

MINUTES
Parks and Recreation Citizen Advisory Committee
March 10, 2012
8:30 a.m.

Attendance:

Vicki Schafale	Michelle Keesal	Laura Schellenberg
Cindy Lau	Don Collins	Guy Tilman
Darcy Capstick	Gary Stein	Tricia Whelan
Tom McCarthy		

Michelle Keesal called the meeting to order at 8:30 a.m.

Approval of Minutes:

The minutes for February 11, 2012 were reviewed and approved.

Committee Reports

Darcy Capstick noted that this year is the Girl Scouts 100th anniversary.

Cindy Lau discussed the Tour De Parks update. Kari Johnson stated that the goal is to have five baskets and we now have seven for the event. Baskets will be provided by World Market, Dicks Sporting Goods, Bandannas and Trader Joes. Cindy Lau discussed the promotions. The brochure has been completed. We need a flyer developed. The scavenger hunt questions and maps have been prepared. Darcy Capstick suggested that the flyers be distributed at the YMCA and the Sachs library. Cindy Lau stated that we have two things we have to do: develop the flyer and distribute the flyer. Gary Stein said he and Guy Tilman could work on a flyer. Kari Johnson said the Tour De Parks name should be put on the flyer. A tagline was discussed. Guy and Gary will work together to get the flyer printed and sent to Kari Johnson. The flyer will be needed by April 21, 2012. Cindy Lau asked to have the flyer by the next Parks meeting on April 14, 2012. Kari Johnson stated that once the flyer was developed she would have it printed.

Gary Stein asked about funding for banners or flags for the Tour De Parks. Darcy Capstick said that it might be wasteful if the banners/flags were only used once. She suggested that the Tour De Parks be an annual event. Cindy Lau asked how the banners were handled for the Amphitheater grand opening. Tom McCarthy said the Banners were the wrong size at the Amphitheatre so the Banner size would need to be reduced. If we do banners we need two different banners such as pictures of the Parks and then another banner with a different picture of the park. Maybe a few could be produced, such as two for Veterans Park, then four on Chesterfield Parkway so a total of six at a cost of approximately \$700.00. Darcy Capstick stated that the more professional looking the better and that the highly visible signs have worked well in the past. Tom McCarthy stated that we could also do message boards at prominent locations. The drive by sign is very visible and people do notice that. A banner could also be painted and then the date peeled off and a new date put on for future use. The banners would cost approximately \$100.00 each. They need to be put up nice and taut the whole time. Tom McCarthy

suggested that we put one in each ward in a high traffic area. Also email blasts will be done as we get closer to the event.

Cindy Lau asked if a face painter could do a tree logo at the event. She noted that face painters cost \$120.00 an hour. Tom McCarthy said that we might get a sticker or a stamp which could be reused. We could use the city or parks logo and make a few of them to see how they look. Kari Johnson suggested a tree tattoo. Kari Johnson estimated that about 250 people would attend the event and we could put the Chesterfield logo on it. Tom McCarthy said we could talk to the vendors about doing the water bottles and we could spend \$1,000 on signs and \$400.00 on water bottles. If we want to do T-Shirts we need to get those in the budget. Cindy Lau said the water bottles are a good idea. We could then have approximately \$100.00 left to spend on tattoos. The final tally for the expenses would be:

Water bottles: \$400.00
Tattoos: \$100.00
Banners: \$1,000.00
Total: \$1,500.00

That is our budget and now we have allocated the budgeted funds.

Tom McCarthy asked about doing bumper stickers regarding the Parks. Darcy Capstick said we do love our parks. She asked if there is a way to put the National Accreditation sticker on the bumper sticker to get the information out there to the public about the Parks. The bumper sticker costs would come out of another budget.

Michelle Keesal asked about the scavenger hunt. She suggested adding the rules to the brochure and adding addresses for the parks to ensure they are put on the brochures. Michelle Keesal suggested that we delay the scavenger hunt details to the next meeting.

Earth Day

Michelle Keesal brought up Earth Day which is on Saturday April 21, 2012, from 9:00 a.m. to 2:00 p.m. This year it will be at Central City Park and the Parks Department will have a booth at Earth Day. Michelle Keesal was going to ask people to volunteer this Earth Day. We would need two people per shift. Michelle Keesal will send around a signup sheet at the next meeting. Darcy Capstick discussed the Earth Day Event. All the recycling will be done through the parking lot. The vendors and performers will be at the Amphitheatre. Personal care items will be collected by the Girl Scouts at the Amphitheatre. All of the performances are free for everyone. We have incredible performers so please come to Earth Day. Laura Schellenberg asked what we would be doing. Michelle Keesal and Kari Johnson stated that we would have a banner with literature, program brochures, and handouts for the Tour De Parks. There will also be some giveaways. We will be providing parks education. We will have the decals for I Love Our Parks.

Staff Reports

Tom McCarthy stated that masonry work is now done on the four dugouts. The roofs should be completed by the end of the month. We are also putting in some additional walkways. Tom McCarthy stated that 650 dog tags have been issued. We have now publicized the garden spots at Eberwein Park and will probably do a lottery system since we have a lot of interest. The shuffleboard areas are being

completed. Tom McCarthy stated that it was recently approved to put 34 additional temporary parking sites at Eberwein Park. In addition they are looking at an additional 12 sites that would be put on the inside of the loop area. There has been a big influx of people into the Park. Approximately 35-40 cars are there at any given time. It is supposed to be a passive park, but it is becoming an active park. We want to keep the residents happy so we are trying to get the parking in line. Tom McCarthy discussed the barn and we are going to remove the siding and update the barn and maybe open the Westside of the barn and have a walk through and possibly in the future have information on the history of the Barn/Park.

Cindy Lau asked about the shuffleboard area. Tom McCarthy stated that we are putting shuffleboard courts in. People will bring their own equipment in. There are two courts and they will be nice courts.

Tom McCarthy met with the Missouri Fish and Wildlife group about doing wildlife enhancements and trails and what events can be done in addition to a walk and run. Possibly nature hikes, bird enhancements and Eagle Scout projects. Tom McCarthy stated that a security camera is being put in at the Amphitheatre.

Darcy Capstick discussed Chesterfield Arts which is headed by Stacy Morse. As part of the Recycling Becomes Me, recycling, hopefully will become Art. There will hopefully be an Art Sculpture and there will be more details on that later.

Kari Johnson, Steve Jarvis, and Tom McCarthy went to the State Conference at the Lake. They attended several different sessions and met many great vendors. There is a program called "Do You Know. It is a program that gets information out about your parks. You give them a page to fill out information so when you have events you could plug it to them and do a daily tweet. Maybe this is something we can start; "Our Friends of the Park" program. We could target various people who have a booth at the Concerts. So when you have special events you could garner their support. Kari Johnson said that pages had to be added to the Guide as there is so much going on. The brochures are awesome. Several programs are starting this month. Kari Johnson stated that the athletic complex opened last week. She will be attending the St. Louis Business Expo at the St. Charles Convention Center.

Kari Johnson said the staff is working very hard on all the new events. She said the Talent Bash is scheduled for Memorial Day Weekend which is May 26th. This year they are adding a barbeque contest and tasting. Kari Johnson stated that she talked to Ron from Parkway about renting the amphitheater for a health event. She also heard from Parkway Central regarding Earth Day. They will be doing the face painting for the event. Kari Johnson stated that she would like to get in contact with Girl Scout leaders. She asked for contact names and phone numbers.

Darcy Capstick stated that Dierbergs has expressed interest in a garden spot. Judy Smith is the head pastry chef and it would be to honor her and Dierbergs for past partnering. The environment committee will be helping with the garden plot fee. Ron Edelin is the store director. CCE will review that at the next CCE meeting. It will need to be done by March 16, 2012. Tom McCarthy stated that he would also visit with Judy and Ron at Dierbergs regarding the garden plot. Guy Tilman thought it would help the garden plot with Dierbergs involvement. Tom McCarthy was going to bring the application to them. Darcy Capstick said that the CCE would help this along.

Additional Business

Darcy Capstick stated that CCE did file its grant application and it was received. CCE will find out by April 2, 2012 which will help with a Silver award for the girl scouts. Darcy Capstick asked about having some sort of proper way to visualize the Park's success in obtaining the CAPRA designation. She asked if there could be a medallion or rock we could put in the park to symbolize the award. Kari Johnson stated that it was being put in the marketing brochure. Darcy Capstick asked about doing a permanent marker for the CAPRA. Darcy Capstick thought one central place would be a good idea and it should be in a highly visible area such as the Amphitheatre. Tom McCarthy asked about ideas for the Park CAPRA honor. We could look at doing a dedication plaque. Tom McCarthy is working on the Wall of Fame/Plaza of Fame. Darcy Capstick stated that only three communities in our state have the CAPRA designation. It is historical information that people would like to know that we are CAPRA. Tom McCarthy stated that it has to be renewed every five years. Guy Tilman stated that it is more of an indication of how good the City Parks Department is. It is about perception. It is good for the people to understand that their money is going for good things. Tom McCarthy stated that he would follow up on the plaque.

Michelle Keesal made a motion to adjourn. The meeting was adjourned at 9:30 a.m.