

SUMMARY
DES MOINES PARK AND RECREATION BOARD
5:00 P.M. Tuesday, January 27, 2009
City Council Chambers, City Hall

The Des Moines Park and Recreation Board took the following action on items listed in the attached meeting agenda summary. Copies of resolutions may be obtained from the Park and Recreation Office 237-1403. Please refer to the five-digit resolution number when requesting information or copies. Any item requiring a roll call was taken by voice vote. For purposes of condensation, roll calls will only be broken down in the minutes when the actual vote was not unanimous.

#09-001 ROLL CALL

Present: Galloway, Jensen, Gelb (5:05), Ogle, Noland, George, Koenig-VandeHaar, Modersohn, Scavo, Feltner, Krumrey, Murphy
Absent: Thornton, Burnett, Chen

#09-002 APPROVAL OF AGENDA AS PRESENTED AND/OR AMENDED

Motion by Jensen to approve agenda as presented
Seconded by George
Motion carried

III. DISCUSSION AGENDA

MINUTES

#09-003 Minutes of December 9, 2008 Park and Recreation Board Meeting

Motion by Koenig-VandeHaar to receive and file December 9, 2008 Park and Recreation Board
Seconded by Scavo
Motion carried

IV. REPORT OF PARK AND RECREATION DIRECTOR

- Department Reorganization
Ben Page, Assistant Director, covered details relating to bids that impact size of the workforce. Two RFPs were issued for mowing, trimming and custodial operations. Process is moving forward with recommendations to City Council. A new job description of Park Maintenance Worker was developed and approved by the Civil Service. A copy of the description was distributed. No additional details will be discussed at this time. If members would like more details contact Tripp or himself. At the next meeting, a new organizational chart will be presented.
- Tree Mitigation Ordinance Update
The Board took action and recommended the ordinance not be approved but a committee be formed with the Urban Conservation Board to do a forestry master plan. Community Development made a presentation and is recommending an ordinance to be adopted during the interim.
- Marketing
Discontinuing contract with Inter-Mark. Had a great relationship with them, but they have come back with a proposal for the City to come up with cash up front. The original proposal was they received a percentage of the sponsorships. We are still interested in sponsorships of local marketing organizations.

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- **Simon Estes Amphitheater**
Romig, Parks and Recreation Services Manager, advised that one of the cost-saving measures was to outsource the NiteFall concert series. Four groups were interested. Currently working on negotiating an agreement with Amedeo Rossi; they are the group that put on the 80/35 concert. They will have the liquor control license for amphitheater for all uses and will have free use of stage with a minimum of four concerts. The City will receive 25% of alcohol sales and 50% from food vendor sales.
- **Brenton Bike Rentals**
Romig had talked to Robin McCollum, general manager, who stated it started late and slow in getting the bike rental program running because of negotiations between RDA and Bike World. In discussions with Bike World and RDA, no decision has been made if program will continue. This will come back to the Board in February. If the timeline doesn't work with RDA then we will do a RFP as there is a belief that there is a demand for it.

This weekend is the Winter Games. Ben Page is recruiting people for the Polar Plunge.

FOR BOARD ACTION

#09-004 Martin Luther King Shelter Fee

**Motion by Jensen to approve Martin Luther King Shelter Fees
Seconded by Murphy**

Jensen asked who is responsible for the maintenance. Romig, Park Services Manager, stated we have an agreement with Polk County for construction and maintenance of the shelter. Maintenance is managed by the City but costs are split 50/50 with the County. City staff will clean-up and inspect after rentals. Jensen asked if the rental fee covers the maintenance costs. Tripp will come back and report that. The fee is based on what market will bear.

Motion carried

#09-005 Cemetery Schedule of Fees

**Motion by Jensen to approve cemetery schedule of fees
Seconded by Murphy
Motion carried**

RECEIVE AND FILE

#09-006 Zoo Update and Capital Presentation

Tripp introduced Mike Hubbell, President of the Blank Park Zoo, Foundation, 7401 SW 9th. Mr. Hubbell distributed information on the project and details. Hubbell introduced Terry Rich, CEO, Blank Park Zoo, 7401 SW 9th. Rich presented an overview, and history. The zoo is operated with a percentage of hotel/motel tax and was stabilized with a 28E Agreement. The Foundation board took a \$3M endowment to operate the zoo and began a cash flow in about two years. During the same time, endowment was increased to \$10 to \$11M. It was decided that new exhibits would need to be added. The zoo has increased attendance over the past three years. The City stepped forward in expanding as they want to help with the Superblock project. Southridge Mall, a very large property tax payer, along with this area will be the foundation for growth and property taxes in Des Moines. It is proposed to move golf course holes to enable the zoo to expand.

The zoo will also feature endangered species. Rich provided statistics – number two attraction in the State after the Iowa State Fair; zoo attracts more attendance than the NBA, NFL, and major league baseball combined.

Murphy questioned if Southridge Mall would be a tax base for this. Rich stated they are a key component. It is Murphy's hope that this project would revive Southridge Mall. Murphy was surprised the mall wasn't engaged. Murphy asked with the city/county making cuts how will this move along. Murphy questioned that with City parks and recreation budget being cut 28% will this project be delayed. Rich stated the City is helping with the capital.

Tripp summarized in the last 15 years the City has to find a way to budget operating money. The City has looked at an alternative way to deliver services at a lower cost. When the Foundation took over the zoo the subsidy was \$600,000 a year of tax payer's money. The contract to operate the zoo, costs \$290,000 of tax payers money. The City has an obligation, as before, to repair infrastructure. The agreement is for the City to invest \$8M over six years in capital reconstruction, but zoo will take over responsibility later. It is important to invest back in this partnership because of the economic benefit to taxpayers.

Krumrey stated that this is a positive project for the City. Krumrey suggested a presentation be prepared to take to groups on positive projects happening around the City. Tripp will discuss with Marlene Anderson.

Motion by Koenig-VandeHaar to receive and file zoo report
Seconded by Jensen
Motion carried

#09-007

Budget Presentation

Tripp distributed information on budget information presented to council. Have a significant amount of money \$53.7M in capital improvements in the park system – highlighted the major projects. This information can be seen on Web-site.

Jensen asked about a bill in the legislature to allow percentage of sales tax to go to parks - would this impact the City or State. Tripp stated it could be for both. Tripp will send the summary of the bill.

Motion by Jensen to receive and file budget information
Seconded by George
Motion carried

REPORTS OF CHAIR OF BOARD AND COMMITTEES

Susan Noland advised that the streetscape committee is meeting next Monday and they have received 14 proposals.

#09-008

ADJOURNMENT

Motion by Jensen to adjourn
Seconded by Modersohn
Motion carried