



DATE: July 30, 2010

TO: Michael G. Herring, City Administrator

FROM: Mike Geisel, Director of Planning & Public Works

SUBJECT: Meeting Minutes – 7/29/10 Parks and Recreation Committee

A meeting of the Parks and Recreation Committee took place on Thursday, July 29, 2010. Those in attendance included Chairperson Lee Erickson, Ward 2, Councilmember Barry Flachsbart, Ward 1, Councilmember Randy Logan, Ward 3, and Councilmember Connie Fults, Ward 4. Also in attendance were Councilmember Bruce Geiger, Ward 2, Councilmember Mike Casey, Ward 3, Councilmember Bob Nation, Ward 4, City Administrator Mike Herring, Assistant City Administrator for Community Services & Economic Development Libbey Malberg-Tucker, Director of Planning & Public Works Mike Geisel, Director of Planning & Development Services Aimee Nassif, Superintendent of Recreation Operations Kari Johnson, Parks & Recreation Citizens Advisory Committee Chairperson Michelle Keesal, and Executive Secretary Kathy Lantz.

Chairperson Erickson called the meeting to order at 5:31 p.m.

Agenda Item #2: Committee Assignments – Councilmember Logan made a motion to approve the following City Council Committees and Citizen Board assignments. The motion was seconded by Councilmember Flachsbart and passed by a voice vote of 4-0.

Parks & Recreation Committee of Council – Lee Erickson, Chair and Connie Fults, Vice-Chair

Parks & Recreation Citizens Advisory – Barry Flachsbart

Citizens Committee for the Environment – Lee Erickson

Beautification Committee – Randy Logan

Agenda Item #1: Approval of Minutes - Councilmember Flachsbart made a motion to approve the February 25, 2010 Minutes of the Parks and Recreation Committee Meeting. The motion was seconded by Councilmember Fults and passed by a voice vote of 4-0.

Agenda Item #7: Eberwein Master Plan – Director of Planning & Development Services Aimee Nassif gave a PowerPoint presentation of the Eberwein Park, Phase I & Phase II: Site Analysis, Status and Recommendation Report. Ms. Nassif stated that the other members of the Staff Team are: Assistant Director of Parks & Recreation Steve Jarvis, Civil Engineer Jeff Paskiewicz, Project Planner Kristian Corbin and City Arborist/Urban Forester Mindy Mohrman.

Ms. Nassif stated that the four (4) points of Phase I and Phase II were:

- Existing structures
- Layout
- Potential uses
- Direction to continue moving forward with the development

Ms. Nassif stated that extensive research has been done on funding for the development and specifically assistance related to preservation of the site structures. One option is the possibility of partnering with a local not-for-profit agency. This would help the City benefit from grants that may not otherwise be available to local governments. As of yet, the City has not been able to locate a partner.

Ms. Nassif stated that all of the structures on the site have been secured. The Landmark Preservation Commission has expressed a desire to save all site structures, if possible.

Ms. Nassif stated that potential uses include:

- Dog Park – 2 acres – sectioned off into one area for small and elderly dogs and another area for all dogs
- Trail System
- Open Play Area with a back stop for pick-up games
- Children's Playground made of natural materials
- Picnic Area
- Community Garden
- Conservation/Natural Vegetation Area

Ms. Nassif stated that Phase III of this project would include projected costs for site improvements (drinking fountains, irrigation, restrooms, parking lot and other amenities). The process to rezone the site from 'NU' (Non-Urban) to 'PS' (Park & Scenic) has been initiated and the Public Hearing will be held at Planning Commission on August 23.

Agenda Items #3, 4 and 5: Amphitheater

Director of Planning and Public Works Mike Geisel gave an update on the progress of construction of the various phase two improvements at Central Park, including the new Amphitheater. Mr. Geisel stated that the lake had to be drained to put in the footings for the gazebo pedestrian bridge. Mr. Geisel stated the following:

- Construction should be completed by Spring 2011

- Will be a unique venue – nothing like it in the area
- A three person marketing team has been constituted, consisting of Mike Geisel, Libbey Malberg-Tucker and Kari Johnson to market and program the facility
- Programming is to complement other venues and is not intended to compete with other organizations or current offerings
- Many individuals and organizations have already expressed interest to partner with the City for different events
- Opportunities to partner and share risk and profit

Mr. Geisel presented a hand-out of possible uses and a hand-out illustrative of an informational brochure to be used for marketing and programming. Mr. Geisel suggested that Central Park should be “re-launched” highlighting the completed phase two improvements with a significant, grand opening event. Much like the event associated with “The Awakening” it would be a semi-formal event on Friday night for VIP’s, Elected Officials and other dignitaries. Then there would be a full day community event on Saturday which is intended to introduce residents to the various new points of interest at Central Park. There would be entertainment to bring people to all areas of the park (bridges, linear park, walk around the lake) and would like to involve the bands for the Parkway and Rockwood school districts, in an effort to attract families. Mr. Geisel suggested the week-end of May 20 & 21 for this event. This is a week before the pool opens and Saturday (May 21) is Armed Forces Day.

Mr. Geisel stated that he would like direction from Committee on proceeding with preparing for a Grand Opening.

Chair Erickson stated that he likes the idea of Armed Forces Day and suggested Veteran groups, the American Symphony and the Marine Drum and Bugle Corps.

Councilmember Logan stated that he likes the idea of a kick-off event but would like to see a cost estimate and actual plans.

Mr. Geisel stated that if the Committee concurred with planning for such an event, Staff is prepared to propose a budget for the event at the next Parks and Recreation Committee meeting. The Committee expressed unanimous support for the Grand Opening event and provided multiple suggestions to be considered during planning for the event.

Councilmember Logan made a motion to proceed with the concept for the week-end of May 20 and 21, 2011. Councilmember Flachsbart seconded the motion and passed by a voice vote of 4-0.

Mr. Geisel requested that the Committee approve the proposed rental fees and rules and regulations of the rental contract which describe the general use and operational considerations for the Amphitheater. He further discussed the absolute necessity and importance that the documents incorporate significant flexibility to allow staff to negotiate partnerships and use agreements for multiple different users and events. This will also allow the City to enter into partnerships and negotiate terms and to share both revenue and risk for events.

Councilmember Flachsbart reiterated the importance of avoiding competition or interference with any Chamber of Commerce events or their concerts.

Ms. Malberg-Tucker stated that she and Mr. Geisel have previously met with Joan Schmelig, Executive Director for the Chesterfield Chamber of Commerce, to express their desire to work with her and not compete. Ms. Schmelig discussed some potential for other chamber events which would complement current offerings.

Mr. Geisel stated that the Chairperson of the Parks & Recreation Citizens Advisory Committee, Michelle Keesel, also would like the Advisory Committee to be actively involved.

Chairman Erickson asked for questions and comments.

Councilmember Logan asked about fees and non-profits users and suggested that staff should make it very clear that this is our first year and fees may need to be adjusted in the future.

Councilmember Logan asked if movies or television could be projected in the daytime, for an example, possibly a Mizzou simulcast.

Mr. Geisel stated that he has concerns about visibility of media during certain times of the day and it is simply something that we'll have to verify.

Councilmember Fults asked about the minimum amount of staff and Police that would be required at an event.

Mr. Geisel stated that staffing will depend on anticipated attendance and if concessions were supplied. Mr. Geisel stated that the area will always be staffed with a supervisor and it may not always be necessary to have maintenance staff there during an event, but certainly after events for clean-up.

Councilmember Logan asked about the decibel level for concerts and requested that a decibel reading be taken during a Chamber concert at Faust Park.

Chair Erickson asked about events using their own logo.

Mr. Geisel stated that if it was a private event which paid full fee, the user could use their logo at the facility and in the programming. If it is a partnership event, use of the logo could be negotiated along with revenue sharing, concession proceeds and staffing. If it were a City-sponsored event, no private logos would be allowed.

Mr. Geisel stated that the City will have final say over any promotional logos or banner wording.

Councilmember Geiger stated that the Chamber has expertise on scheduling and may be a good resource.

Councilmember Fults asked how late venues will be able to go.

Mr. Geisel stated that the park closes at dusk but because events may use all or just portions of Central Park, event hours would vary. There will be 'soft boundaries' for the ending of an event and depending what it is. At the present time, standard event ending times are not later than 11 pm.

Councilmember Flachsbart made a motion to approve Exhibit A, Amphitheater Rental Rate and Exhibit B, Amphitheater Rules and Regulations so that Staff may begin marketing the Amphitheater. The motion was seconded by Councilmember Fults and passed by a voice vote of 4-0.

Mr. Herring stated that the Amphitheater was one of his top priorities and a unique opportunity. Mr. Herring stated that it is the City's commitment to build and deliver a quality project along with the various unique Chesterfield amenities such as the Butterfly House, The Awakening, and now the Amphitheater.

Ms. Malberg-Tucker stated that everyone is thrilled with being part of the project, bringing different qualities to the table and excited to help deliver a good product.

Councilmember Logan asked that if found that the decibel level is too high then to come back to the Committee for an amendment on the decibel level.

Councilmember Geiger asked that Staff be afforded a high degree of discretion when negotiating use agreements and that Staff should not be encumbered from exercising creativity when programming or negotiating partnerships for events. He stated that some non-profits may have a difficult time if money is required up front so he would like the City to be able to make exceptions.

Councilmember Erickson expressed concern with insurance requirements.

Mr. Herring indicated that Staff would bring back information relative to insurance requirements for facility usage. Mr. Herring stated that he serves on the Board of the St. Louis Area Insurance Trust (SLAIT) which covers property, casualty, liability, worker's comp and health insurance. Mr. Herring stated that he will discuss this with the Board and get back to the Committee.

Agenda #6: Chesterfield Valley Athletic Complex

Mr. Geisel stated that excavation is occurring in front of the Parks Administrative & Maintenance Facility to relocate a water line for infiltration trenches and rain guards. Dugouts, concession stand and fields should be complete and ready in May 2011. He stated that the City is waiting for approval from the Corps of Engineers on the loop road and the engineer has been instructed to design the north/south road since the adjoining property has been acquired. All projects are expected to be complete by the end of 2011.

Mr. Geisel stated that the users of the fields have been updated on the progress.

Mr. Geisel stated that Recreation Manager – Facilities Chris Zink is working with the Chesterfield Baseball/Softball Association (CBSA) to partner in constructing batting cages.

Chair Erickson expressed concern about cars being parked behind the ice rink and patrons then using the levee. There have been a couple of windows broken and items stolen.

Councilmember Fults stated there have also been a couple of incidents at the ballpark.

Councilmember Flachsbart suggested using cameras.

Mr. Herring and Mr. Geisel will discuss the situation with Chief Ray Johnson.

Mr. Geisel stated that both the practice fields and shooting range are currently under water.

Agenda #8: Parks & Recreation Citizens Advisory Group

Mr. Geisel stated that the Parks & Recreation Citizens Advisory Committee is willing to assist with marketing and promotion of the Amphitheater and the development of programs. Mr. Geisel stated that there are four (4) areas that the Advisory Committee would like to prioritize:

- Bikeways and trails
- Central Park and Downtown Chesterfield (that is, understanding the full integration of the area to be seamless)
- Development of green space and parks
- Education, marketing of special events and facilities development

Mr. Geisel stated that the Advisory Committee would like to be kept informed and that they operate on an advisory basis. Mr. Geisel stated that members of the Advisory Committee have many contacts and resources that would be beneficial when programming and marketing the Amphitheater.

Ms. Johnson stated that the Advisory Committee does not necessarily want to volunteer to physically staff events, but rather spread the word about the Amphitheater and act as an intellectual resource for Staff.

Agenda Item #9: Meeting Schedule – Chairperson Erickson presented the proposed Committee Meeting Schedule for the remainder of 2010 as follows:

August 26, 2010	5:30 p.m.	City Hall
September 30, 2010	5:30 p.m.	City Hall
October 28, 2010	5:30 p.m.	City Hall

Councilmember Flachsbart made a motion to approve the 2010 Committee Meeting Schedule. The motion was seconded by Councilmember Fults and passed by a voice vote of 4-0.

Agenda Item #11: Adjournment – The meeting was adjourned at 6:45 p.m.