

DRAFT
MARATHON COUNTY PARK COMMISSION

Date and Time of Meeting: March 30, 2021 at 10:30 am

Meeting Location: Conference Room 5, 212 River Drive, Wausau WI 54403

Park Commissioners present: Connie Conrad, Dawn Herbst, Jean Maszk-(via webex), Allen Opall, Pat Peckham, Rick Seefeldt-(via webex), James Wadinski

Staff present: Jamie Polley-Director, Greg Freix- Asst. Director of Operations-(via webex),

1. Call to Order – President Conrad called the Park Commission meeting to order at 10:30am. Official notice and the agenda for the meeting was posted publicly in accordance with the State statutes.

2. Public Comment – None brought forward.

3. Approval of the Minutes of the March 2, 2021 Park Commission Meeting – Motion by Peckham, second by Herbst to approve the March 2, 2021 Park Commission meeting with the addition of wording under the sentence in item 4A.1 so that it reads “The project in which they are pursuing is establishing river trails on the Wisconsin River (*proposed name of Voyageur Heritage Waterway*), Lower Eau Claire River Trail, Big Rib River Trail and the Big Eau Pleine River Trail”. Motion **carried** by voice vote, vote reflected as 7-0.

4. Policy Issues for Discussion and Committee Determination

A. Discussion and Possible Action by Committee

1. Marathon County Sports Complex Naming Rights Agreement - The initial naming rights of the Marathon County Sports Complex was a five year agreement. The agreement expired in December of 2019. The initial sponsor, Eastbay, chose not to renew the sponsorship of the naming rights of the Complex. This announcement was sent to all users. The message included the call for a new sponsor. The sponsorship opportunities of the sports complex are also on the department’s webpage. Peoples State Bank saw this opportunity and contacted the department. Upon review staff found that Peoples State Bank’s mission includes serving the community and so staff felt they were a fitting sponsor for the Complex. Over the past several months staff has been working out the details of the sponsorship agreement with Peoples State Bank. Polley discussed the draft agreement that has been reviewed by the Corporation Counsel as well as Peoples State Bank. Highlights of the agreement include an option/commitment for an additional five year agreement following the initial five year agreement, graduating annual commitments, and a partnership to highlight the sports complex for years to come. The Commission does not need to approve this sponsorship however it was being presented to the Commission for any comments. Questions were answered and discussion followed. Polley noted some minor grammatical language changes and additional language regarding if the company was transferred. **Motion** by Opall, second by Herbst to accept the agreement with Peoples State Bank. Motion **carried** by voice vote, vote reflected as 7-0.

2. First Amendment to the Facility Use Agreement with Riverwolves Hockey Organization for the Use of Marathon Park Ice Arena - Polley explained that in March of 2017 the Commission (County) entered into an agreement with REB Enterprise, LLC. (REB) (owner of the Riverwolves) for use of the Marathon County Ice Arena. REB has requested the approval of the Commission to allow a transfer of the agreement to Hockey Management Group, LLC. (HMG). To do so staff has worked with Corporation Counsel to craft the First Amendment to the Original Agreement. HMG and REB will be required to sign this amendment indicating that they will carry out the requirements of the agreement for the remainder of the term. Staff has met with HMG and is very comfortable with the transfer. The Commission is asked to approve the amendment. Once approved the amendment will be executed by all parties. **Motion** by Wadinski, second by Herbst to approve the first amendment to the Facility Use Agreement. Motion **carried** by voice vote, vote reflected as 7-0.

3. Establishing Naming Rights Guidelines and Criteria for Parks and Park Facilities

Polley said at the last meeting the Commission was supportive of developing naming rights criteria to assist them in the future as requests arise. The Commission did not feel a formal policy was necessary at this time. It is important to develop guidelines and criteria that the Committee and Commission can utilize to make an informed, impartial decision on the naming of City and County parks and park facilities. Polley discussed the draft park naming guidelines and criteria that staff had developed based on Commission’s feedback from the last meeting. She said perpetual naming rights will always come to the Commission for approval. Commission discussed the guidelines. **Motion** by Peckham second by Wadinski to remove the general name guideline under 2A that says “avoid adjectives such as east, west, big, long, etc., and numbers when possible unless an adjacent feature name uses the same description”. **Motion** by Peckham, second by Wadinski to amend

the motion so that it is to fix minor grammatical errors mentioned and to remove the general name guideline under 2A that says “avoid adjectives such as east, west, big, long, etc., and numbers when possible unless an adjacent feature name uses the same description”. Amended motion **carried** by voice vote, vote reflected as 7-0.

4. Establishing a Sponsorship Policy for Parks and Park Facilities

At the last meeting the Commission was supportive of staff developing a sponsorship policy. Staff has developed a draft policy that will allow for sponsorships that will support the department in a manner that respects the noncommercial nature of the Department’s property and services. Polley discussed how the policy sets the standards, guidelines and approval criteria for solicitation, consideration and acceptance of sponsorships. It is designed to protect the image and value of its facilities and services, to protect the Department from risk and to uphold the Department’s stewardship role to safeguard Department assets and interests. No sponsorship shall be approved that will compromise or damage the public trust or conflict with or compromise the Department’s reputation, mission, image, values or aesthetic interests. It is also designed to ensure an open and fair public process for soliciting and considering sponsorship opportunities to provide the Department will full and final decision making authority on any sponsorship opportunity, thus protecting its integrity and the integrity of its facilities, programs and services and will allow eligible outside entities interested in sponsorship opportunities (‘potential sponsors’) to easily view and understand the various sponsorship opportunities available.

Polley stressed the importance of keeping public trust in mind when seeking sponsors. Sponsors should mirror the Departments mission and values and what it is trying to do in the community. She discussed the details of the three different levels of sponsorships. Also covered in the policy are the public access to sponsorship opportunities, the criteria for review of sponsors and offers of sponsorship, potentially acceptable and permissible recognition message formats, the sponsorship agreement, and the appeal process. **Motion** by Herbst, second by Opall to approve the sponsorship policy contingent on Corporation Counsel approval. Motion **carried** by voice vote, vote reflected as 7-0.

5. Operational Functions Required by Statute, Ordinance or Resolution:

A. Discussion and Possible Action by Committee – None

B. Discussion and Possible Action by Committee to Forward to the Environmental Resource Committee for its Consideration – None

6. Policy Issues for Discussion and Committee Determination for Consideration by Environmental Resources Committee - None

7. Educational Presentation/Outcome Monitoring Reports for Discussion

A. Park Update – Park Cleanup, Water Systems, Marathon Park Ice Arena, Boat & Camper Storage, Campgrounds, Routine Operations - Park Cleanup (Including Roads and Parking Lots): General park cleanup has started with the arrival of warm weather and early snow departure. Staff is removing winter debris (i.e. sand, etc.) from trails, roads and parking lots via sweeping and/or blowing. Water Systems: Plumbing reassembly is underway and meters will be reinstalled for seasonal use. Marathon Park Indoor Ice Arena: Ice was removed this week and buildings are being cleaned and prepped for summer use. Marathon Park Boat and Camper Storage: Customer pickup of boats and campers has begun (May 1 deadline). Campgrounds: Firewood processing continues at BEP Park (goal is to process approximately 160-170 cords due to increased campground/firewood use). Routine Operations/Programs: Snow removal operations as needed on trails, sidewalks, roadways, and parking lots; urban forestry program of tree trimming and removals; building and structure maintenance; shelter reservations and special events; equipment maintenance and repair.

B. Bird City Designation - Wausau is once again renewed as a Bird City and has received High Flyer status.

8. Announcements

A. Next Meeting Date & Time, Location–Tue., May 4, 2021 at 10:30am, Rm 5 or via Webex, 212 River Dr., Wausau WI

B. Future Agenda Items – Park Tour Dates, river trail system (Voyager Heritage Waterway project)

9. Adjourn – Motion by Opall, second by Herbst to adjourn at 11:35 am. Motion **carried** by voice vote, vote reflected as 7-0.