

City of Lawrence
Parks and Recreation Advisory Board
May 9, 2017 minutes

MEMBERS PRESENT: Mandy Enfield, Sue Hack, John Blazek
MEMBERS ABSENT: Chair, Allen Humphrey, Vice Chair, LaRisa Chambers
STAFF PRESENT: Mark Hecker, Ernie Shaw, Roger Steinbrock, Brandy Shoemaker, Duane Peterson, Alison Dudley, Stephen Mason, Rowan Green, Mitch Young
PUBLIC PRESENT: Shannon Hodges, Coyla Lockhart, Alan Cowles

- I. Meeting called to order by Hack
- II. Approval of April 11, 2017 minutes by Hack, and seconded by Enfield.
- II. Highlights/Concerns
Enfield suggested incorporating news articles or ideas that might be inspiring or affirming to Parks and Recreation. Hack congratulated Stephen Mason on graduating from Leadership Lawrence. Blazek recently visited SPL during a tournament and commended staff on how well they managed and maintained the facility with all the patrons who were attending the tournament.
- ///. Summer Camps & Special Events
Peterson and staff gave a brief summary of the summer camps that are offered and special events, including arts and crafts shows, Easter egg hunts and cycling programs just to name a few.
- IV. Phase I & II Eagle Bend Renovation/Agreement
Hecker presented an overview diagram of the future expansion of Eagle Bend's facilities. It would be completed in two phases. Phase I consists of building a new golf cart barn that would hold around 80 carts. Phase II would renovate the existing cart barn, making leasable office space for the Kansas Golf Association and event space for tournaments and other programs. A partnership with KGA would not only bring in approximately \$30,000 a year from the lease, but also would enhance our rounds and tournament opportunities.
- VI. 2018 City Budget presentation at work session – May 9th
Hecker reported city commission and staff will meet this afternoon to review the recommended budget.
- VII. Lawrence Loop Logo approved by commission – May 2
Hecker reported the logo was approved last Tuesday by the City Commission. The logo will be tied into future signage.
- VIII. Midwest Regional P & R Conference Re-cap –Success!! – Thanks Sue

Shaw commended staff for their work on organizing the conference, and Sue for her welcome and introduction of Coach Self for his keynote.

IX. Staff reports

- i. Recreation/ Expenses-Revenue/2017 Financial Updates – Hecker reported revenue is down slightly. Bottom line, we are doing pretty good.
- ii. Parks/Golf Course/Projects Report/2017 financial updates – Hecker reported all shelters are open, mowing has begun, prepping the pool to open Memorial Day weekend. Golf revenue is up compared to last year. Total bottom line doesn't look good and that is because we've used funds for a new mower and the golf cart lease was paid for upfront. As the coming months approach that number will become a positive.
- iii. Marketing Report
Steinbrock reported the ribbon cutting ceremony for the trails was held last Friday, May 5. Enrollments for the month are down slightly. April enrollment numbers were up by .001 percent. With the start of summer activities we will continue to see enrollments increase. Steinbrock also shared that he has been creating single-day events on the social media platform Facebook. And the response rates and shares have been tremendous. In the coming months, Steinbrock will work on getting more events posted on social media. He said he was beginning work on a communication plan that will go along with the master plan. Ryan Schadler will be interning for us this Summer and Fall. Volunteering flower planting is going on right now. There are several dates remaining for volunteers to sign up.

- X. Other – Coyla Lockhart and Shannon Hodges are interested in organizing a group to help with funding for the up keep and maintenance of the cemeteries.

Meeting adjourned. Next Advisory Board meeting scheduled for noon, Tuesday, June 13, 2017.