown County is so far off that the budget would have to be increased by something like $1 million dollars to get Brown County to be comparable, but that is so far out there. He indicated those statistics can be updated, but it seemed like across the board Brown County was deficient in each area. Sugden noted that the Library is not penalized in any way for not meeting the standards and are not losing any funding by the DPI or anything like that.

Van Dyck noted one of the challenges most people are not aware of is that when talking about materials, it encompasses digital as well as physical materials and it would seem that there would be some cost savings with digital, but the electronic is going to end up costing far more money. Sugden added that the Library is at the mercy of the publishers. The average hardback fiction novel costs about $15 while an e-book is $60. Sugden also noted that e-books can only be used a certain number of times or for a certain amount of time before a new one needs to be purchased. At the same time, the number of people using e-books is increasing and this means the dollars really need to be stretched.

With regard to the rent, Landwehr asked if the Library is now receiving rent for the third floor. Sugden responded that there is still about 3200 square feet on the third floor that is not accessible to the public nor is it currently rented out. Landwehr referenced the parking that is now available across the street from the Library and asked if that would make the rental portion of the Library more marketable. Weininger responded that that is part of a larger conversation and noted that the parking lot will likely be sold to a developer so that parking may not be an option.

With regard to rent on the third floor, Van Dyck informed one of the challenges is that there is a tenant up there that currently restricts what else can be done up there. Once that lease is up, there will be more ability to work with the space. There other problem is accessibility of the third floor which should be addressed in a long range plan for the building to make it a more viable space.

Van Dyck referenced Pages 364 – 365 of the Budget Book and noted that the rental fee for the Library auditorium for the full day is $300 while the Museum's rate for their auditorium is $215, although it was noted the Museum's auditorium is smaller so that makes sense. For a half day, the Library is at $150 and the Museum is at $135. The evening rate of Library auditorium is $150 while the Museum is at $250 and Van Dyck feels this is something that should be coordinated better. He also referenced differences in meeting room rates at the Library versus the Museum and feels these should be a little more in sync between the facilities. He feels the rates should be similar for similar facilities. Van Dyck would like to see a comparison of the facilities and then revisit this. He said in almost every case the Museum is at a higher rate than the Library and he feels we should look at increasing the rates at the Library and not reducing rates at the Museum. He asked if the Library Board is able to make an adjustment to the rates at any time. Weininger

responded the he will have to look into this, but under State Statutes fees and rates have to be approved via resolution. He will check to see if there is an exemption for this under the Library section. Van Dyck asked that a line item be added for this at the next Library Board meeting to discuss further.

Motion made by Supervisor Ballard, seconded by Supervisor Suennen to increase the 2020 Library budget for Books, Periodicals and Subscriptions (Page 166 of the Budget Book) by $5000 and increase the levy by $5000. Vote taken. Ayes: Van Dyck, Ballard, Suennen Nay: Landwehr. MOTION CARRIED 3 to 1

Van Dyck pointed out we should keep in mind that as the Library collected funds from other counties when the laws changed, that got factored into the revenue stream of the Library which allowed the county to decrease the amount of money they were putting into funding so the tax payers benefited from that process. As those things reverse through no fault of the Library, the same kind of consideration needs to be given that those funds need to be given back. He does not believe it is fair to say now that the Library is not collecting that money, they need to figure out how to get by. Had this never happened, the Library would have had to make significant cuts previously or the county would have had to come up with money years ago.

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

12. Library Report/Director's Report.

Sugden provided a written Director's Report, a copy of which is attached.

No action taken.

Museum

(5) MUSEUM - REVIEW OF 2020 DEPARTMENT BUDGET.

Museum Director Beth Lemke introduced Neville Public Museum Governing Board Chair Kevin Kuehn to the Committee. Lemke recalled at the last meeting she was asked where she felt the 2019 year was likely to end financially. She is very comfortable with the the estimate in the Budget Book of $21,465. As Lemke has indicated previously, there has been a trend very similar to 2015 and they knew there would be a difference in attendance because of the core gallery project and she noted there has not been a similar project in 36 years. The closest comparison was when there were multiple galleries being changed over at the same time in 2015. August financials were very good and Lemke said they are doing everything they can to minimize expenses at the Museum. In addition, the *Holiday Memories* and *Guns and Gowns* exhibits will carry the last quarter. Lemke will continue to keep the Committee advised of where the Museum will land at the end of the year, but reiterated she is comfortable with the number in the budget book.

Van Dyck asked about the estimated public charges of $112,000 - $113,000 and asked if it was going to be close. Lemke explained how she calculated the numbers and said they are on trend to hit $85,000. She noted the public charges are combined so it includes, gate, room rental and photo sales.

Lemke explained when they put together their budget, the department initiatives are the first things they look at and this follows the strategic plan and then follows how they do performance reviews for the department. The big project is the core gallery capital project and that project is on track and on time and they anticipate a June 2020 opening. She referenced the exhibit grids contained in the agenda packet and

noted that the temporary exhibits are still in the course of planning during the core renovation. Staff is doing in-between projects and right now they are working on *Guns and Gowns* and when that is done, they will shift back to working on the core gallery graphic production. The big part for 2020 is all of the art partners and art exhibits in the first part of the year as well as *Amazing Dinosaurs*. When the Museum Foundation funds a rental like that, there is staff that travels with the exhibit, but Neville staff also has to provide support to get the exhibits unloaded. The Museum has worked with the *Amazing Dinosaur* company in the past and the company has actually negotiated a reduced rate to keep the exhibit in Green Bay longer. Lemke projects the first part of 2020 being a little slow, but she did multiple calculations looking at the sweet spots with regard to temporary exhibits and applied some of those calculations to what is expected when there is a brand new core gallery plus *Amazing Dinosaurs* in town. Lemke continued that there has been a slight increase in the Museum Foundation gift for grants and donations and that is because *Amazing Dinosaurs* has a large price tag.

With regard to the digital initiative, as the Museum produces more images online, they are also overtaking a brand new website. They are using the same vendor that the county is using for the new county website. The Museum will have a portion on the county website but will also have their own URL and this will be ready to launch about the same time as the core gallery. They have done a lot of back work on this already and the work will continue into 2020.

Another initiative is their ongoing commitment to the education program and this is tied to a fee increase. The Neville is the least charging cultural institution in the county for youth and school tours. Lemke also noted that they have a scholarship fund so every school that is Title 1 or part of the free or reduced lunch program can apply for a scholarship to completely offset the cost and this encompasses a good portion of the Green Bay Schools. In addition, the Museum works with Green Bay Metro to provide transportation to the Museum at no charge. Lemke is proposing a $1 increase for the youth fee. They are also proposing a $1 add on fee. The Foundation wrote a grant and got quite a bit of earth science material which is tied to one of the Museum's core subject matters. This includes a lot of consumable products and the idea of the grant is to start off with education programs for a certain number of classes with the expectation that there would then be funding in place at a later date to refill the supplies. The proposal of the $1 increase would be to cover those costs.

As the core gallery is finished and opened and the new website is launched, the team then has to shift gears and start analyzing all of the internal core essential documents which will go to the Governing Board first before they come to this Committee. This is tied directly to the Museum's accreditation. The self-study is to be submitted by July 1, 2022 which means the bulk of the work has to be analyzed in 2020 so it can be edited and updated in 2021 to be ready for the submission date. Landwehr asked for more details on this project and if it means the Museum will be inventorying and explaining all their items. Lemke said there are several different pieces that include looking at the mission statement to be sure that it is accurate. They also have a strategic message and cultural statement and they have to double check their institutional code of ethics which is tied to budget and management. They will also need to update the strategic plan and Lemke noted that the core gallery is such a big part of the strategic plan and needs to be included in the long-term strategy. Disaster and emergency preparedness is also a part of the process.

The documentation for this process is all submitted online, but there will still be peers coming to visit the Museum in 2021 to make sure that everything is working and verify all of the processes, similar to what the Zoo goes through in their accreditation process.

Van Dyck questioned the $1 increase from $3 to $4 for off-site youth programs and said he feels the off-site programs should be more than $4 per child in light of the cost of gas, personnel, etc. Lemke said her preference is not to be going off-site. However, they do get requests for staff to come into the institutions. In order for the staff to go out to a school, the school has to be within the City of Green Bay and should be tied to the afterschool partnerships they built several years ago. It is anticipated that the educator will be so busy in the second half of 2020 that he will not have time to do off-site programming.

Van Dyck also asked what is involved in the Virtual/Distance Learning Educational Program. Lemke explained they have technology at the Museum that allows the educator to remain on-site and broadcast into one or multiple classrooms. A dollar fee was put to that because this is usually very collection intensive and research driven. There is a series of programs and they pull artifacts from storage and move them into a gallery space to allow extra light into the programming. The increase is to offset staff time because it is a labor intensive program. Lemke said they looked at various options for charging for this and it was noted that a per classroom fee seemed to be intimidating to teachers. Van Dyck asked if changing the fee for this from $1 to $2 per student would be a big negative and Lemke responded that she did not think that would be a massive disadvantage. Kuehn added that it is important for the Museum to be in schools and they try to come up with fees that make the county and Museum some revenue and he does not think that an extra $1 is going to be a problem. Kuene also thanked Lemke and her staff for getting back into the Green Bay Public School curriculum because the Museum has been out of that area for a long time.

Motion made by Supervisor Ballard, seconded by Supervisor Landwehr to increase the Virtual/Distance Learning Educational Program fee (page 365 of the Budget Book) from $1.00 to $2.00 with a maximum of $50.00 per class. Vote taken. MOTION CARRIED UNANIMOUSLY

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

13. Museum Director's Report.

Lemke informed the receptions for *Guns and Gowns* and *Holiday Memories* will be held jointly on November 21.

Kuehn concluded by thanking the Committee for their work. He also mentioned the Holiday Parade which will be taking place on November 23 and encouraged all to attend.

No action taken.

Other

14. Audit of bills.

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

15. Such other matters as authorized by law.

Meeting dates for November and December were discussed. It was decided that the next meeting of this Committee will be held on Monday, December 16 at 5:30 pm in the Northern Building.

16. Adjourn.

Motion made by Supervisor Ballard, seconded by Supervisor Suennen to adjourn at 8:30 pm. Vote taken.
MOTION CARRIED UNANIMOUSLY

Respectfully submitted,

Alicia Loehlein
Administrative Coordinator

Therese Giannunzio
Administrative Specialist

2020 Golf Course Budget Summary

In 2019 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 2020, 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.

To help accomplish these things and continue to operate at the current maintenance level I have prepared the following Budget for 2020.

Revenues:

Overall Revenues are expected to increase slightly compared to the budgeted amount in 2019. Rounds are predicted to stay around 34,000 – 35,000 annually.

We are proposing the following rate increases for 2020.

1. $2.00 increase to the senior special on Mondays and Wednesday. $36 to $38
2. $2.00 increase to the twilight rate on weekends. $36 to $38

Cart Fees will remain the same.

Donations are for the Children's Charity Golf Classic. These revenues are offset by the special events expense. We are just the pass though fund.

The clubhouse restaurant contract will be looked being extended. The overall revenue, above the set $65,000, will be contingent upon how utilities are in 2020.

Expenses

Overall we will see a slight increase in expenses over 2019. . A large increase, $15,000, is in Equipment Non Outlay, in the past all of our capital purchases under $5,000 would go into capital outlay. Now everything under $25,000 goes in this category. We will see an increase in TS, indirect, insurance chargebacks by roughly $10,000. We will see largest increase from HR of $11,148. All other expenses will be close to their 5 year trends.

The Golf Pro contract will be looked at being extended. There is no price change that affects the proposed budget

In 2020, we are looking at purchasing an out front rotary mower and PTO verticut unit.

Lastly, we will be entering year seven 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 $-12,187 and we should see a positive fund balance of $61,883 at the end of 2020.

Summary Presentation: NEW Zoo 2020 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 eight 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 2020 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 $240,000. The increase is the result of capital contributions expected in 2020 for a Snow Leopard building, Children's Zoo Playground, and a moose and whooping crane exhibit fencing. The Zoo Society continues to fundraise for new Veterinary Care Facility equipment needs, which will be additional upgrades to current veterinary equipment. The Zoo Hospital fundraising is hoping to be completed in 2020 with debt service retirement completed by the Zoo Society in 2019. The Zoo Society has applied for a Capacity Building grant as well as budgeted additional funds for related activities. The Zoo Society is working with Zoo Advisors a national consulting firm to develop a fundraising capital campaign for the Canopy Tour project. Significant progress in capacity building and fundraising has been realized in 2019. The Zoo must keep the "New" in the NEW Zoo to remain self-supportive. Major capital improvements and new projects and visitor experiences will be donated by funds from our N.E.W. Zoological Society, Inc. for continue masterplan development.

There is a general admission fee increase for Adults 16 and over from 9.00 to 10.00, Children 3-15 from 6.00 to 7.00. Seniors Citizens (62 and over) 6.00 to 7.00. Last fee increase was in 2017.

Expenditures for 2020 have decreased mainly the result of a carryover in 2019 for supplies, travel and training, animal purchases and conservation expense. Operating revenue is expected to fund existing and planned operating expenses outside of capital outlay.

The 2019 attendance projection of 207,000 is consistent with recent trends in attendance over the past few years. The zoo is in need of major new exhibits and experiences. The last major exhibit was the giraffe exhibit, which is over 14 years old. Significant investment was made over the past few years in upgrading facilities as well as a new animal hospital. The canopy tour project will certainly be a welcomed new visitor experience. . The Zoo continues to expand special event sponsorships and new special events for additional revenue many new special events were added in 2019 and will continue into 2020. The Education programming goal is also to be self-supportive and grow within its means. Demand for classes, programs and birthday parties continues to increase and has been reflected in the additional hours for the Zoo Educator LTE for 2019.

General operating expenses are consistent with 2019 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 2020 include the Zoo Society's capital campaign for design and construction plans for a new adventure 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. .

Capital outlay is 90,000 for 2020. The following improvements and related maintenance projects:

¾ Ton Pickup Truck		30,000
NWTC Build Projects	(Misc. sheds & buildings)	25,000
Animal Hoof-stock Quarantine		25,000
Stainless Steel Supports, Install and netting		10,000
Total		90,000

Adventure Park Outlay for 2020

Design and Construction of Children's Element	20,000

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 2019 $9.61 to $10.69 for 2020. The 2020 attendance is budgeted based on an estimated attendance of 210,000. (See attached)

The Adventure Park added a new Kids Kourse with sponsorship funding in 2019. The Adventure Park new children's element proposed for 2020 will help increase attendance and grow future Adventure Park users as they progress to other elements. The new addition will also compliment the future canopy tour, which the Zoo Society will be fundraising. The Adventure Park continued to expand its teambuilding opportunities and usage. The Adventure Park has underperformed over the past few years. The canopy tour will allow existing staff to operate and provide an additional funding mechanism for year round operation. In 2020, staff will continue to look into further opportunities for additional revenue and cost cutting measures. When the canopy tour begins, there should be consideration into moving both the NEW Zoo & Adventure park staff together for further economies of scale and scope to provide off-season and slow seasonal times assistance with other Zoo revenue generating programming and maintenance needs. This would also provide flexibility with concession staff as well. This would move the operation into a more sustainable model. The Zoo Society is actively engaged with the Strategic Masterplan possibility of a future public private partnership for the NEW Zoo & Adventure Park. The Zoo Society Board development a future capacity building is moving in that direction which will provide the zoo the best business model for future success.

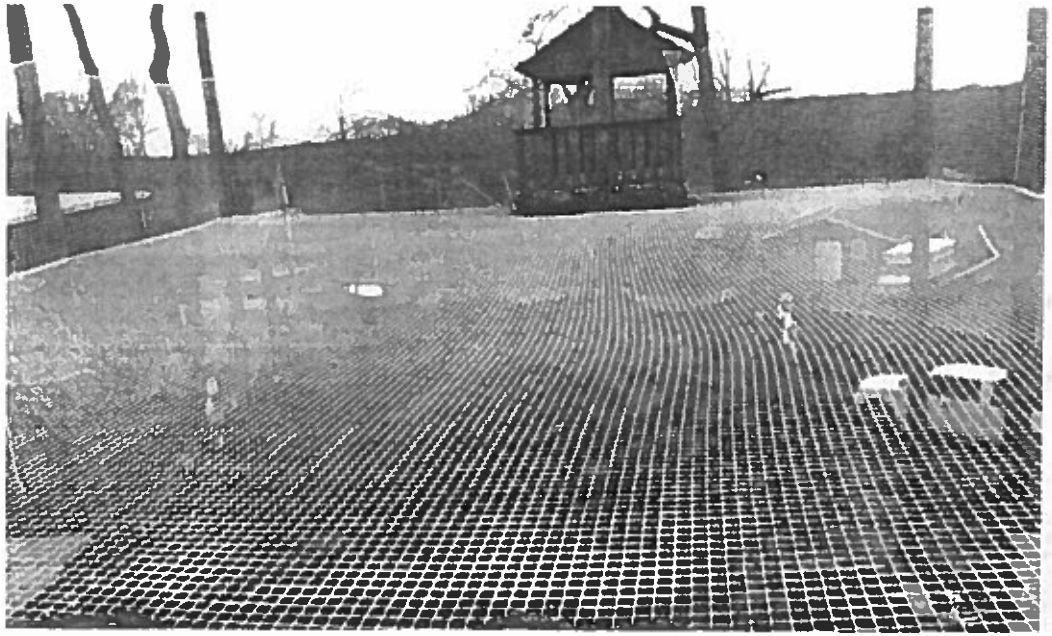
Grants are actively pursued by the Zoo Society, staff and volunteers for both operational and capital improvement support.

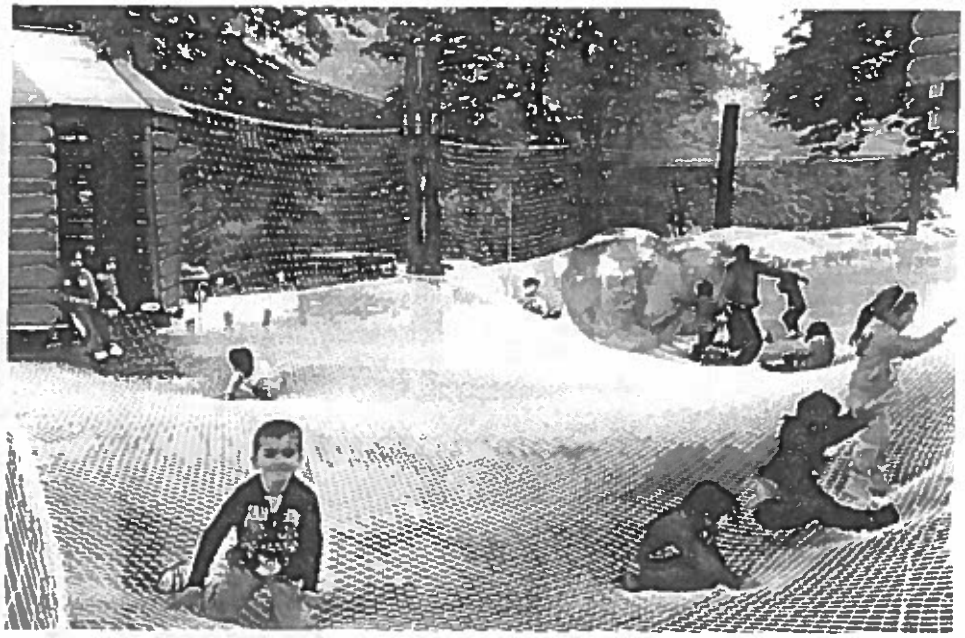
The overall Zoo 2020 budget is a conservative budget, which will provide the Zoo with the necessary funds to operate in 2020 and build future successes as well as financial well-being while re-investing into current needs and infrastructure. The 2020 budget proposed maintains the Zoo's enterprise status. The Zoo's Statement of Funds reflects projected funds available after 12/31/19 of 659,108 in General Funds and 150,440 in Donations. The Zoo's Statement of Funds reflects projected funds available after 12/31/20 of 523,039 in General Funds and 118,123 in Donations. Adventure Park's Statement of Funds available after 12/31/19 is 163,599 and after 12/31/20 is 86,812.

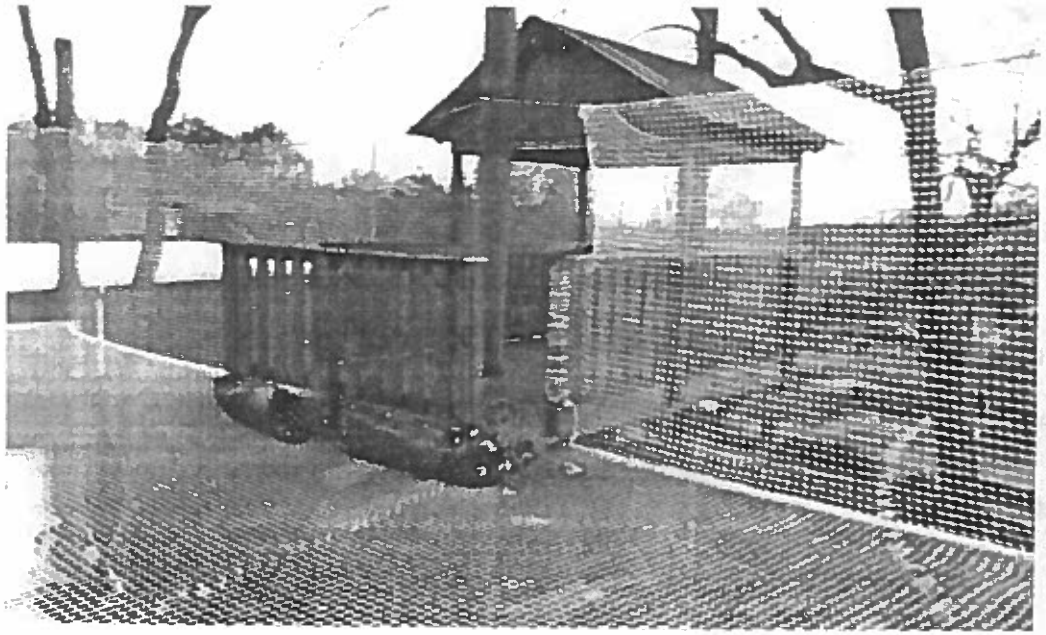
PERFORMANCE MEASURES/PER CAPS
2020 BUDGET

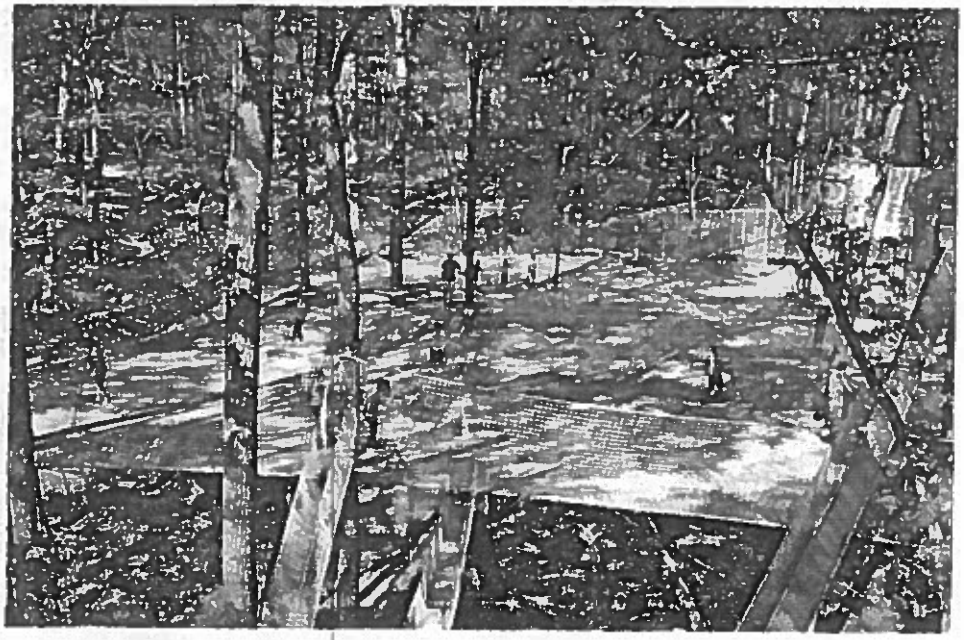
				2018 Actual Attendance (206,519)	2019 Estimated Attendance (207,000)	2020 Estimated Attendance (210,000)
Revenue Category	**2017 Actual**	**2018 Budget**	**2018 Estimate**	***2018 Actual***	***2019 Budget***	***2019 Estimate***	***2020 Budget***
Charges and Fees Daily	4.76	4.77	4.55	4.57	4.77	4.59	5.17
Sales-Vending/Coin-Op	.74	.67	.70	.79	.67	.68	.76
Sales-Passes	.89	.72	.82	1.00	.78	.87	1.00
Sales-Programs	.19	.17	.18	.27	.19	.27	.27
Sales-Special Events	.77	.82	.76	.81	.75	1.11	.98
Sales-Gift Shop	1.31	1.11	1.27	1.40	1.26	1.38	1.40
Sales-Concessions and Food	1.10	1.09	1.11	1.16	1.09	1.06	1.10
Donations	.01	.01	.10	.01	.10	.01	.01
Total Per Cap	9.77	9.36	9.49	10.01	9.61	9.97	10.69

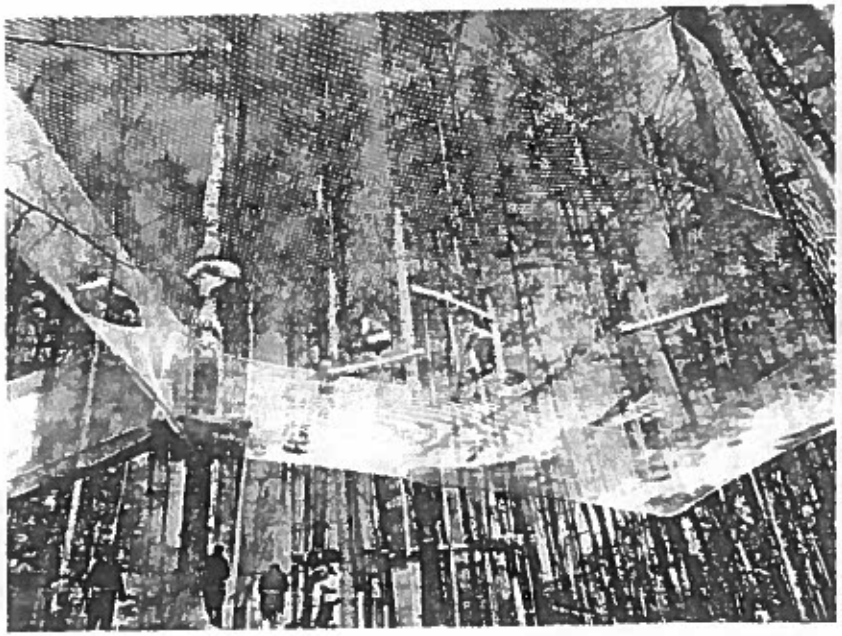
Adventure Park Aerial Netted Jump Trampoline

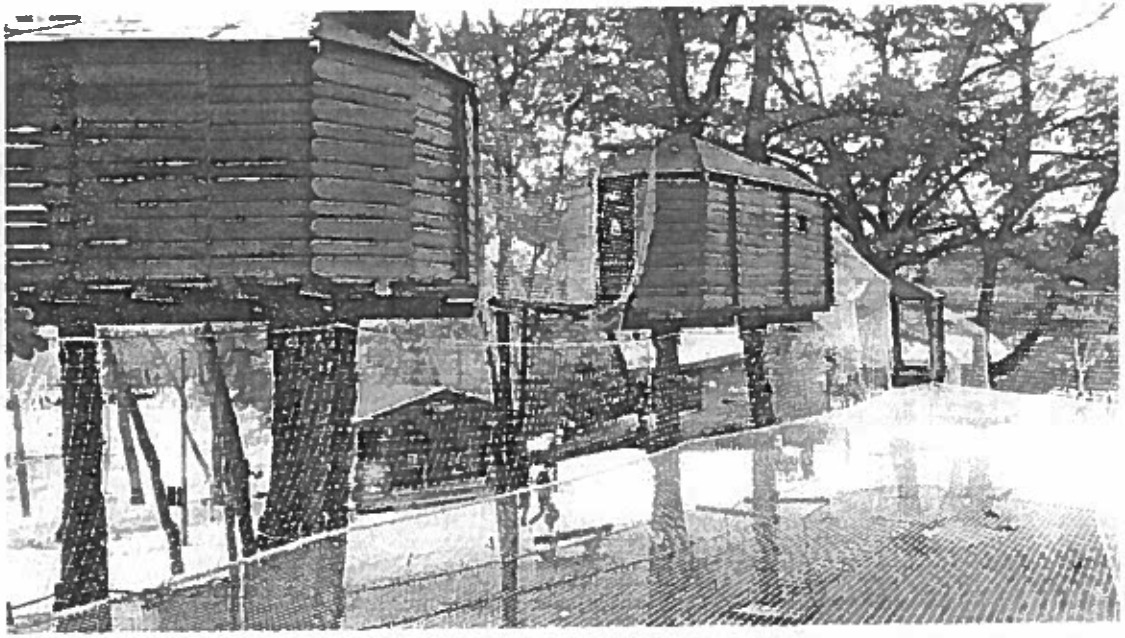


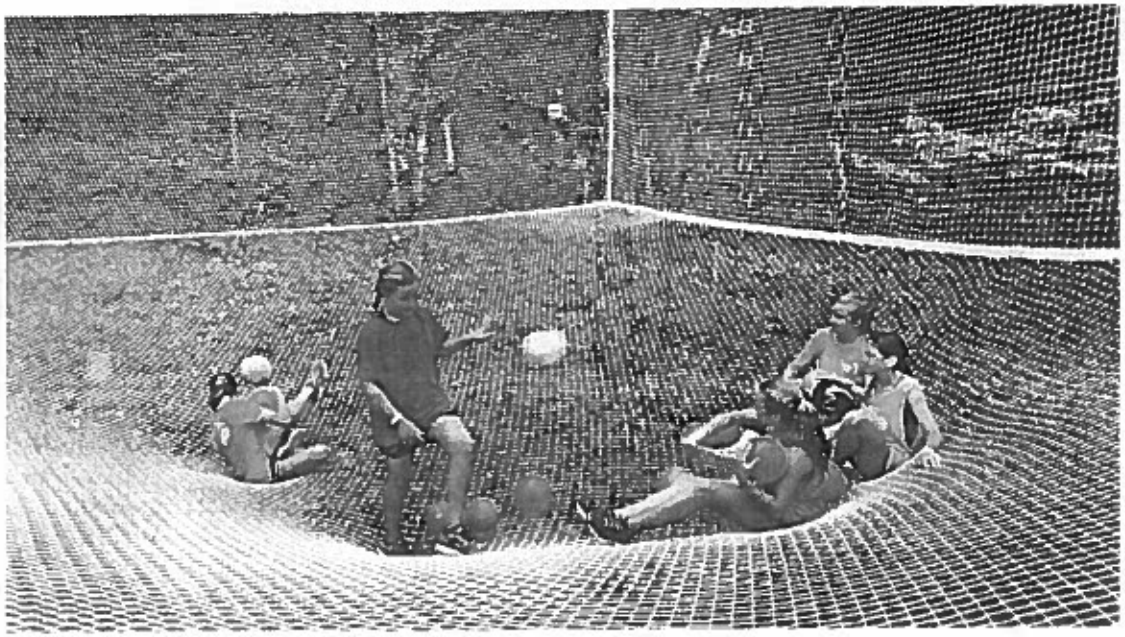












8

BUDGET 2020

BROWN COUNTY LIBRARY

Prepared by: Brown County Library
Leadership Team

Approved by: Brown County Library
Board of Trustees

4

02

HELPING BROWN COUNTY MOVE AHEAD

The Brown County Library (BCL) serves all residents of Brown County at every stage of life.

Through the BCL, all Brown County residents have access to economic and learning opportunities, opening pathways to prosperity.

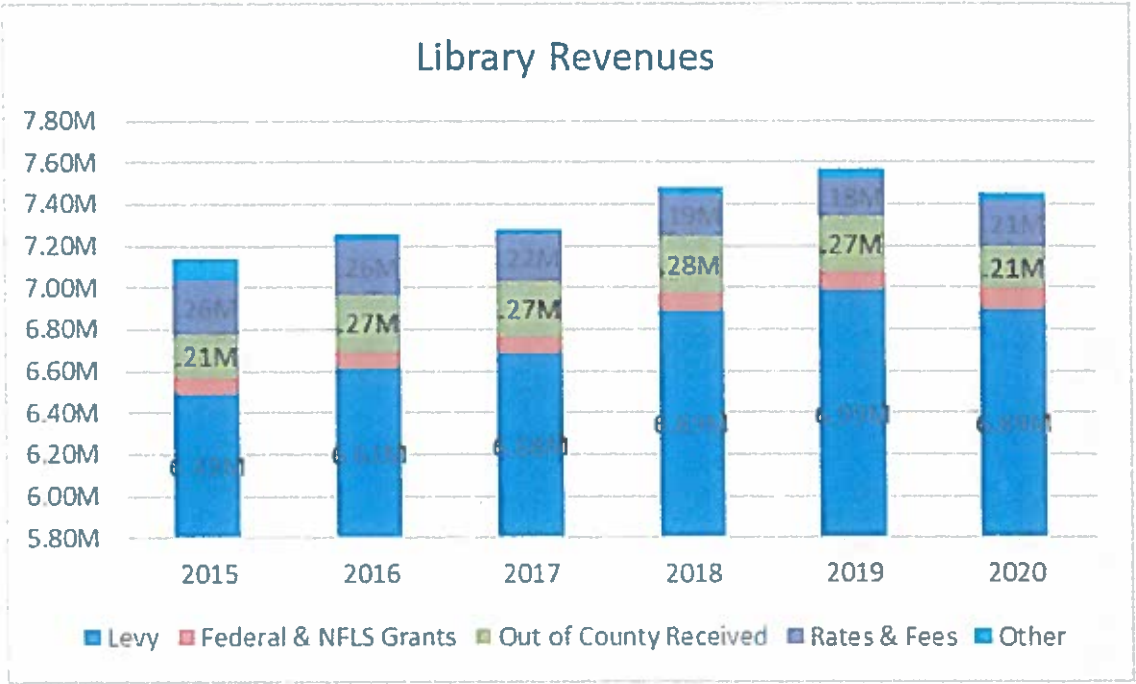
BANG FOR THE BUCK

By demonstrating fiscal responsibility and organizational efficiency, the Brown County Library offers exceptional return on the investments made by Brown County taxpayers.

The BCL 2020 budget reflects this and aims to provide resources and services to make Brown County the best place to live, work, and play.

03

BUDGET: TRENDS



OVERALL DECREASE IN REVENUES PLANNED FOR 2020

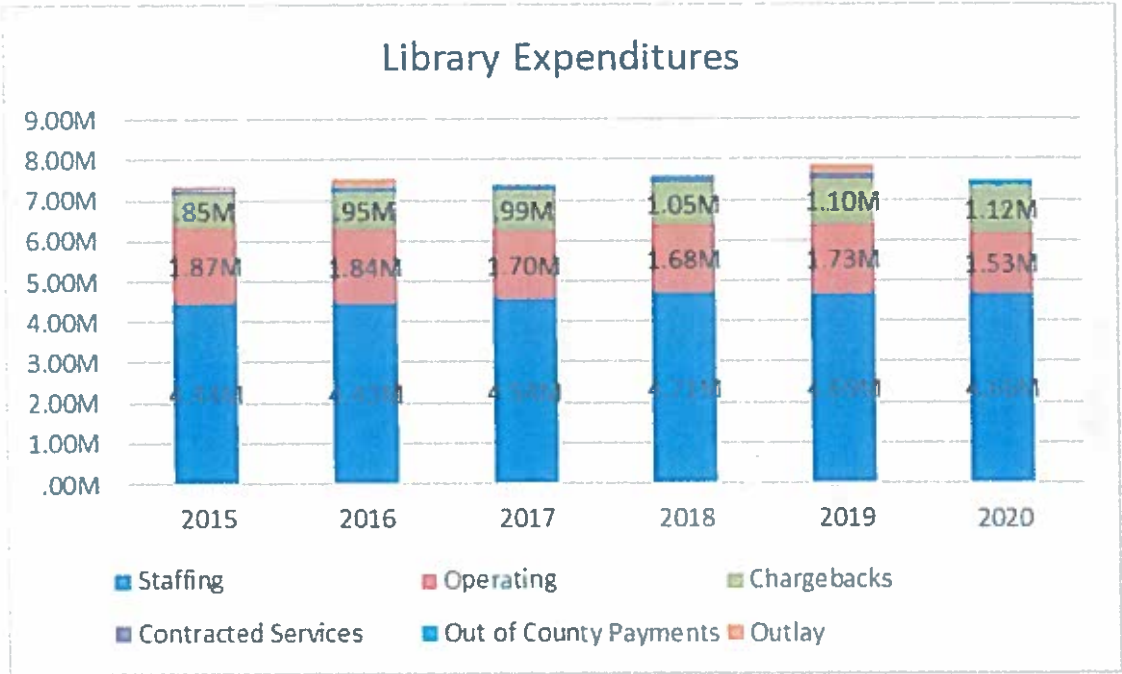
Levy – Amount includes initial levy limit (provided at kick off) plus transfers for wage increases after County Board approval. 2019 includes COLA and Compensation/Classification transfer. Overall, limit has stayed the same since 2018.

Out of County Received – 2020 is the first year without Shawano County payment.

Rates & Fees – Decreasing trend. In 2020, copy machine revenue will now be recorded in Fund 105 rather than Fund 106 and new multifunction devices revenue is expected.

04

BUDGET: TRENDS



OVERALL DECREASE IN EXPENDITURES PLANNED FOR 2020

Staffing – Wage base increased in 2019 with COLA and Compensation & Classification. However, in 2020, there is a decrease in benefits costs due to elimination of a part time position.

Operating Expenses – Decreased in 2020. Major changes are: no outlay planned, no building & repairs projects planned and a decrease in collections budget.

Chargebacks – Net increasing trend. In 2020, DoTS chargebacks increased but our Human Resources indirect chargebacks decreased.

2020 NEW INITIATIVES

1. Staffing and Service Evaluation – create efficient and effective models that align with facilities and communities served.

2. Feasibility Study for Capital Projects Supplemental Funding – identify scale and scope of fundraising initiatives for upcoming capital projects.

3. Prioritization for Facilities Improvements – develop plans to improve/relocate/remodel East, Ashwaubenon, Central, and Pulaski libraries.

4. Leadership Development for Staff – create leadership pipeline for organization.

2019 ACCOMPLISHMENTS

1. Reorganization of Central Library staff and departments, resulting in increased staff efficiencies and improved services to the public.

2. Creation of Safety Officer position, resulting in safer library facilities and operations for library customers and staff.

3. Brown County On the Go Pilot Project, an exploratory collaboration with Brown County ADRC, Neville Public Museum, and UW Extension to provide outreach services in rural Brown County communities. *More to come in 2020!*

4. Restructuring of BCL Volunteer Program, resulting in increased volunteer opportunities and engagement at all BCL locations.

06

A LIBRARY OUTRANKS ANY OTHER ONE THING A COMMUNITY CAN DO TO BENEFIT ITS PEOPLE.
— ANDREW CARNEGIE

An agency of opportunity for all Brown County residents, the Brown County Library is an essential part of our county infrastructure that supports jobs, education, culture, health, and community growth.

BCL services and resources help job seekers, new parents, learners of all ages, entrepreneurs, small businesses, and more - contributing to a thriving, healthy, dynamic, and prosperous Brown County.

BROWN COUNTY

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Brown County Board of Supervisors
Education & Recreation Committee
Library Director Report
October 2019

- On October 27, all Library staff will begin an assessment of time and tasks. Over the subsequent four weeks, staff will be expected to complete a time log. The information reported on the time logs will provide insight into the ways in which we are allocating staff resources and services at departments and locations throughout the system. This information, coupled with other data and analysis, will instruct the creation of sustainable models for each BCL location. This project is one of four major initiatives identified by Library Administration for the upcoming year.

- More than 200 individuals attended the James Madison Lecture held on October 10, part of the annual Local History Series. This event was co-sponsored by the Wisconsin Historical Society and the UW-Madison Center for the Study of the American Constitution. Wisconsin Historical Society staff informed the Library that the event's attendance was one of the highest ever for a James Madison Lecture and drew attendees from all over our state. One couple in attendance, in fact, told Library staff that they had heard about the lecture while visiting Wausau for an appointment. Upon hearing about the James Madison Lecture, the couple decided to change their travel plans and came to Green Bay for event instead of returning that day to their home town of Superior, WI.

- BCL's Annual Comic-Con on Saturday, October 5 was another rousing success and featured a great variety of family fun for geeks of all ages. Over 1,000 attendees enjoyed presentations by authors and comic creators, listened to live performances, participated in special creative activities, and celebrated geek culture. The BCL's Comic-Con is sponsored by the Friends of the Brown County Library.

Attendees at the BCL Comic-Con

- Upcoming programs include "Dia de los Muertos." This family program, held at the East branch on Friday, November 1, 5:30pm – 8:00pm, is a celebration of Day of the Dead, a Mexican holiday that honors loved ones who have passed away. On Tuesday, November 5, 7:00pm – 9:00pm, best-selling author Michael Perry will be at the Central Library for a special premiere screening of the new Wisconsin Public Television documentary exploring Perry's life and his experiences in rural Wisconsin.

A DAY AT THE BCL

6:15AM
Maria wakes up early before her kids get up so she can work on a college assignment using the reference databases available on the BCL's website.

8:30AM
Through the BCL's website, Bill uses the ValueLine financial database to check on his retirement investments.

9:00AM
Sharon meets with her job coach in a Think Tank at Central to get help with her resume and jobsearching skills.

10:30AM
Emily brings her kids to the Wrightstown Branch for the storytime and a playdate with friends.

11:45AM
Matt, an out-of-town business professional, visits the Kress Branch to use the wifi and quiet work space.

12:00PM
Judy reads the daily newspapers, as well as favorite magazines, at the Wrightstown Branch.

1:15PM
Printer problems at home has Jim using an East Branch Library public computer to print out an important legal document.

2:00PM
Marilyn uses a Library computer to search for her family's history through Ancestry.com.

2:30PM
Tom brings Billy, his 6th grader, to the Pulaski Branch to pick up books Billy needs for a school assignment due the next day.

3:00PM
Gaojou and her sister stop by to attend an computer coding program at the Southwest Branch.

4:00PM
Brendon and his friends work on a school project together at the Ashwaubenon Branch.

5:00PM
Chloe, Henry, and their kids visit the Denmark Branch to pick out a film for their Family Movie Night.

6:00PM
Eve visits the Weyers-Hilliard Branch to check out a specialty cake pan for her daughter's upcoming birthday party.

6:30PM
Carol stops by the Central Library's Auditorium to listen to a public lecture on local history.

7:00PM
Jess visits the Bookmobile when she gets out of work to pick up a book she requested through interlibrary loan.

10:00PM
Bob logs on to the BCL website to check out an e-book recommended by his son.

Brown County Library

Here when you need us.

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