

**VILLAGE OF PLEASANT PRAIRIE
PARK COMMISSION
Village Hall, Auditorium
9915 39th Avenue
Pleasant Prairie, Wisconsin 53158
Tuesday, March 7, 2006
6:00 p.m.**

A regular meeting of the Pleasant Prairie Park Commission was held on Tuesday, March 7, 2006, 6:00 p.m. Present were Michaeline Day, Rita Christiansen, Glenn Christiansen, Michael Russert, William Mills, Kathleen Burns and Alex Tiahnybok. Also present were Michael Pollocoff, Village Administrator; John Steinbrink, Jr., Superintendent of Parks; and Judith Baternik, Clerical Secretary.

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. CONSIDER APPROVAL OF THE FEBRUARY 7, 2006 PARK COMMISSION MEETING MINUTES.**

Michaeline Day:

If there's no additions or corrections, could I entertain a motion to accept?

William Mills:

I actually had one correction. I think I'm identified as William Morris throughout the minutes.

Michaeline Day:

Any other corrections? May I have a motion to accept then with the corrections noted?

Kathleen Burns:

I move we accept with the corrections mentioned.

Glenn Christiansen:

I'll second.

Michaeline Day:

All in favor?

Voices:

Aye.

Michaeline Day:

Motion passes.

4. CITIZEN COMMENTS.

5. NEW BUSINESS:

- a. Consideration of Lakeshore Drive Land Purchase in Carol Beach Estates, Parcel Number 93-4-123-292-0405.**

Mike Pollocoff:

John is having some color maps so you can look at it, but I received a request from Linda Janicki offering to sell a parcel of land that's almost right in the center of the Lake Michigan Parks. In fact, Tobin Creek cuts into it on one side. If you think about when you go down there there's really no distinguishing characteristics about where the lot lines are or anything. This lot that appears in this shaded yellow is—

Glenn Christiansen:

Mike, if I could point something out. When some of us went on that ride last fall in the vans together, we stopped and parked right above where you see the row of three large blocks of concrete. We parked the van right above that and we were standing there looking from that area. So if that helps anybody place where we were.

John Steinbrink, Jr.:

You can see the walking bridge that is over Tobin Creek just to the southeast or southwest corner of that parcel also.

Glenn Christiansen:

That's what I was looking for, John. Thanks. Now I can place that. That's very helpful.

Mike Pollocoff:

So if you look at the graphic map, plus you've got a platted survey that was supplied by the Janicki's that shows there's an area there where people park that's just gotten packed down over the years. They've been parking on their property. They're offering to sell this parcel of land to the Village for \$25,100. That's what it's assessed at. We have it discounted down to ten cents on the dollar as far as the value. The prices have jumped up there and have been climbing recently.

Michael Russert:

Mike, do you know who they purchased it from? It says they recently purchased the lot.

Mike Pollocoff:

I don't know who but, yes, it's a recent transaction. It was a multi parcel purchase so I'm not sure of the allocation between--when they bought the number of parcels together this was one of them. We haven't allocated that much money to purchase land. We typically keep about \$5,000 to \$8,000 in the capital budget to purchase these lakefront lots as they pop up from time to time. Most of the ones we pick up are like the ones to the north of this. The smaller lots are a little more typical for Carol Beach. This one here is a lot bigger.

One of the things I'm thinking we might want to try and do with this one is to--the park master plan is going through the process, we'll have that adopted by the Board before the end of the month, and with that see if we can secure a coastal grant to pick up a portion of this if we can get Mr. and Mrs. Janicki to agree to an option, to give them some money down on this and pending us being able to secure either a coastal management grant or some . . . funds if we can get that. What this does is we own a lot of the land on either side of this lot and this will make one contiguous piece of Village property from where the housing on the south end stops almost half way up along that large stretch. We've got a few blocks of land in there that people who live across the street have purchased the land across the road from them to control.

I don't believe this is a buildable lot. If we don't buy it, I don't think we would have a risk that they would want to turn around and want to sell it. On the other hand if you look at this map it just kind of pushes the traffic and the parking a little bit farther down away from that bridge and they'd be well within their rights to say if you're not going to buy it you're not going to use it because people have been using it to park over there. So that would be a down side.

Michaeline Day:

I could see where it's advantageous to the Village in our park plan to have this parcel of land.

William Mills:

The parcels that are shown here, the one just to the south of the one that we're talking about that's Village owned, correct?

Mike Pollocoff:

Yes.

William Mills:

What about the one directly to the north?

Mike Pollocoff:

And that one, too.

Michaeline Day:

So are you looking for the Park Commission then to entertain a motion to start negotiations with the landowner?

Mike Pollocoff:

If you're interested in buying it is the first question, and then we can't buy it outright this year, but we can give her a \$5,000 option, and then if we can get her to agree to let us go through the grant process to secure the grant money. If she's in a hurry to sell it she's probably isn't going to want to do that because it's going to be at least a year. It could happen sooner but I'd want to say a year, give her a one year option. Either that or we could hopefully in the next budget know it's out there as an expenditure and pick it up and fund it out.

Michaeline Day:

At least I'd like to entertain a motion from the Board here to have Mike and staff at least enter into negotiations into purchasing this and try to come up with some agreement because I think it would be a valuable piece of property for the Village to own since we do own on either side.

Michael Russert:

Do we see any other land that we would be possibly purchasing next year?

Mike Pollocoff:

The park plan really anticipates we're going to be buying a lot. My thought on that is that once that plan has gone through the approval process, first thing out of the shoot John is going to be bringing back some proposals to the Park Commission to do some grant applications to pick up whatever money we can. And we're picking up impact fees to make improvements to some of the parks.

As we start approaching the budgetary process this summer, I think one of the things that the Board is going to want to know, given the priorities of everything they have to send, is there something we want to put together for a referendum to fund one of those five or some portion of the five neighborhood plans that Vandewalle identified for us. Do we want to put some money in Carol Beach? Do we want to put money in Pleasant Prairie Park, whatever that mix is, and figure out what's going to be tolerable from a referendum standpoint if we want to do that, or do we just say let's hold some money out of the budget each year to do that. That's getting a little--we're under a freeze and we're going to be under a freeze for the next few years so honestly that's gong to be difficult to be carving out of the existing funds for capital improvements. Like I said, we've always budgeted \$5,000 to \$8,000 and we seem to buy a lot or two every year.

Michaeline Day:

I think that as far as our constituents are concerned, we don't have a whole lot of residents coming in to see us, but I would think if my memory serves me right the majority of people that do come in and have concerns about their area is Carol Beach. And when we had our workshop with the residents of Pleasant Prairie quite a few of them were residents of the Carol Beach area. So I think this would be a great asset for that area. We really don't have much out that way yet.

Kathleen Burns:

Are these coastal grants highly competitive?

Mike Pollocoff:

They are, but they're skewed towards putting land into conservancy or doing something that's going to improve shoreline erosion, water quality. This thing here I think is a slam dunk for that because it's right along a waterway. We've done over the years some work to stabilize that bank and we don't have a lot of erosion washing out with the water. So I think it meets a lot of criteria. I've tried for some other ones before when we're trying to do shoreline protection lakeside and we get beat to death on those. But when you're improving the water quality going out, you're ahead of the curve and you're getting some points on that.

Kathleen Burns:

And these are State and not federal grants, is that right?

Mike Pollocoff:

It's State with a federal wash through. So there is some Army Corps money that washes through that. Less and less State money going through it. So there's less money than there used to be. But to be honest with you, Milwaukee, Sheboygan and Manitowoc typically are snapping up the lion's share of that money.

Alex Tiahnybok:

Mike, you commented you weren't certain this was buildable. Does that reflect a zoning currently that it doesn't prohibit development at this point?

Mike Pollocoff:

It's on residential. But if you look at that, that high water mark is the wild card, and you've got a 50 foot setback from the road. You've got a 75 foot setback from the stream so it doesn't give you a lot to work with.

Michaeline Day:

Very narrow and very tall.

Mike Pollocoff:

I've seen more creative things done down there though than working around the edges. I wouldn't support any variances on there. John and I can both tell you we've seen that Tobin Road over the top of lakeshore and flood that out. Of course, we've seen it come the other way in previous years. So this is a low lying area. There's no getting around it.

Glenn Christiansen:

To me it looks like something that if you can get this for \$25,000, everything considered, you even have the walking bridge that practically leads right onto their property. It's being used as parkland irregardless. It's right in the middle of it, and if somebody is actually offering it to you for that sum of money I would say it makes an awful lot of sense to at least pursue this and see where you end up with it. I'd be more than happy to make a recommendation that the Village proceed with trying to acquire this piece of property.

Rita Christiansen:

Second the motion.

Michaeline Day:

We'll call for a vote. All in favor of having the Village entertain or start negotiations for this property say aye.

Voices:

Aye.

Michaeline Day:

Those opposed? If you would do so, Michael.

Mike Pollocoff:

Okay, thank you. I'll report back.

b. Consideration of Park Superintendent Report on Summer Rentals of Lake Andrea.

John Steinbrink, Jr.:

Lake Andrea over the last couple of years has been a very popular site for special events and for Village residents or County residents and their families to go fishing, go windsurfing, rent canoes, paddle boats. And it seems like over the last couple years

there's been more and more demand on Lake Andrea for a hosting of special events. Prairie Family Days is going on its 12th year, and in the last five years we've had the Danskin Triathlon and the Pleasant Prairie Triathlon. The last two years we have been chosen to be the site of the National Wakeboard Championships. And then just recently this year we've added events on June 3rd, June 4th, another one in June and then one at the end of September.

I guess what I'm looking for is just to initiate some discussion on the Commissions position on where do you find the balance of hosting special events that generate revenue and help our budgetary process, but then also keeping the lake open as a public lake where it's available, or if somebody wants to bring a boat out or go fishing or rent a kayak or something like that? So I guess the purpose of this report is just to try to find some sort of a balance on how many weekends or how much time we should keep Lake Andrea available for the residents.

Michaeline Day:

How often do you see from June through September a lot of public use, or has there been some complaints or people not being able to use the park as much as they would like to use? Is it utilized quite a bit, the lake?

John Steinbrink, Jr.:

We really haven't seen too many complaints in the past because we've really only been closing it down about three weekends over the course of the summer. All of June has been open, there's been three weekends in July and one in August that have been available. But as the word gets out on the size of the lake, of the location of Lake Andrea as far as marketing in between Milwaukee and Chicago and all these other factors, I believe that we're definitely down the road to having the potential to host a special event on Lake Andrea every weekend all summer long or starting from the end of May all the way through September.

So before we're put in that position, just having some sort of direction on where we should find this balance of special events and keeping the public lake open to the public.

Michaeline Day:

Do we have any communities within Southeast Wisconsin or Southwest Wisconsin that would have a lake that their Park Commission has a percentage of time that we could see what others are doing or some kind of a model that we could look at? Or, do you have a recommendation?

John Steinbrink, Jr.:

I have talked with some of the people that are on Twin Lakes or the Aquanuts and some other area lakes and it seems like no one really has a set amount of time, 80 percent needs to be open, 30 percent, two weekends, four weekends, anything like that. It seems like a lot of it is just on demand of where you want to have your venue. One of the advantages

that Pleasant Prairie has over a lot of the other community lakes is that it has easy access off the Interstate. It has a lot of parking with the RecPlex and the ball fields on both sides and different things like that.

Mike Pollocoff:

The other thing that's unique about Lake Andrea is there's no houses on it. If you start looking at other lakes around the area you have residents there and those people will to some extent control the time that lakes get used. They want to be able to have it for their own use and Lake Andrea is for everybody's use so that's a little different.

Alex Tiahnybok:

John, would you mind running down the list because having been involved in Prairie Family Days last year there was an issue of competing events. There was concern that we were causing too much wake with the pontoon boats and the speed boat and all that sort of stuff. Can you run down the list? First off it looks like there's no conflicts this year in terms of double events the same weekend. Number two, can you run down the list and tell us which events close the lake entirely and which just take a section of the lake? I think we need to factor that in in terms of public access to the lake, whether or not the entire lake is cordoned off or just a piece.

John Steinbrink, Jr.:

I do believe that all of the events that are listed on there would pretty much limit access to the lake where you would not allow any boats whatsoever. There would be no wind surfing. Froggie's Landing would not be able to be open with the paddle boats or kayaks and different things like that. And so all of these events on these days the access is limited to just the beach being open on certain events.

William Mills:

In the past, though, the triathlon just really closes down the lake for the morning, correct? Or, am I incorrect on that?

John Steinbrink, Jr.:

It closes down the lake until about one or two.

Mike Pollocoff:

And the day before for setup.

John Steinbrink, Jr.:

Yes, and then the day prior it is also closed because they're setting up the piers and putting up the buoys and stuff like that.

Kathleen Burns:

I just needed a visual and I kind of counted out weekends from May. I didn't really count September 23rd. By then to me summer is over. There's 15 weekends and it looks from this that six of the 15 are impacted in some way by the list here which is about 40 percent of all available weekends at some point are impacted through this. It just helps me to put it in perspective. These events, though, are revenue generating for Pleasant Prairie also, correct?

John Steinbrink, Jr.:

That is correct.

Kathleen Burns:

So we're trying to figure out a balance of maintaining that type of revenue and exposure? There's been some really good press about some of these things for our community I think.

Michaeline Day:

Yes, but you'd still have to have the parks open for our residents to use it.

Kathleen Burns:

By this list there's only two weekends open in June that would be completely free; four in July so it kind of opens up the middle of the summer; and then only two again in August that would be completely open. I'm not sure what all that means but I decided I would share all that with everyone.

Michaeline Day:

That's good because then you do know you have 40 percent of the summer used up in special events.

Kathleen Burns:

But only 15 days of the 101 days that I counted as summer. So at the same time of actual days it's just prime days, the weekends.

John Steinbrink, Jr.:

The weekends when the parents are off work and holiday weekends of the 4th of July.

Kathleen Burns:

So other days it's about 10 percent of the entire tiny little summer that we get around here.

Michaeline Day:

On a personal note, I wouldn't want to see it any more than 50 percent of the time, and 40 is below that number of the prime holiday weekends. That would only be my preference. But I don't know that I can say it's just an emotional feeling that I have. I can't validate that feeling. I don't have any really facts on it or how the people feel but to me a gut feeling would be that if you have 51 percent of the time then people really couldn't complain.

William Mills:

This just shuts down the wind surfing as well as the boat rental, correct?

John Steinbrink, Jr.:

That is correct, the wind surfing.

Mike Pollocoff:

The fishermen.

John Steinbrink, Jr.:

And any fishing at all that you really want to do on the lake, the paddle boats.

William Mills:

Fishing from the bank, though, none of that is impacted, correct?

Mike Pollocoff:

That's not impacted, but typically guys hate fishing when—

John Steinbrink, Jr.:

When the big waves are coming through.

Michaeline Day:

And then you also have all those people around. It's very hard to actually use the park when you're having Pleasant Prairie Days or the Danskin run or Pleasant Prairie Triathlon. You're driving up and down 165. I live there.

Mike Pollocoff:

There will be people approaching us this summer for next summer. Some of the bigger events they start working them a year ahead of time.

Rita Christiansen:

I have a couple of items I'd like to bring to attention. John, do we have the number of customers that use the lake that are paying customers that use the beach?

John Steinbrink, Jr.:

We do have some revenue estimates, and we always make sure that if we do close Lake Andrea that we do add that revenue amount in as part of the rental. So the Village is not losing any rental as a whole.

Rita Christiansen:

But do you have it broken out by weekend or week? Can you break it down?

John Steinbrink, Jr.:

I do not have that information here with me right now.

Rita Christiansen:

If these would impact and how severely they would impact that. Another thing, too, is it possible to ask this question on the web page? Do we have a survey area on our web page that says how would our customers feel impacting their weekends?

John Steinbrink, Jr.:

I think that's a good idea. That's something that we can definitely get some public input on. This is definitely not something that needs to be decided this evening.

Rita Christiansen:

That was my other question. How soon do we need to commit to these functions to let these people know that it's yes or no?

John Steinbrink, Jr.:

I believe that we do have contracts and commitments with all of these four this year, but we're kind of looking into the future. We turn down quite a few events in the summer, whether it's an event where they want to have alcohol or they want to have this or don't want to pay or different things like that. So we do turn a lot of events away. Some of the criteria that we use is that everything is revenue generating, and any money that they do spend extra, whether it's in porta potties or exterior parking, loss in revenue that we do recoup those costs and no alcohol also.

Rita Christiansen:

So if I rent a picnic area and my intent is also to take the family swimming or whoever it

may be, how is that going to impact my picnic rental?

John Steinbrink, Jr.:

The picnic rentals are all still open around the lake.

Rita Christiansen:

But I'm not going to be able to utilize the facility of swimming per se if this main event is going on?

John Steinbrink, Jr.:

Right.

Rita Christiansen:

Do we tell people that when they rent the picnic areas that, guess what, these are the weekends we can't let you dilly in the water?

John Steinbrink, Jr.:

The only way that you can be in the lake is actually purchasing a day pass or going through the beach area. Just because you use or rent a picnic area does not give you access onto the lake. So to swim in Lake Andrea it's only permitted on the beach area.

Rita Christiansen:

Right, I understand that.

John Steinbrink, Jr.:

And I believe that the beach is only closed during Danskin, Pleasant Prairie Triathlon and Prairie Family Days. The beach is still open for all the other events. We have the beach open for the Wakeboard National of last year, and I would see it open for the ski shows also. But we just make sure that we buoy off or barricade off enough room.

Rita Christiansen:

So there's no safety issues.

Michaeline Day:

Her concern would be and after she's saying that if you've got some powerboat racing going around and you've got a five year old on the beach area it's going to be a little choppy out there.

John Steinbrink, Jr.:

But the beach is closed when the power boats are out.

Michaeline Day:

But she's saying if you rent the beach area having a birthday party for a bunch of a five year olds and there's a boat racing over here are the people that are renting the park area informed?

Rita Christiansen:

That's all I want to know, are they informed?

John Steinbrink, Jr.:

They're just in the beach area. If someone is renting the beach area is what you're asking?

Rita Christiansen:

I may rent an area and decide, hey, guess what, we'll go swimming I'm going to buy. And, guess what, I go there and I find out I can't because of this. I'm just saying I think it's important to communicate to people that rent the areas that during this time if you're looking to go to the beach it's not going to be available. Just communication, that's all I'm asking.

John Steinbrink, Jr.:

We do keep in contact with the RecPlex and we let them know as events are going to be held and then the beach staff can put some kind of a posting up.

Michaeline Day:

But are they informed beforehand? If I rent a picnic ground for my DK Contractors and I have 50 people over there coming, and I don't know that you're having National Wakeboard Champions and there's going to be 8,000 people there, it kind of sounds like I'm having a picnic in downtown Chicago.

Rita Christiansen:

And the noise.

Michaeline Day:

And the noise and all the hassle. Are they being made aware that when I rent this area that there's going to be a mass-

John Steinbrink, Jr.:

We will do that this year.

Rita Christiansen:

Also, too, just to keep in mind the reason that we had decided originally to limit motorized vehicles on the lake was because of our concern about oil and gasoline. I don't want this lost in all of it because we wanted to preserve the lake and the fish, etc. And obviously we need to generate revenue and I understand that, but we also need to remember to find balance. It is very loud. From where we live we can hear the wakeboard championships, for instance, and that goes all day long, so I just think we need to remember that, yes, we need to generate revenue but we need to find balance with the parks as far as the water and the pollutants and servicing our customers at the same time and keep them informed. That's all I have.

Kathleen Burns:

We also might want to look to make certain that we don't have weekends back to back to back. For example, if there's already two weekends in June and already two in August, that maybe if someone has a choice that they could select something that doesn't back into another weekend so then if you are trying to do a vacation or take a weekend off, it might be spread out a little more. Just a thought.

Michaeline Day:

How does this impact your staff? During the week, and I'm making this up again off the cuff, you need five people, during the weekend you need 55 people eight times during the year. How is this going to impact your staff requirements to make this all work properly for 14 days out of the year?

John Steinbrink, Jr.:

On all of the special events that we have on Lake Andrea, we make sure that any costs that are associated with the event, whether it's labor, material, vehicle, anything like that is charged back to the special events.

Michaeline Day:

I'm not even saying money wise. I'm talking personnel, staff people. If you have a staff of five and now you need 55 where are you going to draw these people from? Are you calling Manpower?

John Steinbrink, Jr.:

The volunteer pool. We have three events on here that are very volunteer intensive. Mainly the Danskin, Prairie Family Days and the Triathlon. I'm sure everyone has volunteered over the course of that time. At the National Wakeboard Championships that we had last year they basically required hardly any Village staff whatsoever. They came in and set up and took care of their own parking, their own garbage cleanup. So it was

actually a really nice even to have because there was no impact on the Village roads. We didn't have to close down 31 or any of the major roadways. There were no parking issues and there really was no impact on Village staff or volunteers.

Michaeline Day:

So you're saying as a whole this does not impact staff or personnel or anything like that?

John Steinbrink, Jr.:

There are three events that we have scheduled over the summer, the Danskin, the Prairie Family Days and the Pleasant Prairie Triathlon that have a huge impact on staff over the course of the summer. But then they also provide a really good venue for entertainment for the residents in the area.

Michaeline Day:

I guess where I was going with this is when I run my business I know that I'm only capable of doing X as far as my gross is concerned, otherwise I have to take a big step into now more management, more expertise, more people to run it, and that's a big commitment. And if you don't invest in the next step up you really do a cruddy job on what you've just done. So sometimes bigger isn't better it's just bigger.

Rita Christiansen:

It almost sounds like, though, that the majority of this is being managed by the areas that are—

Michaeline Day:

Sure, but part of the scheme is that we don't think that this right now is too big, but are we saying part of what we try to decide on is do we need 40 percent like Kathy says we have here, or do we think we can go 80 percent renting? So if you're going to jump from 40 percent being rented out during the summer months and you say go ahead and rent it out as much as you can, it might have an impact on staff. You can only work them so many hours. The productivity is going to be down. There is more than just saying I can make some money here because there's a point in time where I've just said, and I've done that, bigger is not always better, just bigger. So that would be to me another consideration is not only are we available to have all of this and we want to jam it full at 80 percent all the time, but can we man it and handle it properly. Do we have the staff to do so? And if you say yes I'm not questioning you and I believe you and it's fine. It was just one of my questions and considerations that as we're looking over this do we want 40 percent, do we want to book it all the time because nobody cares? That was just a question.

John Steinbrink, Jr.:

I think you bring up an excellent point. It's not really the number of events that you have over the course of the summer but the amount of impact that it is on the lake and staff and

volunteers over the course of the summer. You can have one event that has more impact on staff than maybe five or six of the other ones all put together. We need to find a balance on an annual basis.

Rita Christiansen:

So if I read this correctly it is the request of staff to develop a policy that would limit the number of weekends that the lake would be rented for special events during the summer months. What is it you're asking of us?

John Steinbrink, Jr.:

Basically if you guys would like to see three or four or half a dozen weekends where the lake is open where there is no special event. Or, if you want to go with a relative or a friend or something like that and take your boat out fishing. Let's say over the 4th of July, for example, every year on the 4th of July we go fishing at Lake Andrea and then we go to Common Grounds and we go to RecPlex and then Froggie's to rent a paddle boat and stuff like that. Where if you start having events every weekend it really limits the public accessibility that you have on Lake Andrea.

Kathleen Burns:

Someone had brought up the idea of asking on the website. I think it was you, Rita. I just wonder if it would be possible to get input from others? How many people of the Pleasant Prairie residents love these events and are there because they want to watch the wakeboarding. I don't know that. I really don't have that feel for how people feel about these events. Do they like the crowds in Pleasant Prairie and they take their kids to see this? Or are they going, oh darn, I wanted to get them a paddle boat today and now I can't. I feel I'm making assumptions that aren't based on that. I think that would be really good. And maybe an hour conversation with folks, or are we allowed to do that, ask people how they feel about the weekend? I don't have a clue on how people feel about it honestly.

Rita Christiansen:

I don't know what kind of return you'd get if you did something at the RecPlex, check yes or no or whatever, because sometimes your return is not so good. I just think that if we're looking at next year already that let's get a little more information. I'm sure you already have people approaching you saying we really want this, and we could probably knock out every weekend, but our function, yes, is to maintain a budget, but at the same time our main function is to serve the community. So let's get whatever feedback we can and then re-noodle this.

John Steinbrink, Jr.:

I will create a survey and have it on the website.

Rita Christiansen:

Obviously give it a time line.

John Steinbrink, Jr.:

We'll take a couple of months, and we can try to do some postings at the RecPlex. I'm not sure if we can have something in the newsletter to try to get some input from the residents, maybe some press releases.

Rita Christiansen:

Just a suggestion, if you're going to have it electronic on the website maybe you want to post something at the RecPlex saying have you checked the website out and we need your input for a survey. So that way you're not generating more paper and more work. If you keep it all electronic it's very easy to calculate that information out.

William Mills:

Are you done with the scheduling for this year, John?

John Steinbrink, Jr.:

Yes, we are.

William Mills:

And how much revenue do these events actually generate?

John Steinbrink, Jr.:

Some of the events that are before the beach is open and after the beach is closed might bring in maybe just under \$1,000. Where if you have an event that is prime time like the skipaloosa we're getting \$2,500 as the lake rental plus Village labor, piers, material, anything on top of that, porta potties, etc. I really don't know how much the Danskin or the Pleasant Prairie Triathlon bring in, but I believe the Danskin brings in a large amount of money. The economic impact of the Danskin I've heard is upwards of a million dollars for the weekend.

Mike Pollocoff:

The community does a lot better than the Village does for Danskin. Danskin is good for about \$11,000 is about it. But it's kind of like buckshot. We get \$11,000 in the door and we take every dollar we can get, but you get people at the RecPlex that are training for triathlon programs all year long and they sign up for classes and doing this and that. The impact on the weekend is incredible. Same thing with Family Days. We might make, and it's been kind of all over the place, but we've been as high as \$25,000. We've been down to barely covering our tails.

Glenn Christiansen:

And some of these events are also helping the local merchants, too.

Rita Christiansen:

Chamber of Commerce.

Mike Pollocoff:

Any municipality that has parks that are doing this it's not big money makers. There's a part of me that said we could really keep our park staff low if we just said we're not doing any of this stuff. He has a lot of people, and like Mickey says sometimes you're really ramping up for events and even though you're paying kids overtime you're paying a lot of kids a lot of overtime. But what we've tried to do or what John has been working at doing is if we do have an event it's a quality event. At least it's going to move the ball forward for everybody. We're at that point, and I think he's starting to get the pressure now, is we could probably book this thing nonstop. And if a guy wants to take his kid fishing he ain't going to be able to do it and then everybody will be irritated.

Rita Christiansen:

But at least I think we give people an opportunity to voice a yes/no or their opinion. I'm not sure what kind of output you're going to get from that, but I think it's important at least to get that feedback and then see what we can do from there.

Mike Pollocoff:

We didn't need a decision tonight. We're just rolling it out there for you guys to think about it and talk.

Alex Tiahnybok:

If you do the survey approach, then you have to have several avenues of acquiring that feedback. You mentioned the newsletter, do a posting at the RecPlex, do the website. If you just did the RecPlex you'd only get RecPlex members and they obviously just by membership there have an opinion that may be different than the rest of the community. The other aspect of setting a limit from a marketing perspective, right now a potential renter of Lake Andrea looks at the entire summer and they look at the events that are already booked and they think, wow, there's a whole bunch of weekends left over and we can kind of take our time and book whenever we feel like. But if Village policy is 50 percent is maximum, then it's a tool. You can say, hey, 2007 is starting to book up and if you want to get on board we're capped at 50 percent. Either you commit and perhaps even pay a premium or it may be gone rather than having it open ended until some ambiguous point in time. I think it could be a useful tool, also. I personally think something like 50 percent, like Kathleen mentioned, sounds like a good starting point.

William Mills:

I think it's good also that we're at 40 percent for this summer because of the fact we'll get a flavor for are we getting close.

Michaeline Day:

Did anyone have any other comments? John, I appreciate you bringing it to us and asking our opinion. If you'll do those surveys that would be terrific. We'll ask on our end.

Rita Christiansen:

Just direct everybody to the web link and that way you're collecting all the data in one location. Like Alex said, if you're going to put it on the newsletter, tell them to go to the web link and take our survey so you're just going to one area to gather all your information.

Alex Tiahnybok:

That's not what I meant.

John Steinbrink, Jr.:

We can take them by e-mail, by direct mail. If there's a subdivision that wants to say we talked at our annual meeting and here's what we came up with we would take all that input into consideration obviously.

Alex Tiahnybok:

The reason I said that was not to direct everyone to the website because some people just aren't comfortable doing that, so you have to have multiple avenues for communication, not just website. Then you're really, again, segmenting a part of the population and we want to get a broad overview.

William Mills:

Is it okay to ask for an update, I guess, just in terms of where we're at with the master park plan because the DNR had not approved it at our last meeting. That was the status.

Mike Pollocoff:

Sure, it's going through the next Plan Commission meeting, which is next Monday, and then it's going to go the following Village Board meeting for final adoption. Assuming that there's no hangups with the Plan Commission, and not that I think there's going to be hangups, but there might be some questions or if they want some modifications. So it could end up coming back to staff. But you had a few of those people that came to your meetings and they had some input there so I'd be surprised if there was a catch there. Our goal is really since we're trying to get into this grant cycle we want to be able to get it out the end of this month.

William Mills:

And the grant deadline is May 1st, is that correct?

Mike Pollocoff:

Most are May 1st. But there's another raft that starts August 30th, a big group if we miss that one. We don't want to miss it. We won't miss it. We're already starting to work on stuff in anticipation of having it done.

6. ADJOURNMENT.

Glenn Christiansen:

I'll make a motion that we adjourn the meeting.

William Mills:

I second the motion.

Michaeline Day:

All in favor?

Voices:

Aye.

ADJOURNED: 6:45 P.M.