

**PARKS, RECREATION, AND
NATURAL RESOURCES COMMITTEE**

Thursday, February 16, 2017

7:00 P.M.

McFarland Municipal Center
Conference Room "A"

AGENDA

1. CALL TO ORDER.
2. PUBLIC COMMENT.
3. APPROVAL OF MINUTES
 - a. Review and possible approval of draft Minutes of the Parks, Recreation, and Natural Resources Committee meeting of December 15, 2016.
 - b. Review and possible approval of draft minutes of the Parks, Recreation, and Natural Resources Committee meeting of January 19, 2017
4. BUSINESS
 - a. Discussion regarding possible improvements and/or additions to the Skate Facilities at McFarland Park.
 - b. Discussion on policy/ordinance for naming and recognition of Village Parks and facilities.
 - c. Update regarding planned Public Hearing for the Grandview Marsh Trail Project at the February 27, 2017 Village Board meeting.
 - d. Discussion and planning regarding improvements to and events within Lewis Park.
5. STAFF REPORT
 - a. Public Works Director update.
6. Adjournment.

NOTES:

- 1) Persons needing special accommodations should call 838-7287 at least 24 hours prior to the meeting.
- 2) A quorum of The Village Board may attend this meeting for the purpose of gathering information relevant to their responsibilities as Village trustees. No matter shall be considered nor shall any action be taken by said Village Board members at this meeting.
- 3) More specific information about agenda items may be obtained by calling 838-7287.

This agenda was posted, or caused to be posted, by my hand on the 13th day of January at the following three (3) posting places in the Village of McFarland: McFarland Municipal Center, 5915 Milwaukee Street; E.D. Locke Public Library, 5920 Milwaukee Street; and McFarland State Bank, 5990 Hwy. 51.

**Parks, Recreation, and Natural Resources Committee
Meeting Minutes – DRAFT
December 15, 2016**

1. CALL TO ORDER.

Chair Kolk called the December 15, 2016 meeting of the Parks, Recreation and Natural Resources Committee to order at 7:00 p.m.in Conference Room A of the Municipal Center.

Members Present: Dan Kolk, Clair Utter, Judy Sauer, Jacob Schkirkie, Chuck Rolfsmeyer, Jacob Tisue, and Rick Ruecking,.

Members Absent: Greg Smith, Kate Barrett, Darrel Waldera, and John Feldner

Staff Present: Public Works Director Allan Coville and Community Development Director Pauline Bonness.

Others Present: Tom TeBeest, Town & Country Engineering, Ryan, Purple Cow Organics.

2. PUBLIC COMMENTS

None

3. APPROVAL OF MINUTES

- a. **Review and possible approval of draft minutes of the Parks, Recreation, and Natural Resources Committee meeting of November 17, 2016.**

Approved unanimously.

4. BUSINESS

- a. **Update on the progress of Purple Cow compost applications.**

Purple cow compost has been applied to the playing area of the fields at Brandt Park and the soccer fields at McFarland park.

Ryan, representative from Purple Cow compost, provided an update on the progress they have made with the compost application. This is the third year of the application. They have only applied the compost to the playing field area to be economical. This is an entry level turf care program. He noted the Village may be able to reduce the application amount and begin to now monitor what is necessary.

The Committee discussed exploring additional funding sources such as grants as way of ensuring sustainability. The committee noted they do not want to see application of the compost reduced if it yielding positive results.

- b. **Discussion and possible action regarding Prairie Place Subdivision.**

Tom Gannon appeared to provide the committee an update on the Prairie Place subdivision. He updated the committee on the progress of the restoration of the wetlands. A copy of the management plan for the restoration was included in the packet. The developers on this project felt there is a great benefit to taking non-functioning wetlands of this nature, and turning them back to a prairie. The developer will be responsible for maintenance of the wetland for three years and maintenance of the bio-retention basin for three years or 80% sale of the lots. He also noted they had to go to CARPC to obtain variances from the setbacks in reference to the wetlands. They obtained the variances and are now looking to get final plat approval and break ground this spring.

Mr. Gannon provided an overview of the different style and size lots that will be included in the subdivision. He noted the lots will likely sell in the range of \$65,000-85,000, but they will know more as the process proceeds.

Community Development Director Pauline Bonness explained the committee needs to decide if they will accept the proposed wetlands as a portion of the required parkland dedication.

Mr. Gannon requested the committee review the definition of wetlands. The soil types determine the wetland delineation. The wetlands proposed for parkland have prairie type soils, which makes them different from the stereotypical wetland with cattails and wet soils. He stated he believes if the soils were re-tested in ten years, they will not be classified as wetlands. The area proposed as parkland is the green and gold portion on the map provided making up approximately 5 acres. This would not be a highly active park, it would more for observation. This would not be an area the Village would want to build trails, but perhaps consider a natural observation area.

The committee discussed accepting wetland as parkland would be precedent setting decision that will affect parkland dedication for future Village projects.

Motion by Chuck Rolfsmeyer to accept the green and gold area and the retention pond as presented as passive recreation.

Motion dies for lack of second.

Motion by Rick Ruecking, not to accept land designated as wetlands for parkland.

Motion dies for lack of second.

Motion by Judy Sauer, second by Jacob Tissue, to accept out lot 5 and the land underneath the paved path as parkland dedication. Motion fails due to tie vote.

Motion by Jacob Tissue, second by Chuck Rolfsmeyer, to accept outlot 5, the length of the path (outlot 4), outlot 1 (excluding the basin areas), and the green area around the detention basin (outlot 2), and exclude outlot 3 as parkland

dedication for Prairie Place subdivision. Motion carries 6-1 by acclamation with Utter abstaining

c. Discussion on policy/ordinance for naming and recognition of Village Parks and facilities.

Item postponed.

d. Discussion and possible action to make a recommendation to the Personnel Committee regarding the position description for the Parks/Public Works Crewperson position, including the establishment of the pay grade, and directing Village Staff to fill the position.

Public Works Director Allan Coville provided an overview of the position. While the position will be mainly Parks, the position can still help Public Works out when needed. The example was provided if there was a blizzard, this employee could help Public Works with snow removal.

The Committee discussed removing Public Works from the position title. While the other Public Works duties can be built into the job description, it segregates that the position is intended to be a parks employee.

Motion by Kolk, second by Chuck Rolfsmeyer, to recommend approval to endorse the position description as written, with the Public Works portion removed from the title, and that the position be filled as written. Motion carries 8-0 by acclamation.

5. STAFF REPORT

a. Public Works Director Update

Public Works Director Coville provided an update on recent duties performed in the Parks by Public Works

6. ADJOURNMENT

Motion by Rick Ruecking, second by Jacob Schkirkie, to adjourn at 9:47 p.m.

Respectfully Submitted by,
Cassandra Suettinger, Village Clerk/Deputy Treasurer

Village of McFarland

Parks, Recreation, and Natural Resources Committee

Meeting Minutes

January 19, 2017

1. Call to Order

Chairperson Kolk called the January 19, 2017 meeting of the Parks, Recreation, and Natural Resources Committee to order at 7:00 pm in Conference Room A of the McFarland Municipal Center.

Members Present: Trustees Dan Kolk (Chairperson) and Clair Utter; Citizen Members Kate Barrett, John Feldner, Chuck Rolfsmeyer, Rick Ruecking, Judy Sauer, Jacob Schkirkie, Greg Smith, Jacob Tisue, and Darrell Waldera.

Members Absent: None.

Staff Present: Public Works Director Allan Coville, Village Engineer Brian Berquist (Town and Country Engineering), and Administrator/Treasurer Matt Schuenke.

Others Present: Eric Miller, Sam Martino, Wendy Andrew, Roman Andrew, Kris Krentz, and Ray Sullivan.

2. Public Comments

1. Roman Andrew of McFarland stated that he was an Eagle Scout candidate and completed the installation of some obstacle installations at the Dog Park. The Committee thanked him for his work within the Community. Roman provided a check to Judy Sauer (Friends of the McFarland Parks) which are the remaining funds for the project.

2. Sam Martino of McFarland thanked the Committee for their work and commented on the new facility at Lewis Park which turned out very nice. He further commented about the Grandview Trail project and that he was not in support of the project do to its high cost. Preferred that pedestrians be diverted around the area in order to not disturb the wetlands.

3. Eric Miller of Waunakee commented about the ice rink at Lewis Park.

3. Approval of Minutes

a. **Review and possible approval of draft minutes of the Parks, Recreation, and Natural Resources Committee meeting of December 15, 2016** – Further revisions to the draft were requested and action deferred until the February meeting.

4. Business

- a. **Discussion and recommendation to proceed with the Grandview Conservancy Path** – The Village Engineer provided an overview of the project as well as the current preferred concept. The concept follows a southern route as permitted in 2016 with a combination of boardwalk through the delineated wetland areas and asphalt in all other locations. The Village Administrator/Treasurer stated the project was approved by the Village Board as part of the 2017 Budget within the Capital Projects Fund. The Committee discussed the project and their preference to encourage the Village Board to authorize the funding following a public hearing. Following discussion, a motion was made by Kolk, seconded by Barrett, and carried by the Parks, Recreation, and Natural Resources Committee to recommend the Village Board consider approval of the project following public hearing at its meeting February 27, 2017.
- b. **Discussion on policy/ordinance for naming and recognition of Village Parks and facilities** – Kolk requested this item be deferred to the February meeting to allow more time to meet with the Village Administrator/Treasurer. No action taken.
- c. **Discussion and possible action regarding Main St., Library Block, and Urso Park Master Plan RFP** – The Village Administrator/Treasurer presented an RFP in order to solicit proposals for planning consulting services to assist the Village with the development of Main Street, the Library Block, and Urso Park Master Plan. The funding for this service is included within several different areas of the budget; however, the RFP brings the work together within one proposal. Following discussion, a motion was made by Tissue, seconded by Smith, and unanimously carried by the Parks, Recreation, and Natural Resources Committee to approve the distribution of the Main St., Library Block, and Urso Park Master Plan RFP.

5. Staff Report

- a. **Public Works Director Update** – The Public Works Director provided an update on recent duties performed as related to Parks, Recreation, and Natural Resources.

6. Adjournment

A motion was made by Utter, seconded by Smith, and unanimously carried by the Parks, Recreation, and Natural Resources Committee to adjourn the meeting at 8:53 pm.

Respectfully submitted,

Matthew G. Schuenke
Village Administrator/Treasurer

CHAPTER 1 Parks Naming Rights Policy

SECTION 1.01 Policy Purpose

The purpose is to provide policy, standard, and guidance for the naming or renaming of public parklands, features, and facilities under the jurisdiction of the Village of McFarland (herein after “Village”). The naming of existing Village parklands, features, and facilities may not have been determined within the scope of this policy. As such, existing names do not need to be changed to expressly conform to this policy. It is intended that this policy shall serve as the basis for future naming as may be desired.

SECTION 1.02 Authorization

The Parks, Recreation, and Natural Resources (herein after “PRNR”) Committee shall have the responsibility to consider and make recommendations regarding requests for the naming of sites. The PRNR Committee shall make its recommendation to the Village Board who, in its sole discretion, shall consider and take final action regarding requests for the naming of sites. Diversity, balance, and creativity will be sought through the selection and recommendation process.

SECTION 1.03 Definitions

- (a) **Amenities:** Smaller furnishings and facilities in the parks and recreation system such as benches, drinking fountain, tables, etc. Amenities are not formally named but recognition for donated amenities is possible.
- (b) **Donations:** A gift of property, goods, or cash generally with no expectation of return. If the gift is contingent upon a special request it is made subject to “condition”.
- (c) **Major Feature:** Permanent components of park and recreational facilities, e.g. sports fields, tennis courts, playgrounds, shelters, fountains, artwork, or physical features such as ponds, lakes, or distinctive natural elements.
- (d) **Naming:** The permanent naming or naming approved by the Village Board to a given park, recreational facility, and/or major feature.
- (e) **Naming Request:** The proposal to name or rename a park, recreational facility, and/or major feature.
- (f) **Park:** All traditionally designed parks, gardens, natural open spaces, woodlands, and specialized parks under the stewardship of the Public Works Department.
- (g) **Recreational Facility:** Major structures such as community centers, pools, and enclosed pavilions within lands under the oversight of the Village.

SECTION 1.04 Objectives

- (a) Provide name identification for individual parks, park areas, park facilities, or major features.
- (b) Provide criteria for citizen input into the process of naming parks, park areas, park facilities, or major features.
- (c) Insure that naming of parks, park areas, park facilities, or major features is approved by the Village Board after receiving recommendations from the PRNR Committee.

SECTION 1.05 Selection Criteria

The naming of Village parks, recreational facilities, and/or major features should be reserved for circumstances that serve the interest of the Village and ensure a worthy and enduring legacy. Therefore, the potential names should be drawn from the following broad categories for consideration:

- (a) **Geographic Location or Natural Feature.** This can include reference to the natural aspects of the park, its adjacency to a natural feature, or proximity to an adjoining subdivision or street.
- (b) **Historic Events or People.** When considering a naming request to recognize events, people, and places of historic cultural or social significance, requests must demonstrate this significance through research and documentation and show there is continued importance to the city, region, state, and/or nation.
- (c) **Outstanding Individual.** This category is designed to acknowledge the sustained contribution that has been made by such individuals to the Village and/or the development and management of the Village's park and recreation system. Quality of the contribution should be considered in kind along with the length of service by the individual. The Applicant requesting the naming shall be responsible to fully substantiate the contributions made by this individual. Preference will be given to a request in which the individual has a tie to the park being requested to be named. Naming requests for an outstanding individual is encouraged only for those who have been deceased for at least three years in order to ensure that person's significance and good reputation have been accepted. This provision can be waived at the Village Board's directive. The naming requests for people who may have lost their lives due to war or a tragic event will be considered only after the shock of such event, a minimum of three years, has lessened within the community.

(d) **Major Donations.**

- (1) Submission of a naming request to recognize a donation in honor of or at the request of the donor will be considered. The threshold for naming under these circumstances will include one or more of the following:
 - (i) Land for the majority of the park was deeded to the Village.
 - (ii) Contribution of a minimum of 50% of the capital construction costs associated with the development of the park and/or recreational facility.
 - (iii) Establishment of a minimum 20-year endowment for the continued maintenance and/or programming of the park and/or recreational facility.
- (2) Naming of major features will be considered, but the threshold is as follows:
 - (i) Contribution of 100% of the capital construction costs associated with the development of the major feature.
 - (ii) Establishment of a long term endowment for the repair and maintenance of the donated major feature.

(e) **Other Considerations.**

- (1) Donors seeking naming rights for major donations with respect to an individual will be encouraged to follow the principles that apply to naming a park for an outstanding individual. Exceptions to this will be considered on their own merits at the discretion of the PRNR Committee and approval of the Village Board. Naming parks and/or recreational facilities with a company name is not permitted; however, company names will be considered for major features. Corporate logos, insignias, brands, or direct advertising text shall not be included within naming requests.
- (2) Renaming proposals, whether for a major gift or by community request, are not encouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.
- (3) To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads or waterways. However, naming of specific major recreational facilities within parks will be permitted. Under these circumstances, such names should be different to the park name to avoid user confusion.

- (4) All signs that indicate the proposed name shall comply with Village graphic and design standards. Specialized naming signage will not be permitted.
- (5) The PRNR Committee reserves the right to recommend to the Village Board the renaming any park, recreational facility, and/or major feature if the person, entity, or event for which it is named turns demonstrates malfeasance, is found to be disingenuous, and/or subsequently acts in a disreputable way.

SECTION 1.06 Procedures

The following procedures have been established to ensure that naming requests are considered in a consistent manner:

- (a) All naming requests shall be made by submitting an application to the Director of Public Works.
- (b) The naming application will contain the following minimum information:
 - (1) The proposed name.
 - (2) Written narrative justifying the reasons for the proposed name.
 - (3) Written documentation indicating community support for the proposed name.
 - (4) Description/map showing location and boundaries of the park.
 - (5) If proposing to name a facility or major feature within a park, include a description/map showing the location of the facility.
 - (6) If proposing to rename a park or facility, include justification for changing an established name.
 - (7) If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation in the Village's, State's, or Nation's history.
- (c) Upon receipt of a naming request, the following assessment shall be applied by the Village to consider the request:
 - (1) Review the proposed request for its adherence to the policies of the Village.

- (2) Ensure that supporting information has been authenticated, particularly when an individual's name is proposed.
- (3) Seek input from relevant neighborhood associations, historical groups, and other organizations, if deemed appropriate.
- (4) Upon completion of Items (c)(1)-(3) above, a recommendation will be provided to the PRNR Committee by the Director of Public Works, or his/her designee, regarding the naming request that has been proposed.
- (5) The PRNR Committee will allow for at least two meetings to consider naming requests once a recommendation has been provided by the Director of Public Works.
 - (i) **First Meeting.** The naming request shall only be introduced for discussion only as part of the PRNR Committee's first consideration. Public comment will be solicited by the Village regarding the naming request prior to the second meeting. The Village shall use regular and available means of communication to announce the naming request as it has been presented.
 - (ii) **Second Meeting.** Following the introduction in the first meeting and the solicitation of public comments, the PRNR Committee may take action to forward a recommendation of the naming request to the Village Board.
- (6) The recommendation of the PRNR Committee and Director of Public Works regarding the naming request will be presented to the Village Board for consideration and final action. .