

MINUTES
Parks and Recreation Advisory Committee
June 9, 2012
8:30 a.m.

Attendance:

Cindy Lau	Michelle Keesal	Laura Schellenberg
John Gruender	Don Collins	Guy Tilman
Kari Johnson	Darcy Capstick	Council Member Barry Flachsbart
Tricia Whelan		

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

Cindy Lau updated the committee on the Tour De Parks Event. Cindy stated that we had positive feedback about the event. There were approximately 100 people in attendance. The event has helped to build the community. It was a good family event. Everyone congratulated Cindy Lau on the success of the event. Kari Johnson agreed that it was a successful event and that the participants enjoyed getting to know our park system. Kari Johnson stated that Montgomery Bank may be interested in getting involved in the next Tour De Parks event. Montgomery Bank is next to the Dierberg Park so it would be a perfect fit.

Cindy Lau stated that we reached our objective of getting people out and supporting our parks. She stated that it was hard for the people to find one of the items on the scavenger hunt detail so we will work on that for next year. She stated that we could have an ice cream social or dog races at the next event. We could have an obstacle course for the more athletic people or go from park to park and have a progressive dinner. Discussion was held about the time of year to do the next Tour De Parks. May 12th was a good date for weather. We will need to decide the objective, pick a date and determine sponsorship levels.

Michelle Keesal said it sounded like it was something we wanted to do next year. Kari Johnson said we would need concrete ideas by July or August. Kari suggested that when we meet in July, we formulate the vision of the next Tour De Parks. We can start with goals and what we might like to accomplish. Kari Johnson said the baskets were all well received. Some people picked up the baskets at the concert. Others came the next day. The gifts were very well received. Kari Johnson said that we spent less than budget. We budgeted for water bottles, stickers, banners, and fillers for the baskets. We will need to figure out what we want to do prior to soliciting sponsors.

Michelle Keesal discussed green space standards. She asked where the committee was going to go in connection with reviewing the National Park Standards and Evaluation regarding green space. She asked if it was an important function for the committee. Darcy Capstick asked if we needed to review the National Park Standards and Evaluation alongside our mission statement. There are several new people to the committee that may not have seen either. Michelle Keesal said the subject matter is green space, standards and utilization. Is there enough green space? Kari Johnson stated that we don't keep utilization records but it is a very interesting question. It

might be a good idea to think of how we could set up some kind of way of checking attendance. What is the participation rate? We do keep track of concerts, movies and the athletic center. Other than that we don't really keep track of the utilization and saturation. It would be a worthy study. You could do a scatter diagram. Also there are different park and staff people that may be able to check numbers at the parks. John Gruender stated that there has been some discussion about where families can go for a picnic. Central Park has a few picnic tables. Michelle Keesal stated that standards have been set for certain populations such as how many picnic tables are needed. Guy Tilman said that he took his Mother out on Mother's Day to Faust Park and it was incredible. People spread blankets wherever they could. They were amazed at the number of people at 2:30 in the afternoon. People were definitely enjoying their parks. There is a demand for more picnic tables. We need picnic tables and shady areas. Eberwein Park and the Amphitheater are great for picnicking. There are people there also. It sounds like we do need to look at the picnic table issue. Michelle Keesal said that maybe we should look at our mission statement, our identity. If we don't have it as our purpose, we should see if it is part of what we want to do. At the next meeting we will look at our mission statement and what other projects we will want to take on. Guy Tilman asked if we got any feedback from our residents. Do we do any phone surveys or evaluations. The last evaluation was done in 2002. Barry Flachsbart asked everyone to think of questions that could be asked of the residents relating to the parks. It would be nice to have some feedback like that. He stated that in the past, this committee was the driver for getting the parks activated.

Michelle Keesal asked for staff report updates. Kari Johnson gave a program update. She stated that we are extremely busy. We had the band, Honey Vox and there were 2,200 people in attendance. The first movie night was last night and it was a beautiful evening. Splashtacular pool party is tonight. Kari Johnson stated that we are participating in the world's largest swim lesson next week. It is a free event. We are one of the municipalities that will try to get in the Guinness Book of World records. Other activities that are happening include: Lacrosse, Baseball, swim lessons, dive clinics, Riverwalk Club, and 4th of July. We are doing the Best of St. Louis Food items which include pork steaks, toasted ravioli, Ted Drewes etc. We will have inflatables and many games. The kids will get a prize for playing the games. Kari Johnson stated that the Talent Bash was an extremely hot weekend. The winner will be performing at the 4th of July event. The fireworks will last 30 minutes. They will be shot off by the first Sachs Lake. Activities will be held at the Chesterfield Mall parking lot. Kari Johnson stated that there is a National Lacrosse Tournament the second and last week of July. It keeps the Valley Retail shopping and restaurants very busy.

Kari Johnson updated the committee on the upcoming Forks and Corks event. It will be held on September 1, 2012 from 11:00 a.m. to 10:00 p.m. There will be Chesterfield Art, entertainment, restaurants, Beer and wine. We are trying to stick to Chesterfield restaurants to showcase the event. We are also getting artist booths. Mardi Gras, Inc will help us market the event as well as Entertainment Marketing. We will be closing Veterans Place Drive and we will be everywhere. We have expectations of a minimum of 5,000 people at this event. We had approximately 10,000 at the grand opening of the amphitheatre. We are marketing it heavily and putting information in West Magazine and we are marketing our concert series on Fox 2 news in the morning. We are excited about this new event and hope everyone participates.

Kari Johnson stated that we are offering Kickball and we are marketing a program with Fleet Feet called "No Boundaries" which is a starter for people to learn how to run a 5K and making the goal race the Turkey Trot. The moonlight run is set for September 29, 2012 at midnight which is sponsored by Fleet Feet. There are lots of things going on in Chesterfield! Guy Tilman asked about fishing. Kari Johnson said they may stock the lake one more time and then we may be able to have fishing for the kids, we are waiting for the fish to grow.

Michelle Keesal asked about any additional business. Cindy Lau asked about the barn renovation. Kari Johnson stated that the barn rehab is out for bid. Guy Tilman asked about the garden at Eberwein Park. The garden is a success and growing well. Kari Johnson stated that the shuffleboard courts are open and ready for use. Darcy Capstick stated that the city newsletter has been distributed and that 144 tons of materials were diverted from landfills during the Earth Day recycle drive. Darcy Capstick stated that Earth Day was a wonderful success. "Recycling Becomes Me" has created bumper stickers that you can put on your car to encourage recycling. She passed around samples for the committee to use. Darcy Capstick discussed collaborating with Walmart for a sustainability grant that allows us to purchase composters. Darcy Capstick discussed reusing science fair projects by youths, adding science for youth to the next Earth Day. Eileen Sellers has agreed to be on the EDSET team, helping with judging criteria. April 27, 2013 is the next scheduled Earth Day. We are working with a global and sustainability centered company that is considering providing the awards for the youth who reuse their science fair exhibits at Earth Day. Our Silver Award Girl Scout Troop 2534 has completed the Butterfly Garden at Eberwein Park. We will be showcasing pollinators at city hall with a tabletop exhibit.

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