

Parks and Recreation Board Meeting Minutes
City of Mount Vernon
February 4, 2014 - City Hall

The Mount Vernon Parks and Recreation Board met on February 4, 2014 at 7:00 p.m. with the following members present: Scott Rose, Mike Cranston, Jason Weaver and Lori Boren. Absent: Kelli Chapman. Also in attendance: Parks and Recreation Director, Matt Siders.

1. Approval of the Agenda. Motion made by Boren, seconded by Weaver to approve agenda. Carried all.
2. Approval of the Minutes from November 19, 2013 meeting. Motion made by Cranston, seconded by Boren to approve minutes.
3. Open Forum: Each citizen is limited to 5 minutes.
4. Directors Report – November 2013 and December 2013. Siders and Chief Winder met with Dr. O'Malley from the school district in regards to the Comprehensive Trails plan and Safe Routes to School. Dr. O'Malley is in favor of trails and finding ways for kids to get to school. There were open gyms over the holidays that went very well. There were 456 cookies made on Magical Night. High speed internet has been installed at the pool. Pool Tech will be doing the pool analysis in the fall of 2014.
5. Discussion regarding Trails. Siders said that budget discussions began with the first Council meeting in January. During budget discussions the Capital Improvements Plan was discussed, which included trails projects. Four of the planned trails projects had been “pulled” prior to the January budget discussion, unbeknownst to Siders. When it came time for discussion on the budget, several council members said that trails were not a priority right now. One of the proposed trails was on Springville Road going across the railroad tracks going to Scobey Road. There are safety concerns there with the railroad and there are certain ways that you can have a safe trail going across a railroad, similar to a road. Rose said that to think that people are not going to cross the railroad tracks because a trail has not been put in is idiotic. Siders said the argument was that trails would attract kids, kids would die because a train would hit them and people would have their earphones on and not even hear or see the train. One of the other trails was along Highway 30. The argument was that it would be a distraction to drivers if there was a trail there. Nothing was decided at the first meeting in January. At the next Council meeting in January, there was more discussion but no approval for funding of trails. One of the arguments was that trails provide no

economic development whatsoever. Siders was told to focus on the \$50,000 from LOST and to focus on safety only, no recreational development. The budget has basically been approved but has one more session to go through until it goes to certification. The Mayor contacted Siders today and asked about looking into grants to possibly build more trails with grant money. Council would like Parks & Recreation to consider doing the Stonebrook trail. The cost would be \$50,000 or less. At this point trails are up in the air and Siders is unsure of how to proceed and also how that fits in with the Master Parks Plan.

6. Discussion regarding P&R Communication Plan. Rose met with Stephanie West recently to talk about how to better communicate with people on Parks & Recreation functions. A couple of questions that were asked were, who is the audience and how do we break down how to talk to the different segments of people. Siders then went over the current ways that he communicates with people, which included newspaper, e-mails, program fliers handed out at the schools, school e-newsletter, city newsletter and social media. Rose asked the board to think of ways that they communicate with groups that they are involved in. One thing that was not on the above list was texting. Siders said there would be an upgrade to Cogran, the online registration website, that will be more user friendly. Siders recommended a letter to the editor or a year-end report in the local newspaper. Rose would like to see a better way to communicate with the older citizens of the community. In the past there were discussions on “Mail Chimp” or “Constant Contact” to transfer all the e-mail marketing into one spot. “Mail Chimp” is a free service but “Constant Contact” is not. Rose will look into “Mail Chimp” and Siders will see what the outcome is of the upgrade to Cogran. No action was taken and discussion will continue after further research.
7. Subcommittee reports (Parks, Capital, Pool, Programming, Volunteer).
8. Old Business. Chalk the Walk discussions continue.
9. New Business. Siders gave an update on options for summer camps.
10. Motion made by Weaver, seconded by Boren to adjourn the meeting at 8:10 p.m.

Respectfully submitted, Marsha Dewell, Administrative Assistant.