



A PERFECT ENVIRONMENT

Residential ♦ Recreational ♦ Responsible

Chair
Ron Troy
Supervisors
Pete Van Horn
Edward Kranick
Christopher Smith
Billy Cooley
Clerk/Treasurer
Mary Elsner

Park & Recreation Commission Meeting
Thursday, May 9, 2019 - 7:00pm
W302N1254 Maple Avenue, Delafield, WI

AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Approval of February 14, 2019 Meeting Minutes
4. Unfinished Business
5. New Business
 - a. Baseball Report
 - b. Discussion of Park Maintenance - updates, observations
 - c. 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 – 5/7/2019

Park and Recreation Commission Meeting
February 14, 2019

Members Present: Chairman John Ruf, Sue Urban Miller, Brian Wilson, David Felkner, Dave Johnson, Christie Dionisopoulos

Also Present: Chris Smith – Town Board Liaison, Baseball Coordinator - Alyssa Vaughan, Theresa Fitzsimmons – Highway Department, 2 citizens

1. Call to order
2. Pledge of Allegiance
3. Approval of Minutes from October 11, 2018
 - Approval of Minutes Sue moved, John seconded. All in favor, Motion passed.
4. Unfinished Business
 - a. Update on Park Sign
 - Theresa stated that the sign has been put together and will be installed in Spring.
5. New Business
 - a. Baseball Report
 - Alyssa provided a review of her current inventory report. She stated that she found approximately 50 t-shirts from previous years and suggested that they be sold for a very minimal cost at an event. She informed the commission that on-line registration is in place and is working well.
 - b. Discussion and action on baseball program sponsorship
 - Alyssa stated that she and Mr. Smith discussed different sponsorship level options. They include the following: Titanium Level - \$1,200, Platinum Level - \$750, Gold Level - \$500 and Silver Level - \$250. The Titanium Level will include the company name & logo on ALL baseball & softball team uniforms and their coaches, etc. Information on all levels will be placed on the website and handouts available at the Town Hall. The general consensus of the Park and Recreation Commission is to limit the Titanium Level availability to one.
 - c. Elmhurst Park Trees
 - Mr. Smith stated that Supervisor Van Horn informed him that some of the trees are dead, especially near the corner by the bench. Mr. Van Horn will obtain extra funding if they need to be replaced. It's difficult to determine if they are dead, due to winter. The issue will be assessed in April or May.
 - d. Discussion of Park Maintenance – updates, observations
 - Theresa stated that she has cleaning out the tree line area at North Shore Park. The plan is to assess each park in the Spring to evaluate trees. This item will be placed on a future agenda.
 - e. Discussion and action on 2019 – 2024 Master Plan
 - Mr. Smith stated that he will e-mail a Word document of the subject plan to each member. He discussed the importance of going through a SWOT analysis exercise looking at the strengths and weaknesses of the Town (these are mostly internal), newer things that the Town could get involved in (outward facing). It could be partnerships and recreation with other municipalities. Weaknesses are threats that may be preventing us from doing things, such as the threat of lack

of tax funding. If this process is done, it would help inform the commission of opportunities for planning.

- i. Discussion of SWOT analysis
- ii. Definition of planning areas

- STRENGTHS:**
1. Size of the community is manageable and communication is easier
 2. Greenspace is valued
 3. Lapham Peak is a reflection of the Town, as it can be utilized
 4. The baseball program has grown through partnerships with other municipalities
 5. People value outdoor activities and health
 6. Skateboard park
 7. We are in an affluent community
- WEAKNESSES:**
1. Budget limitations
 2. Lack of shelters in parks
 3. No longer have repeatable fundraising event
 4. Aging skateboard park
 5. Lacking current popular sporting programs
 6. The Town is spread out – do not have a good way of informing and communicating with the residents
 7. Limited staff to support growth
 8. Better communication with the Town Board re: strategic planning
 9. Improve website and other social media
- OPPORTUNITIES:**
1. Add additional outdoor recreational opportunities
 2. Add shelters to parks
 3. Increase in recreational programs and events
 4. Develop additional opportunities to fund programs
 5. Identify what community wants
- THREATS:**
1. Lack of funding to make progress
 2. There are many other options, not much reason to come to the Town
 3. Competition with other youth/high school sports activities
 4. Emerald Ash Borer and other natural threats
 5. Private fund-raising backlash

In order to construct a balanced plan, citizen input is very important. The general consensus of the commission is to obtain input by generating a survey.

6. Adjournment

Motion to adjourn made by Sue seconded by Dave. Motion passed.

Respectfully submitted,

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

SWOT

Strengths

- Manageable size of the community.
- Communication amongst community and those that get involved
- Parks are important to people, green space is valuable
- Lapham Peak, Naga-Waukee is nearby, but not the responsible for maintaining
- Already established partnerships with others (i.e. recreation, baseball)
- Current parks have a lot to offer they are diverse and cover a lot.
- Recreation is in our town seal. Board should keep valuing
- Increases in baseball program attendance
- Outdoor recreation is popular right now among citizens
- Affluent community

Weaknesses

- Budget limitations
- Lack of shelters in parks
- No longer have a repeating fundraising event
- Aging skate park
- May not have the recreational opportunities or facilities that people want currently
- Town is geographically widespread, so don't have an easy way to get a consensus for what citizens might want.
- Limited staff to support to support growth
- Better communication with the board.
- Lack of skills for fundraising

Opportunities

- Add additional outdoor recreation opportunities
- Add shelters to parks
- Increase in recreational programming and events
- Develop additional opportunities to fund programs
- Identify a facility that citizens would want and dedicate fundraising to it. Get ownership of the community around it.
- Focus on completing existing parks by adding amenities – i.e. free little libraries
- Workout course for north shore park
- Citizens have great ideas, get the community engaged and get their ideas

- Create additional partnership
 - Local business for trees, bushes,
 - Pewaukee River
 - Municipalities
 - Hartland Recreation
- Mimic offerings in other communities.
- Market more to the community about what is available, what the town has to offer.
 - Improve web site and other social media
- Neighborhoods more involved in the parks – maintain, group involvement

Threats

- There are a lot of other options, not as much reason to come to the town
- Lack of funding to make progress.
- A lot of structured sports activities at the expense of natural areas
- Baseball program ends at 6th grade – what about after that. Compete with high school and club sports.
- Emerald ash borer and other natural threats
- Competition with other fund raisers or backlash from citizens that don't like it.