

Agenda posted Thursday, March 16th, 2023 at 11:00AM

A meeting of the Parks and Recreation Committee will be held on, **March 20th 2023 @ 4:00 pm in City of Marinette Common Council Chambers, 1905 Hall Ave. Marinette, WI**

---

**Parks and Recreation Committee Meeting Agenda**

**Monday, March 20th, 2023**

1. Call the meeting to order.
2. Roll call.
3. Approve minutes of January 16th, 2023. (see attached).
4. Executive Director of Recreation & Events report. (see attached).
5. Recreation Superintendent report (see attached).
6. Public Work's Superintendent report (see attached).
7. Marketing & Tourism Director report (see attached).
8. Update regarding Welcome Center interior improvements.
9. Information from City Forester regarding the Bay Shore Walkway.
10. Discussion and possible recommendation regarding bird monitoring station placement.
11. Update regarding Duer Gym.
12. Discussion regarding Outdoor Recreation Plan.
13. Discussion regarding City of Marinette parks.
14. Consideration and possible action items for the April agenda.
15. Adjourn.

Dorothy Kowalski, Parks and Recreation Committee Chairperson

Cc: Parks and Recreation Committee members (w/encl.); Mayor Steve Genisot (w/encl); City Clerk Lana Bero (w/encl); Executive Recreation Director Gavin Scray(w/encl.); Recreation Superintendent Adrienne Lacy (w/encl), Superintendent of Public Works Pat Carlson (w/encl.); Marketing and Tourism Director Shawn Katzbeck; City Council members, Eagle Herald (w/encl); Badger Communications (w/encl); Peshtigo Times (w/encl); City Hall Bulletin Board.

*A possible quorum of Common Council members may be present at this meeting.*

Requests from individuals with disabilities who need special accommodations to participate in this meeting should be made to the City Clerk's Office at 715-732-5140 with as much advance notice prior to the meeting as possible.

## PARKS AND RECREATION COMMITTEE MEETING MINUTES FROM 1/16/2023

1. Alderperson Kowalski **called** the Parks and Recreation Committee regular meeting **to order** at **04:00 PM** in the **Marinette Council Chambers, 1905 Hall Ave, Marinette WI.**
2. **Upon a call of the roll**, the following Committee member's attendance was recorded as follows:  
**MEMBERS PRESENT:** Alderpersons Kowalski, Polzin, Keller & Klegin.  
**ABSENT:** Alderperson Mikutowski  
**OTHERS PRESENT:** Mayor Genisot, Executive Recreation Director Scray, Alderperson Oitzinger, Public Work Superintendent Pat Carlson, Recreation Superintendent Adrienne Lacy, Judge Noppenberg and Melissa Ebsch.
3. **Approve minutes of November 21st, 2022 meeting.**  
Alderperson Polzin moved/Klegin seconded and all concurred to approve the meeting minutes from November 21st, 2022.
4. **Executive Director of Recreation & Events report.**  
Executive Recreation Director Scray provided his monthly report for December for the Community REC Center. Scray was present to answer any questions the committee may have.
5. **Recreation Superintendent report.**  
Recreation Superintendent, Adrienne Lacy provided her monthly report for December.
6. **Public Work's Superintendent Report**  
Public Work's Superintendent, Pat Carlson provided his monthly report for November & December.
7. **Director of Tourism and Marketing report.**  
Director of Tourism and Marketing Shawn Katzbeck provided his report that included past and future events for the Community REC Center. Katzbeck included a new marketing Logo for the committee to review that will be used on marketing materials and a website that will help people to navigate to lodging and dining information.
8. **Recreation Volunteer Recognition.**  
Recreation Superintendent Adrienne Lacy awarded Katie Wilsey with the 2022 Volunteer of the year award for the Community Recreation Facility. Katie Volunteers 4- 5 days and at least 20 hours a week, Katie helps with special projects and events.
9. **Discussion and possible recommendation to the Common Council regarding City Tourism Logo.**  
#9 was removed from the agenda.
10. **Items for February agenda**  
None requested.
11. **Adjourn.** Alderpersons Polzin moved/Klegin seconded and all concurred to adjourn at 4:12 PM.

Lana Bero, City Clerk

*(Next regular Parks and Recreation Committee meeting is **Monday 2/20/22 @ 4:00** in the Common Council Chambers).*

## Update – February 2022

### EVENTS

- PAST January 6-8: HS Hockey Tournament
- PAST January 20-22: Peewee Hockey Tournament
- PAST January 24: REC Center 4<sup>th</sup> Birthday
- PAST February 5: 20 Year Club Gun Show
- PAST February 10-12: Squirt Hockey Tournament
- PAST February 11: War in the Woods MMA Event
- PAST February 17-19: Hunting, Fishing, Outdoor Show
- March 11: Spring Fling Craft Show
- March 17-19: 18U High School State Hockey Tournament
- March 24-26: Chummy Hockey Tournament
- March 25: Home and Garden Show
- March 31-April 2: Danglefest Hockey Tournament
- April 1: Egg Roll Event
- April 22-23: Men's Hockey Tournament
- April 28-30: Pickleball Tournament
- May 31: NTC Fishing Tournament Rules Banquet
- June 1: All American Circus

### PROGRAMS

- See Adrienne's report

### STAFFING

- Hiring Facilities Custodian
- Hiring Recreation Program Coordinator
- Hiring Zamboni Drivers

### REC CENTER

- Menominee Hoops Club
- M & M Pickleball Association
- Hockey season
- Walking track: 150+ walkers/day
- Ongoing preventative maintenance

### CIVIC CENTER

- Ice rink closed for season
- Master Plan improvements
- Teqball Tables (2) Donated

### WELCOME CENTER

- Seasonal hours
- Shawn working from Welcome Center
- Facelift by Travel Wisconsin (renovation)

### CAMPGROUNDS/PAVILLIONS

- Renting Pavilions

### SENIOR CENTER

- Available for rent
- Walking program being held at REC Center

**Update – March 2022**

**EVENTS**

- PAST February 5: 20 Year Club Gun Show
- PAST February 10-12: Squirt Hockey Tournament
- PAST February 11: War in the Woods MMA Event
- PAST February 17-19: Hunting, Fishing, Outdoor Show
- PAST March 11: Spring Fling Craft Show
- March 17-19: 18U High School State Hockey Tournament
- March 24-26: Lyle McDonald Memorial Hockey Tournament
- March 25: Home and Garden Show
- March 31-April 2: Danglefest Hockey Tournament
- April 1: Egg Roll Event
- April 22-23: Men's Hockey Tournament
- April 28-30: Pickleball Tournament
- May 13: Healthy Youth Coalition Radiothon
- May 31-June 3: NTC Fishing Tournament
- June 1: All American Circus

**PROGRAMS**

- See Adrienne's report

**STAFFING**

- Hiring Facilities Custodian
- Hiring Recreation Program Coordinator
- Hiring Zamboni Drivers

**REC CENTER**

- School district spring sport rentals
- M & M Pickleball Association
- Hockey season
- Walking track: 150+ walkers/day
- Ongoing preventative maintenance

**CIVIC CENTER**

- Ice rink closed for season
- Master Plan improvements
  - o Walking Path
  - o Pavilion
- Teqball Tables (2) Donated
- Pool opens June 10

**WELCOME CENTER**

- Seasonal hours
- Shawn working from Welcome Center
- Facelift by Travel Wisconsin (renovation)

**CAMPGROUNDS/PAVILLIONS**

- Renting Pavilions

**SENIOR CENTER**

- Available for rent
- Walking program being held at REC Center



## **Recreation Department**

*Adrienne Lacy – Recreation Superintendent*

### Recreation Superintendent Report – January 2023

#### 2023 Programs:

- Regular programming is ongoing (Arising Martial Arts, Sporties for Shorties, Tennis Lessons, etc.).
- Day off Day Camp February 16<sup>th</sup> & 17<sup>th</sup> had over 20 kids each day despite the building limitations (and no snow!) Spring Break Day Camp will be held during the Marinette and Peshtigo School Districts' spring break.
- Learn to Fly Fish is a free program offered in partnership with Marinette County Trout Unlimited. It begins on February 21<sup>st</sup>.
- Be Active Wisconsin is back and begins March 1<sup>st</sup>.
- Jiu Jitsu begins March 1<sup>st</sup>.

#### Updates:

- Tiny Tot Valentine party was held on February 11<sup>th</sup> and was a success.
- Summer Day Camp planning is in full swing.

Respectfully Submitted,

Adrienne Lacy, CPRE  
Recreation Superintendent



## **Recreation Department**

*Adrienne Lacy – Recreation Superintendent*

### **Recreation Superintendent Report – March 2023**

#### **2023 Programs:**

- Regular programming is ongoing (Arising Martial Arts, Sporties for Shorties, Tennis Lessons, etc.).
- Spring Break Camp filled and had a waiting list.
- Be Active Wisconsin began March 1<sup>st</sup> with 53 participants (the second highest in the state behind Appleton!)
- The Egg Roll scheduled for April 1<sup>st</sup> is full with 180 participants. If you would like to donate candy, the REC would greatly appreciate it.

#### **Updates:**

- Summer Day Camp registration began March 1<sup>st</sup>. In the first week, we filled 59% of the possible slots and at the end of week 2, 67% was filled.

Respectfully Submitted,

Adrienne Lacy, CPRE  
Recreation Superintendent

1905 Hall Avenue  
Marinette, WI 54143  
715.732.5175  
715.923.0465 Cell  
715.735.9149 Fax



## City of Marinette Public Works

---

Patrick Carlson  
Superintendent

### MONTHLY PARKS REPORT- JANUARY 2023

- Damaged memory bench at Stephenson Island was reinstalled at original location with replacement legs installed on bench.
- DPW continued to haul wood chips to the Bay Shore walking trail.
- Removed yard waste debris from back corner of Pederson Ball Park property.

Thank you,

A handwritten signature in black ink, appearing to read "Pat Carlson", with a long horizontal flourish extending to the right.

Pat Carlson  
Superintendent of Public Works

1905 Hall Avenue  
Marinette, WI 54143  
715.732.5175  
715.923.0465 Cell  
715.735.9149 Fax



## City of Marinette Public Works

Patrick Carlson  
Superintendent

### MONTHLY PARKS REPORT- FEBRUARY 2023

- A new range was purchased for City Park pavilion that was damaged from a break-in during the end of 2022.
- DPW continues to clean up the woods for the new walking trail off of Bay Shore.

Thank you,

A handwritten signature in black ink, appearing to read "Pat Carlson", with a large, sweeping flourish extending to the right.

Pat Carlson  
Superintendent of Public Works





## Marketing and Tourism Report

SKATZBECK@MARINETTE.WI.US

**OFFICE:**  
**715-732-6162**  
**CELL:**  
**920-256-0016**

**Prepared By Shawn Katzbeck**

### **3/20/23 – January & February Report**

#### Events/Marketing (January):

- I. 20 Yr. Military Gun Show very successful – Date set for next year
- II. MMA Great Turnout
- III. Outdoor Show facility completely packed
- IV. Spring Craft Show 3/11
- V. Home and Garden Show 3/25
- VI. Senior Health Fair
  - a. Working with Senior Center
- VII. Senior Prom
  - a. Working with Erin from senior center on both event
- VIII. USS Marinette Commissioning
- IX. NTC Fishing Tournament

#### Events/Marketing:

- I. Spring Fling Craft Fair was awesome!!
- II. Home and Garden Show Filling Up nicely
  - a. New Business
    - i. Vieth Duct Cleaning
    - ii. Kountry Rhode
    - iii. Seams Right
    - iv. Pillow Top Factory
    - v. Kelley Balzola
- III. Easter Baskets Collection
- IV. Easter Egg Roll
- V. Circus

#### **Working On:**

- I. Menkaunee Celebration
- II. Farmers Market
- III. Food Truck Friday

### **Tourism**

- I. Welcome Center Facelift Update
  - a. February 6<sup>th</sup> – 9<sup>th</sup> Construction (Complete) See handout
  - b. February 9<sup>th</sup> & 10<sup>th</sup> Painting (Complete) See Handout
  - c. February 20<sup>th</sup> Graphics – See Handout
- II. Tourism Website
  - a. fishonmarinette.com
  - b. live
  - c. Cleaning up
- III. New Hire Dave Foote (Hired)
- IV. Rita (Hired)
- V. Marinette Guide Complete
- VI. Working on Hospitality & Dining Guide

### **Marketing Focus 2023**

1. REC Center
  - a. Build Brand
  - b. Call to Action Events/Classes/Camps/Memberships
    - i. Grow
    - ii. Educate
  - c. Grow Memberships
2. Marketing
  - a. Mass Media (Radio)
  - b. Print (Eagle Herald/Peshtigo Times)
  - c. Social Media
  - d. City Marquees
3. Increase Classroom usage



## Marketing and Tourism Report

### 4. Increase Tourism

- a. Website Data
- b. Digital Marketing
- c. Outside Print
- d. Public Relations Campaigns
  - i. Engage writers to cover tourist opportunities
  - ii. Influencers

Respectfully Submitted,

Shawn Katzbeck  
Director of Marketing and Tourism  
City of Marinette