

Chairperson: Cheri Briscoe, 239-7883
Committee Clerk: Alexis Gassenhuber, 278-4225

MILWAUKEE COUNTY
PARKS ADVISORY COMMISSION

Thursday, February 20, 2014, 4:00 P.M.
South Shore Park Pavilion, 2900 South Shore Drive, Milwaukee, WI 53207

M I N U T E S

PRESENT: Acevedo, Hamilton, Holt, Pritchard Thompson, Moran, Briscoe (Chair) – 6
EXCUSED: Gurda – 1

SCHEDULED ITEMS:

1. **Call To Order**

The meeting was called to order by Chairwoman Briscoe at 4:04 p.m. All members were present, with the exception of Commissioner Gurda who was excused and Commissioners Hamilton and Pritchard Thompson who were not present when the roll was called but appeared shortly thereafter.

2. **Approval of January 21, 2014, Minutes**

Commissioner Acevedo moved approval of the January 21, 2014, minutes. The motion was seconded by Commissioner Pritchard Thompson. The motion passed by unanimous voice vote (Acevedo, Holt, Pritchard Thompson, Moran, Briscoe).

3. **Parks Strategic Planning Update**

APPEARANCES:

John Dargle, Jr., Director, Department of Parks, Recreation, and Culture (DPRC)

Laura Schloesser, Chief of Administration and External Affairs, DPRC

Mr. Dargle briefed the Commission on the DPRC's Strategic Planning process. He will conduct Director's Listening Forums, including evening sessions, at the end of March 2014. The DPRC will conduct extensive outreach to stakeholders including friends groups, users, area agencies, corporations, and civic groups.

Chairwoman Briscoe suggested that Mr. Dargle inform Metropolitan Milwaukee Association of Commerce and Southeastern Wisconsin Common Ground of the DPRC's Strategic Planning process.

4. **Discussion (with Potential Recommendation) on the Proposed Beer Garden in Scout Lake Park, Greendale**

APPEARANCES:

John Dargle, Jr., Director, Department of Parks, Recreation, and Culture, (DPRC)

Laura Schloesser, Chief of Administration and External Affairs, DPRC

The following people appeared and spoke in opposition to this item:

Mark Erhart, resident of Greendale

Sonja O'Brien, resident of Greendale

The following people registered in opposition to this item but did not speak:

Patrick O'Brien, resident of Greendale

Marge Watson, resident of Greendale

Mr. Dargle explained the response to DPRC's Request for Proposals for beer gardens.

The Commission explored policy issues. Ideas mentioned included:

Ensure there is money returning to the physical park;

Revenue from parks should support all parks to ensure equity;

All revenue collected in the parks stays in the parks system;

Consider stress and strain to the park and to staff in response to the addition of a beer garden;

Require a public information meeting about any proposed beer garden;

Establish which park characteristics are favorable to a beer garden; and

Determine if beer gardens should drive people to an underutilized park or attract additional people to an already popular park.

Commissioner Hamilton inquired if the DPRC itself could operate the beer gardens. Mr. Dargle had explored the possibility of operating a mobile beer garden for two weeks at a time to test various locations in the summer. At this time, DPRC does not have the mobile equipment, but could possibly rent it.

Mr. Erhart expressed concerns about safety, the high volume of children who use Scout Lake Park, and the isolated nature of the park.

Ms. O'Brien expressed concerns that Scout Lake Park is largely woods; is frequented predominately by children, elderly residents, and women; and is used as a route to school. She explained that a beer garden would cause noise and would require law enforcement to patrol on foot which is expensive. Ms. O'Brien stated that many residents have not heard about this proposal.

Commissioner Holt suggested that the residents contact their County Supervisor to request a public meeting on this issue.

Mr. Dargle strongly encouraged a public meeting. He also explained that he has visited the Village of Greendale administration and officials. The DPRC will take this proposal before the Village Plan Commission.

Commissioner Holt recommended that DPRC evaluate Estabrook Park's characteristics that are (un)favorable to a beer garden, for example, a water area, path, and past crime, as well as conditions before and after a beer garden is established. A report would be helpful to the Commission.

Mr. Dargle and Ms. Schloesser clarified that the severity of crime incidents has declined in Estabrook Park since the establishment of the beer garden. Costly vandalism has stopped. The four adjacent police departments have not received any calls for service concerning Estabrook Park since the establishment of the Estabrook beer garden.

The Commission did not issue a recommendation on this item.

5. **Parks Amenities Matching Fund Update (with Potential Recommendation)**

APPEARANCES:

Laura Schloesser, Chief of Administration and External Affairs,
Department of Parks, Recreation, and Culture (DPRC)
John Dargle, Jr., Director, DPRC

Ms. Schloesser provided an update. In 2013, the Parks Amenities Matching Fund (PAMF) generated great investment in the parks. In 2014, the DPRC is applying for the PAMF to receive funding from the 2014 Innovation Fund.

Chairwoman Briscoe suggested that the Commission advocate that future County Budgets dedicate a line item to the PAMF.

6. Mission of the Commission

APPEARANCE:

John Dargle, Jr., Director, Department of Parks, Recreation, and Culture (DPRC)

Chairwoman Briscoe introduced a draft mission statement:

The mission of the Milwaukee County Parks Advisory Commission is to provide policy and funding guidance to the Milwaukee County Board of Supervisors to insure preservation and public access to natural features and recreational and cultural facilities in our Milwaukee County Parks.

This statement is inspired by the County Board resolution that established the Commission.

Commissioner Holt suggested expanding the statement beyond fiscal policy to specify other policies.

Commissioner Moran mentioned increasing attendance and attracting more users to the parks.

Commissioner Holt requested explicitness. For example, why establish beer gardens? To increase attendance? There are core principles held by professional staff that the Commission may support (increased attendance; safety; revenue; and resources for parks).

Commissioner Hamilton stated that the draft mission statement is broad enough to encompass all of those thoughts.

Commissioner Hamilton moved to approve the mission statement. A vote was not taken on this motion.

Mr. Dargle expressed support of the draft statement, but offered some adjustments. He hopes that the Commission can help him in three areas: 1) As it seeks accreditation, DPRC needs a policy manual to guide and direct the organization. Mr. Dargle would like to give the Commission three to five policies each month to evaluate during the accreditation process.

2) DPRC needs to formalize its relationship and agreements with parks friends and partners.

3) DPRC aims to diversify its resources and finances through grants, sponsorships, and volunteers. DPRC will explore establishing a parks foundation to welcome donations and instill confidence that donations

will reach the parks and not a general County fund. DPRC's "GAPSV" office includes **Grants, Alliances, Partnerships, Sponsorships, Volunteers,** and the management of alternative resources.

Commissioners expressed interest in helping DPRC in those three areas.

Commissioner Pritchard Thompson asked that Commissioners think further about the draft mission statement. Commissioner Holt requested that the mission statement appear as one of the first items on next month's agenda. Chairwoman Briscoe stated that this item would be laid over to the next meeting.

7. **Next Steps for the Commission**

APPEARANCE:

John Dargle, Jr., Director, Department of Parks, Recreation, and Culture

Chairwoman Briscoe explained that the Public Policy Forum offered to present another report. Rob Henken has released phase two regarding dedicated funding in five communities and will release phase three which will model possibilities for Metropolitan Milwaukee.

8. **Other Updates and Announcements**

Commissioner Holt announced that the Complete Streets Coalition met earlier in the day.

Commissioner Moran announced the Milwaukee Soccer Development Group will hold Soccerfest 2014 for youth at Veterans Park on June 15, 2014.

Commissioner Pritchard Thompson announced that she is raising funds for the Chill on the Hill concert series at Humboldt Park and would appreciate any suggestions for sponsorship opportunities.

9. **Future Meeting Date, Location, and Topics**

APPEARANCE:

John Dargle, Jr., Director, Department of Parks, Recreation, and Culture

Commissioners reserved 5 p.m. on Thursday, March 20, for the next meeting. Commissioner Holt requested meeting at a location north of the current one (South Shore Park) and south of Capitol Drive, possibly King Park.

Chairwoman Briscoe stated that Rob Henken, President of the Public Policy Forum, offered to give another presentation to the Commission and the public. The Commission will request that he provide a quick overview of phase two (Dedicated funding sources for cultural and entertainment assets in five metropolitan areas) and focus on phase three (Possible approaches for Metropolitan Milwaukee). Commissioner Holt offered to facilitate the meeting.

10. **Adjourn**

The meeting adjourned at 6:22 p.m.

STAFF PRESENT:

John Dargle, Jr., Director, Department of Parks, Recreation, and Culture (DPRC)

Alexis Gassenhuber, Committee Clerk, Office of the County Clerk

Laura Schloesser, Chief of Administration and External Affairs, DPRC

The aforementioned items were not necessarily heard in the order in which they appear.

Length of Meeting: 4:04 p.m. – 6:22 p.m.

Adjourned,
Alexis Gassenhuber,
Committee Clerk

This meeting was recorded. Committee files contain copies of any subject reports and communications, which may be reviewed upon request to the Committee Clerk. The official copy of these minutes and the audio recording of this meeting are available in the Office of the County Clerk.