

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

Monday, March 23, 2015

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, March 23, 2015. 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: Ald. Erik Sjolander, Gretchen  
6 Newhouse, Brian Udermann, Andrea Vogler, Sue Peterson

7  
8 Also Present: Parks and Recreation Director Dan Wick, Parks Maintenance Supervisor Mark  
9 Hanson, Recreation Supervisor Marcus Aumann, Planner/Zoning Inspector Katie Meyer

10  
11 Excused Absences: Andrea Benco, Mitch Moths

12  
13 **Item 2 – Approval of minutes from the previous meeting**

14  
15 Motion by Sue, second by Ald. Sjolander, to approve the minutes from the previous meeting as  
16 printed and on file in the City Clerk’s Office.

17  
18 On voice vote, motion carried.

19  
20 **Item 3 – Public Input (Limited to 3 minutes/individual)**

21  
22 Brian called for anyone wishing to provide public input and closed that portion of the meeting.

23  
24 **Consideration and possible action on the following items:**

25  
26 **Item 4 – Authorization to upgrade Omni Center facility scheduling software**

27  
28 Dan noted that one of the Omni Center’s computers utilizes a program called MacSolutions.  
29 This program has been designed to be utilized by ice-booking facilities. However, the program  
30 is only on one computer. Dan said this presents challenges as once one of the Omni Center’s  
31 employees leaves on Wednesdays, the Parks and Recreation Department receives calls regarding  
32 booking ice time and the office staff is unable to view the schedule. Dan said he is seeking a  
33 more user-friendly solution and that he had a goal to transition away from MacSolutions and to  
34 instead utilize ActiveNet, which is the software that is utilized for registration and memberships.  
35 Dan noted that one of Brett’s first duties in the Parks and Recreation Department had been to  
36 place the February schedule into ActiveNet, which is what was needed to be done daily in order  
37 to edit the schedules. Dan said he discovered that this process was “very cumbersome,” and it  
38 also was difficult to utilize ActiveNet. One of the primary reasons can be attributed to how the  
39 schedules came out. MaxGalaxy, MacSolutions’ new product, utilizes block scheduling. Dan  
40 said both he and Brett participated in webinars with MacSolutions, which gave staff access to the  
41 system for approximately 1½ months. Dan said Brett has discovered that it is much easier to

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42 work with scheduling utilizing MaxGalaxy than it is to utilize ActiveNet. Dan said he also wants  
43 to address the financial aspect, noting that staff must print the end of the month report in  
44 MacSolutions. This report is then manually entered into QuickBooks to create invoicing. Staff  
45 then must pull an Excel file to give to the Finance Department. Dan said staff requires three to  
46 four days to complete this task, which he acknowledged is not an efficient process. Dan said  
47 MaxGalaxy is designed to handle every financial aspect, noting that Parks and Recreation staff  
48 can schedule events for groups that come to the office. Dan noted that the system is web-based  
49 and may be utilized by multiple individuals. Staff may take online payments if someone is  
50 looking at the schedule and wishes to book ice time. Dan said it would be possible to put  
51 parameters in place so individuals cannot book ice time 48 hours before they wish to do so.  
52 However, individuals would be able to log in and make credit card payments.

53

54 Dan showed board members a copy of the monthly accounts receivable report and said it could  
55 be completed with “one click of the button” instead of staff entering it through three different  
56 programs. Dan said it may be pulled out and utilized through Excel, which the Finance  
57 Department utilizes. Dan showed board members a copy of an invoice and said this action may  
58 be completed on the scheduling software rather than utilizing QuickBooks. Dan said the  
59 software utilizes colors to designate who has and has not paid for ice time. Dan noted that the  
60 MaxGalaxy software will cost \$5,340 up front, also noting that this will include training and  
61 migrating any information that staff wants to transfer from the old software. Dan said, “With  
62 ActiveNet we wouldn’t have this cost, but it’s not feasible from a staff standpoint to take the  
63 time to manipulate the schedule and to work with.” Dan said the annual cost would be \$2,940  
64 after the up-front cost of \$5,340, but also noted that the company reserves the right to increase  
65 this cost up to 5 percent each year.

66

67 Dan said, “I feel for us to move forward and continue to make changes and make improvements  
68 at the Omni Center, especially with the financial backing that this has ... I have talked to the  
69 Finance Director [Fred Buehler] and reviewed some of these forms with him. He agrees that he  
70 feels it would be a much easier way, and that is the time for us to make the right move.” Dan  
71 noted that MacSolutions is operating off 2011 software because the company has decided to  
72 proceed with MaxGalaxy.

73

74 A question was asked as to whether this item needed to go out for bid.

75

76 Dan said it is very difficult to bid out software.

77

78 Ald. Sjolander asked Dan to estimate the savings in labor by utilizing MaxGalaxy.

79

80 Dan said it is likely five hours would be saved per months solely with the financial aspect.

81

82 Ald. Sjolander expressed concerns over both security and backup due to the remote access.

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83  
84 Dan said MaxGalaxy coordinates backup on its system and noted that staff would be provided  
85 with a specialized login for remote use. Dan said it would be possible to monitor IP addresses if  
86 there are concerns about hackers. Dan said he understands the Omni Center's primary goal is to  
87 be profitable, but he also said he believes efficiency will improve with the purchase of the  
88 software as staff will be able to access the Omni Center's schedule in real time.

89  
90 In response to a question, Dan said staff will be able to see available ice and court times for both  
91 arenas.

92  
93 In response to a question, Dan said MacSolutions and ActiveNet are two separate programs.  
94 Dan said ActiveNet has worked well with program registration, while MacSolutions has found a  
95 niche at the Omni Center. Dan said ActiveNet is continuing to expand, but also noted it might  
96 take some time for ActiveNet to implement block scheduling.

97  
98 Ald. Sjolander asked why the first year with MaxGalaxy is more costly.

99  
100 Dan said the setup and configuration cost would be \$1,000 setup, and training would cost  
101 \$1,400. Dan reiterated that the annual cost would be \$2,940 and said the cost of the current  
102 program is approximately \$750 to \$800 a year.

103  
104 In response to a question, Dan said MaxGalaxy would host everything as part of the annual cost  
105 of \$2,940. Dan also noted this would be a one-time fee and pointed out that ActiveNet charges  
106 1½ percent for every transaction completed in the Parks and Recreation Department office. Dan  
107 described the \$2,940 fee as "solid" if the department continues to increase its revenue.

108  
109 Motion by Andrea, second by Gretchen, to approve authorization of the upgrade in the Omni  
110 Center facility scheduling software from MacSolutions to MaxGalaxy.

111  
112 Ald. Sjolander asked what would happen if the board discovers after a year that it does not wish  
113 to invest further in MaxGalaxy.

114  
115 Dan said it would then become necessary to proceed with different software. Dan said it is  
116 possible staff might discover it will be easier to transfer all operations to MacSolutions and no  
117 longer utilize ActiveNet.

118  
119 Ald. Sjolander said the investment does not seem as significant if viewed from a monthly  
120 perspective. Ald. Sjolander added he believes the software is a wise investment from an  
121 efficiency standpoint.

122  
123 On voice vote, motion carried.

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124

125 **Item 5 – Authorize Clearwater Farms to use adjacent City property as pasture area for**  
126 **their animals**

127

128 Utilizing a map, Dan pointed out to board members both the area currently being utilized as  
129 pasture area by Clearwater Farm and the area Clearwater Farm wishes to utilize as pasture area.  
130 Dan noted this area is a field and said questions had arisen regarding the field's owner. Dan  
131 noted that the Jaycees have in the past utilized this area for parking and said he has not looked  
132 upon this favorably because the turf has been damaged. Dan referred to an email in board  
133 members' packets in which Clearwater Farm asks to expand its pasture area in the summer. Dan  
134 said he would not object to Clearwater Farm expanding the pasture out to the wetland area as  
135 goats would consume the vegetation, thus reducing the amount of mowing city staff would have  
136 to perform. Dan also noted that residents in the area have expressed concerns over the invasive  
137 species present. Dan referred to a company located in southwestern Wisconsin that rents out  
138 goats to communities and suggested that perhaps goats could graze in several areas.

139

140 In response to a question by Brian, Dan said Clearwater Farm would create the fences. Dan said  
141 he would need to consult with the city's legal counsel about liability.

142

143 In response to a question by Sue, Dan said there have not been any discussions regarding  
144 fencing.

145

146 In response to a question by Ald. Sjolander, Dan said Clearwater Farm is at this time only  
147 requesting additional pasture area in the southern portion, adding he would be open to allowing  
148 Clearwater Farm to expand its pasture area if a request is made in the future.

149

150 Motion by Ald. Sjolander, second by Andrea, to authorize Clearwater Farm to use adjacent City  
151 property as pasture area for its animals, pending approval by legal counsel.

152

153 Dan promised to ask legal counsel to review this matter prior to the April 14 Common Council  
154 meeting.

155

156 Ald. Sjolander asked that the adjacent property owners be contacted if Clearwater Farm  
157 eventually decides it wants to further expand its pasture area.

158

159 Sue suggested that this request be valid for one year, stating she does not want to be placed in a  
160 situation the board might find to be unfavorable.

161

162 Dan said Clearwater Farms will not be allowed on the trail.

163

164 In response to a question by Sue, Dan said the Jaycees lease space from Clearwater Farms for the

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165 barn. Dan also said it is his understanding that Clearwater Farm has told the Jaycees they are not  
166 allowed to park in the area in question.

167

168 Sue expressed concerns over several individuals having to park along Green Coulee Road in  
169 October if the city allows Clearwater Farm to utilize city property for pasture area and  
170 Clearwater Farm rents the barn to the Jaycees for their haunted house.

171

172 Dan said he had spoken with City Engineer Jarrod Holter about parking in this area and noted  
173 there are no parking restrictions in this area.

174

175 Sue noted that the proposed expanded pasture area currently serves as parking for the Jaycees  
176 haunted house and said she believes this is a topic that must be addressed.

177

178 Dan noted that vehicles are driven on a path that was not meant for vehicular traffic.

179

180 Sue cautioned that there will be difficulties if vehicles are parked on both sides of Green Coulee  
181 Road and said she favors approving a one-year agreement.

182

183 Mark said he does not favor allowing parking in this area because eventually the sidewalk and  
184 trail will be damaged and require costly repairs.

185

186 Sue pointed out that the Jaycees were not the only ones utilizing this area for parking, noting that  
187 Clearwater Farm, among others, also has utilized it for events. Sue reiterated that she favors  
188 approving a one-year agreement and seeing what happens.

189

190 Gretchen suggested asking Clearwater Farm to present a parking plan to the Parks and  
191 Recreation Board for when it holds its Easter egg hunt.

192

193 Ald. Sjolander said Clearwater Farm must go through the process of permitting for special  
194 events, noting it can receive variances for parking restrictions.

195

196 Dan noted that it is not possible to park near the buildings on Green Coulee Road as the road  
197 becomes very narrow at that point.

198

199 Sue cautioned that pedestrians would be at risk crossing Green Coulee Road at night during the  
200 Jaycees haunted house as there are no streetlights present.

201

202 Ald. Sjolander said Clearwater Farm must devise a parking plan.

203

204 A suggestion was made to perhaps allow parking to the east.

205

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206 Mark noted that motorists are driving up a handicap ramp and down the sidewalk.

207

208 Andrea said that even though the board is supportive of Clearwater Farm's request, she also  
209 hopes that Clearwater Farm would be receptive to the board's request that it be given more  
210 information regarding parking.

211

212 Motion and second withdrawn.

213

214 Motion by Ald. Sjolander, second by Gretchen, to table for 30 days a request by Clearwater  
215 Farms to use adjacent City property as pasture area for its animals.

216

217 On vote, motion carried.

218

219 **Item 6 – Approve Operation and Maintenance Assistance Agreement at Onalaska Aquatic**  
220 **Center (proposals due at 1:00 on March 19)**

221

222 Dan noted that the city has been working with Carrico Aquatic Resources since the Aquatic  
223 Center opened in 2005 and said a decision had been made to bid out the Operation and  
224 Maintenance Assistance Agreement. Dan noted that while staff had found two other companies  
225 in the state that provide similar services, neither one returned a proposal. Meanwhile, Carrico  
226 had returned a proposal. Dan said he has been pleased with Carrico's service, noting the  
227 company provides all of the pool's chemicals and also assists with startup and shutdown. Dan  
228 pointed out that a Carrico representative comes to the Aquatic Center approximately once a  
229 month. Dan noted Carrico's fee in 2014 was \$10,502 and said he had written the proposal so  
230 that the Parks and Recreation Board can either approve a one, three, or five-year agreement. Dan  
231 said he recommends approving a five-year agreement.

232

233 Brian inquired about the two vendors who had not returned a proposal.

234

235 Dan said one of the companies had just started, and the other company never responded.

236

237 Mark noted that a Carrico representative is always available when something is needed at the  
238 Aquatic Center.

239

240 Motion by Gretchen, second by Sue, to approve Operation and Maintenance Assistance  
241 Agreement at Onalaska Aquatic Center with Carrico Aquatic Resources through 2019 at a cost of  
242 \$11,610.

243

244 On voice vote, motion carried.

245

246

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247 **Item 7 – Review and discussion of 2015 Comprehensive Plan Update, Chapter 6 –**  
248 **Agriculture, Natural & Cultural Resources**

249  
250 Katie said the Long Range Planning Committee has taken the lead in updating the City of  
251 Onalaska’s Comprehensive Plan, noting that State of Wisconsin Statute requires that the city  
252 adopt a 20-year plan and update it every 10 years. Katie noted that Chapter 5 (Utilities and  
253 Community Facilities) had come before the Parks and Recreation Board at a previous meeting  
254 and said sections of Chapter 6 pertain to the board. Katie said she welcomes questions and/or  
255 feedback from the board this evening, adding she also welcomes feedback via email. Katie said  
256 including projects or park amenities in the Comprehensive Plan can be beneficial when seeking  
257 grant funding. Katie noted she had gone to Onalaska High School on March 20 and participated  
258 in discussions with approximately 300 students. Katie said one of the topics that had been  
259 discussed was parks and noted staff is drafting a report that will be presented to Dan. This report  
260 will include the students’ feedback regarding favorite parks, desired amenities and  
261 improvements.

262  
263 **Item 8 – Onalaska Park and Recreation 2014 Annual Report**

264  
265 Dan noted the report highlights current projects. Dan also complimented the Parks and  
266 Recreation staff and welcomed feedback from board members.

267  
268 Andrea said the report is a “great testament” to the variety of programming that is offered.

269  
270 Motion by Andrea, second by Gretchen, to approve the Onalaska Park and Recreation 2014  
271 Annual Report.

272  
273 On voice vote, motion carried.

274  
275 **Item 9 – 2014 Urban Deer Management Report**

276  
277 Dan noted a copy of the report has been included in board members’ packets and also noted that  
278 while there had been fewer hunters in 2014, more deer had been harvested. Dan predicted that  
279 the changes to Act 71 – which restricts what local units of government can restrict for hunters,  
280 who may hunt with crossbows in municipal locations – will have a significant, lasting effect on  
281 the program going forward. Dan also noted that there will be a call-in process for registration in  
282 the 2015-16 hunting season and said it must be determined how staff will obtain this information  
283 from the local biologist. Dan said the individuals who have participated in the program have  
284 enjoyed it. Dan also said the scheduled hunt with the North American Squirrel Association had  
285 been cancelled due to pleasant weekend weather. NASA asked if an alternate date could be  
286 found, but one could not. Dan also noted that two individuals had reported thefts of trail  
287 cameras.

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288  
289 Motion by Sue, second by Andrea, to approve the 2014 Urban Deer Management Report.

290  
291 On voice vote, motion carried.

292

293

294 **Item 10 – Update on Omni Center Chiller Replacement project**

295

296 Dan reported that the contract had been signed one week ago. A kickoff meeting with the  
297 engineering team and architect had been held on March 20. The design phase began on March  
298 20 and will run through April 10. Bidding will take place from April 13 through May 5. The  
299 contract will be awarded at the May 12 Common Council meeting. Dan said it will be necessary  
300 to move a wall in the chiller room and noted construction is scheduled from May 25 through the  
301 end of August. The deadline to order the refrigeration package is June 2. The package will  
302 arrive on a skid, which requires 12 weeks of assembly time. Dan said the system must be  
303 functional by October 15 so ice may be installed at that time. Dan said the engineering team and  
304 architect are confident that the project will be completed on schedule. Dan noted the contract  
305 might go directly to the Common Council and said it is likely that two prime contractors will be  
306 hired. One prime contractor will perform the building work, and the other will be responsible for  
307 the chiller.

308

309 **Item 11 – Report from Onalaska Enhancement Foundation**

310

311 Sue noted that the OEF had met on February 25 and March 5. The OEF's next meeting is  
312 scheduled for April 8.

313

314 Dan said the OEF will be the “umbrella group” for “Celebrate Onalaska” and also the cemetery  
315 project.

316

317 **Item 12 – Report from Great River Landing Committee**

318

319 Ald. Sjolander reported the Great River Landing Committee had recommended to the Common  
320 Council that Short Elliott Hendrickson be hired to proceed with the final bid documents and  
321 construction blueprints for Phase 1.0 of the Great River Landing Project. Phase 1.0 includes the  
322 trailhead and parking lot that also could serve as a marketplace. Ald. Sjolander said the  
323 committee recommended that further work should occur should sufficient funding be obtained.  
324 Ald. Sjolander noted that at its March 10 meeting the Common Council had asked that more  
325 work be done regarding funding mechanisms. Ald. Sjolander also noted that another alderperson  
326 had suggested holding another public meeting to discuss the project's status.

327

328

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329 **Item 13 – Director’s Report**

330

331 **a. Parks Update**

332

333 Mark reported that surfacing had been replaced at the skate park. Mark thanked the Parks and  
334 Recreation Board and the Common Council for the new mower that will soon arrive. Mark also  
335 expressed his gratitude for the employees who have assisted in trash pickup.

336

337 A question was asked regarding the possibility of utilizing volunteers for trash pickup.

338

339 Mark noted that the OEF assists with cleanup in Rowe Park and said staff is responsible for  
340 picking up trash in areas such as the median on State Trunk Highway 35. Mark also noted that  
341 volunteers assist with cleanup in various parks.

342

343 **b. Recreation Update**

344

345 Dan reported that activity guides have been sent out. Online registration is occurring this week,  
346 and in-office registration begins March 30.

347

348 **c. Aquatic Center Update**

349

350 Marcus reported that the interview and hiring process for the Aquatic Center soon will begin.

351

352 **d. Omni Center Update**

353

354 Dan said ice was removed from Arena No. 1 on March 1. Dan noted the gun show had been held  
355 last weekend, and the Pee-Wee “B” state hockey tournament was held in Arena No. 2.

356 Basketball and soccer is scheduled for this week. Kicking Bear will utilize the facility for a  
357 fundraiser on Saturday, and the Family Fun Expo is scheduled for Sunday. Dan noted the  
358 Wisconsin Park and Recreation Spring Workshop had been held at Stoney Creek Inn, and he told  
359 the board he had given a tour of the city to eight parks and recreation directors from around the  
360 state. Dan said the directors were impressed with the facilities.

361

362 Brian asked if it would be possible to give the board a financial update for the Omni Center later  
363 this spring.

364

365 Dan said he believes expenses are lower compared to 2014, and also that the facility is showing a  
366 larger profit margin through January and February. Dan said he believes removing ice from  
367 Arena No. 1 will benefit the facility from an energy standpoint. Dan also said he would be able  
368 to provide the board with a financial update.

369

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370 **Adjournment**

371

372 Motion by Sue, second by Gretchen, to adjourn at 6:18 p.m.

373

374 On voice vote, motion carried.

375

376

377 Recorded By:

378

379 Kirk Bey