

Park Board Meeting Minutes

February 16, 2011

Board Present: Mike Zajac, Matt Tanis, Janet Luchies, Kathleen Hoyle, Tucker Webb

Board Members Excused: Jim Novaria, Vicki Locke

Absent: Jason Koscinski, Susan Williams, Bery Pannkuk

Staff Present: Bill Deming, Tricia Keala, Jim Ballentine and Steve Yonker

Meeting was called to order by Mike Zajac at 6:30 at the Stuart Manor

INTRODUCTION OF GUESTS: Six Western Michigan University students majoring in Recreation.

APPROVAL OF PREVIOUS MINUTES: Janet made the motion to approve the minutes, Tucker seconded the motion. The January minutes were approved.

NEW BUSINESS

A. Park Reports: Should include visible activities going on at the park; conversations (comments/suggestions) from residents using the park; conditions of the trails and other amenities.

West Lake Preserve (Tucker Webb) – Markers along bog trail are visible and work well with identifying the pathway.

B. Disc Golf Course: Air Zoo has a course already open and free to the public currently with nine holes. They have plans to add another 9 holes this spring. Before moving forward with a City of Portage Disc Golf Course, a review as to how the Air Zoo's Course progresses this year would be prudent.

C. Paddle Fest/Get Active Portage: The Board members and Park staff in attendance discussed the following items:

- Bery is still planning to chair Paddle Fest and Mike will chair "Get Active Portage."
- Marketing activities will be confirmed at the March Board Meeting when Bery will be present. Additional marketing activities could include adding the event to the newsletters and intranets of area companies. It will be important to integrate the two activities into one event.
- Date for the event is tentatively set for Saturday, July 23 running the same time as last year starting at 10:00 a.m. to 2:00 p.m. The date will be finalized at the March board meeting.
- Some discussion involved the possibility of moving the event to June 25 to coordinate with the Michigan Recreation & Parks Association's Olympic Week for the potential of an Olympian to be present at the event, but another event may be considered for this weekend instead of Paddle Fest. Bill will check on date for Taste of Portage to avoid any conflicts.
- Comments regarding last year included that the set-up, race, and buoys worked well; and more help running the kayak race including establishing race times and registration will be necessary.
- There are plenty of bibs, but need to add the "Get Active Portage" event to the signage.
- Need better communication in marketing materials, including parking locations for participants and spectators. There was confusion by participants if had to pay to park.
- Agreement was to again offer free parking coupons to participants and spectators including giving vendors tickets to pass out and placing a coupon on the Portage web site to print off.
- It was agreed to offer Vendor Punch Tickets again, where attendees would get the ticket punched at each vendor booth, then sign the ticket and turn in for prize drawings. Vendors were happy how the punch tickets worked last year.
- Need to encourage vendors to bring good booth signage this year.

- Create a vendor board at entrance and on Facebook list all participating organizations.
- Booth rental was suggested this year at \$100/\$20 if they conduct an activity. Another suggestion was to charge \$25 for new vendors and \$15 for those returning this year.
- Create an event banner to put in front of the park.
- At the March Board Meeting, members will need to decide which committees they would like to work on for the event. Suggested committees include:
 - ◊ Vendor Recruitment
 - ◊ Marketing
 - ◊ Event Set-Up
 - ◊ Additional Activity Development & Set-up
 - ◊ Booth Volunteer Coordination
 - ◊ Concessions/Food
 - ◊ Prizes
 - ◊ Race Registration.
- Susan Williams is planning to provide the boat again this year.
- Prepackaged foods would be fine for vendors to hand out at the event, but the only food sales would be conducted by the authorized concessionaire.

D. Goals & Objectives: Reminder at the March Park Board meeting we will discuss new Board goals for submission to City Council, including ideas for events, a cause to support and other initiatives.

SUMMARY ACTIVITY

- Events are posted on the Park Board Facebook page.
- Green-a-thon date has been confirmed for April 23 in Celery Flats and will be organized by the Youth Advisory Council. Volunteers are needed for the Park Board booth. Last year we had two teams of two people splitting the time.
- Fishing Fair is planned for May 21 from 9:30 a.m. to 1:00 p.m. Volunteers are needed for the Park Board booth. Bassmaster Champion Kevin VanDam will be at the event this year. About 500 people attended last year.
- The Youth Advisory Community Snow Party event at Oakland Drive Park went well even with the cold temperatures experienced this year in cold and wet weather.
- Article was written in the Kalamazoo Gazette on the Valentines Skate Day.
- Mascot Madness is confirmed for February 24; please help spread the word on the event.
- Skating Rink will be open for three more weeks, with the last day to skate on Sunday, March 6.

COMMENTS FROM BOARD MEMBERS

No comments except plan for the next Board Meeting to be longer to finalize plans for Paddle Fest/Get Active Portage and discussion on Park goals.

ADJOURNMENT

Janet made a motion for adjournment; Matt seconded the motion. Meeting adjourned at approximately 7:30 pm. Next meeting: Wednesday, March 2, 2011 at Stuart Manor

Respectfully submitted

Kathleen Hoyle, Secretary, Park Board