

City of Lawrence

Parks and Recreation Advisory Board

October 14, 2019 Minutes

MEMBERS PRESENT: Bart Littlejohn, Pat Phillips, Sandy Hull, Pat Collette, John Blazek, Val Renault, and Jacki Becker

MEMBERS ABSENT: Chair Marilyn Hull, John Nalbandian

STAFF PRESENT: Penny Holler, Lee Ice, Mark Hecker, Roger Steinbrock, and Director Derek Rogers

PUBLIC PRESENT: None

I. Meeting called to order by Littlejohn

II. Approval of September 9, 2019 minutes

Motion to approve September 9 by Collette, second by Blazek. **Motion passed unanimously.**

III. Public Comments

None

IV. Update on Memo to City Commission

City Commission provided guidance to the Advisory Board at November 1 meeting. The guidance was that budget questions on the recreation fund were specific to the context of the 2020 budget. The Advisory Board should focus on the public input aspects of Department activities. Blazek mentioned that he liked the direction to trust staff to work on budget items. Rogers explained that the policies the Advisory Board develops will help inform the Department's budget.

V. Presentation of Key Questions

Holler handed out the three key questions that the Advisory Board can review and provide their recommendations on. These are the same questions that staff is reviewing. The discussions between staff and the Board can inform the approach the Department takes in next steps for these key areas.

Rogers mentioned that the cost recovery model is a tool for the budget process. The Board's recommendations on the different tiers and percentages would be taken into account moving forward. The cost recovery model is based on national standards. The Board could foster community input for the items that make up each category in the cost recovery pyramid.

Taking a closer look at the cost recovery model is an example of taking a fresh look at the Master Plan. The Master Plan is roughly 30% complete. It would be great to get further community input to identify the top CIP (capital improvement plan) priorities. As funds are available, staff can overlay those priorities with money to complete them. Rogers also mentioned that the Department is looking at updates to the Master Plan, possibly using a community consultant.

- Collette asked about the maintenance of roundabouts or cemeteries in relation to the cost recovery model
 - Rogers explained that the whole public gets the benefits of green roundabouts and other aesthetics so that is how it would fit into the cost recovery model
- Blazek suggested this was helpful to get a wide range of people like bicyclists and pickle ball players to come out and foster what they want for the community
- Steinbrock mentioned that the last Master Plan utilized focus groups and then the general public, followed by a company who did a professional survey, and finally, staff did an online survey to maximize public engagement
- S. Hull asked about a timeframe for Master Plan updates
 - Rogers said that staff was reaching a point where additional public feedback would be good but an exact timeframe is not yet set
- Littlejohn said the Board was looking for something actionable within the given timeframe
- Rogers updated the Board on staff efforts to get scanners at each facility so we have better data to answer some Master Plan questions
- Collette requested to know more about how other cities gain their revenues (whether they have a designated sales tax)

VI. Sponsorships Subcommittee Update

Becker spoke on behalf of the subcommittee to explain their progress. They have been looking at what assets exist in Parks and Recreation that could be eligible for sponsorships. They have also been assessing how the community feels about sponsorships on those assets.

- Looked at Wheeling, WV and San Diego, CA as examples of cities that have used sponsorships
- Much of what they have learned is how communities have ended up in non-preferable situations
- Blazek mentioned that everyone else is gaining money from sponsorships and it seems like an obvious approach. Some companies have money to spend on exactly these type of items.
- Becker explained their goal as a subcommittee was to be cautious on naming since these are not private items
- Renault also mentioned that there was not an existing list of large businesses to contact
- Various Board Member comments expressed general support for community transparency and engagement
- Steinbrock explained that he will ask other cities about their funding streams and what data they collect on users to make the best decisions

- There would also need to be an education and communication piece as scanners are put into place and data is collected

Collette motioned to support the Department's efforts to improve safety, security, and data collection through introduction of a user card at recreational facilities to improve services for the community at no initial cost. Renault seconded. Motion was approved.

VII. Future Agenda Planning

Board members brought up several items they would like to cover in upcoming months including:

- Tour of the Community Building
- Update on user security card implementation
- Update on sponsorships
- Master Plan Overview

Staff will also be reviewing members with terms ending in 2019 to see if they would like to continue their service

VIII. Concerns/Board Items of Interest

- Advisory Board expressed general approval for the current structure of staff updates
- Rogers let everyone know that on Tuesday November 19 there will be live trains (the Big Boy Steam Locomotive) at the Union Pacific Depot between 10 am and 11 am
- Steinbrock also let the Board know that marketing is in the process of creating video highlights of staff
- Blazek was complimentary of Ice and Darin Pearson's efforts to help a community member

IX. Other

The next Advisory Board meeting is scheduled for Monday November 11 at 5:30 pm

The meeting was adjourned.