

PARKS, WATERWAYS & RECREATION COMMISSION MINUTES – 03/17/15

The Cedar Rapids Parks, Waterways & Recreation Commission met on Tuesday, March 17, 2015 at City Services Center, 500 15th Ave. SW, Cedar Rapids, IA 52404.

PRESENT: Jackie Thompson-Oster, Jeff McLaud, Barb Hannon, Debbie Schroeder, Bill Unger (via phone), Darrel Wridler, Don Clow, Mary Lee Malmberg, Susie Weinacht, Ron Gonder, Felicia Wyrick, Michelle Barker
STAFF: Sven Leff, Daniel Gibbins, June Schumacher, Gail Loskill
ABSENT: Tammi Janey

1. Meeting called to order at 7:33 am.
2. Jeff McLaud motioned to accept the 02/17/15 Minutes, Don Clow seconded, Minutes approved.
3. Public Comment: Public comment was heard at this time.
4. **OLD BUSINESS:**
 - A. Foundation Update – Sven reported that he had a meeting set up with a tax attorney in April regarding a 501(c)3. The department is moving forward on getting a foundation established.
 - B. Fund Raising Update – Michelle Barker reported that she and Angie Cole had met regarding a fat bike event. The group is in the process of trying to establish a date and location for the event. Some ideas for venues were Squaw Creek, Seminole Valley or Sac & Fox Trail. Looking for January or February dates. The Cedar Rapids Convention and Visitors Bureau is interested in partnering on this event as well. Mary Lee reported that the Iowa Winter Games are around that time as well, Barb Hannon stated she liked the idea of the Sac & Fox venue if weather conditions allowed for the correct grooming. After the final items are nailed down, the details will be brought back to the commission.

Jackie Thompson-Oster reported on the Family Fun Day proposed to be included during the BBQ Roundup this year. The idea is to set up different activities for children throughout the Venue. Jackie presented two questions to the members: #1 – Do we want to charge an admission fee for all children that day to participate in the activities (currently children under a certain age are free) or; #2 – Obtain sponsorships for the event and collaborate with VenuWorks for proceeds. After discussion, it was decided that the sponsorships would be the better way to approach the event. Michelle Barker motioned to partner with VenuWorks by obtaining sponsorships for Family Fun Day. Jeff McLaud seconded, motion carried.

5. **NEW BUSINESS:**
 - A. Marketing – Aquatics Campaign – Gail Loskill is creating a marketing campaign for Aquatics. This purpose is to kick start the pool season due to the low attendance we experienced last year due to weather. The campaign is 50 reasons to buy pool passes, 50 reasons to swim. This will be pushed out through social media. Anyone who signs up to follow the department on Instagram will be entered into a drawing for a summer family swim pass. FM Station 102.9 will also be covering as well.

- B. Smoke/Tobacco/Nicotine Free Parks – Sven briefed the commission on the direction the city was headed in creating an ordinance for smoke free parks. The City of Marion is currently in the process of implementing such a policy and staff has gathered information on the issues relating to how their policy is being written. Some of the concerns and issues relating to a new policy include:
- Enforcement and verbiage of what form of tobacco the policy will include. Stephanie Neff from Blue Zone and _____ from the Area Substance Abuse Council were in attendance and spoke regarding the benefits of smoke free parks.
 - How far to take restrictions?
 - Physical application of where it should apply? All city locations?

There needs to be a reasonable conversation. Felicia stated that research needs to be done on opposition of this policy from Marion, data supporting, etc. discussion included building a culture and the fact that a policy is needed in order to enforce. Next steps are to hear back from the City Attorney regarding what is on the books, take the policy draft to the Public Safety Commission and then create the Ordinance. Target date from implementation is Spring 2016.

6. REPORTS:

- A. Sports Tourism Report: Mary Lee had to leave early will report next month.
- B. Director's Report – The Director's Report was distributed via e-mail.
- C. Council Report – Susie reported that the Council that the FY16 budget was passed and the tax rate remained the same. The Urban Core Maintenance support was accepted. Susie is working with the legislature to get synthetic drugs banned.
- D. Public Input – There was no public input.
- E. Commissions Report/Agenda Items: Felicia reported that the first MOA meeting on Cedar Lake has been scheduled. Jeff reported that the ice out was non-eventful.
- F. Motion to adjourn, Jeff McLaud, seconded by Felicia Wyrick– Meeting adjourned 8:59 am.

NEXT MEETING –Tuesday, April 21, 2015 at 7:30 AM – City Services Center - Five Seasons Conference Room – 500 15th Ave. SW.

Respectfully submitted, June Schumacher