Park & Recreation Commission Meeting  
Thursday, February 14, 2019 - 7:00pm  
W302N1254 Maple Avenue, Delafield, WI

AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Approval of October 11, 2018 Meeting Minutes
4. Unfinished Business
   a. Update on Park Sign
5. New Business
   a. Baseball Report
   b. Discussion and action on Baseball program sponsorship
   c. Elmhurst Park trees
   d. Discussion of Park Maintenance - updates, observations
   e. Discussion and action on 2019 – 2024 Master plan
      i. Discussion of SWOT analysis
      ii. Definition of planning areas
6. Adjournment

Mary T. Elsner, CMC, WCMC  
Town Clerk/Treasurer

Notification of this meeting has been posted in accordance with the Open Meeting Laws of the State of Wisconsin. The Town Board may take action on any item on the agenda. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the Town Board of Supervisors. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Mary Elsner, Town Clerk, at W302 N1254 Maple Avenue, Delafield, WI 53018-7000. Posted – 2/12/2019

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www.townofdelafield.org
Park and Recreation Commission Meeting
October 11, 2018

Members Present: Chairman John Ruf, Sue Urban Miller, Brian Wilson, David Felkner, Dave Johnson
Also Present: Chris Smith – Town Board Liaison, Edward Kranick – Town Board Supervisor, Baseball Coordinator - Alyssa Vaughan, Theresa Fitzsimmons – Highway Department

1. Call to order
2. Pledge of Allegiance
3. Approval of Minutes from September 27, 2018
   • Approval of Minutes John moved, Sue seconded. All in favor, Motion passed.

4. Unfinished Business
   a. Discussion and action on 2019 Park and Recreation Budget
      • The Commission reviewed the proposed budget and confirmed the numbers for the purchase of a new sign to be installed at the Sports Commons entrance. Motion made by Sue, seconded by Brian to approve. All in favor, Motion passed.
      • Alyssa presented proposed baseball signs to be installed at the fields indicating field reservations. Motion made by Brian, seconded by Sue to purchase an extra base for backup. All in favor, Motion passed.

   b. Discussion and action on Commission Owned Fright Hike Assets and props
      • Mr. Smith informed the commission that props owned by the town were donated to Friends of Lapham Peak.

5. New Business
   a. Discussion of Park Maintenance – updates, observations
      Theresa informed the commission that the paving has begun at North Shore Park. Baseball field equipment will be removed and stored for the winter.

   b. Discussion and action on baseball program sponsorship opportunities
      • Tier levels for sponsorship?
      • Installation of sign on the field to be seen from I94?
      • This issue will be discussed at a future meeting

   c. Discussion and action on 2019 – 2024 Master plan
      • As the budget process is complete, Sue suggested changing the Master plan dates to 2020 – 2025.
      • Discussion followed on obtaining a copy of the current Master plan to use as a guide.
      • This issue will be discussed at a future meeting.

Motion to adjourn made by John Ruf, Sue Miller seconded. Motion passed.
SWOT Analysis
Discover New Opportunities, Manage and Eliminate Threats

SWOT Analysis is a useful technique for understanding your Strengths and Weaknesses, and for identifying both the Opportunities open to you and the Threats you face.

SWOT Analysis

What makes SWOT particularly powerful is that, with a little thought, it can help you uncover opportunities that you are well-placed to exploit. And by understanding the weaknesses of your business, you can manage and eliminate threats that would otherwise catch you unawares.

More than this, by looking at yourself and your competitors using the SWOT framework, you can start to craft a strategy that helps you distinguish yourself from your competitors, so that you can compete successfully in your market.

How to Do a SWOT Analysis

Tip:
Strengths and weaknesses are often internal to your organization, while opportunities and threats generally relate to external factors.
Strengths

- What advantages does your organization have?
- What do you do better than anyone else?
- What unique or lowest-cost resources can you draw upon that others can’t?
- What do people in your market see as your strengths?
- What factors mean that you "get the sale"?

Consider your strengths from both an internal perspective, and from the point of view of your customers and people in your market.

Also, if you're having any difficulty identifying strengths, try writing down a list of your organization’s characteristics. Some of these will hopefully be strengths!

When looking at your strengths, think about them in relation to your competitors. For example, if all of your competitors provide high quality products, then a high quality production process is not a strength in your organization’s market, it’s a necessity.

Weaknesses

- What could you improve?
- What should you avoid?
- What are people in your market likely to see as weaknesses?
- What factors lose you sales?

Again, consider this from an internal and external perspective: do other people seem to perceive weaknesses that you don’t see? Are your competitors doing any better than you?

It’s best to be realistic now, and face any unpleasant truths as soon as possible.
Opportunities

- What good opportunities can you spot?
- What interesting trends are you aware of?

Useful opportunities can come from such things as:

- Changes in technology and markets on both a broad and narrow scale.
- Changes in government policy related to your field.
- Changes in social patterns, population profiles, lifestyle changes, and so on.
- Local events.

Tip:

A useful approach when looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them.

Threats

- What obstacles do you face?
- What are your competitors doing?
- Are quality standards or specifications for your job, products or services changing?
- Is changing technology threatening your position?
- Do you have bad debt or cash-flow problems?
- Could any of your weaknesses seriously threaten your business?
Using SWOT Analysis in Project Management and Marketing

If you're using SWOT as a serious tool (rather than as a casual "warm up" for strategy formulation), make sure you're rigorous in the way you apply it:

- Only accept precise, verifiable statements ("Cost advantage of $10/ton in sourcing raw material x", rather than "Good value for money").
- Ruthlessly prune long lists of factors, and prioritize them, so that you spend your time thinking about the most significant factors.
- Make sure that options generated are carried through to later stages in the strategy formation process.
- Apply it at the right level – for example, you might need to apply the tool at a product or product-line level, rather than at the much vaguer whole company level.
SWOT ANALYSIS

- **S**: Strengths (Internal origin)
- **W**: Weaknesses (Internal origin)
- **O**: Opportunities (External origin)
- **T**: Threats (External origin)

Helpful to achieving the objective
Harmful to achieving the objective
Planning areas

1. Recreation
2. Current Parks
   a. Del-town
   b. Elmhurst
   c. Sports Commons
   d. North Shore
3. Trails and Paths
4. Future park planning and land acquisitions
5. Funding