

PARKS & RECREATION COMMITTEE MINUTES

May 1, 2018

COMMITTEE MEMBERS PRESENT: Rob Way, Bob Besaw, John Faucher, Bob Marcks,

COMMITTEE MEMBERS ABSENT: Lori Dean, Dennis Herter, Henrica Bult

COUNCIL MEMBERS PRESENT: Mayor Gary Henke, Dave Morack, Ron Steinhorst

OTHERS PRESENT: Chad Hoerth, Director of Public Services
Kent Hager, City Administrator
Michelle Lambrecht, Administrative Assistant
Scott Bellile, New London Press Star
Jamie Walbruck, New London Youth Baseball Rep

Way called the meeting to order @ 5:31 p.m. Besaw moved to approve the agenda, seconded by Faucher. *Motion carried by all.*

Public comment(s) relevant to items on the Agenda: None

Request by New London Youth Baseball for sponsorship/naming signage on new Grilling Hut at Pfeifer Park: Jamie Walbruck provided details on the proposal for sponsorship signage on the new Grilling Hut at Pfeifer Park. The proposed sign would be a about 6 feet long by 5 inches tall to recognize the financial contribution(s) from the New London Building Supply. Hoerth explained the two policies the City has regarding this request are the Organization Sponsorship policy and Park/Facility Naming policy, but neither address this request exactly as it's not addressed in the sponsorship policy and they are not naming the facility. It was suggested to reword the polices a bit in the future to address these type of requests.

Besaw moved, seconded by Faucher to allow New London Youth Baseball to recognize the sponsor of the new Grilling Hut at Pfeifer Park with a sign as proposed. *Motion carried with 6 Yay, 1 Nay by Way.*

Consider for approval an agreement with "Healthy Contributions LLC" to become an Optum Fitness Passport Program provider: Hoerth explained that the Silver Sneakers program broke off with United Health Medicare Advantage to partner up with a program called Optum. The program allows eligible seniors to use the New London Aquatics and Fitness Center at no charge and the insurance program reimburses the City for each member entry. Optum will reimburse the City \$4.00 per visit up to a monthly maximum of \$32.00 per member which is \$0.75 more than the Silver Sneakers program. Hoerth is recommending Council enter into the agreement and become an Optum Fitness Passport Program provider.

Besaw moved, seconded by Faucher to recommend that Council enter into an agreement with "Healthy Contributions LLC" to become an Optum Fitness Passport Program provider. *Motion carried by all.*

Discussion on the current status of combining the Parks & Recreation and Public Works Department: Hoerth asked for any comments or feedback on how the council feels or may be hearing from the public with the combining of the two departments. The committee felt things were going well at this point.

Director's Report: There were no questions on the monthly reports and statistics.

Chairman's Report: None

Committee Member's Report: None

Next Month Agenda Items:

- a. Possible tour of the new mechanical systems at New London Aquatics & Fitness Center
- b. Award of a contract for tree planting along Division Street.

Steinhorst moved to adjourn; seconded by Faucher at 6:11 p.m. *Motion carried by all.*

Chad R. Hoerth
Director of Public Services

AGENDA

Unless specifically noticed otherwise, this meeting and all other meetings of this body are open to the public. Proper notice has been posted and given to the media in accordance with Wisconsin Statutes so that citizens may be aware of the time, place and purpose of the meeting.

MEETING NOTICE

PARKS & RECREATION COMMITTEE

Tuesday, May 1st, 2018

5:30 p.m.

Council Chamber, New London Municipal Building

1. Call meeting to order, Adopt Agenda
2. Director's Memo
3. Public comment relevant to items on the agenda
4. Request by New London Youth Baseball for sponsorship/naming signage on new Grilling Hut at Pfeifer Park.
5. Consider for approval an agreement with "Healthy Contributions LLC" to become an Optum Fitness Passport Program Provider.
6. Discussion on the current status of combining the Parks & Recreation and Public Works Departments
7. Director's Report
8. Chairman's Report
9. Committee Member's Report
10. Next Month Agenda Items ;
 - a. Possible tour of the new mechanical systems at the New London Aquatics & Fitness Center
 - b. Award of a contract for tree plantings along Division Street.
11. Adjournment

Rob Way, Chairman
New London Parks & Recreation Committee

Agenda items are listed so as to accurately describe the actions or issue being considered instead of simply the document listing title or the parties to a contract. This is done as such titles or a list of parties to a contract conveys insufficient information to the public on whether a topic or project they are interested in is being considered. It is the policy of the City of New London to comply in good faith with all applicable regulations, guidelines, etc. put forth in the American with Disabilities Act (ADA). To that end, it is the City's intent to provide equal opportunity for everyone to participate in all programs and/or services offered, to attend every public meeting scheduled, and to utilize all public facilities available. Any person(s) in need of an alternative format (i.e. larger print, audio tapes, Braille, readers, interpreters, amplifiers, transcript) regarding information disseminated by the City of New London should notify the City 48 hours prior to a meeting, etc., or allow 48 hours after a request for a copy of brochures, notices, etc. for delivery of that alternative format. Contact ADA Co-Coordinator Paul Hanlon or Chad Hoerth by telephone through: (Relay Wisconsin) – or 920/982-8500 and in person/letter at 215 N. Shawano Street, New London, WI 54961.



Parks & Recreation Office
215 N. Shawano Street
New London, WI 54961
920.982.8521
Fax: 920.982.8665

Aquatic & Fitness Center
815 W. Washington Street
New London, WI 54961
920.9828524

Senior Center & Transit
600 W. Washington Street
New London, WI 54961
Center: 920.982.8522
Transit: 920.982.8523

New London Access
215 N. Shawano Street
New London, WI 54961
920.982.8537

Building & Grounds/
Park Shop
915 W. Wolf River Ave
New London, WI 54961
920.982.8510

DEPARTMENT OF PARKS & RECREATION

CITY OF NEW LONDON

Memorandum

TO: New London Park & Recreation Committee
FROM: Chad Hoerth
RE: Tuesday May 1st, 2018 Park and Rec Committee Meeting
DATE: Friday, April 27, 2018

Request by New London Youth Baseball for sponsorship/naming signage on new Grilling Hut at Pfeifer Park- Last month NLYB requested permission to install a Grilling Hut (shelter) at Pfeifer Park. At that time the representative, Jamie Walbruck, mentioned that he may be back to talk about sponsorship signage for this new facility. If the request from the club was to put up a small 12 inch by 12 inch plaque on the facility just recognizing the donation(s) from an individual or organization(s), I feel I could authorize that myself. But the club is more interested in placing a large sign on the facility (several feet long) which in my opinion is providing the illusion in putting a "name" on the facility.

The two closest policies we have regarding this request is the Organization Sponsorship policy and a Park/Facility Naming policy.

The Sponsorship policy allows nonprofit groups to advertise for their activities. The perfect example of this is the outfield banners that the clubs put on the baseball/softball fences each year. I see this policy targeting the money the clubs take in on a regular basis for their yearly operation or equipment needs. Since NLYB is asking to place a large sign to recognize the financial contribution for a park facility, I think the Park Naming policy is more relevant in this situation. We just need to be careful moving forward with the request as it opens the door for similar requests.

The Park naming policy requires the proposal to be reviewed by the Parks and Recreation Committee and a recommendation forwarded to City Council. Organizations that contribute significantly to the development of the facility are eligible for naming rights. The policy also references a waiting period to allow for public comment on the proposal. Jamie will be present to provide more information on their proposal at the meeting.

Consider for approval an agreement with "Healthy Contributions LLC" to become an Optum Fitness Passport Program Provider- Last summer we became a Silver Sneakers Partner. The program allows eligible seniors to use the New London Aquatics and Fitness Center at no charge as the insurance program reimburses the City for each member entry. So far I have no complaints on my end on this partnership. We are required to submit monthly reports to Silver Sneakers for the reimbursement. From July 2017 to February 2018 we've been reimbursed just over \$8,300 from Silver Sneakers for their membership entries (see table below).



Month/Year	Check Amount
July 2017	\$1,121.25
August	\$1,482.00
September	\$1,426.75
October	\$1,647.75
November	\$1,599.00
December	\$1,420.25
January	\$890.50
February	\$955.50

We were informed in late 2017 that members who have insurance with United Health Medicare Advantage are breaking off the Silver Sneakers program to partner up with a new program called Optum. You can see in January our revenue from Silver Sneakers dropped by about 1/3 as those United Health Medicare members could no longer use our facility for free under the Silver Sneakers program. Since then we've received many requests from these individuals to become Optum Fitness Passport Program Provider so they could continue use the facility at no charge to them similar to the Silver Sneakers program.

When we started the Silver Sneakers program we agreed to a reimbursement charge of \$3.25 per person (up to a monthly maximum amount of \$26.00 per member).

Looking at the Option contract, they are offering the City a reimbursement of \$4.00 per visit up to a monthly maximum amount of \$32.00 per member.

I've had Attorney Luaders review the agreement and provide his blessing moving forward with the program.

At this point the "negative" to the program (if there is one) is the staff time required to enroll and submit monthly reports. Program enrollment includes verifying that a participant is eligible under for the Optum Program by going to the Optum website and entering in the individual's insurance number. At that point the staff member enrolls the participant in our Activenet system just like a pool membership, but under a new "Optum Membership" we will create in our system. This is just done at the onset. After that the member "checks in" at the facility just like if they had a paid membership. The monthly reporting to Optum including running a report in our Activenet system then uploading that data to the Optum. There is some tweaking we have to do to change the file into the format that Optum can accept, but at this time I anticipate that process should take 15-30 minutes a month to complete.

One other task we need to work on our end is to accept direct deposits for this revenue. Optum requires that partners accept reimbursements electronically, so Judy is working to see if that is something we can set up safely (as we don't want to blindly provide our banking account information to people).

If the Optum program ends up being similar to the Silver Sneakers program I see is being a positive program that eligible community members can take advantage of at no cost to them. The contract with Option allows for a 30-day notice for cancellation, so we are not locked in long term commitment by becoming a partner. With that information (and providing Judy can set up direct deposit safely), I'm recommending that we enter into the agreement and become an Optum Fitness Passport Program Provider.

Discussion on the current status of combining the Parks & Recreation and Public Works Departments- I'm not looking for a drawn out conversation, but I thought it would be a good opportunity to have a quick discussion on how you feel things have been going with the combining of departments so I can evaluate where I need to focus on any improvements.

Director's Report

1. Years of Service Report:
 - i. No work anniversaries to report
- 2.
3. Department Usage & Financial Statistics –Reports will be emailed before the meeting.
4. Upcoming/Past Events –
 - i. First State Bank (new sponsor)- Sturgeon Shuffle 5K/10K Run/Walk, April 28th – Hatten Park and running to the Sturgeon Trail (at the time of this memo I was informed that they had over 360 people enrolled).

5. Updates on Projects/Notable Information:

- i. WIS CORPS- if you caught it in my weekly staff notes, we finally had an opportunity to have WIS CORPS come up and start working on invasive plant removal at Hatten Park (April 9th – 13th). The group did a great job and I should have some pictures for the committee to look at during the meeting.
- ii. NEWTON BLACKMOUR Trail extension- Ayres and Associates have been working towards developing plans for the trail extension per our agreement and have things ready to submit a DNR Stewardship grant which is due in May. Notes that we'll have a conversation at the Finance and Personnel Committee meeting on Wednesday May 2nd about authorizing the submittal of the grant and the financing of things. If you want to provide input to this process feel free to attend the Finance & Personnel Meeting.
- iii. Boat Launch Extension Project – Contracts have been signed and executed. Now we just wait until summer so the project can begin.
- iv. Downtown River wall replacement & dock project- Dredging at the Riverwall site is complete. The next step is to bring get the new dock installed. I found out that the contractor actually subcontracted the building of the gangplank and platform out to a company in Florida. I've been told that those products are on backorder as the Florida company is way behind with hurricane replacement orders. The contractor is putting pressure on the Florida company to fulfill their contract and give us a timeline on the order.
- v. Pool Mechanical System Upgrades- Nothing exciting to report other than things are progressing well. We'll probably talk a tour of the upgrades at the June Meeting.
- vi. Division Street Tree planning – I will be working on putting together the RFP for the Division Street Tree planting project and if all goes well will bring a contract recommendation to the Parks and Rec Committee next month.