

Menasha aldermen occasionally attend meetings of this body. It is possible that a quorum of Common Council, Board of Public Works, Administration Committee, Personnel Committee may be attending this meeting. (No official action of any of those bodies will be taken).

**CITY OF MENASHA
PARKS AND RECREATION BOARD**

City Hall
100 Main Street
First Floor Board Room #132

**Tuesday, January 9, 2018
6:00PM**

AGENDA

A. CALL TO ORDER

B. ROLL CALL/EXCUSED ABSENCES

C. MINUTES TO APPROVE

1. Minutes of the December 12, 2017 Regular Park Board Meeting
2. Election of officers for 2018

D. PUBLIC COMMENT ON ANY MATTER RELATED TO CITY PARKS AND RECREATION

E. REPORT OF DEPARTMENT HEAD/STAFF

1. Department Report – PRD Tungate
2. Park, Pool and Vandalism Report – PS Maas

F. DISCUSSION

1. Loop the Little Lake project update – PRD Tungate

G. ACTION ITEMS

1. Recommend a monthly and yearly permit fee for the Harbor House room (referred back by the Common Council)
2. Proposed rules for use of the Harbor House room
3. Revisions to Parks and Recreation Fees for 2018

H. PUBLIC COMMENT ON ANY MATTER LISTED ON THE AGENDA

Five (5) minute time limit for each person

I. ADJOURNMENT

CITY OF MENASHA
Parks and Recreation Board
City Hall, 100 Main St, Rm 132
December 12, 2017
DRAFT MINUTES

A. CALL TO ORDER

The meeting was called to order by Chr. D Sturm at 6:00 pm.

B. ROLL CALL/EXCUSED ABSENCES

MEMBERS PRESENT: Dick Sturm, Brian Adesso, Ted Grade, Tom Marshall, Lisa Hopwood, Melissa Zwach

MEMBERS EXCUSED: Rob DeLain

OTHERS PRESENT: PRD Tungate, PS Maas, Dave Mix (VFW)

C. MINUTES TO APPROVE

1. **Minutes of the November 14, 2017 Park Board Meeting:** Moved by B. Adesso, seconded by L. Hopwood to approve the minutes of the November 14 Park Board meeting. Motion carried.

D. PUBLIC COMMENT ON ANY MATTER RELATED TO CITY PARKS AND RECREATION

E. REPORT OF DEPARTMENT HEADS/STAFF/OR CONSULTANTS

1. **Department Report:** PRD Tungate reported on the Holiday Hayride held on Dec. 8, Loop the Lake project is a little ahead of schedule, Menasha HS art class painted two barn quilts that will be installed on the Barker Farm Park shelter, staff will be following up with the N/M Sewerage Treatment Plant staff and commission about building a trail behind their facility.
2. **Park, Pool and Vandalism Report:** PS Maas that staff has been working on decorating the trailers for the Hayride, a significant section of roadway at Resthaven Cemetery was repaved earlier in the fall, park bench was damaged by a vehicle at the end of Nicolet Blvd, tree stump grinding was done this fall, tree stakes and tubes also removed on some older trees, new floor will be going in at the Historical Society side of the Memorial Bldg and the Jefferson Park cannon has been moved indoors because the wooden wheels have deteriorated and need to be rebuilt.

F. DISCUSSION

1. **Change to 2018 Parks Department CIP Budget:** PRD Tungate updated the Board on the Common Council's recent action relative to the \$89,000 that had been requested for a second bridge across to Peanut Island in Jefferson Park. The money remained in the CIP budget, but was no longer designated for that project. Department staff and the Board may recommend an alternative project(s) for these funds.

G. ACTION ITEMS

1. **Recommend reciprocity agreement with the Village of Fox Crossing for 2018:** Motion by L. Hopwood, seconded by B. Adesso to approve the fee reciprocity agreement with the Village of Fox Crossing for 2018 and to pursue a multi-year agreement with the Village of Fox Crossing starting in 2019. The Board reviewed the figures relative to how many city residents utilize the Village's park and recreation services and vice versa. In total, there are more city residents (mostly youth) participating in Village programs than Village residents in city programs. City residents saved over \$4,000 in fees because of reciprocity. Village residents saved just over \$1,700. The Board was in

favor of a multi-year agreement in the future, but they did acknowledge that there may still be some political hurdles to overcome before that could occur. Motion carried.

2. **Recommend a monthly and yearly permit fee for the Harbor House office space:** Motion by Ald. T. Grade, seconded by L. Hopwood to set a permit fee of \$75 per month and \$900 per year for the use of the Harbor House room. The limitations of the building and room were discussed. Members felt that a small, unheated room that has not been heavily used for the past fifteen years was not comparable in value to other downtown office space. Motion carried.
3. **Approve the location and style of two additional benches to be placed on the Isle of Valor:** The Board listened to a proposal from Dave Mix with the VFW to add two additional benches on the Isle of Valor. Each bench would be made from red granite and have a back. The first one would be in memory of Master Chief Romnek and would be placed to the east of the monument that was moved from the Library. It balances out a bench that already exists on the west side of the monument. The second one would be set aside for Ken Stumpf; however, the date for this installation is yet to be determined.

H. PUBLIC COMMENT ON ANY MATTER LISTED ON THE AGENDA

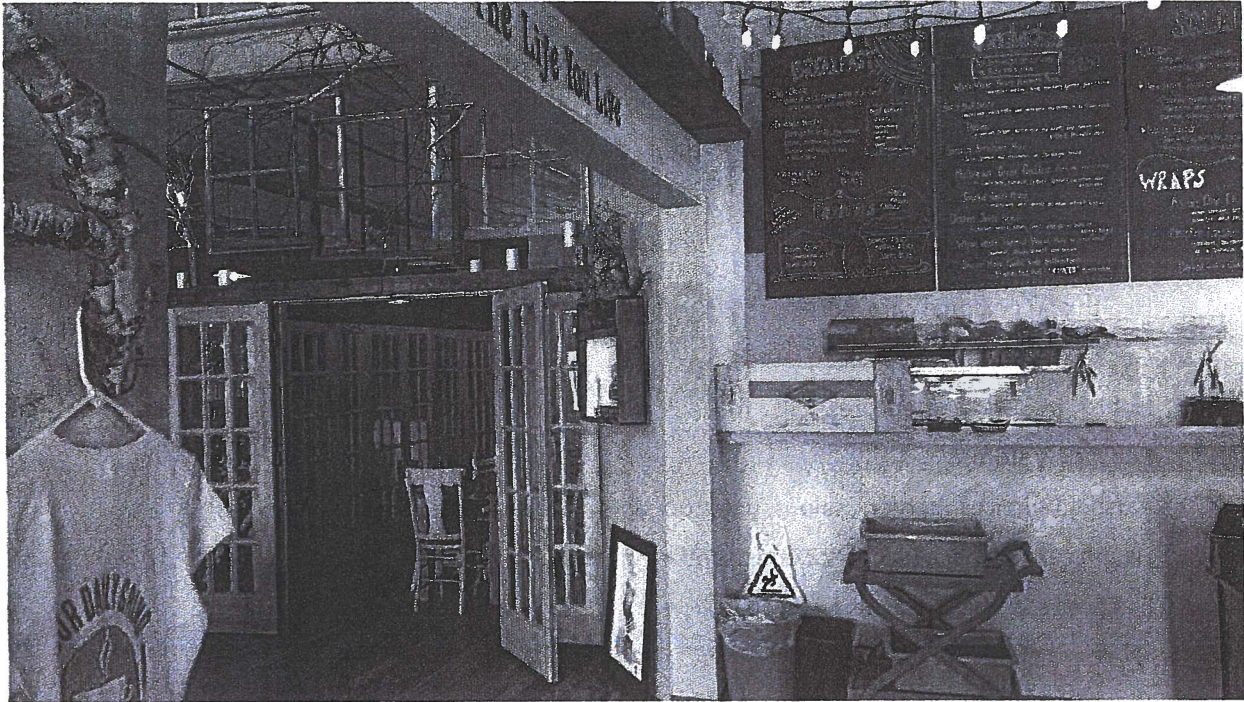
Five (5) minute time limit for each person

I. ADJOURNMENT

Moved by B. Adesso, seconded by L. Hopwood to adjourn at 7:00pm. Motion carried.

Proposed Rules for Harbor House Room

- **Users shall maintain the premises in good condition**
- **Users shall pay a security deposit of \$50.00, refundable after the permit expires and is inspected by City staff**
- **Users shall file with the City of Menasha a Certificate of Insurance stating the user has liability insurance sufficient in an amount deemed acceptable by the City's risk manager**
- **Permits shall only be granted to users that provide a recreation related service that benefits the public as approved by the Park Board**
- **Users must follow all posted parking regulations**
- **Users may mount signs that comply with city ordinance and other park regulations**
- **Any items stored on the premises must be stored in a neat and orderly fashion and appearance**
- **Full year permit applications will be given preference over monthly use**
- **Applications for full year use will be accepted during the month of January. Other applications will be accepted starting in February**



Inside Your Daily Grind, a popular coffee shop and eatery in downtown Menasha.

Dining is a critical element in making destination districts a success. Good restaurants will often be among the first business to draw people to a district. Additionally, they play an essential role in lengthening visitors' stays. They are an amenity sought out by home buyers, and are increasingly factored into the decision of where to locate offices, as a means to help attract employees.

Downtown Menasha can support several eating and drinking formats including full service restaurants, limited service restaurants, snack and beverage shops, and bars or taverns. To compete with chains and other independents in the market, they should take advantage of the downtown's unique assets. Chief among these is the waterfront. Redevelopment sites along the canal or river should be designed with restaurants in mind, providing river views and outdoor seating.

Areas of downtown that develop with a more suburban character will be attractive to quick service restaurant chains, including the growing fast casual brands like Bruegger's, Panera Bread, Noodles and Company, Chipotle, and Starbucks. These are likely to be sited on Commercial Street / Washington Street, which has significant passing traffic.

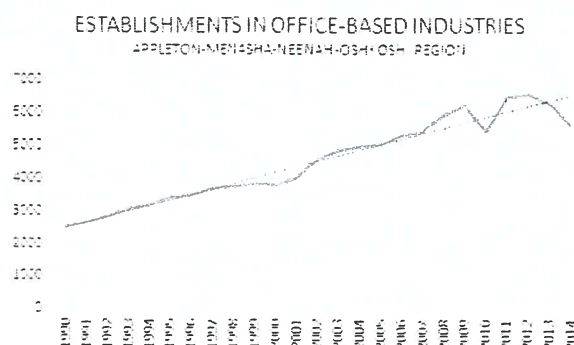
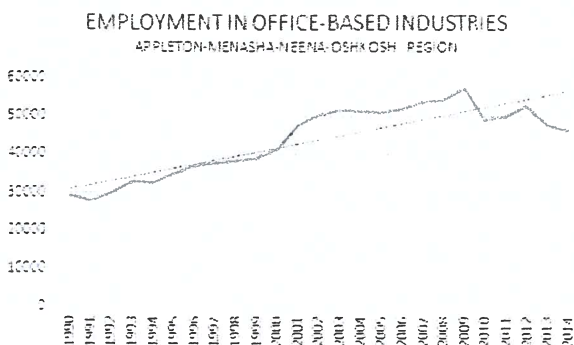
Although not specifically addressed in the market analysis, the downtown may be able to support a banquet hall, perhaps developed in connection with public park space, where events can be held. Several Wisconsin communities (ex., Oconomowoc, Lake Mills, Whitewater) have developed similar lakefront facilities that are equipped with a catering kitchen, and can be rented for personal or organizational activities. These assets can produce a revenue stream to defray the cost of maintaining adjacent park and public spaces.

Office Demand

Comparable rents for office space - Harbor House

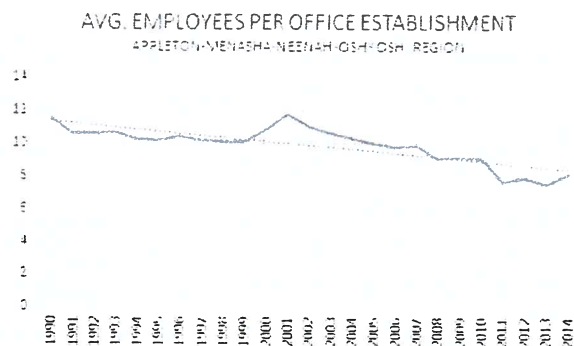
Over the past couple decades there have been a significant number of large office buildings constructed on redevelopment sites in the downtowns of both Neenah and Menasha. Most have been build-to-suit projects for a specific tenant. Some of the older office buildings in Menasha now are vacant. The City and School

District moved into one of these buildings, in the process leaving the former city offices vacant. Filling the vacant space will present some challenges, and the excess space will suppress demand for new office construction for a considerable time.



Regional demand for office space has grown since the 1990's. Employment within industries that are predominantly office-based grew from 1990 to 2009, when it declined during the Great Recession. Those losses were sustained through at least 2014. The number of establishments also declined in the recession, before increasing briefly, and then declining again. This is consistent with state and national observations that many people who became unemployed started businesses as a means to find work, and then quit them as the economy improved and they were able to locate paid jobs.

Although the number of office jobs and establishments has grown, the average number of jobs per establishment steadily decreased, from 11.5 employees in 1990 to 8.2 employees in 2014. This is also a trend seen throughout the economy, and it has implications for the total floor area, type of office space, and amenities desired by companies in the market for office space. Single offices, small office suites, shared workspaces, and shared resources will be more in demand.

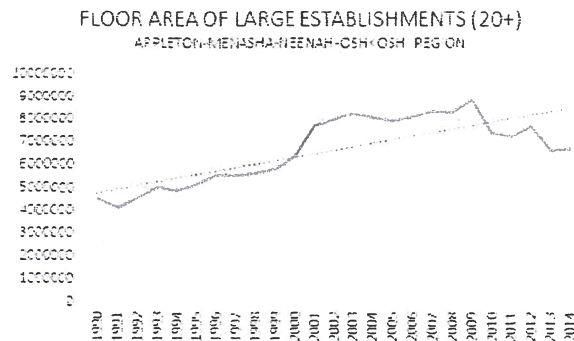
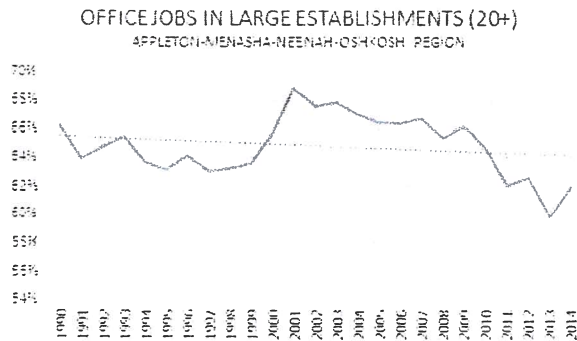


Menasha and Neenah have several large office buildings with a typical floor area of about 5,000 square feet or larger. While varying by industry, an establishment will usually need to have at least 20 employees to occupy a 5,000 square foot space. Since peaking in 2001, the share of office jobs among these larger employers has been declining. As a result, the total floor area required by these larger businesses declined from 8.87 million square feet in 2009 to 6.70 million square feet in 2014. Landlords are often faced with the need to subdivide larger spaces to fill vacancies. At the same time, the soft retail market is causing the owners of strip centers and small commercial buildings to market to office users, creating more competition.

and 2016, to \$11.95 per square foot. This is below the state average of \$13.52 per square foot. The asking price for offices on the market has not changed over the year, remaining at \$63.26 per square foot. Co-Star estimates a 5.0 percent vacancy rate with 307,187 square feet of vacant space. Current office real estate listings, however, greatly exceed that figure, and REIS reports the vacancy rate at 23.8 percent in the first

\$6 x 161 sq. ft for Harbor House SPACE = \$966

quarter of 2017. Normally, a vacancy rate of about five percent is thought to reflect a balanced market. Listings are priced from about \$6 to \$20 per square foot, with most falling around \$10 to \$15 per square foot. REIS reports a \$14.80 per square foot average rent.

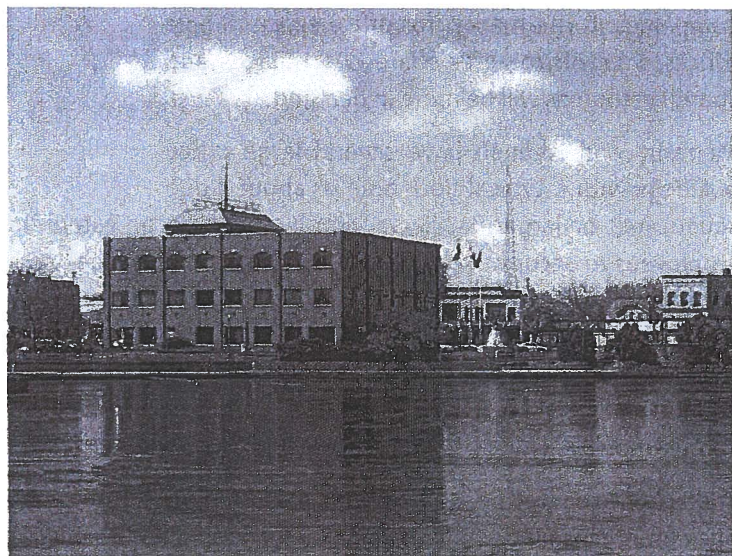


The locational patterns of office-based industry employment have shifted over time, to become less concentrated, even as overall employment increased. In 1994, a few locations stood out as having significant concentrations of office jobs. Twenty years later the only area to grow in significance was Appleton's downtown. Office employment has become more evenly distributed across the region, reducing the significance of several nodes. New concentrations have also emerged.

Downtown Menasha was once more significant as an area of office employment than it is today. More rapid growth in other areas is the primary reason for this decrease in office employment concentration, with the loss of some office jobs contributing.

There are three types of areas competing for the office uses that might locate in Downtown Menasha: other similar downtown districts, suburban office parks, and offices distributed in commercial corridors. The fact that downtown Appleton has developed an even stronger concentration of office employment over the past 20 years attests to the desire for many companies to locate in city centers, where they are central to their employees and where there are amenities within walking distance. Appleton and Neenah present the strongest competition of this type. Both communities have significant office space available, and have a healthy small business community of retail, dining, and service businesses.

Office parks are mostly found in suburban settings along Interstate 41 and Highway 441. They tend to offer larger footprints on a single level, ample parking, and access to the interstate. Buildings in office parks may be newer than those in central business



Downtown Menasha has attracted significant office investment.

City of Menasha - Proposed Fee Changes for 2018
Parks, Recreation, Pool, Marina, Forestry and Cemetery

NC = No Change R = Res NR = Non-Res Est. = Year Established

Current Charge			Program/Service Title	Proposed Charge		Last Changed	Previous Charge	
R	NR	R		NR	R		NR	
Summer Programs								
\$ 17.00	\$ 24.00	Playground Programs (Tot Lot/Playground Plus)		\$ 20.00	\$ 27.00	2017	\$ 15.00	\$ 22.00
\$ 7.00	\$ 12.00	Friday-Fundays		\$ 10.00	\$ 15.00	2017	est	est
\$ 20.00	\$ 20.00	Grunski Race (Youth)		\$ 20.00	\$ 20.00	2013	\$ 15.00	\$ 15.00
\$ 20.00	\$ 20.00	Grunski Race (Adult)		\$ 25.00	\$ 25.00	2016	\$ 15.00	\$ 15.00
\$ 505.00	\$ 505.00	Adult Softball (Team)		\$ 525.00	\$ 525.00	2011	\$ 310.00	\$ 310.00
\$ 370.00	\$ 370.00	Co-Ed Softball (Team)		\$ 525.00	\$ 525.00	2011	\$ 250.00	\$ 250.00

The Department recovers at least 100% of program costs from revenues for all adult activities. The goal is to recover 50% of youth program expenses through fees.

Village of Fox Crossing -- we have fee reciprocity except for boat launches and pool passes and lessons.

Fall/Winter Programs							
\$ 1.00	\$ 1.00	Open Swim/Gym	\$ 2.00	\$ 2.00	2002	\$ 0.50	\$ 0.50
Marina							
\$38.75/ft	\$38.75/ft	Seasonal Slip Rental	\$ 39.00	\$ 39.00	2017	\$38.50	\$38.50
n/a	n/a	Harbor House Room Permit (Monthly)	\$ 75.00	\$ 75.00	2017	n/a	n/a
\$700.00	\$700.00	Harbor House Room Permit (Yearly)	\$ 900.00	\$ 900.00	2017	n/a	n/a
Fees Associated with Special Events							
\$ 250.00	\$ 250.00	up to 400 people	\$275.00	\$275.00	2017		
\$ 350.00	\$ 350.00	401-700 people	\$325.00	\$325.00	2017		
\$450.00	\$ 450.00	701 + people	\$500.00	\$500.00	2017		
\$ 175.00	\$ 175.00	Stage Walls (now a tarp)	\$ 50.00	\$ 50.00	2016	\$ 150.00	\$ 150.00
\$ 7.00	\$ 7.00	Picnic Tables (each)	\$ 10.00	\$ 10.00	2014	\$ -	\$ -

Non-Resident fees added for shelter/area reservations began in 1991.

**Includes automatic pavilion reservation, user fee included if pavilion used.*

***Not part of two year advance wedding reservation*

****Additional cost for weekend set up/take down*

*****Memorial Building (Upstairs, very limited availability)*

Memorial Program							
\$1,500.00	\$1,500.00	Bench Donation or market price	\$1,800.00	\$1,800.00	2014		

Current Charge		Program/Service		Proposed Charge		Last	Previous Charge	
R	NR	Title		R	NR	Changed	R	NR
Swimming Pool Daily Admissions								
Free	Free	Ages 2 and under		NC	NC	2012 - re-established from '94		
\$ 2.50	\$ 2.50	Ages 3-17		\$ 2.75	\$ 2.75	2012	was ages 4-17	
\$ 3.50	\$ 3.50	Ages 18 - 54		\$ 3.75	\$ 3.75	2009	\$ 3.25	\$ 3.25
\$ 2.50	\$ 2.50	Ages 55 and older		\$ 2.75	\$ 2.75	2009	\$ 2.25	\$ 2.25
*Pool fees after 6:00 pm are reduced. (3-17) \$1.50, (18-54) \$2.00, (55 and older) \$1.50								
Swimming Lessons**								
\$ 25.00	\$ 36.00	Swimming Lessons (all sessions)		\$27.00	\$38.00	2017	\$ 23.00	\$ 34.00
\$ 45.00	\$ 45.00	Paddleboard Yoga		\$50.00	\$50.00	2016	est	est
**Village of Fox Crossing pays NR rates for all pool services.								
Season Passes (includes morning swim and other special swim times)								
\$ 35.00	\$ 55.00	Youth (3-17) and Senior (55+)	(\$34)	\$ 38.00	\$ 58.00	2012	-	-
\$ 45.00	\$ 65.00	Individual	(\$43)	\$ 48.00	\$ 68.00	2003	\$ 35.00	\$ 40.00
\$ 65.00	\$ 90.00	Family of 2	(\$61)	\$ 68.00	\$ 93.00	2012	\$ 60.00	\$ 75.00
\$ 85.00	\$ 110.00	Family of 3	(\$81)	\$ 90.00	\$ 115.00	2012	\$ 80.00	\$ 95.00
\$ 100.00	\$ 125.00	Family of 4	(\$94)	\$ 105.00	\$ 130.00	2012	\$ 95.00	\$ 110.00
\$ 110.00	\$ 135.00	Family of 5	(\$103)	\$ 115.00	\$ 140.00	2012	\$ 105.00	\$ 125.00
\$ 120.00	\$ 145.00	Family of 6+	(\$112)	\$ 125.00	\$ 150.00	2012	\$ 115.00	\$ 135.00
City of Menasha residents receive a 10% discount on season passes purchased by May 30 , fee in ()								
City of Neenah and Appleton residents receive resident rate.								
Village of Fox Crossing pays NR rates on season passes and lessons.								
\$ 15.00	\$ 17.00	Limited Use Pass (Adult, 5 visits)		\$ 17.00	\$ 19.00	2010	\$ 13.00	\$ 15.00
\$ 10.00	\$ 11.00	Limited Use Pass (Youth/Seniors, 55+)		\$ 12.00	\$ 13.00	2010	\$ 9.00	\$ 10.00