

## **PARKS, WATERWAYS & RECREATION COMMISSION MINUTES – 08/18/15**

The Cedar Rapids Parks, Waterways & Recreation Commission met on Tuesday, August 18, 2015 at City Services Center, 500 15<sup>th</sup> Ave. SW, Cedar Rapids, IA 52404.

**PRESENT:** Jackie Thompson-Oster, Jeff McLaud, Debbie Schroeder, Darrel Wrider, Don Clow, Felicia Wyrick, Barb Hannon, Bill Unger, Mary Lee Malmberg  
**STAFF:** Sven Leff, Todd Fagan, Angie Cole, Lisa Miller, June Schumacher, Gail Loskill  
**ABSENT:** Susie Weinacht, Michelle Barker, Ron Gonder, Stephanie Logan

1. Meeting called to order at 7:32 am.
2. Jackie Thompson-Oster motioned to approve the 07/21/15 Minutes, Darrel Wrider seconded, Minutes approved.
3. Public Comment: There was no public comment.
4. **OLD BUSINESS:**
  - a. Fundraising Report – Jackie reported on the Family Fun Day at the BBQ Round Up. \$1,000 was raised from the event. The torrential rains really hindered attendance. After discussion Felicia Wyrick suggested that the Commission should try it again next year. Bill Unger agreed. The overall consensus was that the group should get involved in it again next year. Enhancing marketing was also discussed. Mary Lee asked if members were willing to give up a weekend to volunteer for these fund raising events. The Family Fun Day was completely funded by sponsorships. Securing sponsorships will be very important moving forward if the commission wants to continue with fund raising efforts.
5. **NEW BUSINESS:**
  - a. Fund Raising Plan – Sven gave an overview of events and profits from previous years and why it is done. Fundraising has taken place so that the department could offer affordable recreation to all individuals. Some issues discussed were:
    - Creating new event – How much time is involved. Does the commission want to volunteer or recruit volunteers?
    - Jeff McLaud likes when members join in at least as part of the labor force.
    - United Way has a data base for volunteers. This avenue could be utilized.
    - Exploring corporate donations/sponsorships.
    - Private donations by citizens – these are still a deductible contribution.
    - Felicia – Once a Foundation is established, that will be a better way to run funds. Sven has a meeting in a couple of weeks regarding the Foundation. The fees for the 501(c)3 will total approximately \$2500.Once the current fund runs out of money, scholarships will no longer be available to organizations for participants in their programs. Approximately \$4,000 was raised last year.
  - b. River Event Endorsements – Drag Boat Races, Venetian Boat Parade – These events will be held September 12<sup>th</sup> at 1:00 pm. This is a free event to the public with a \$30 entry fee for participants. Felicia Wyrick motioned to endorse these activities, Don Clow seconded, motion carried.
  - c. I'm a Park & Rec Kid Campaign – Gail Loskill gave an overview of the National I'm a Park & Rec Kid campaign. Gail feels this is a good opportunity to host a giving campaign in conjunction with this

national campaign. Gail is asking that you let her know if you or someone you know would like to be recognized as a Parks & Rec Kid! If you have any questions, please email Gail and she will get you the information on the campaign.

- d. Tour of Facilities – August 24<sup>th</sup> – The commission will tour the Bever Zoo and Riverside Skate Park as well as progress of Greene Square.

6. **REPORTS:**

A. Sports Tourism Report:

- “The Association of Independent Institutions has awarded their 2016 DII Basketball Conference Tournament to Cedar Rapids. Mount Mercy University (MMU) will host the event at the U.S. Cellular Center complex February 26-28<sup>th</sup>. Eight men’s and eight women’s teams will participate. MMU gets an automatic bid. Anticipated direct spending is \$123,500.
- The CVB hosted staff from the Big 12 Conference for a site tour of the U.S. Cellular Center complex on August 11 & 12. Cedar Rapids is competing with Tulsa, Oklahoma City and Kansas City for the 2016 and 2017 Big 12 Wrestling Tournament. In 2016 Big 12 Conference wrestling is expanding from 4 to 10 teams. They are looking for a neutral location for the competition. Decision will be made at the end of September.
- Sports Tourism is working to arrange tours this fall of the new Seminole Valley Cross Country Course to familiarize Iowa sports organizations with the new venue.”

B. Director’s Report – The Director’s Report was distributed via e-mail.

C. Council Report – No report was given. Susie Absent.

D. Public Input – None

E. Commissions Report/Agenda Items:

- Felicia Wyrick reported that the Council formally endorsed the community outreach plan for Cedar Lake. This is an indication that staff is engaged in the efforts.
- Don Clow reported on the year of ski competitions and activities.

F. Motion to adjourn, Jackie Thompson-Oster, seconded by Barb Hannon – Meeting adjourned 8:51 am.

**NEXT MEETING –Tuesday, September 15, 2015 at 7:30 AM – City Services Center - Five Seasons Conference Room – 500 15<sup>th</sup> Ave. SW.**

Respectfully submitted, June Schumacher