

**Parks and Recreation Board  
of the City of Onalaska**

Monday, January 25, 2016

1

1 The Meeting of the Parks & Recreation Board of the City of Onalaska was called to order at 5:15  
2 p.m. on Monday, January 25, 2016. It was noted that the meeting had been announced and a  
3 notice posted at City Hall.

4

5 Roll call was taken with the following members present: Gretchen Newhouse, Andrea Benco,  
6 Brian Udermann, Victor Hill, Andrea Vogler, Ohbe Johnson, Ald. Jim Binash

7

8 Also Present: Parks and Recreation Director Dan Wick, Parks Maintenance Supervisor Mark  
9 Hanson, Recreation Supervisor Marcus Aumann, Buildings Manager Brian Babiash

10

11 **Item 2 – Approval of minutes from the previous meeting**

12

13 Motion by Ald. Binash, second by Andrea Benco, to approve the minutes from the previous  
14 meeting as printed and on file in the City Clerk's Office.

15

16 On voice vote, motion carried.

17

18 **Item 3 – Public Input (Limited to 3 minutes/individual)**

19

20 Victor called three times for anyone wishing to provide public input and closed that portion of  
21 the meeting.

22

23 Dan introduced Ohbe, who is replacing Sue Peterson, to the board. Dan noted that Ohbe had  
24 assisted with the transition when the city assumed control of the Omni Center.

25

26 **Consideration and possible action on the following items:**

27

28 **Item 4 – Election of Chairperson**

29

30 Dan said there is a need for a new Chairperson due to Sue's resignation.

31

32 Motion by Andrea Benco, second by Victor, to nominate and elect Andrea Benco as Chairperson  
33 of the Parks and Recreation Board.

34

35 On voice vote, motion carried.

36

37 **Item 5 – Approve Grazing Land Lease with Clearwater Farms**

38

39 Dan noted that the board had seen this agreement at its November 23 meeting. Dan noted a  
40 question regarding the fee had been raised and said that after working with City Attorney Sean  
41 O'Flaherty they had arrived at a lease cost of \$4,000. Dan said the city will save approximately

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42 \$4,000 because Clearwater Farm will assist with dealing with the invasive species in the area.  
43 Dan said, “We used that as a wash from a fee, so there is actually no money changing hands  
44 between us and Clearwater Farm.”

45

46 Andrea Benco noted the lease states that the city and Clearwater Farm entered into the agreement  
47 in December 2015.

48

49 Dan said this is a fluid date, noting that the agreement will go to Clearwater Farms and its  
50 representatives will work with Sean if there are any questions.

51

52 Motion by Andrea Vogler, second by Brian Udermann, to approve Grazing Land Lease with  
53 Clearwater Farms.

54

55 Ald. Binash referred to ‘b’ under “Insurance and Indemnity” and explained to the board the  
56 difference between an occurrence basis and a claims made basis. An occurrence basis means it  
57 happens during the policy period, while a claims made basis possibly could mean prior to when  
58 the policy becomes effective. Ald. Binash said there typically is a retroactive date involved with  
59 a claims made policy. Therefore, it is more desirable to utilize an occurrence basis.

60

61 On voice vote, motion carried.

62

63 **Item 6 – Approve 2016 Spring/Summer Activity Guide printing – proposal deadline is**  
64 **1/25/16 at 1:00 p.m.**

65

66 Dan said bids had been sent to five companies. Two – specifically, Crescent Printing and  
67 Quality Resource Group – responded, two did not reply, and one declined to bid. Dan  
68 recommended accepting Crescent Printing Company’s bid of \$2,650 and told the board he does  
69 not want to use this as “a hard number” because this total might increase if there is a need to edit  
70 the brochure.

71

72 Motion by Ald. Binash, second by Gretchen, to approve Crescent Printing Company to print the  
73 2016 Spring/Summer Activity Guide in the amount of \$2,650, with a possible contingency.

74

75 Dan said Crescent Printing Company has printed the activity guide for a few years.

76

77 On voice vote, motion carried.

78

79 **Item 7 – Authorization to accept \$9,500 Grant from Paul E. Stry Foundation to assist with**  
80 **tree purchase and removal from within City Parks**

81

82 Dan said the board had requested at its November 23 meeting to apply for a grant to plant trees

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83 in Rowe Park. Dan said Parks Department employee David Lien had contacted the Paul E. Stry  
84 Foundation and written the grant. The city received the \$9,500 grant to plant trees this summer  
85 in Rowe Park. Dan said Mayor Joe Chilsen likely will sign the agreement after it receives  
86 Common Council approval.

87

88 Motion by Brian Udermann, second by Victor, to accept \$9,500 Grant from Paul E. Stry  
89 Foundation to assist with tree purchase and removal from within City Parks.

90

91 On voice vote, motion carried.

92

93 **Item 8 – Approve TV advertising agreement with Tornado Youth Hockey**

94

95 Dan said Recreation Supervisor Kelly Hanson has been instrumental in working with Tornado  
96 Youth Hockey. Dan said menu boards were installed in both concession stands once the  
97 scheduling software at the Omni Center was upgraded and noted that there is the capability to  
98 have 16 different advertisements scrolling on the screen. Kelly worked with a representative  
99 from Tornado Youth Hockey, which donated two televisions (a 50-inch television and a 40-inch  
100 menu board) near Arena No. 2. Dan said the 50-inch television is wired for cable; however, it  
101 currently is not possible to advertise on it. Dan said the 40-inch menu board functions when  
102 concession stand No. 2 is open. Dan said that while the Parks and Recreation Department has  
103 not actively sought sponsorship at this time, Tornado Youth Hockey representatives have asked  
104 if they would be able to utilize some of their sponsors if they are able to donate. Dan said he has  
105 asked Sean to create a Shared Advertising Agreement, a copy of which is before the board this  
106 evening. The agreement is a three-year agreement. Dan noted that some of the sponsors are  
107 rotating through in Arena No. 1.

108

109 Andrea Vogler asked why the agreement states there will only be six advertising spots in 2018  
110 compared to eight in both 2016 and 2017.

111

112 Dan said he does not want to be limited should more advertisers wish to participate. Dan noted  
113 that the hockey season spans two years and asked if the agreement should be 2015-16, 2016-17  
114 and 2017-18, with a deadline of February 1.

115

116 Victor asked Dan which method will be most convenient for him.

117

118 Dan said he believes it would be best to split the year and establish an ending date of March 1,  
119 2018.

120

121 Motion by Victor, second by Andrea Vogler, to approve TV advertising agreement with Tornado  
122 Youth Hockey, with an ending date of March 1, 2018.

123

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124 Ald. Binash noted the agreement would say three years if it is not signed until March 1.

125

126 Dan said perhaps Sean could write the agreement so it states that it will end on March 1, 2018.

127 Dan said the agreement could be renewed or renegotiated at that time.

128

129 Ald. Binash referred to "Term of the Agreement" and said the start date has yet to be determined.

130 The agreement would conclude on March 1, 2018. The agreement before the board states that it

131 would begin on January 1, 2016 and conclude on December 31, 2018.

132

133 Dan noted that the televisions have already been installed and are functioning.

134

135 Gretchen asked if the relationship is between the city and Tornado Youth Hockey, or between

136 Tornado Youth Hockey and its sponsors.

137

138 Dan said the agreement is between the city and Tornado Youth Hockey. Dan reiterated that

139 Tornado Youth Hockey had donated two televisions and said part of the agreement would

140 include having up to eight sponsors advertise during events.

141

142 Gretchen asked Dan how he envisions the city utilizing the televisions.

143

144 Dan explained that they are the menu boards and cited the example of a menu board showing the

145 colors purple and white if there is an Onalaska High School boys hockey game at the Omni

146 Center. If the Avalanche are playing, the color would be maroon.

147

148 For clarification, Gretchen asked Dan if he sees this as a method of increasing revenue.

149

150 Dan said he eventually would like to sell advertising. Dan said, "We're limited to 16 different

151 ads based on the software that we have. That's why we're letting [Tornado Youth Hockey]

152 utilize half of them for the first two years, and then six of them after that. They don't have eight

153 sponsors right now that are doing it; they maybe have three. I don't know the exact number, but

154 it's not like we're bursting at the seams because we have too many. We hope we can get to that

155 point that we are. It's an in-kind gesture. They donated the TVs. We put them up and paid for

156 the electrical to be run. [This agreement] will help us both out."

157

158 Brian Udermann inquired about the cost of a spot if someone wanted to advertise.

159

160 Dan said this has not yet been developed.

161

162 On voice vote, motion carried.

163

164

165

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166 **Item 9 – Approve annual Nutrition site fitness class agreement with La Crosse YMCA and**  
167 **La Crosse County**

168  
169 Dan noted that the La Crosse YMCA provides a fitness instructor who comes to nutrition sites  
170 and said the city pays half the fee for the instructor to come to one of the sites. The fitness  
171 instructor performs chair exercises with the senior citizens who come for the meals, and La  
172 Crosse County pays for the other half. Dan referred to a copy of a document detailing each  
173 party’s responsibilities included in board members’ packets and said he approves of the  
174 agreement.

175  
176 Motion by Andrea Vogler, second by Brian Udermann, to approve annual Nutrition site fitness  
177 class agreement with La Crosse YMCA and La Crosse County.

178  
179 Dan noted that while this program is not new, there never has been a formal agreement in place.  
180 Dan also said he has not yet sent a copy of the agreement to Sean.

181  
182 On voice vote, motion carried.

183  
184 **Item 10 – Omni Center Playground replacement plan and Request for Proposal process**

185  
186 Dan described the project as being “unique” and said he is seeking board approval on this item  
187 so that he may proceed. Dan said he will be teaching a maintenance class at UW-La Crosse and  
188 he hopes to involve the students in this project. The students will be on site taking inventory of  
189 the existing playground equipment on February 2, and designs and new equipment that can be  
190 placed on tagboard will be created. Dan said he and his students will be going to Northern Hills  
191 Elementary School and soliciting opinions from students there. From there, Dan said he and his  
192 students will evaluate these opinions and develop a Request for Proposal that can be sent to  
193 contractors. The bid opening for the project has been scheduled for March 22, and Dan said a  
194 recommendation for a contractor will be made at the March 28 Parks and Recreation Board  
195 meeting. Dan said board members will be able to see designs at that time, and he also expressed  
196 hope that some of his students will be able to make a presentation at the meeting. Dan said it is  
197 possible some of the new equipment could be installed in early May.

198  
199 Brian Udermann asked if the idea is to remove the existing equipment and expand the  
200 playground.

201  
202 Dan said expansion is not possible due to the existing concrete. Dan noted there is a ramp  
203 system present and said he wants to keep it for persons with disabilities.

204  
205 Andrea Vogler said children of all abilities benefit from a ramp system and suggested to Dan that  
206 he have his students watch the Northern Hills students utilizing the playground equipment at the  
207 school.

208  
Reviewed 1/28/16 by Dan Wick

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209 Dan noted that the budget is \$75,000 and said it may be spent in April when the capital  
210 improvements project has been completed.

211

212 **Item 11 – Report from La Crosse County Bluffland Steering Committee**

213

214 Dan said the La Crosse Area Planning Commission had sought funding from the city to create a  
215 collaboration for bluffland protection and trail connectivity. Dan noted that the Parks and  
216 Recreation Board had approved this, as did the Common Council, which the condition that  
217 funding must be found. However, no funding was found to pay for it in 2015. Dan said funding  
218 was secured for 2016 and noted that the Bluffland Steering Committee has been actively  
219 meeting. A meeting was held January 21 at the La Crosse County facility, and Dan said the  
220 steering committee has established a plan. Dan said priority areas have been established, and the  
221 steering committee has identified property in the City of Onalaska in which it is interested. Dan  
222 noted that partners include the Mississippi Valley Conservancy, the City of La Crosse, La Crosse  
223 County, the City of La Crescent and Winona County.

224

225 **Item 12 – Report from Onalaska Enhancement Foundation**

226

227 Dan noted that the OEF had met on January 13 and discussed the Fleis Nightfall Frolic,  
228 Celebrate Onalaska, the Community Thanksgiving Dinner and the Onalaska Cemetery Project.  
229 Dan reported that the OEF has instituted a fee per transaction for the groups utilizing it.

230

231 **Item 13 – Report from Great River Landing Committee**

232

233 Dan noted that both the Common Council and the Community Development Authority had  
234 approved the project and said it soon will be bid out. Dan expressed hope that the project will  
235 commence in either April or May. Dan showed board members several renderings of the project  
236 provided by Short Elliott Hendrickson, including the trailhead facility, which will be open air to  
237 the south. The structure will be two buildings with a covered center. The southern portion of the  
238 building will house the restrooms and showers. The northern portion will house an office, the  
239 mechanical room, and possibly a concession stand. Dan pointed out an area SEH has designated  
240 as program space that possibly could be utilized for art shows and yoga.

241

242 Ald. Binash said the Great River Landing Committee had discussed utilizing planters that would  
243 protect the plaza from motorists coming off Main Street.

244

245 Dan said the Great River Landing Committee had discussed utilizing a lock system for the  
246 showers. Dan showed the board the areas Mark and his staff would maintain weekly. Dan said  
247 the committee also had discussed possibly installing a fire pit close to the trailhead facility.

248

249 Ald. Binash pointed out an area where a natural water flow with a cistern could be placed.

250

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251 Dan said city staff is working with SEH on the placement of security cameras at the site, noting  
252 that although this is not part of the project the site is designed for it. Dan said a request has been  
253 made to hire a maintenance employee in September, and also that the 2017 budget will include a  
254 request for an employee to work out of the trailhead facility. Dan noted that there is no storage,  
255 per se, in the trailhead facility. However, there is storage space down below. Dan noted that the  
256 city is borrowing \$2.3 million for the first phase of the project, and he also noted that the city has  
257 received a \$346,000 grant.

258

259 **Item 14 – Director’s Report**

260

261 **a. Parks Update**

262

263 Dan complimented city staff for its work on snow removal and reported the following:

264

- 265 • An ice rink has been set up outside the Omni Center.
- 266 • The Comprehensive Outdoor Recreation Plan Update has been sent to six different  
267 contractors. Contractors will submit two envelopes – one with a proposal, and one with  
268 the price. The top two highest-scoring contractors will have their bid envelopes opened.  
269 Fifteen thousand dollars has been budgeted for this project.
- 270 • There is a \$75,000 budget for the Van Riper Park playground equipment.
- 271 • There is a \$12,000 budget for security camera upgrades at the skate park and Aquatic  
272 Center. Marcus is writing a \$7,000 grant. An estimated \$19,000 is needed to complete  
273 both projects.
- 274 • Another project is to add playground equipment at Oak Park.
- 275 • Outfield fencing is being installed on the west field at the Jimmy Olson Fields.
- 276 • A new truck and new mower were included in the Capital Improvements Projects. Bids  
277 for the new mower will come in mid-February.
- 278 • The Thomas Farm tennis courts will be removed and three or four pickleball courts will  
279 be installed.

280

281 **b. Recreation Update**

282

283 Dan reported the following:

284

- 285 • The youth basketball programs are going well.
- 286 • A football coaches’ clinic was held at the Omni Center. The department partnered with  
287 Onalaska High School, and approximately 70 coaches attended.
- 288 • Soccer registration opened Monday.

289

290 **c. Aquatic Center Update**

291

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292 Marcus noted that applications can be found online.

293

294 Dan noted that one of the umbrellas will be replaced, and the slide and tower will be repaired.

295

296 **d. Omni Center Update**

297

298 Dan reported the following:

299

- 300 • Sixteen youth hockey teams participated in a tournament this past weekend.
- 301 • The facility likely will not be profitable for 2015. The goal is to reduce expenses in
- 302 2016.
- 303 • The lower portion of the Omni Center will be re-roofed. The overlayment will be white.
- 304 The project cost is \$97,000.
- 305 • A new camera system will be installed.
- 306 • Service work is being performed on the back chiller.
- 307 • Fifty thousand dollars has been budgeted for the sound system project.
- 308 • There will be a re-grand opening at the Omni Center on Friday, February 12.

309

310 Brian Babiash reported the following:

311

- 312 • Energy surveys are being done with both chillers.
- 313 • Heat and electricity costs are being evaluated.
- 314 • The meeting rooms will be re-carpeted at no cost on Tuesday.

315

316 Brian Udermann inquired about the standardized fees.

317

318 Dan noted that effective January 1 the rate for both rinks became the same and said staff has not  
319 received any feedback. Dan noted that the Omni Center's electric and gas for 2015 was  
320 \$186,000, and total revenue was between \$570,000 and \$580,000. Dan said Riverland Energy  
321 installed sensors, and printouts of how much energy each chiller is utilizing will be available  
322 every 15 minutes.

323

324 **Adjournment**

325

326 Motion by Brian Udermann, second by Andrea Vogler, to adjourn at 6:27 p.m.

327

328 On voice vote, motion carried.

329

330

331 Recorded by:

332

333 Kirk Bey

Reviewed 1/28/16 by Dan Wick