

Agenda posted Thursday, November 11<sup>th</sup>, 2021 at 11:30AM

A meeting of the Parks and Recreation Committee will be held on, **November 15th 2021 @ 4:00 pm in City of Marinette Common Council Chambers, 1905 Hall Ave. Marinette, WI**

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**Parks and Recreation Committee Meeting Agenda  
Monday, November 15th, 2021**

1. Call the meeting to order.
2. Roll call.
3. Approve minutes of August 16th, 2021.
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. Discussion regarding contribution from family estate.
9. Discussion regarding status of Duer Gym.
10. Consideration and possible action items for the December 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 08/16/2021

1. Chairperson 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.  
**ABSENT:** Alderperson Anderson & Klegin  
**OTHERS PRESENT:** Mayor Genisot, Executive Recreation Director Gavin Scray, Recreation Superintendent Adrienne Lacy, Superintendent of Public Works Pat Carlson, Marketing & Tourism Director Shawn Katzbeck, Fire Chief Heckel, Alderperson Mikutowski & Flatt, Judge Noppenberg, Tom Bero, Lynette Brosig, Melissa Ebsch & Maya Shimizu-Harris.
3. **Approve minutes of July 19th, 2021 meeting.**  
Alderperson Polzin moved/Keller seconded and all concurred to approve as presented the meeting minutes from July 17, 2021.
4. **Executive Director of Recreation & Events report.**  
Executive Recreation Director Scray provided his monthly report for August for the Community REC Center. Scray added the AIMS Fishing Tournament will be held on August 27<sup>th</sup> & 28<sup>th</sup> and will be having a children's fishing clinic on Saturday the 28<sup>th</sup>, there will be giveaways for children of all ages.
5. **Assistant Recreation Director's report.**  
Assistant Recreation Director, Adrienne Lacy provided her monthly report for August.
6. **Public Work's Superintendent Report**  
Public Work's Superintendent, Pat Carlson provided his monthly report for August. Carlson reported a problem with some of the campers who utilize tents at City Park Campground this year not following the campground rules. On a few occasions the Police Department has been called.
7. **Introduction of Marketing & Tourism Director (Shawn Katzbeck).**  
Chairperson Kowalski introduced Shawn Katzbeck the new Marketing & Tourism Director, Katzbeck gave a brief explanation of himself and stated the new position is one that he would call his dream job, as he is passionate about marketing and likes to give back to his community as he has been in the area for 30 years.
8. **Update and discussion regarding the Gamblers Hockey game at the Community REC Center on September 18<sup>th</sup>, 2021.**  
Jenny Perket, VP of MMAYHA gave a brief explanation of the upcoming Gamblers Game on September 18<sup>th</sup>, the Gamblers have 1- exhibition game each year for youth Hockey associations to raise money and choose Marinette as they were invited last year to tour the REC Facility and were impressed with the facility. The game is set up for 7:05PM and so far 396 tickets have been sold, maximum capacity for tickets is 600. There will be a Chuck a Puck provided by the Gamblers, concessions, 50/50's and other raffles. All proceeds will go to the MMYAHA excluding some of the expenses that include the transportation to bring the Gamblers to Marinette.
9. **Update regarding estimate for demo of Tot lot building.**  
Chairperson Kowalski stated there have been issues at the Tot Lot building that includes vandalism/damage and part of the Master Plan included taking the building down. Executive Recreation Director Scray stated there have been issues with vandalism so rather than continue to sink dollars cleaning up the damage and maintaining the building, demolition of the building would be a potential savings. They are currently soliciting quotes to demo the building and are looking at if it should be graveled or filled in with black dirt. No additional funds are required. Fire Chief Heckel asked if before it is demolished if the Fire Department could use it for training purposes.
10. **Items for September agenda –**  
None requested
11. **Adjourn.** Alderpersons Keller moved/Polzin seconded and all concurred to adjourn at 4:16PM.

Lana Bero, City Clerk

*(Next regular Parks and Recreation Committee meeting is Monday 09/20/21 @ 4:00 in the Common Council Chambers).*

**Update – September, October, November 2021**

**EVENTS**

- PAST August 3: National Night Out
- PAST August 4: MVPA Convoy
- PAST August 20: Kids Day in Marinette
- PAST August 20-22: M&M Shamrock's Summer Slam Hockey Tournament
- PAST August 27-28: AIM Fishing – State Championship
- PAST September 18: Green Bay Gamblers Exhibition Game
- PAST October 15: Let's Be Frank – Franks Family Feud
- PAST October 16: Antique and Flea Market
- PAST October 16: War in the Woods Boxing Event
- PAST October 23: UTL Pro Wrestling Event
- PAST November 6: Blues, Brews, Barbecue
- November 19-20: Old World Christmas
- December 3-5: 14U Hockey Tournament
- December 4: Christmas in Marinette
- December 17-19: 18U Hockey Tournament
- January 7-9: 12U Girls Hockey Tournament
- January 15: Jump Around Bouncy House Event
- January 21-23: 12U Hockey Tournament
- February 5: Pickle ball Tournament

**PROGRAMS**

- See Adrienne's report
- Fall/Winter offerings

**STAFFING**

- Interviewing Recreation Program Coordinator
- Zamboni drivers needed
- PT housekeeper needed

**REC CENTER**

- Hockey Association contract in place
- Partnership with Menominee Hoops Club

**CIVIC CENTER**

- Pool winterized
- Locker rooms, bathrooms winterized
- Outdoor ice rink to be up by 1<sup>st</sup> week in December
- Tot lot building demo'd
- Temporary parking lot in place
- Higley Park conceptual planning
- Skate park has been painting
- \$1,500 donation from Faith Technologies for skate park upgrades

**WELCOME CENTER**

- Seasonal Hours/staffing

**CAMPGROUNDS/PAVILLIONS**

- Renting for 2022
- \$100 security deposits now implemented
- Tent site issues



## **Recreation Department**

*Adrienne Lacy – Recreation Superintendent*

### **Recreation Superintendent Report – September 2021**

#### **Community Programs:**

- Bend & Stretch restarted for the school year on Mondays, Wednesdays, and Thursdays
- Toddler Time restarted for the first time in over a year on Thursdays
- Tai Chi is free for the month of September
- Zumba is starting on September 20<sup>th</sup>
- Day off Day Camp will take place on September 24<sup>th</sup>

#### **2021 Upcoming Programming:**

- Flag Football signups ended on September 17<sup>th</sup>. The season starts on October 2<sup>nd</sup>.
- There will be a babysitter training course in September and October.
- Skating lessons begin on October 4<sup>th</sup>.
- Tennis lessons begin in October.
- Tiny Tot Halloween Party will be on October 23<sup>rd</sup>. Pre-registration is required.

#### **Updates:**

- The department received a grant to help defray costs of summer tennis lessons for \$275 from the USTA.
- Currently trying to hire and train front desk staff as we are shortstaffed.

Respectfully Submitted,

Adrienne Lacy, CPRP  
Recreation Superintendent



## **Recreation Department**

*Adrienne Lacy – Recreation Superintendent*

### Recreation Superintendent Report – October 2021

#### Community Programs:

- Flag Football is going strong with more participants than 2020.
- Skating lessons began.
- Tennis lessons begin October 20<sup>th</sup>.
- Zumba has started on Mondays.

#### 2021 Upcoming Programming:

- Tiny Tot Halloween Party is this Saturday, October 23<sup>rd</sup>. Pre-registration is required.
- Day off Day Camp is October 29<sup>th</sup>.

#### Updates:

- The department received a grant from Faith Technologies in the amount of \$1500 to help revitalize the skate park.
- Training new front desk staff.

Respectfully Submitted,

Adrienne Lacy, CPRP  
Recreation Superintendent



## **Recreation Department**

*Adrienne Lacy – Recreation Superintendent*

### **Recreation Superintendent Report – November 2021**

#### **Community Programs:**

- Skating and tennis lessons are ongoing.
- Zumba is ongoing.
- Bend & Stretch is ongoing.
- Taekwondo is having a very strong fall.

#### **2021/2022 Upcoming Programming:**

- Day off Day Camp is November 24<sup>th</sup>.
- Cookie decorating classes are on December 4<sup>th</sup>.
- Day off Day Camps during winter break.
- New sessions of tennis and skating lessons will start in January.
- Jump Around Bounce Day is January 15<sup>th</sup>.

#### **Updates:**

- Recreation Superintendent was elected the Executive Vice President of the USTA Wisconsin Section. In two years, will become president.
- The department received a \$1000 memorial donation for tennis scholarships. Will utilize to grow youth and adult programming in the community with scholarships for lessons for new tennis players.

Respectfully Submitted,

Adrienne Lacy, CPRP  
Recreation Superintendent

## City of Marinette Public Works

Patrick Carlson  
Superintendent

### MONTHLY PARKS REPORT- AUGUST 2021

- Replace stolen monkey rings on playground equipment in City Park.
- Installed new dog waste dispenser in Teachers Park.
- Installed new boards on Stephenson Island boat launch that went missing.
- Replaced damaged bench on Menekaunee walkway.
- Closed down tent sites in the campground due to ongoing issues. Will look at new rules and regulations for 2022 season.

Thank you,



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- SEPTEMBER 2021

- City Park campground closed for the season at the end of September.
- Fixed broken swing at Daggett Park.

Thank you,

A handwritten signature in black ink, appearing to read "Pat Carlson", is written over a faint, illegible background.

Pat Carlson  
Superintendent of Public Works



## City of Marinette Public Works

Patrick Carlson  
Superintendent

### MONTHLY PARKS REPORT- OCTOBER 2021

- DPW added small boulders at Red Arrow Park to prevent vehicles from going on grass.
- All parks have been winterized for the season.
- DPW is continuing to add wood chips to fix the walkway at Bay Shore Trail.
- Work continues in the parks for leaf pickup as they fall.
- Benches were sanded down at Daggett Park due to graffiti written on them
- Snow fence installed at Boom landing to prevent driving on grass.
- Snow fence installed at Red Arrow Park to prevent damage to the Red Arrow ground monument.
- Leak was fixed the Stephenson Island Museum waste transfer pump.

Thank you,



Pat Carlson  
Superintendent of Public Works



## **City of Marinette**

## **Shawn Katzbeck, Director of Marketing & Tourism**

2501 Pierce Ave. Marinette, WI 54143

ph: (O) 715-732-5162 (C) 920-256-0016

[skatzbeck@marinette.wi.us](mailto:skatzbeck@marinette.wi.us)

- I. Event Marketing
  - a. September
    - i. 20 Year Club Gun Show was a great success. The members have discussed with me doing this event next year
    - ii. Gamblers Hockey. This event was sold out! The facility was full and saw a great game.
      1. I spoke with the owner about a potential summer camp. Although the players are out of town during the summer he felt the coaching staff may be interested in doing something at this location. I plan on following up with him
    - iii. Adrienne and I met with the owners of Velocity Performance Training out of Green Bay. They are VERY interested in having baseball and softball camps in our Turf Facility. I am working with them on the details. Right now they are considering something over the holiday season.
    - iv. I secured a quilters show for the early part of April
    - v. I was able to get UTL (Under The Lights Promotions) to commit to a October Wrestling Event
    - vi. Worked on Blues, Brews, and BBQ event for November. This event will showcase 7-local and regional BBQ Pit Masters, One local craft beer provider, and Blues Hall of Fame Legend Joe Moss and the Joe Moss Band. I secured 4 sponsors at \$3,750. This will offset the cost of the Joe Moss Band and cover the sound for the event. We have gotten great feedback and the event is really taken shape. The BBQ will be provided by: Mikey's Twisted Plate of Marinette, Tastebuds Smokehouse of Marinette, River City Diner and Smokehouse of Oconto, Primal Eats of Gillette, T. Bacon BBQ of Green Bay, Smoklers of Iron Mountain, and Thermal Chaos in Dunbar. Craft Beer will be provided by the Raihouse. We will also have Peshtigo Apparel selling official BBB Gear. Executed properly this event can become a staple in our community and deliver "Heads in Beds."

b. October

- i. Worked on securing all vendors for Fall Craft Fair. This year's fair revenue is up 100% over last years.
- ii. Continued work on BBB. Creating collateral marketing pieces and getting them out for the public to see
- iii. Frank's Family Feud is down from previous years.
- iv. Boxing at the REC. The event is sold out.
- v. Wrestling will be done by UTL. Their rental has been paid in full. This event will be on 10/23/21

II. City Marketing

- i. I've been creating collateral marketing material for the Welcome Center and the REC Center.
  1. Welcome Center we have only 1 marketing piece that is specific to Marinette. I am addressing this by creating the following pieces;
    - a. Tri-Fold (See Example) Biking & Hiking pieces
    - b. Single Panel Kayak Pieces
    - c. Six Panel – REC Center
    - d. Multiple page Marinette Food & Fun
  2. TV at Welcome Center
    - a. Perfectly Seasoned
    - b. Marinette business's (Idea)
      - i. Food
      - ii. Retail
      - iii. Drink
      - iv. Play
  3. REC Center
    - a. Monthly 3-month update
    - b. Constant Contact Monthly Update
    - c. Tri-fold for programs, camps, classes
    - d. Create Marketing piece specific for memberships, and daily utilization of REC Center



## **City of Marinette**

**Shawn Katzbeck, Director of Marketing & Tourism**

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[skatzbeck@marinette.wi.us](mailto:skatzbeck@marinette.wi.us)

- I. Event Marketing – October was a VERY busy month below is a re-cap of the major highlights. A lot of effort was put forth by the REC Department Staff. They were/are the rock stars!
  - a. October
    - i. **Let Me Be Frank; “Frank’s Family Feud” 10/15/21** Numbers were down from a year ago. I believe some of this had to do with surging Covid-19 numbers. Although the turnout was lower we raised the prices and came close to making/netting the same as last year. Frank has contacted me and would like to come back in September for Menoma-Mia
    - ii. **Fall Craft Fair 10/16/21;** This year we held the show outside because of Covid numbers and the Activity Hall was being set-up for boxing that night. Although windy the day was sunny and we had a lot of public participation. We doubled our revenue from last year while increase the number of vendors by about 15%.
    - iii. **Boxing at the REC – 10/16/21.** Although not our event, the event was well attended (Sold-Out) and we had a lot of VERY good feedback.
    - iv. **Wrestling at the REC – 10/23.** This was a Rental from Under the Light (UTL) promotions.
  - b. November
    - i. **Blues, Brews, and Barbecues; Barbecue Battle on the Bay 11/6/21;** This event was very successful. Seven (7) Barbecue Pit Masters faced-off to win the first annual “Barbecue Battle of the Bay.” Feedback has been very good and I believe we have set the foundation for an event we can build on for years to come. We also had Blues Hall of Fame guitarist Joe Moss and his Band along with Rail House Craft Beer.
    - ii. **Old World Christmas Craft Show 11/19 – 11/20;** This is a show put on by a group of people from Menominee. They have sold out their booth space.
  - c. December
    - i. Christmas in Marinette
    - ii. Baseball Camps
    - iii. New Year’s Eve at the REC

- iv.
- II. City Marketing
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    - 2. TV at Welcome Center
      - a. Perfectly Seasoned
      - b. Marinette business's (Idea)
        - i. Food
        - ii. Retail
        - iii. Drink
        - iv. Play
    - 3. REC Center
      - a. Monthly 3-month update
      - b. Constant Contact Monthly Update
      - c. Tri-fold for programs, camps, classes
      - d. Create Marketing piece specific for memberships, and daily utilization of REC Center