

Parks/Recreation Committee

Regular Meeting Notice and Agenda

Village of Cross Plains

Rosemary Garfoot Public Library

2017 Julius Street

Cross Plains, WI 53528

(608) 798-3241

Monday, February 15, 2016

6:00 pm

- I. Call to Order, Roll Call, and Pledge of Allegiance
- II. Public Comment – This is an opportunity for anyone to address the Committee on any issue NOT on the current agenda. *Please observe the time limit of 3 minutes.* While the Committee encourages input from residents, it may not discuss or act on any issue that is not duly noticed on the agenda.
- III. Reports
 1. Committee Chairperson
 2. Committee Members
 3. Parks and Recreation Director
- IV. Committee Discussion
 1. Discussion and action to approve the minutes from January 11, 2016.
 2. Discussion and action regarding Dog Park implementation.
 3. Discussion and action regarding revision to Village Ordinance to allow dogs in all or some parks.
 4. Discussion on a Adopt a Park form and implementation program.
 5. Discussion on event to hold for the Ice Age Trail this year.
- V. Adjournment

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related Open Meetings Law. 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 governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the Village Hall at (608) 798-3241 or matt@cross-plains.wi.us.

Village of Cross Plains

Park and Recreation Committee

Meeting Minutes

January 11, 2016

I. **Meeting called to order** at 6:03 pm By Committee Chair Brosius

Roll Call – Present: Kevin Thusius, Mike Axon, Dale Buechner, Jim Billmeyer, Bill Brosius; Frank Durham

II. **Public comment** – There was a concern that the village is not working as a cohesive group between the Street Scape committee, the PRC and other entities. What kind of community are we going to be. We should get all these groups together for one big planning session to help decided what will our community be known for.

III. **Reports**

1. Committee Chairperson – Zander Park is moving along to start process to get the park extended working with Dane County and the Railroad. Show the updated Comprehensive Plan for the Village
2. Committee Members – No Report
3. Park and Recreation Director – Mike went to the Coffee meeting at Coaches to talk with the community about Zander Park, the Dog Park and the Open Space Plan. Mike had a meeting with the Life Foundation for the Community Garden. We took over the youth Basketball from the Optimist Club. Feb 6th is the next Candle Light night.

IV. **Committee Discussion**

1. Discussion and action to approve the minutes from November 9, 2015
Kevin Thusius motion to approve, Dale Buechner 2nd. Committee approved
2. Luke Kloberdanz from the Ice Age Trail came to tell us that we were approved as a Trail Community. We would like to do a project in September (fall time) specific for the Ice Age trail activity. Next steps are to get an MOU (Memorandum of Understanding) signed.
3. Discussion regarding Signs in the Parks and on Trails. Discussion about seeing dogs in parks and dogs off leash on trails. There is an option to change the code. People ignore the signs while they are looking at it. Some communities are going to change the ordinance. Mike will look at other communities and see what they are doing and see if/how it affects our insurance. Should have people come to the meeting for input.
4. Discussion regarding the Dog Park and fundraising efforts. – Village Board put \$45K to put this park together. Idea is to get community members to be something like Friends of the Dog Park. Idea is to start going forward as soon as possible. Would like to see some action for next month. Mike is going to look into fencing for the Dog Park and get RFP.
5. Discussion regarding the update of the 2013 Parks and Open Space Plan. Mike is going to come up with a plan and bring it to the group to evaluate.

6. Discussion regarding an Adopt a Park Program. Have Bill to come up with a form to Thank them for volunteering, want to continue, what do your group do the previous year. Do you want to continue. Why/why not. What age?
7. Next Meeting February 15th 2016 at 6:00 pm

V. Adjourned at 7:29 pm

Respectfully Submitted by:

Bill Brosius
Committee Chairman
February 2, 2016



Director Report

To: Parks and Recreation Committee
From: Michael Axon, Director
Date: January 31, 2016
Re: January Monthly Report

Michael Axon
Director

Administration

Employee Returning 2016 Season: An email was sent out to Limited Term Employees for the 2016 season. An ad will be sent to the paper in regards to open positions: admissions/concessions worker, lifeguards, managers, recreation coordinators, and parks maintenance workers.



"We create community through people, parks, and programs"

Advertising and Sponsorship Packet: The 2016 advertising and sponsorship packets were delivered to local businesses and organizations. This year's packet included advertising in the 2016 Spring/Summer Activity Guide which had been previously completed by the guide developer. A copy of the packet is provided at the end of this report.



Zander Park Trail Expansion Update: We are currently working to secure easements along the trail corridor. There are four properties that still need to be secured (Cross Plains Berry Fire District, Tim Madix Property, (two) DNR Properties) Once secure, village staff along with Strand and Associates will work to petition the rail road for a pedestrian crossing behind the Cross Plains Berry Fire District building. Staff will be meeting with employees from the WDNR (Dave Rowe, Wendy Peich, Cheryl Housley) to discuss options for easements needed on their land along with the opportunity to discuss future funding options within their Stewardship Grant Program.



LIFE Foundaton Community Garden Project: The Parks and Recreation Department has entered into a 'Memorandum of Understanding' with the LIFE Foundation to provide a pilot community garden program for the Community of Cross Plains. The program will take place in H.M. Zander Community Nature Park, north of the Black Earth Creek. The program is being funded by the grant through UW School of Medicine and Public Health, Wisconsin Partnership Program. We hope to have the garden functional from May 1st-October 30th. The memorandum is attached to this report.





2016 Department Goals: Staff worked to create department goals for the 2016 season. The SMART model was used to create this seasonal outline (specific, measurable, achievable, results-focused, and time-bound) Goals setting has become an integral part to allowing for departmental, staff, and community growth in a positive direction. The document is attached to this report for you viewing.

Volunteering/Adopt a Park

Parks Pride Program: A manual was designed to give individuals, groups, and organizations the opportunity to make a difference in our community. The manual talks about the benefits of the program, how to get started, and helpful hints and guidelines when choosing a park or program. The manual allows for a volunteer agreement to be made between the "pride participant(s)", along with an informational description of what their project is and all of its activities that will be undertaken by volunteers. Once the activity is completed a certificate of acknowledgment will be given to each volunteer. (CP's Parks Pride Achievement Certificate)

Parks

Friends of the Conservancy: Seven volunteers worked together on January 30 to work on the trails on the Glacial Valley Conservancy. Volunteers cleared a number of fallen trees and cut an area of buckthorn on top of the hill. The next work day is scheduled for February 12; all volunteers must sign a "Parks Pride Program Volunteer Agreement" prior to working on Village Conservancies.

Ice Rink Maintenance: Staff has spent considerable time in December maintaining the ice rink located in the pool parking lot. Duties include, removing snow and adding water when temperatures and ice surface allows. With the rink being in its 3rd year, we've noticed a number of new users this season. In the future, a second rink may be needed to include a rise in hockey use/need. Staff has looked at possible locations to establish this over the next year.



2016 Park Reservations: Reservations of park shelters for the 2016 season were opened up for online registration on January 2nd, 2016. Staff has worked hard on updating the 2016 calendars and spreadsheets to track and administer park events and user groups' activities for the upcoming year.

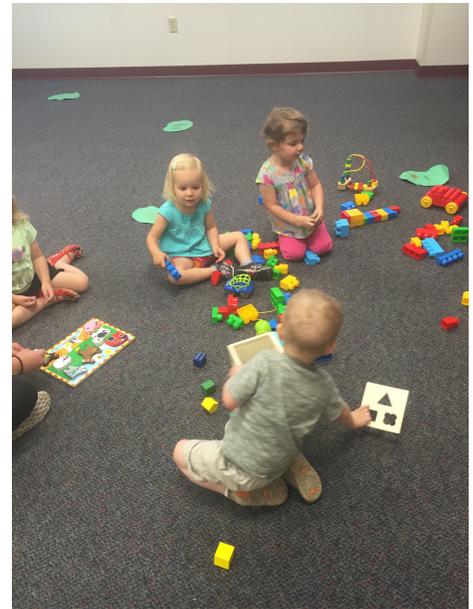


Recreation



Youth Basketball: The Parks and Recreation Department is taken over the Optimist Basketball Program for age 3rd grade-8th grade. We currently have 85 participants and have received a number of positive feedback. The program runs January 9th-March 12th.

Tot Rock N Roll: Class activities are designed to increase gross motor development and socialization skills. Each participant can enjoy tunnel time, parachute games, dancing, action songs, and movement activities. A small snack is given out at the end of the program each day. We currently have 11 kids participating in this 6 week program.



CP Fit Pass: The fitness pass has been added to for 2016. We've added a Wednesday evening yoga from 6:00 pm-7:00 pm, One Stop Body Shop on Mondays, 5:30 pm-6:30 pm, and a Body Sculpt class on Tuesdays, 5:15 pm-6:15 pm. We have a total of 58 passes sold in the month of January.

Classes Offered	
Yoga	
Mondays: 9:00am-10:15am	
Tuesdays: 6:00pm-7:00pm	
NEW!	Wednesdays: 6:00pm-7:00pm
Thursdays: 9:00am-10:15am	
Location:	
Cross Plains-Berry Fire Station	
One Stop Body Shop	
Mondays: 5:30pm-6:30pm	
NEW!	Body Sculpt
Tuesdays: 5:15pm-6:15 pm	
Location: American Legion Hall	

*Classes may be added or canceled at anytime. Contact Recreation Department for accurate schedule.



Village of Cross Plains

Parks and Recreation Department

P.O. Box 97
Cross Plains, WI 53528

Michael Axon
Parks and Recreation Director

PH: 608-798-3241
FAX: 608-798-3817

Dear Business/Organization,

The Village of Cross Plains Parks and Recreation Department is proud to be a large part of the Cross Plains Community. Whether it is the 10,000 people that visit the pool each summer, 2,300 people that participate in recreation programs, 2500 households that receive our annual Summer Recreational Activity Guide, or the 1000 people that visit Baer Park each week, we strive to offer the best services at the best price. We are looking at expanding the recreational opportunities that the community can choose from. These opportunities are great for people of all ages and help strengthen our sense of community.

We are currently seeking sponsor and additional advertising support from all of our local businesses. Sponsors/Advertisers will receive a number of benefits that are listed in the following packet. Our hope is that we can grow the participation and involvement level of the local business community with the Village of Cross Plains Parks and Recreation programs.

If you are interested in advertising your local business or sponsoring a team, please mail the completed sponsorship form to: **Village of Cross Plains, PO Box 97, Cross Plains, WI 53528.** Please note there are deadlines for some activities to be included in the marketing campaign. We can take cash, check, or credit/debit card for payment. For additional information, please contact our Parks and Recreation Director, Michael Axon at (608).798.3241 ext. 107 or by e-mail at: maxon@cross-plains.wi.us

Thank you in advance for your support of the Village of Cross Plains Parks and Recreation Department!

Sincerely,

Michael Axon
Parks and Recreation Director
Village of Cross Plains



2016 Advertising Opportunities

Summer Activity Guide Advertising – Deadline: February 10, 2016

- The 2016 Activity Guide will be done professionally by Thyse Design, a local design/print professional.
- The Village of Cross Plains mails out approximately 2,500 Recreation Guides each year.
- A number of our users find the Activity Guide to be a “staple” in their households due to the vast amount of information regarding our community.
- This is a great way to be a part of our community while also getting excellent exposure.
- All ad’s will need to be submitted to maxon@cross-plains.wi.us by high resolution jpeg or pdf.

Size of Ad	Cost	Quantity Available
Full Page Ad Inside Front/Back Cover – Full Color	\$350	1
Full Page Ad One Color	\$250	2
Half Page Ad (either horizontal or vertical) Inside Front/Back Cover – Full Color	\$200	4
Half Page Ad (either horizontal or vertical) One Color	\$150	4
Quarter Page Ad – One Color	\$100	8
Eighth Page Ad – One Color	\$75	8

(EXAMPLE: 2015 Activity Guide)

**Village of Cross Plains
Parks & Recreation Dept.**

**2015 Spring & Summer
Activity Guide**

2417 Brewery Road
Cross Plains, WI 53528
608-798-3241

Register Online at:
www.cross-plains.wi.us

PAID

Village of Cross Plains
Parks & Recreation Dept.



2016 Advertising Opportunities (Cont.)

Advertising at Baer Park- Deadline: April 15, 2016

Cost: \$100 per year

- Signs are to be made by a professional sign company.
- Signs are to be 4'X8'.
- A color mock-up of the sign must be submitted to the Parks and Recreation Director for approval prior to the sign being made.
- Each business is responsible for the cost of having their signs made.
- The back of the sign must be forest green. (Batters preference in mind)
- The face of each sign should have a dark background. (Batter preference in mind)
- The Parks and Recreation Director will review the signs in the fall, giving a condition report to each owner to address any changes or new signage needed.
- The Village of Cross Plains Parks and Recreation Department will install the boards prior to the start of the ball season each spring. They will also take all of the boards down for storage once all of our programs are finished for the year.

(Example)

4'



8'

Pool Special Events – A Flick ‘N’ Float

Cost for sponsorship: \$500.00.

The Village of Cross Plains Pool will have 2 separate Movie in the Pool special events. These nights will include discounted/free concessions, games and prizes for kids, and a movie on the inflatable screen. Patrons can enjoy a family movie while floating or swimming in the Pool. Last year's event drew over 200 people to the pool. Sponsorship of this event helps defray the cost of prizes and games for the kids.

(We will provide 1 4'x8' banner to be displayed at the event; Sponsor's logo will appear on all promotional material; Verbal recognition at the event)

2016 Youth Program Sponsorship Package



The following sponsorships are available for Cross Plains Recreation Youth Baseball and Softball programs. **Sponsors have until April 15th to get their sponsorship forms in.**

Youth Soccer (Kindergarten-3rd Grade)

\$100 per team

Each player will receive a t-shirt with the sponsor name on the back of the shirt. Coaches will also receive a t-shirt. Sponsors will receive recognition via newsletter and Village Website.

T-Ball/Coach Pitch Division (Boys and Girls Ages 4-5/ 6-7)

\$150 per team

Each player will receive a t-shirt with the sponsor name on the back of the shirt. Coaches will also receive a t-shirt. Sponsors will receive a team photo plaque and recognition in the winter newsletter and Village Website.

Girls 8-10U (Girls Age 8-10)

\$150 per team

Each player will receive a t-shirt with the sponsor name on the back of the shirt. Coaches will also receive a t-shirt. Sponsors will receive a team photo plaque and recognition in the winter newsletter and Village Website.

Machine Pitch Boys (Age 8)

\$200 per team

Each player will receive a t-shirt with the sponsor name on the back. Coaches will receive a t-shirt. Teams in this league travel to Black Earth, Middleton and West Middleton. Sponsors will receive a team photo plaque and recognition in the winter newsletter and Village Website.

Little League (Little Bucks) (Boys 9-10)/ Girls 11/12U (Girls age 11-12) \$200 per team

Each player will receive a t-shirt and with the sponsor name on the back. Coaches will receive a t-shirt. Teams in this league travel to Middleton and West Middleton, Sauk City, and Mount Horeb to play. Sponsors will receive a team photo plaque and recognition in the winter newsletter and Village Website.

Girls Fast Pitch (Girls 13 and older)

\$250 per team

Each player will receive a t-shirt with the sponsor name on the back. Coaches will receive a t-shirt. Teams in this league travel to Middleton and West Middleton, Sauk City, and Ashton to play. Sponsors will receive a team photo plaque and recognition in the winter newsletter and Village Website.

NFL Flag Football (Coed Age 5-8)

\$250 per team

Each player will receive a reversible NFL flag football jersey with the sponsor name on the back of the jersey. Coaches will receive a t-shirt. Teams play one another at Baer Park, and will be traveling to Monona at the end of the season for our 5th Annual "Little 10" tournament between Cross Plains, Monona, Verona, Stoughton, and Fitchburg's NFL flag football teams. The 4th-6th grade teams travel to Verona and Fitchburg and also participate in the "Little 10" tournament at the end of the season. Sponsors will receive a team photo plaque, a banner displayed at Baer Park and recognition in the winter newsletter.

(Sponsor names will not be on the back of the jerseys due to quality concerns.)

Sponsors Deadline April 15th, 2016



2016 Sponsor Registration Form

Make Checks Payable to Village of Cross Plains
Tax Deduction Receipts Available on request

Sponsor Information

Organization/Company Name

Mailing Address

City/State/Zip

Contact Person | Title

Phone/Fax/Email

Authorized Signature

Baer Park Sign Advertising

4x8 Sign for Fence- \$100

(Plus cost of sign)

Local Sign Companies:

TD Signs: 767-3500

Signs by Designs: 831-2315

Newsletter Advertising

Full Page Ad - \$350

Full Page Ad – 1 Color - \$250

1/2 Page Ad – Full Color - \$200

1/2 Page Ad – 1 Color - \$150

1/4 Page Ad – 1 Color - \$100

1/8 Page Ad – 1 Color - \$75

Sponsorship Levels

Pool – Flick N’ Float - \$500

Dates: TBD

Youth Baseball/Softball/NFL Flag Football (Per Team)

Soccer - \$100

T- Ball - \$150

Ages 6-7 Softball - \$150

Ages 8-10 Softball - \$150

Ages 11-12 Softball - \$200

Age 13 Softball-\$250

Ages 6-7 Baseball - \$150

Age 8 Machine Pitch Baseball - \$200

Ages 9-10 Little Bucks - \$200

Ages 5-10 NFL Flag Football- \$250

Total Enclosed \$ _____

Return form to **Village of Cross Plains, PO Box 97 Cross Plains, WI 53528**

Memorandum of Understanding
For
LIFE Foundation Community Gardens Project

1. Purpose

The Memorandum of Understanding is executed between The LIFE Foundation and the Village of Cross Plains Parks & Recreation Department.

2. Scope of Work

LIFE Foundation proposes to provide a pilot community garden program for the community of Cross Plains. The location of the community garden will be on village property on the west end lot of the Zander Community Park, north of the Black Earth Creek. This pilot program is being funded by a grant through the UW School of Medicine and Public Health, Wisconsin Partnership Program. The community garden will be functional through May 1st to October 30th of both years.

3. Period of Agreement

Beginning January 1st 2016 to December 31st 2017.

LIFE Foundation has first rights to additional years for the location, upon mutual agreement of both parties.

4. Responsibilities of The LIFE Foundation

- a. LIFE will create a co-op consisting of member gardeners each responsible for one plot at no charge. Coop members will be required to sign a contract outlining their responsibilities, maintaining their garden and contributing to the success of the garden project (see enclosed contract).
- b. LIFE will strive to maintain the property in an environmentally friendly way.
- c. LIFE will be responsible for assigning all garden plots, overseeing the maintenance of the garden during the season and the fall clean up. Co-op members will be responsible for participating in garden clean up and maintenance.
- d. LIFE will complete soil analysis and assume responsibility of water needs.
- e. LIFE will provide a non-fixed, locked shed with gardening tools, wheel barrel, hoses, etc. to be used by co-op members only.
- f. LIFE will provide marketing of the program and contract agreements with co-op members.

5. Responsibilities of The Village of Cross Plains Park and Recreation Department

- a. Will provide use of Village owned land designated in scope of work at no charge to the LIFE Foundation for the entire duration of the Period of Agreement.
- b. Will provide public parking at the Zander Community Park west end parking lot at no charge the LIFE Foundation or its members.
- c. Will maintain park grounds around designated garden space.

Signatures below signifies agreement of all parties to the terms outlined in this Agreement.

LIFE Foundation

By:


Jane Busch, President

Village of Cross Plains Park & Recreation

By:

Michael Axon, Director

2-1-16
Date:

Date:

Parks Pride Program

To sign up for your favorite park contact:

Parks & Recreation Department at 798-3241 or maxon@cross-plains.wi.us

<http://www.cross-plains.wi.us>



What is the Parks Pride Program?

The Cross Plains Parks & Recreation Department's Parks Pride Program is designed to give individuals, groups & organizations the opportunity to make a difference in the Village of Cross Plain's Park System.

Cross Plains Parks Pride Program may include:

- Controlling and removing weeds
- Caring for plants
- Shoveling sand, cleaning and filling sandboxes
- Removing litter and debris
- Raking leaves
- Sweeping basketball courts
- Raking beaches and pulling seaweed from the shoreline
- Reporting vandalism or other potential hazards

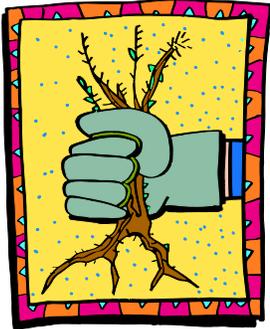
More extensive projects like planting trees, shrubs, and flowers or staining and painting structures can be coordinated with the Parks and Recreation Department. We welcome your ideas and know you have so much to offer.



Benefits of the Parks Pride Program

Community Involvement – The Parks Pride Program provides opportunities for individuals and groups to participate in their community and create visible improvements in the Village of Cross Plains parks and open spaces.

Economic – The economic benefits to clean Parks are endless. People like to work and live in communities that have clean & safe parks. Assisting the Parks & Recreation Department will help stretch your tax dollars and supplement work done by the Parks & Recreation Department.



Environmental – Efforts made by volunteers in our parks and open spaces demonstrates the commitment people have to keeping our green spaces beautiful. Public awareness of the impact of protecting our natural resources will also grow.

Empowerment – A personal sense of pride knowing that you have contributed to your community can be empowering. Volunteering will keep you active and outdoors enjoying the Parks system.

Recognition – Parks Pride Program participations will receive recognition on the Parks & Recreation Department web site and facebook page. We encourage you to take pictures which can be posted to the village website and submitted to the local newspaper.

How to Get Started?

It's easy! Just select the park or open space of interest to you and contact the Parks & Recreation Department at 798-3241 or email maxon@cross-plains.wi.us . If you don't have a specific project and would like to volunteer, please contact us to be put on our Friends of the Conservancy workgroup. We will send you information in regards to scheduled workdays in our community.



Helpful Hints and Guidelines for a Successful Cleanup!

- The Parks Pride Program is open to individuals, community groups, businesses & families for the spring clean up, for a season or commit for a full year!
- Parks, & open spaces are given out on a first-come, first serve basis.
- Each individual working in the parks must sign a release of liability form and, if under 18 years of age, must have the signature of the parent or legal guardian
- All volunteer work must be completed during normal park hours.



- The Parks & Recreation Department will provide trash bags. Volunteers who need assistance disposing of trash should contact the Park and Recreation Department.



- We encourage you to recycle.
- We ask participants to bring their own rakes and shovels.
- Sticks, brush and leaves can be left at the curb for collection, be mindful of the storm sewers and position the debris away from them.
- Beware of bees, poison ivy, poison oak and other irritants.
- Leave dead animals on site and report these to the Parks & Recreation Department.
- Contact Parks & Recreation Department staff if you notice a safety hazard.
- Report any/all major facility & maintenance needs to the Parks & Recreation Department.
- Use of power tools and motor-driven equipment is not authorized. (Proper license must be on file)
- Removal of trees or shrubs is not permitted. (Unless specified by Director)
- The Parks & Recreation staff will help groups or individuals develop park projects on a case-by-case basis.



V
VOLUNTEER AGREEMENT

In consideration for being permitted by the Village of Cross Plains (“the village”) to perform the volunteer activities described in the attached Volunteer Project Information Sheet, I agree as follows:

I agree to comply with all rules and regulations which may be required by the Village in regards to volunteer activities and immediately cease such activities upon request by the Village. I understand that the volunteer activities may involve risks of injury, loss or damage, including but not limited to, bodily injury, sickness, disease, death, and property loss or damage. I recognize the inherent danger involved, take full responsibility for my actions and physical condition and assume those risks. I release and hold harmless the Village, its elected and appointed officials, officers, employees and authorized representatives from any liability, claims, demands, damages, legal actions, costs, and expenses, including attorneys’ fees, of whatsoever kind or nature (including those listed above) which arise from any injury to myself during my participation in the volunteer activities and any injury, loss or damage to other persons or property arising from my negligence.

I understand that I will receive no compensation from the Village for the volunteer activities. I understand that I will be performing the volunteer activities without any supervision or guidance by any Village employees or officials and will not be considered an employee or agent of the Village for any purpose. I represent to the Village that I am in good physical health and have no health restrictions which would preclude me from safely performing the volunteer activities.

I agree to be solely responsible for ensuring that my property and equipment is used safely and properly maintained. I shall have sole responsibility for the protection of my property against theft, damage or loss. I will remove all equipment and debris generated by the volunteer activities from Village property upon the earlier of (1) completion of the volunteer activities or (2) 15 days from the date of this agreement.

Signature_____

(Printed/typed name)_____Date_____

PARENT/LEGAL GUARDIAN: I am the parent or legal guardian of the above minor volunteer. I have read this entire agreement and consent to the child participating in the volunteer activities. I agree to take full responsibility for the safety and actions of the child. At all times the child is performing any volunteer activities he or she will be either under my direct supervision and control or that of another responsible adult in whose care I have placed the child. I agree to be bound by all provisions of the agreement, including but not limited to, the release, hold harmless and indemnity provisions.

Signature_____

(Printed/typed name)_____Date_____

Village of Cross Plains
VOLUNTEER PROJECT INFORMATION SHEET

The Village of Cross Plains thanks you for expressing an interest in performing volunteer work on Village property. Please provide the following information relating to the volunteer project you desire to undertake. All participants are also required to sign a volunteer agreement (copy attached) prior to undertaking any volunteer activities.

DESCRIPTON OF THE PROJECT AND ALL ACTIVITIES TO BE UNDERTAKEN BY VOLUNTEERS
("Volunteer Activities"):

PERIOD DURING WHICH THE PROJECT WILL BE PERFORMED:

VILLAGE PROPERTY WHERE THE PROJECT WILL BE PERFORMED:

(Signature)

(Printed/typed name)

Date

The Village of Cross Plains hereby grants to the volunteers of this Project for whom a fully executed volunteer agreement is on file with the Village the right to enter the locations identified above during the periods disclosed above to conduct the volunteer activities identified above.

VILLAGE OF CROSS PLAINS

By: _____
Michael Axon Parks & Recreation Director

Date



2016

Village of Cross Plains

Parks and Recreation Goals

The Department's goals and objectives were developed to guide the Department in the development of programs and facilities. Goals are more broad based and indicate the end desire. Objectives are more specific and outline how the goal will be achieved. Goals and objectives have been developed in the following areas:

- ❖ Recreation Programming
- ❖ Maintenance of Parks and Facilities
- ❖ Financial
- ❖ Image/ Community Awareness and Participation
- ❖ Technology
- ❖ Employee Development

Recreation Programming

- Goal: Provide recreation opportunities through organized programs, facilities and special events.
 - Identify organizations/facilitators with expertise in programs not currently offered by department. Co-sponsor activities with appropriate partners to efficiently broaden recreational opportunities.
 - Ensure that programs are self-sustaining to the greatest extent possible. On an annual basis, set target margins for each program and evaluate viability of such program that do not reach target margins.
 - Conduct periodic user preference surveys to evaluate existing programs and identify recreation trends. Seasonally conduct participant and instructor evaluations of 25% of all programs.

Maintenance of Parks and Facilities

- Goal: Maintain recreation areas, open space and facilities in the most cost effective manner possible, while recognizing the community's needs and desires.
 - Continue to incorporate safety standards and Americans with Disabilities Act requirements in the development and re-development of facilities. Seek advice from the Village Attorney and other local Parks and Recreation Departments.

- Develop and implement a playground replacement schedule to be reviewed each budget cycle.
- Develop and implement a Parks Maintenance Manual for yearly work assignments and check lists.
- Continually monitor parks and facilities to ensure the safest possible environment for patrons by conducting weekly playground inspections.

Financial

- Goal: Utilize financial resources efficiently and equitably.
 - Develop, approve, implement, and monitor annual budget with focus on revenue generation and cost containment.
 - Develop, implement a program budget excel file for employees to use to track revenue and expense for each program which is submitted to Director prior to approval of the program.
 - Maintain a balanced revenue mix utilizing property taxes, user fees, sponsorships, and grants.
(Taxes: Parks 93%, Recreation 33%, Aquatics 34%)

Image/Community Awareness

- Goal: Establish the Cross Plains Parks and Recreation Department as a recognized leader in our community by providing effective programming, communication, and awareness.
 - Respond to public comments/questions/concerns in less than 24 hours. Whenever possible, resolve to the satisfaction of all parties.
 - Participate in community service organizations to promote the department's important role in the community. Organizations may include: Chamber of Commerce, Lyons, Optimist, and LIFE Foundation.
 - Sponsor and participate in community projects and activities. Establish one new special event (Fall Festival/Halloween Event) in the downtown area or Zander Community Nature Park.
 - Enhance residents' awareness of the department through updates in an additional brochure (Winter), online distribution of flyers, and social media.

Technology

- Goal: Anticipate needs and recognize trends in innovations in technology.
 - Utilize contacts within the industry to stay up to date on technology. Attend at least one trade show/conference that includes opportunities to learn about the latest technology trends.
 - Stay up to date on current information within the department on the Village Website but also the Recreation Website. Look for ways to make the pages more efficient and easier for users to find community information.

Employee Development

- Goal: Implement training, procedures, and resources to enable full-time and part-time staff to provide superior services in a safe and effective manner.
 - Look for outside educational opportunities to grow staff knowledge and capabilities.
 - Create a more effective staff training policy and procedure for part-time staff.
 - Manage and evaluate an internship program for prospective students in the field of Recreation Management.
 - Offer in-service training sessions that enable staff to effectively, efficiently, and safely perform their jobs.
 - Budget outside opportunities for growth, including leadership opportunities and certified professional education.