

**PARKS AND LEISURE SERVICES BOARD MEETING**  
**MINUTES**  
**October 3, 2011**  
**6:30 P.M.**  
**Arnold Recreation Center**

**Roll Call:** Lane, Plunk, Furkin, Kohut, Moritz, Boone, Schwierjohn, Moss, McCarthy, Curcuru, Wegge, Crutchley, and Kroupa.

**Excused:** Waldrop

**Approval of minutes:** Motion made by Dave Lane and seconded by Gary Plunk to approve minutes. No amendments. Minutes approved unanimously.

**Business from the floor:** No Business from the floor.

**Old business:**

**Review of Arnold Days Festival:**

Staff reported that \$14,000 went back to Tourism from the Arnold Days Festival. Staff said that staff would like to ask City Council for \$4,000 for a new section for the skate park. Staff stated that \$1,500 had been raised earlier in the year from the trivia night.

**The Edge and inflatables:**

Staff said the Edge (teen area) went well and the area generated over \$2,000 in ticket sales. The Rotary donated gift cards for the winners in the dodge ball tournament. The dodge ball and basketball areas were well attended and were run by Ron Lowry. She said the big T.V.'s with Kinect and X-boxes (donated by Arnold Rental Center) may take another year for those to catch on. The videos for that area were rented from Family Video at a weekend rate. There were six inflatables and the most popular of those were the joust and the rock climbing wall.

**Fishing tournament and Longbeards:**

The Arnold-Imperial Optimist club conducted the fishing tournament. The fishing tournament had approximately 80 youth participating. First, second, and third place were awarded in the three different age categories. Over 40 fish were caught. The Longbeards area was well attended and included a BB gun shooting range this year as well as the bird house, turkey calling, and archery area.

**Park set-up and maintenance:**

Dave Crutchley reported that lights and generators worked well for the Arnold Days Festival. The Park's staff set up the event and everything ran smoothly.

**Food and craft Booths:**

Staff reported that the craft and food booths were very well attended. In the future, perhaps the craft vendors may not need to stay until 11PM. Most vendors were happy with the crowds and amount of business generated as opposed to last year when most vendors were unhappy with the amount of business generated. Some food vendors were allowed to sell same item drinks. This

was done in order to accommodate the customer's complaints concerning waiting in different lines to get food and beverage. This was done based on request and also the number of items the vendor was already authorized to sell.

Vendors were told there would be no refunds due to inclement weather cancellations. No requests received this year for refunds following the Sunday cancellation.

### **Parade:**

Staff reported there were 60 parade entries in addition to 15 entries from Rock Community for a total of 75 parade entries. The theme this year was Community Service and was followed by all of the parade winners. A first, second, and third place award was given in addition to a most spirited award. A rain date was advertised on the parade application this year and a rain date was reserved with the school district in case of a cancellation.

### **5K Race:**

Staff reported there were 58 registrants for the 5K race. This was double the amount of registrants from last year's race. The race was advertised in all local newspapers using community service ads. It was also listed on Running in the USA and Fleet Feet as well as other race venues and the Arnold website, FB and tweets.

### **Helicopter rides:**

The helicopter rides by Tom Deiomos were held on Friday and Saturday and were **Very Successful**. The vendor seemed to be happy with the results and would consider coming back next year. Councilman Moritz suggested a charge be added on next year to have some proceeds come back to the festival from the helicopter rides.

### **Information booth:**

Staff reported that an information booth was added this year and staffed by the AAVP. Approximately 1,000 tri-fold informational brochures were handed out at the event. The information booth was located at the west end of the park as patrons entered the festival area. Brochures for the Rec. Center were made available as well as volunteer information for the AAVP. Advertising for the races and upcoming events were also made available. It was suggested by volunteers that we should include the location of a first aid area, which streets will be closed during the parade as well as the time of closures and also who to contact in case of emergency as well as where the fireworks display was being held.

### **Advertising:**

Staff reported that the advertising was successful and that the billboard on Hwy. I-55 was something that might be done again next year. The Vinyl lettering has been saved for next year. Additional advertising this year also included: ad in the Crystal City insert with the Leader, flyers sent to twelve Fox schools, Facebook and Tweets, as well as the Arnold website. Also, The Leader printed a sixteen page insert in their newspaper as well as the roadside sign near the park.. Flyers were also distributed at local business while acquiring sponsorships for the 5K race. Heather suggested that the design of the billboard as a starting point for branding the event and continue to use it for other advertising pieces. This information will be passed on to Tourism.

## **Old Business Continued:**

### **Trail update:**

Staff has begun cutting the trail.

### **Shade structure at Pomme Creek:**

Staff reported that currently staff is welding the structure to the frame and should be done in about a week and a half. Staff will still need to apply the primer coat and paint along with erecting the structure. Councilman Moritz noted that they should not let the primer set too long because it will cause the paint to flake. Councilman Moritz also inquired as to when the cart paths would be finished at Pomme. Tim provided an update on the various work that has been done and is still ongoing including hole 13 and 14 which will have work done in November. Hole #1 was seeded and strawed today out to old cart path. Councilman Moritz asked if we could do another volunteer day in order to get some of the work done. Gary Plunk said it was something we could look into and also asked if we could possibly have Boy Scout troops come out to pick up broken tees. Councilman Moritz also said that he would like to see the trail at Strawberry Creek cut and also would like to know the possibility of having a path from there to the golf course. Councilman Moritz would also like to have the putting green made flat and Tim Schwierjohn said that was not possible.

### **New Business:**

#### **New classifications, fee and rate structure for the recreation center and Pomme Creek Golf Course:**

Staff passed out handouts with proposed new classifications, fee and rate structures for the Arnold Recreation Center and Pomme Creek Golf Course. Staff explained that there would be a 5% increase across the board for the Arnold Recreation Center and added that the membership fees would still be less than many surrounding facilities. Dan Kroupa said that he and Matt Unrein would like to know if Pomme weekend rates as well as senior rates could be added. He said that Matt Unrein asked him to look at rates and would like to see lower daily rates in order to increase play.

Staff noted that the new rates would incorporate a new county/corporate rate which is something none of the surrounding facilities have and that will put us on the cutting edge. Staff also stated that the most recent recreation center membership drive was successful. Susie noted that all full time students would now be included in the student membership rate. Councilman Moritz stated the price of a membership is a little high for golf and he would like for that to be reviewed. Councilman Moritz would also like to see us have a membership rate for leagues. Heather Wegge asked about discounted memberships and whether memberships would be discounted throughout the year. Staff stated that discounts on memberships are only offered at Christmas. Heather Wegge asked what the benefits of being a member were. Bob Furkin stated that members have unlimited play with golf cart. Heather Wegge said she would like to see a more visible member benefit such as a kiosk for keeping track of your scores. Heather Wegge also inquired about tournaments and if there aren't as many being held at Pomme as was held in the past. Bob Furkin said that the golf course has been very busy. Heather Wegge would like to have hosting of golf tournaments at Pomme included on a future agenda.

Susie also noted that we would not be able to re-do the bond on the Rec. Center to do new pool financing.

**Holiday promotions for Arnold Recreation Center and Pomme Creek Golf Course:**

Staff stated that future promotions for memberships would be run in the Parks Department December newsletter.

**Concession operation at the golf course:**

Staff provided information via handout regarding an increase in revenue from the golf course May-September in all areas of operation. Bill said Arnold Bowl will not host a tournament because of alcohol policy. Heather raised the concern that if people have beer donated they can't afford to go to Pomme for their tournaments. Susie stated that since the current policy with alcohol has been in place that we have not had any destruction of property or damages. Staff has attended alcohol education class as well.

**Pro shop sales at the golf course:**

Bob Furkin stated that sales at Pomme have gone well and all of the Nike with Cardinal's shirts, were all sold. Susie Boone said that Bob has done a good job with the merchandise at the pro shop.

**Sign at the golf course:**

Bob Furkin is making arrangements to have sign installed along Jeffco Blvd. CIP money can be used for the sign. Councilman Moritz said he would prefer to see the money put towards a bridge.

**Entry to the lower level of rec. center:**

Councilman Moritz personally witnessed children going downstairs while the mother spoke with staff. He assumed the children were being waved downstairs because they did not have a membership. Tom said they have looked at the costs of having someone monitor just the scan in screen and it is approximately \$39,000 annually. It is a big issue with the flow of traffic. Bill suggested an increased level of diligence.

**Lockers at the outdoor pool:**

The outdoor pool lockers have never been lockable. Tom McCarthy has checked into cost and new locker fronts will be installed before the next swim season. Guests would either bring their own locks or we could sell padlocks. Councilman Moritz suggested renting the lockers.

**Advertising the fitness classes:**

Councilman Moritz would like to see fitness classes advertised better and thinks that it is confusing and not easy for customers to understand how to get started to take a class. He suggested kiosk's to allow customers to register. Tom McCarthy said the current software system would not allow that.

**Next meeting date:**

**December 5<sup>th</sup> 6:30p.m.**

**Motion to adjourn by Heather Wegge and 2<sup>nd</sup> by Dave Lane.**

**Respectfully submitted,  
Teresa Kohut**

