

Park Board Minutes  
March 20, 2018

Members Present: Candy Sullinger, Julie Wolfe, Gabe Miller, Wes Stoner, Mica Farley and Garrett Vanderpool

Members Absent: Bob Simmons, Jamie Whiteis, Perry Phillips, Danielle Dingman

Staff Present: Cindy Shook, Jason Reinsch, Marsha Fulton

The meeting was called to order. Julie Wolfe made a motion to approve the Park Board minutes dated September 19, 2017 and October 17, 2017. Garrett Vanderpool seconded the motion. All were in favor.

Business:

1. The first item on the agenda was the presentation of the financial report. Cindy opened this item by stating this reported reflected the year end financials for 2017, and then she proceeded to present her observations. She stated significant emphasis was placed during 2017 on the areas of concessions, pool and day camp. She was pleased to report that those cost centers improved in overall operating performance in the amount of \$32,303. Cindy stated that changes were made to the operations of the adult softball program and golf course that resulted in a net positive operating change of \$38,547. Cindy indicated that the RecPlex cost center experienced a decline in revenue due to a change in the sponsorship program and the decision to move some monies to the new special events cost center. The campground saw a decline in revenue in the amount of \$6,585, which Cindy felt was pretty remarkable considering flooding caused the park to close for nearly a month in 2017. Capital expenditures accounted for \$212,794 in 2017. Cindy concluded by saying that it has become very difficult to complete a year-to-year comparison due to mitigating factors such as flooding expenses, FEMA payments and insurance payments. Overall, she was pleased with the report, and there were also some areas that she would like to target for improvement in 2018.

2. The next item on the agenda was the review of the tree inventory. Cindy opened this item by reminding the board that this all started due to the North Beach trees, and that Cindy Garner from the Conservation Department, along with the City of Branson Tree Board, had all been instrumental in getting the inventory completed. Jason went on to say that overall the initial report had been pretty positive. While there are a significant number of trees that will need attention, only five posed a moderate risk and would need to be removed this spring. Jason went on to explain that there were a total of sixty-six trees that would eventually need to be removed, and most of the remaining trees would need basic maintenance and pruning. Jason noted that the parks and planning staff have been working together to create a long range plan to begin pruning park trees and creating a better maintenance program for the inventoried trees. He also indicated that overall the trees at North Beach were healthy with only one that would need to be removed in the next year. Gabe Miller inquired if there were other objectives like increasing the planting of certain tree types, while limiting others or pruning some areas up to a higher canopy height, and possibly including some up lighting which could create a perception of safer parks. Jason explained that both Perry and Amy who were in the planning department were arborist and would be doing training with the parks' maintenance staff which could include information

regarding the areas and types of trees to plant and the best way to go about pruning. Cindy added that the lighting at North Beach had been in the works years ago but had never come to fruition. Cindy then added that both she and Jason recently had the privilege to participate in the interviews for the new police chief. Cindy stated that Chief Jeff Matthews is coming from Texas with a lot of ideas to involve the police more within the city parks. Jason added that this would create more of a police presence in parks and the idea of up lighting could be beneficial.

3. The next item on the agenda was an update concerning on-line recreation software for the park's department. Cindy stated that the purchase for new software was recently approved by City Council. She went on to say that the software was originally part of the 2017 capital projects and was placed on hold, but now they have the green light to move forward. Cindy said that the department will focus on the initiative at the end of summer with a plan to go live in late fall. Once the software is in place, customers will be able to register for programs, special events and rent facilities on-line. Mica added that she is really looking forward to that as it will make things a lot easier for families.

4. On-line campground reservations was the next item on the agenda. Cindy stated that she has really ramped up efforts to move forward with the ability to reserve campsites on-line. She explained that by moving forward with the ability for our RV guests to make on-line reservations, it will have an exciting "domino effect" on the rest of our operations. It will enable us to operate a little differently by possibly reducing staff and bringing in more revenue. Gabe Miller stated that he was excited to hear that and would encourage staff to make sure and keep the customers experience in the forefront, including keeping the phone number present and easy to locate on the website. Garrett Vanderpool also encouraged staff to ask questions like who would own the data, where it would be stored and what the exit strategy might be. Cindy stated that this type of discussion is very beneficial and she would definitely be following up on those items. Cindy stated that since we were moving to CivicRec for our recreation software, we hope in the future to use them for our campground needs, but that they are just developing a module for campgrounds now. Gabe and Garrett both commented that they would encourage the purchase of an off the shelf software instead of a custom made software for many reasons, but one of the main ones being the ease of transitioning to CivicRec when the time came.

5. The next item on the agenda was the park board appointments. Cindy reminded the board that there would be three openings on the board as the terms for Gabe Miller, Julie Wolfe and Mica Farley were expiring. Both Gabe and Julie indicated that they would be reapplying for the park board. Mica told the board that she and her family were moving to a new home outside the city limits, which would preclude her from serving on the Park Board. Cindy suggested that if any members knew of anyone that might be willing to serve, to encourage them to fill out the on-line application.

### Member's Report

1. Candy thanked Mica for her years of service on the Park Board and stated she has been a really great Park Board member. Cindy stated that everyone brings their perspective to the board and that Mica had really brought the family perspective and that she will be missed.

2. Cindy reminded the board about the ribbon cutting on Friday, April 6<sup>th</sup>, at 11:00am for the new inclusive playground.
3. Gabe inquired if they had ever thought about putting on a kick ball league at Stockstill Park. He stated it could be a mixed league that could encourage family participation. Candy added that she had recently been down to Stockstill and that it looked really nice.