

City of Lawrence
Parks and Recreation Advisory Board
July 11, 2017 minutes

MEMBERS PRESENT: Vice Chair, LaRisa Chambers, Mandy Enfield, John Blazek,
Sue Hack
MEMBERS ABSENT: Chair, Allen Humphrey
STAFF PRESENT: Mark Hecker, Roger Steinbrock, Brandy Shoemaker, Tim
Laurent, Chad Tower
PUBLIC PRESENT:

- I. Meeting called to order by Chambers
- II. Approval of June 13, 2017 minutes by Hack, and seconded by Blazek.
- III. Highlights/Concerns
Enfield shared some artwork that hides giants in forests of Copenhagen. The idea of hiding artwork in the woods might be a good idea for the trails. Chambers reported that the water fountain closest to the north end of Burroughs Creek Trail isn't working and hasn't been for a month or two. Blazek said our downtown pool is well run and the lifeguards are very attentive. He also reported how well SPL is run and how clean the showers/restrooms are.
- IV. Sports Pavilion Lawrence – July Events – Chad Tower
KU Volleyball camp is being held this week. Hardwood Classic runs July 20-23, with approximately 300 basketball teams. Junior Olympics will be held the following week.
- V. Parks and Recreation Master Plan - Hecker discussed the action plan and asked for input on the 2017 and 2018 tasks.
We want to identify items we know can happen in 2017 and start to plan 2018. Shoemaker provided information on the various programs and sponsorships programs she's working on related to the plan. Steinbrock reported on marketing items within the plan. Laurent reported on several items within the plan, including the development of a formula with eXplore Lawrence to measure the economic impact of the various programs offered/hosted by the department, such as SPL tournaments, arts and crafts festivals, softball tournaments, showing their impact on the community.

IX. Staff reports

- i. Recreation/ Expenses-Revenue/2017 Financial Updates – Hecker reported that revenues are a plus over expenditures. Some of the programs areas are down but the expenses are also down, some of that is a trend.
- ii. Parks/Golf Course/Projects Report/2017 financial updates – Hecker reported that the month of June was the highest number seen since Mark has been here, \$144,000. Great June, pleased with where we are going.
- iii. Marketing Report
Steinbrock reported the OrganWise program the department began in 2012 is being used for outreach to four daycare centers and five Boys and Girls Club sites weekly. It is also being incorporated into several of LPRD's summer camps. Currently working on the 2018 Winter/Spring Activity Guide, which will be released in the *Lawrence Journal-World* Sunday, Nov. 26. Intern Ryan Schadler was introduced.

X. Other –

Meeting adjourned. Next Advisory Board meeting scheduled for noon, Tuesday, August 8, 2017.