

Parks and Recreation Board Meeting Minutes
City of Mount Vernon
February 19, 2019 - City Hall

The Mount Vernon Parks and Recreation Board met on February 19, 2019, at 5:30 p.m. with the following members present: Catherine Poduska, Roman Meyers, Rory Wiebel and Sandra Fleckenstein. Absent: Loren Hoffman. Also in attendance: Parks and Recreation Director, Matt Siders.

1. Approval of the Agenda. Motion made by Fleckenstein, seconded by Wiebel to approve agenda. Carried all.
2. Approval of the Minutes from January 15, 2019. Motion made by Fleckenstein, seconded by Meyers to approve minutes. Carried all.
3. Open Forum: Each citizen is limited to 5 minutes.
4. Directors Report - January 15, 2019 to February 15, 2019. The master schedule for the baseball fields is finished. Boy's basketball is finishing up this weekend. Youth wrestling has started after some weather delays. Spring soccer registration has started. Swim lesson dates will be published soon. There are three camps scheduled for July with ISU Extension and Outreach. Chalk the Walk is having meetings every two weeks and is close to finding a community piece.
5. Update and discussion regarding Lester Buresh Community Wellness Center. Construction is currently behind schedule but will hopefully be caught up soon. Siders has had a few demos with software companies as well as an equipment demo. He would like to have those two things picked out in the next month or so. The plan is to purchase the weight equipment and lease the cardio equipment.
6. Discussion and possible action regarding membership types and rates for Wellness Center. Siders provided board members with cost comparisons of like facilities. Some of these are not in the same realm as Mount Vernon as far as where the money came from to build the facility and some differ in size and amenities. Proposed fees could range from \$325 for a corporate membership to \$660 for a family membership annually. These rates will be good for both residents and non-residents. Memberships will include 24/7 use of fitness equipment, rock wall, turf room, walking track, social area, outdoor patio area and certain classes. There will be a low-income program run through Southeast Linn. Siders will put together rental, daily and other types of rate information and discussion will continue at the next meeting.
7. Discussion and possible action regarding trail projects / Wellmark Grant. Wiebel presented information on a program by Wellmark that is done annually, with matching funds for large and small projects. One of the stipulations is that the project needs to be free to the public and the focuses are healthy eating and fitness. The grant project that

Wiebel is looking at would be a trail along Palisades Road and around the wellness center and school. The deadline for applying would be Friday the 22nd of February. The question is, does the City commit the potential trail funds towards this and apply for the grant or not? Siders said the reason that it has been brought to the Parks and Recreation Board was because it would be a change in the plan for the original trails project that money was allocated to. Wiebel made a motion to commit \$100,000 of trails money towards the Wellmark grant. Poduska seconded the motion. Carried all.

8. Discussion and possible action regarding marketing / branding for Wellness Center. One of the first things to do would be to come up with a budget and determine what the goal is. Siders said a logo was needed as well as colors and an initial marketing plan. Siders will touch base with Molly Altorfer with Collective Common Sense Marketing and Justin Tolan of Amperage Advertising & Fundraising to possibly bring back a proposal for the board to consider.

9. Discussion and possible action regarding fee increases at the Pool. Siders provided board members with fee increases for the pool as suggested by Pool Manager, Katey Forest. Suggested increases would include the following:

Lap Swim-increasing from \$3/person to \$3.50/person which will bring about another \$100.

Private lessons increase from \$15/lesson to \$20/lesson and semiprivate go from \$20/lesson to \$25/lesson which will bring about another \$1000. Most places charge between \$20-\$35/for 30 minute lesson so we are on the lesser end of the pricing.

Rentals - increasing rentals to \$250 for the first 50 people and then another \$3/person instead of \$2/person after the 50 people. That's an extra approximately \$600.

Concession stand- increase pricing can go up. Drinks and chips for sure even several items by .25 can bring in another \$4300.

Daily Admission - If we raised daily admission only raise it to \$4.25 or \$4.50 max

Pool Passes - raise pool passes \$5/pass (I would suggest doing this before raising daily admission. If we raised pool passes by \$5/pass that would bring in another \$1800.

Swim Team - increasing swim team from \$65R/\$70NR to \$70 and \$75. They get a T-shirt, admissions to all swim meets (we pay for medals for the conference meet and have to supply ribbons for all the home meets) and they get 5 days most weeks for 6 weeks of instruction for an hour a day

The only change discussed was to increase the daily admission to an even \$5.00 and coming up with a group rate discount for daily admissions.

10. Subcommittee reports (Parks, Capital, Pool, Programming, and Volunteer).

11. Old Business. Poduska gave an update on the Linn County Conservation trails plan.

12. New Business. With the current weather delays effecting the end date of school, Siders is looking at opening the pool in the evening while school is still in session.

Meeting adjourned at 7:27 p.m., February 19, 2019

Respectfully submitted
Marsha Dewell, Deputy Clerk