

Agenda posted Friday, April 14th, 2023 at 9:00AM

A meeting of the Parks and Recreation Committee will be held on, **April 17th 2023 @ 4:00 pm in City of Marinette Common Council Chambers, 1905 Hall Ave. Marinette, WI**

Parks and Recreation Committee Meeting Agenda
Monday, April 17th, 2023

1. Call the meeting to order.
2. Roll call.
3. Approve minutes of March 20th, 2023. (see attached).
4. Executive Director of Recreation & Events report. (see attached).
5. Recreation Superintendent report (see attached).
6. Public Work's Superintendent report (hand-out at meeting).
7. Marketing & Tourism Director report (see attached).
8. Discussion and possible action regarding Duer Gym.
9. Discussion regarding Outdoor Recreation Plan (please bring your copy with to meeting).
10. Consideration and possible action items for the May agenda.
11. 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 3/20/2023

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, Keller, Mikutowski & Klegin.
ABSENT: Alderperson Polzin
OTHERS PRESENT: Mayor Genisot, Alderperson Oitzinger, Public Work Superintendent Pat Carlson, Recreation Superintendent Adrienne Lacy, City Forester Vince Kambitsis, Director of Tourism and Marketing Shawn Katzbeck Erin Noha and Melissa Ebsch.
3. **Approve minutes of January 16th, 2023 meeting.**
Alderperson Klegin moved/Mikutowski seconded and all concurred to approve the meeting minutes from January 16th, 2023.
4. **Executive Director of Recreation & Events report.**
Executive Recreation Director Scray provided his monthly report for January & February for the Community REC Center.
5. **Recreation Superintendent report.**
Recreation Superintendent, Adrienne Lacy provided her monthly report for January & February.
6. **Public Work's Superintendent Report**
Public Work's Superintendent, Pat Carlson provided his monthly report for January & February.
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.
8. **Update regarding Welcome Center interior improvements.**
Director of Tourism and Marketing Shawn Katzbeck provided pictures of the completed improvements at the Welcome Center.
9. **Information from City Forester regarding the Bay Shore Walkway.**
City Forester Vince Kambitsis, updated the committee regarding the Bay Shore Walkway stating the work adding an extra 6 tenths of a mile of a trail addition off of Cleveland Ave and additional parking area will be added also, a contractor has been hired to mulch the underbrush and invasive species issues along with DPW employees. The costs are all covered by the wood from the taken down Ash Trees that had Emerald Ash disease issues. Eventually the hopes of a Native landscape with Maple, Oak and White Pine Trees could be in the works in the future. Kambitsis is hoping the project is complete by mid-late summer.
10. **Discussion and possible recommendation regarding bird monitoring station placement.**
City Forester Vince Kambitsis, stated the City received a grant from Bird City USA for the Forestry Dept. and a possible use could be to install a bird monitoring station to work on tagging Migratory birds at Higley Field. Kambitsis worked with a representative and they feel Higley Field is the best location. Alderperson Klegin moved/ Mikutowski seconded and all concurred to **recommend the Common Council approve** the placement of a bird monitoring station at Higley Field. Kambitsis will need to work with DPW on a good power source.
11. **Update regarding Duer Gym.**
Mayor Genisot updated the committee stating the last group who was interested in the Duer gym has purchased a different building and no longer plan to proceed with the Duer Gym. The committee may need to remarket the Duer Gym. The item will be on the next Parks & Recreation Committee agenda.

12. Discussion regarding Outdoor Recreation Plan.

Mayor Genisot stated the City is working with Bay Lakes Regional planning for pedestrian and bike trails and possibly the Outdoor Recreation Plan. The committee will discuss at the next Parks & Recreation Committee meeting.

13. Discussion regarding City of Marinette parks.

The committee discussed the possibility of volunteer Student organization groups helping at City parks and other areas of the city. The committee discussed the individuals will need to work with a point of contact for the City. The City will look into liability through their Insurance Carrier.

14. Items for April agenda

Discussion and Possible action regarding Duer Gym

Discussion and Possible action regarding Outdoor Recreation Plan.

15. Adjourn. Alderpersons moved Klegin/Keller seconded and all concurred to adjourn at 4:51 PM.

Lana Bero, City Clerk

*(Next regular Parks and Recreation Committee meeting is **Monday 4/17/23 @ 4:00** in the Common Council Chambers).*

Update – April 2023

EVENTS

- PAST March 11: Spring Fling Craft Show
- PAST March 17-19: 18U High School State Hockey Tournament
- PAST March 24-26: Lyle McDonald Memorial Hockey Tournament
- PAST March 25: Home and Garden Show
- PAST March 31-April 2: Danglefest Hockey Tournament
- PAST 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
- June 16: Ship Commissioning Banquet
- July 22: Craft Show
- August 1: National Night Out

PROGRAMS

- See Adrienne's report

STAFFING

- New Facilities Custodian
- Hiring Recreation Program Coordinator
- Hiring Zamboni Drivers
- Hiring Seasonal Staff

REC CENTER

- School district spring sport rentals
- M & M Pickleball Association
- Hockey season has concluded
- Summer Day Camp prep
- Activity Hall RTU compressor replacement
- Summer Ice Rentals

CIVIC CENTER

- 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 – April 2023

2023 Programs:

- Regular programming is ongoing (Arising Martial Arts, Sporties for Shorties, etc.).
- Started open hockey nights - Youth Open Hockey nights are on Tuesdays. Men's Open Hockey is on Wednesdays.
- Lifeguard Certification will take place May 5 – 7. This will hopefully get us some new lifeguards for the summer.
- Summer programming beyond day camp is posted for the public to register.

Updates:

- Summer Day Camp registration began March 1st. The regular day camp is 98% full with waiting lists on certain weeks and camp as a whole is 82% full.
- Despite the snow, the Egg Roll was a success with over 160 children participating. Farmers & Merchants Bank & Trust was a big sponsor along with Subway.
- The Brewers bus trip is happening May 24th.
- The Recreation Superintendent has been named the chair of the Wisconsin Parks and Recreation Association Diversity, Equity, and Inclusion Committee.
- Hiring for summer day camp counselors and lifeguards has started.
- The department is partnering more with the police department for the registration of events such as the K9 walk and Cops and Bobbers.

Respectfully Submitted,

Adrienne Lacy, CPRE
Recreation Superintendent



Marketing and Tourism Report

Submitted By: Shawn Katzbeck
Director of Marketing and Tourism
City of Marinette

Report For March - 2023

Events

1. Spring Craft Show 3.11.23
2. Home and Garden Show 3.25.11
 - a. Pillowtop Factory – Great Success
3. Senior Health Fair
 - a. Collaboration
 - i. Senior Center
 - ii. Bellin
 - b. Fall Date
 - c. REC Center
4. Welcome Center Open House 5/6/23
5. NTC Fishing Tournament 5.31.23 to 6.3.21
 - a. 284-Teams
 - b. Approximately 1500 people
6. Farmers Market June - August
 - a. Two Fridays Each Month
 - b. Food Trucks
 - c. June – August
7. USS Marinette Commissioning 6.17.23 (Tentative Date)
 - a. Events throughout the week
 - b. Chairman’s Dinner to be held at the REC Center
8. Logging & Heritage 7/8
9. Summer Craft Show 7/11
10. Marinette Color Run 8.5.19
 - a. On Bay Shore Trail
 - b. Show Case Trail
11. National Night Out 8.1.23 (REC Center)
12. Celebrate Menekaunee
 - a. Tentative Date 8-19
 - b. Connecting with Menekaunee Business’s & People
13. Kids Day August



Marketing and Tourism Report

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/ REC Center
 - a. Mass Media (Radio)
 - b. Print (Eagle Herald/Peshtigo Times)
 - c. Social Media
 - d. City Marquees
3. Increase Classroom usage
4. Create marketing pieces front desk
5. Tourism
 - a. Website Data
 - b. Digital Marketing
 - c. Outside Print
 - d. Public Relations Campaigns
 - i. Engage writers to cover tourist opportunities
 - ii. Influencers
 - e. Fox 49

Respectfully Submitted,

Shawn Katzbeck
Director of Marketing and Tourism
City of Marinette