



Town of Brookfield

PARK AND RECREATION DEPARTMENT

645 North Janacek Road Brookfield, WI 53045-6052
(262) 796-3781 Fax: (262) 796-0339
E-Mail: parkrec@townofbrookfield.com



2004 Town of Brookfield Park, Recreation and Celebration Committee Minutes October 12, 2004

Meeting called to order at 12:04 pm.

In attendance: Jay Walt - Chairman, Chad D. Brown - Director, Stan Barker, Jim Laedtke, Roger Green, Todd Jones, Joe Cox

Guests: Supervisor Bob Flessas, Administrator Rick Czopp

Agenda approved; motion by Todd Jones; seconded by Roger Green

Meeting notice verification confirmed.

Meeting minutes approved; motion by Todd Jones; seconded by Roger Green

As an informational piece to members of the committee, Jay Walt explained the refocusing of the department and need to grow. We will try new programs, tweak and grow the programs we have and make an effort to increase our volunteer base.

2005 Budget

Jay asked that members take the working budget home and look through it themselves. Members should contact Jay or Chad with any questions or concerns on the budget. Chad stated that the Budget Meeting will be held on Tuesday, November 16 at 7:00 pm. Stressed was the fact that at this meeting, residents are able to set the levy for the town and control how much money is available to the Town Board for each department. Chad urged members to participate.

Idea Exchange

Roger asked that before discussing new programs, that a synopsis of the current programs is given; Chad gave that synopsis.

Todd offered that an email list would be an efficient and cost-effective way to promote programs. Gather emails at Registration Day, Fourth of July, Easter Egg Hunt, etc. Jay added that we may be able to do an email confirmation for program registration. Chad will pursue this method further.

Joe wondered if we could have the a brief meeting with the Boy Scouts before their scheduled gatherings to pass out information and answer programming questions.

Stan wanted to get an idea of what we currently do to market our programs. Chad listed the methods including school flyers, newspapers, Rec Guides and the website. Stan offered his wife, Sheila, as a contact person for marketing in St. John Vianney.

Jim asked about any events that can be used for marketing. Special events and other community events will be investigated as marketing tools. Jay will contact Waukesha School District in regards to allowing us to get more flyers and information to the kids in the context of school. Joe can also work on school marketing and after school advertising.

Web site registration and payment is seen as an easy way to increase revenue and participation. Bob Flessas will work on the aspect for the town as a whole.

Todd stated that many times, people are discovering programs while using the parks. He offered that we may want to focus on signage, advertising and word of mouth at the parks themselves as a way to reach potential participants. Joe suggested that we buy or build sign boards that can be posted in conspicuous places where people would be inclined to see marketing and learn about our programs. Chad will investigate for 2005.

Chad stated that we should find a core group of parents that could hand out flyers to parents at events and programs that they are already attending. Parents are constantly looking for opportunities for their children and this would be the best way to market many of our younger age group programs.

Bob Flessas offered that outside websites often will place links and information on their pages, i.e. softball website.

Chad went through the list of new programs that he came up with for discussion.

Stan asked that credentials of the instructors and programs be listed so that parents have some sense of what to expect for each program. Many parents worry about the level of instruction they are receiving for their money. Outside programs (i.e. Mad Science) should be thoroughly explained. Jay asked that if we participate in these outside programs, the town make at least \$10 per participant.

Stan and Jay both asked that we expand the arts and crafts program to focus more on true art development. We may need to outsource this sort of program to get the level of professionalism that we want. Todd offered something like Paint and Pottery on Bluemound Road as something that may fit an audience. If they have a "Road Show" that can be done at the park, many parents and kids could participate. We need a more specialized program rather than just a babysitting opportunity. It was also suggested that we must co-op with area businesses and get away from the traditional in order to draw new people and participants.

Bob asked that we may want to book speakers at the park.

Todd suggested that we may want to rotate member's wives into the Park & Rec Committee meetings for additional input and ideas. Creating a Mother's Group may add to the idea base.

Jim added that there could be a Coffee Day Program for wives; an informal group that could discuss the needs of the community and facilitate additional programs and streamline those that we have. These women could be handpicked from member's wives and those actively involved in the programs. Bob added that a speaker dealing with female issues could help attract additional women to the group. Jay said he could host a meeting and that we should keep at least a core of 6 women that could keep the group together. Todd stated that he hoped member's wives could take the lead on these issues. Joe stated that Caribou Coffee currently hosts a similar group and we may want to pattern ours after this program, even possibly hosting is there.

Chad will create a list of possibly mothers and send out information to them to garner attention and interest. He will create an outline and give some direction. These meetings will allow us to bounce new program ideas off the mothers as well as tweaking current programs.

Jim asked that we find some participants from the Hillcrest/Springdale Road area.

Jay asked that everyone review the New Program list, add and then define these programs for discussion at the next meeting.

To add to the list would be a poker tournament in winter. Todd stated that the manager at B & G Golf had a traveling casino for the Elks Club and may be a contact. Kids and adults would need to be involved in the tournament. This event would be a good start for the Mother's Group to discuss.

Joe suggested a video game tournament to be held at the town hall. Many mothers worry about the anti-social nature of video games and by bringing kids together to play that would be forced to interact with others.

Fall Market

Roger stated that if done well the first year, this event can perpetuate itself and make money for the town and Park & Rec Department. Bob asked that we have a Farmer's Market at either the town hall or Marx Park. Jay stated that even auto parts shows have been popular and we should investigate various markets to find a niche.

Joe added that we must not overdo the market, duplicate other markets in the area and that we must have a quality market the first time otherwise vendors won't repeat.

Roger stated that the real money in these events comes from the concessions that should be run by the town. Staffing is the only problem as long as the menu of items for sale is small and simple. Bob added that town restaurants could be contacted to see if they would provide concessions. Joe also added that there could be revenue sharing of these restaurants if they are included.

Todd made sure that if we go forward that everything be worked out. Vendors will ask pointed questions before they get involved so things such as parking, attendance, etc. should be worked out beforehand.

Roger stated that the Mother's Group may want to take something like this over.

Todd added that we should look at this event as well as others for what value they add to the town, not just as a revenue source as volunteers and residents won't be interested in the latter.

Bob added that a Girl's Fastpitch Softball Tournament could be held at the park for more revenue. The committee could contact umpire's associations for umpires and we could charge enough for the set up and umpire pay to make revenue. Adding concessions would help pull in money for the town.

Additional

Jay stated that he would like a committee hierarchy set up with a vice-chair and secretary to facilitate meetings and keep continuity in the future. This will be added to the next agenda.

A fee schedule for park usage, Mother's Group information and the aforementioned officers list will be included on the next agenda.

Brookfield Soccer Association should be contacted so that our registration coincides with ours. That will help residents plan for the older aged kids to get into BSA if necessary.

Instructional Soccer should have a Saturday game day to peak interest.

Next meeting will be announced and more work oriented rather than idea oriented.

Jim moved to adjourn; seconded by Stan

Adjourned at 2:04 pm