



# Town of Brookfield

## PARK AND RECREATION DEPARTMENT

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### **2004 Town of Brookfield Park, Recreation and Celebration Committee Minutes December 7, 2004**

Meeting called to order at 12:00 pm.

In attendance: Jay Walt - Chairman, Chad D. Brown - Director, Jim Laedtke, Roger Green, Todd Jones, Joe Cox, Mike Payton, Cheryl Mantz - Liaison

Guests: Administrator Rick Czopp, Jenny Jones

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

Meeting notice verification confirmed.

Minutes from the October 10, 2004 meeting were reviewed. The 2005 Budget was approved at the Annual Meeting. Marketing the various programs for Park & Rec needs to have an action plan. It was suggested that St. Luke's be contacted for marketing as well.

Registration software options and costs will be available for the next meeting. A cost analysis should be done for determining additional costs for online and credit card registration. Joe Cox has online options and surcharge information for the Committee. It was suggested that we ask about public response to credit card payments in the Town Tidings.

Sign boards will be constructed and erected near activity areas for further advertising and event notification. Cheryl Mantz suggested that the Eagle Scouts and Keith Henderson be contacted in regards to this project.

The Park & Rec Committee asked that the Town Board create a committee, separate of the Park & Rec to study the feasibility and effectiveness of such an endeavor. This group would recruit volunteers and set up the parameters of the event. The Park & Rec wanted to know what the focus of this event would be and whether or not that this is a Park & Rec event. It was also suggested that the best day for such an event would be Sundays after Elmbrook Church's service.

Meeting minutes approved; motion by Roger Green; seconded by Joe Cox

#### **2005 Spring/Summer Rec Guide**

Program ideas will be sent out to the committee throughout the year for discussion and investigation. Chad will get together with the previously discussed Mother's Group for

help on ideas and to define what role the Park & Rec has in the town. Chad will send out information to the committee in regards to what the Mother's Group discussed.

Ad space should be found throughout the year for events and programs. Chad will contact Pleasant Hill Elementary School for information on who they use for an ad company. Mike Payton will help out with this marketing and ad strategy.

Soccer will be included with the regular registration information since we are offering only the instructional soccer programs.

#### **Nominations for Vice-Chair/Secretary**

Joe Cox was nominated and accepted as both a new official member and the position of Vice-Chair. Mike Payton was nominated and accepted as both a new official member and the Secretary of the Park & Rec Committee. Jay will send Chairman Henderson a letter in regards to Mike and Joe's selection to the committee.

#### **Park Usage Fee Schedule**

Chad included a possible fee schedule that was discussed. Mike Payton will help Chad refining this schedule. No park reservations will be taken for 2005 until mid-February so that this schedule can be put in place. Current rules and facilities will be sent out to the committee for discussion at the next meeting.

Chad asked that we work through the Town Board to get this fee schedule and other park rules adopted into town ordinance.

#### **2005 New Programs/Events**

Minutes will be sent earlier to the members so that comments and thoughts can be emailed or called in to Chad before the meeting.

Pruning of trees will be monitored and a tree replacement program initiated for the future. The Tree Board/Beautification Committee will be consulted for prunings as well as for suitable replacement trees.

#### **Coaches Hall of Fame**

Jay Walt nominated Roger Green for the 2005 Coaches Hall of Fame. Joe Cox seconded; approved. Cheryl asked that a plaque be presented at the Annual Meeting in April. Information will also be in the February Town Tidings and Rec Guide.

Roger Green moved to adjourn; seconded by Todd Jones

Adjourned at 1:45 pm