



MARATHON COUNTY PARK COMMISSION AGENDA

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

Meeting Location: 212 River Dr. Wausau WI 54403, Room 5

The meeting site identified above will be open to the public. Persons wishing to attend the meeting by phone may call into the telephone conference beginning ten minutes prior to the start time indicated above using the following number: 1-408-418-9388 Access code: 2482 071 6560. When you enter the telephone conference, PLEASE PUT YOUR PHONE ON MUTE!

Park Commission Members -

Commissioners: Dawn Herbst, Jean Maszk, Allen Opall, Pat Peckham, Rick Seefeldt, James Wadinski, Kelly Zagrzebski

Marathon County Mission Statement: *Marathon County Government serves people by leading, coordinating, and providing county, regional, and statewide initiatives. It directly or in cooperation with other public and private partners provides services and creates opportunities that make Marathon County and the surrounding area a preferred place to live, work, visit, and do business. (Last updated: 12-20-05)*

Parks, Recreation and Forestry Department Mission Statement: *Adaptively manage our park and forest lands for natural resource sustainability while providing healthy recreational opportunities and unique experiences making Marathon County the preferred place to live, work, and play.*

Agenda Items

- 1. Call to Order**
- 2. Public Comment Period – Not to Exceed 15 Minutes – Any Person Who Wishes to Address the Commission Must Provide, Name, Address and the Topic to the President of the Commission No Later than Five Minutes Before the Start of the Meeting.**
- 3. Approval of the Minutes of the November 2, 2021 Park Commission Meeting**
- 4. Policy Issues for Discussion and Committee Determination**
 - A. Discussion and Possible Action by Committee
 1. Approval of Revisions to the Park Naming Guidelines and Criteria and Sponsorship Policy for the Parks and Park Facilities
 2. Rules for the Edgar to Fenwood Trail
- 5. Operational Functions Required by Statute, Ordinance or Resolution:**
 - A. Discussion and Possible Action by Committee
 1. Review of County Code of Ordinances Sec. 19.05. – Vehicles in Parks
 - B. Discussion and Possible Action by Committee to Forward to the Environmental Resource Committee for its Consideration
 1. None
- 6. Policy Issues for Discussion and Committee Determination for Consideration by Environmental Resources Committee**
 - A. Seidler Property Donation
- 7. Educational Presentations/Outcome Monitoring Reports**
 - A. Park Update –BEP Road/Campground Electrical Upgrade, Nine Mile Maintenance, Memorial Benches, Marathon Park Operations and Maintenance, Christmas Trees, Routine Operations/Programs
- 8. Announcements**
 - A. Next Meeting Date & Time, Location – Tuesday, January 4, 2022 at 10:30am, 212 River Dr, Room 5. Wausau, WI 54403
 - B. Future Agenda Items – Brokaw Property Appraisal

9. Adjourn

Signed /s/ Jamie Polley
Presiding Officer or Her Designee

Any person planning to attend this meeting who needs some type of special accommodation in order to participate should call the County Clerk's Office at 715-261-1500 or e-mail countyclerk@co.marathon.wi.us one business day before the meeting.

FAXED TO DAILY HERALD

THIS NOTICE POSTED AT THE COURTHOUSE

(Email/Fax City Pages, Marshfield News, Midwest Radio Group)

Date November 23, 2021 Time 2:45 p.m.

Date _____ Time _____

By Jodi Luebbe

By _____

DRAFT
MARATHON COUNTY PARK COMMISSION

Date and Time of Meeting: November 2, 2021 at 10:30 am

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

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

Staff present: Jamie Polley-Director, Marcus Aumann-Assistant Director of Community Services-(via webex), Andy Sims-Assistant Director of Operations

1. Call to Order – President Peckham 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 October 5, 2021 Park Commission Meeting – Motion by Seefeldt, second by Herbst to approve the October 5, 2021 Park Commission meeting minutes. Motion **carried** by voice vote, vote reflected as 6-0.

Zagrzebski entered the meeting at 10:35am.

4. Policy Issues for Discussion and Committee Determination

A. Discussion and Possible Action by Committee - None

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

A. Discussion and Possible Action by Committee

1. Resolution to Support City of Schofield Knowles Nelson Stewardship Grant Application – Polley explained the City of Schofield has applied for a Knowles Nelson Stewardship Grant to acquire 2.37 acres of land for conservation and public recreation purposes. It is for a proposed boat launch situated along Grand Avenue and Lake Wausau and will enhance the conservation practices within the city and provide increased opportunities to boat, kayak, fish and hunt/trap. State law requires the DNR to notify the County of jurisdiction of this application. Chairman Gibbs has asked that the Commission look at the options of supporting or opposing the application. The Commission is not obligated to take action. Polley said that enhancements to parks and recreational opportunities as well as the preservation of the County’s natural resources are identified as goals and objectives in the Marathon County Comprehensive Plan. Other benefits include additional access to Lake Wausau and clean up of the property to bring it to more of a natural park state. Questions were answered. **Motion** by Maszk, second by Opall to recommend to the DNR that the Commission supports the City of Schofield’s Knowles-Nelson Stewardship Grant Application. **Motion** carried by voice vote, vote reflected as 7-0.

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

A. None

7. Educational Presentation/Outcome Monitoring Reports for Discussion

A. Park Update - Big Eau Pleine Campground Electrical Upgrade: Contracted electrical upgrades are being completed the week of 10/25 and site restoration is underway. Big Eau Pleine Disc Golf Course: Tee pad installations are complete for this season with three holes remaining for next spring. Big Eau Pleine Road: Staff will be replacing culverts along the main park road the week of 11/1 in preparation for pavement work next spring. BEP park will be closed the week of 11/1 for these repairs. Memorial Benches: Staff is preparing sites and forms for memorial bench installations in several city and county park locations. Water Systems: Winterization procedures are underway for facilities/areas that are currently done for the season. I.e., Pools, sports facilities, restrooms and irrigation systems. Dells of the Eau Claire High Bridge Re-decking: Staff is completing trail work and site work for future (winter) access to the work site. This project will begin when staff complete other ongoing projects. Amco Park Restroom: Installation of new vault toilet took place on 10/26 with site remediation to follow. Sports Complex Irrigation System: Contractor will work with staff on the installation of a strainer

system along with replacement of the RPZ/backflow preventer. This work will be completed this fall. Marathon Park: Boat and camper storage is complete for the season. Both sheets of ice are in use. Routine Operations/Programs: Mowing Operations-mulching at County parks as well as Nine Mile ski trails, Urban forestry program-planting will be complete the week of 11/1, building and structure maintenance, shelter reservations and special events, and equipment maintenance and repair.

B. Assembly Bill 604 Update – Polley said Assembly Bill 604 was first introduced two weeks ago, heard at a public hearing, and was voted on by the Assembly on October 27th. The Senate companion bill has not been introduced yet. When it was first introduced, the bill allowed the Dept of Administration to designate public property for temporary resident use meaning they can give permission to families or individuals to set up camp in public properties whether it’s a public building or public land. The first amendment brought forward stated that the Department of Administration couldn’t put it in a local government’s lands or public spaces without their permission unless the local unit of government was petitioned by a citizen and didn’t respond within thirty days. A second amendment was brought forward that defined public property as property other than county fairgrounds or public parks. That amendment did change concerns about public parks and buildings being designated as temporary shelters. Polley said this is a bill being brought forward to try to help with the homelessness issues in communities. Park representatives will continue to watch the bill as it gets introduced to the Senate to see if it stays in its current form. Discussion followed.

8. Announcements

A. Tour of Seidler Property Scheduled for Friday, November 12, 10:30 am – 12:30 pm

B. Next Meeting Date & Time, Location–Tue., November 30, 2021 at 10:30am, 212 River Dr., Rm 5, Wausau WI 54403

C. Future Agenda Items – Seidler Property Donation

9. Adjourn – Motion by Opall, second by Herbst to adjourn at 11:00 am. Motion **carried** by voice vote, vote reflected as 7-0.

AGENDA SUMMARY

4A1. Discussion and Possible Action Approving Revisions to the Park Naming Guidelines and Criteria and Sponsorship Policy for the Parks and Park Facilities

On March 30, 2021, the Park Commission reviewed and approved Park Naming Rights Criteria and a Sponsorship Policy. These same documents were reviewed and approved by the City Parks and Recreation Committee in April of 2021. It is the goal of the department to have one set of naming rights criteria and one sponsorship policy for both the City of Wausau Parks and Marathon County Parks. The City requires that guidelines and policies such as this be approved by the City Council. Prior to going to the City Council, the City Attorney's office reviewed the documents and made several changes. Most of the changes were formatting and the reduction of redundancies. The content and overall goal of the documents remain the same. In developing the criteria for park naming and a Sponsorship Policy it was 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 and obtaining sponsors for the parks and park facilities.

Staff felt that the changes are significant enough that they should be reviewed and approved by both the Parks Commission and Parks and Recreation Committee. Attached is the revised Park Naming Guidelines and Criteria and Sponsorship Policy.

The Commission is asked to review and approve the revised Park Naming Guidelines and Criteria and the Department Sponsorship Policy.

4A2. Discussion and Possible Action Setting Rules for the Edgar Fenwood Trail

The Edgar to Fenwood Trail is the only County trail that does not fall within a park or have the governance of a state trail. Over the past few years there has been some confusion on how to manage the trail as well as some safety concerns. Last year the Park Commission and County Board approved a few revisions to the Chapter 19 of the County Code of Ordinances relating to speed, land management and motorized use. The trail is currently open to ATVs and UTVs as the only motorized use.

To better manage the trail for safety and consistency with other county ATV/UTV trails, the Motorized Recreation Coordinator is recommending establishing a set of rules for the trail that are consistent with the rules set for Burma County Forest which has ATV and UTV trails. One concern is the use of the trail during hunting season when the trail traverses or is adjacent to private property. Burma is closed to ATV/UTV use but still allows foot traffic within the County Forest Unit during this closed time because the County forest is open for hunting. Should we close the Edgar to Fenwood Trail to ATV/UTV traffic only (same as Burma) during this time frame or do we close the trail to walkers, bikers, horses?

For consistency, the suggested rules include;

- Trails are closed to ATVs and UTVs from Oct. 1st to Nov. 30th
- Non-motorized trail users are advised to wear blaze orange or bright colors while on the trail during the gun deer season(s) (late November to Mid-December).
- ATV/UTV's must yield to those not on motorized vehicles.
- Motorcycles/Dirtbikes are prohibited on this trail. (Covered under Item (f) of Sec. 19.05)

Per Sec. 19.05 (below) item (g) would allow the Commission to approve these rules and post them on the trail. The rules would then be enforceable.

The Park Commission is asked to discuss and approve the rules.

5A1. Discussion and Possible Action on County Code of Ordinances Sec. 19.05. – Vehicles in Parks

The County Board recently approved an ordinance opening up many of the County roads to ATVs and UTVs. Staff wanted to begin the discussion on ATVs and UTVs in County Parks. Currently the County Code of Ordinances, Sec. 19.05 reads:

(1) *Vehicular traffic.*

- (a) No person shall operate any vehicle at a speed in excess of 15 mph or contrary to official traffic signs in any County park or County trail unless governed by § 7.125 of Marathon County Code of Ordinances.
- (b) No person shall operate a motor vehicle in an abusive, boisterous, unreasonably loud or otherwise disorderly manner under circumstances which tend to cause or provoke a disturbance. Such conduct shall include, but not be limited to, conduct which tends to disturb, annoy or endanger one or more persons because of unnecessary or deliberate spinning of wheels, squealing of tires, revving of engine, blowing the horn, causing engine to backfire or causing vehicle while commencing to move or in motion to raise one or more of its wheels, tracks or skis off the ground or operate at an unreasonable or imprudent speed in any County park.
- (c) No person shall operate or park any motor vehicle except as provided in this subchapter, upon any bridle path, hiking trail, beach area, playground, picnic area or any other area other than established roads, parking areas, boat ramps and service areas or contrary to posted notice or within any park seasonally closed to vehicular traffic.
- (d) No person shall operate a snowmobile as defined in § 340.01(58a), Wis. Stats., in any County park, except on snowmobile trails approved by or for events authorized by the Commission.
- (e) No person shall operate an ATV or UTV as defined in § 340.01(2g), Wis. Stats., in any County park, except on paved roads.
- (f) No other motorized vehicles other than an ATV or UTV shall be operated on a designated ATV/UTV trail on park property or County trail with the exception of authorized personnel in the performance of their duties.
- (g) No person may operate a motorized vehicle on County property when rules pertaining to the operation of motorized vehicles are posted by the Commission or its authorized agent.

At this time per item (g) Big Eau Pleine Park is posted as closed to ATVs and UTVs. The concern is ATVs and UTVs veering off of the paved/established roads and riding on trails within the park. The Park Commission is asked to review the ordinance and provide staff with direction on expectations of ATV and UTV use within the County Parks. If the Commission feels that the ordinance is sufficient and ATVs and UTVs can enter the parks on the paved roads as cars do the sign at the Big Eau Pleine can be removed. If the Commission feels that certain parks should restrict use of ATVs and UTVs due to the uses of the parks, staff will post these parks indicating this action. If the Park Commission feel that changes to the ordinance should be made, provide staff with direction on the desired changes. Staff will then bring these revisions back to the Park Commission at a future meeting upon approval from the County Corporation Counsel.

6A. Discussion and Possible Action to Pursue a Donation of 40 Acres Located in the Village of Maine from the Seidler Family

The Park Commission discussed this item at the October 5, 2021 Park Commission meeting. To refresh the Commission a few months ago Mr. Neal Seidler contacted President Peckham in regards to donating a 40 acre parcel to the City or County for a nature preserve/park. President Peckham then put Mr. Seidler in touch with staff. The 40 acre parcel is located just north of West Wausau Avenue in the Village of Maine. The property is currently part of 200 acres owned by the Seidler Family and was part of their family farm which was located just to the north off of 44th Avenue. Attached is an aerial of the parcel illustrating where it is located. The aerial shows that currently the only way to get to the parcel is through the southernmost 40 acres via a current logging road.

Staff and the County Forest Administrator walked the entire 40 acres in mid-June. The property is a beautiful oak forest with a creek and steep rocky terrain in areas. The property is currently under Managed Forest Law (MFL) and is set to be cut in 2033. Mr. Seidler expressed the goal of the donation; *The **Seidler Family Nature Preserve** is dedicated to the preservation of a forty acre Oak Forest for current and future generations. It focuses on preserving natural resources, trees, wildlife, and vegetation as well as enhancing the knowledge and education in conservation, geology and the history of this area. Having a designated place to enjoy the beauty of nature, through walking, cross-country skiing, bird watching, quiet reflection and other activities is the goal of the Seidler Family Nature Preserve.*

In reviewing the parcel staff has a few comments/concerns that the Commission should consider;

- Attached to your packet is an email from Mr. Seidler and his siblings laying out their desires for the parcel if the County chooses to accept the 40 acres as a donation. These needs, wants and desires include items that would be considered capital projects.
- Access to the parcel will require the construction of a ½ mile road that will require a DNR Chapter 30 permit to cross the creek. This area is extremely steep and will most likely require a bridge or very large culvert. The cost of the bridge or culvert and road way could be cost prohibitive to the County.
- If the parcel is continued to be managed under MFL the character of the 40 donated for a park would change dramatically in 2033 under a patch selection harvest whereby ½ to 2 acre small clear cuts are spaced out throughout the 40 acres and the rest would be a normal thinning. This is the proper forest management technique to regenerate an even-aged oak forest and also diversify the stand and create uneven-aged areas where different species of hardwoods would be the goal.
 - #1 under their desired wants would need to be investigated further, if the Town Road was properly abandoned by the Town 65 years ago then the ROW reverts to the neighboring landowners and is legally their property. If it was not properly abandoned the Village of Maine would have to agree to go along with extending the road to the property and maintaining it.
 - The surrounding property would continue to be managed under MFL closed which does allow for private hunting on the property. Hunting adjacent to a park is not desirable.
 - Considering the value of the donation, what would draw the community to this park that is unique for other County parks?
 - The County currently has the following properties to be developed all with unique features and plans; Brokaw (soon to be 108 acres), Wisconsin River Forest Unit (283 acres), Rib Falls County Park (300 acres) and Miller Forest Unit (80 acres). Priority should be given to these properties for development.

A few Park Commission Members walked the 40 acre property on Friday, November 12. The Commission members can discuss their findings as it relates to the items above. Access still

remains the number one concern. The Park Commission is asked to determine if the donation of this parcel should be considered further and provide further direction to staff.

7A. Park Updates

Big Eau Pleine:

Seven culverts have been installed with some additional road restoration work yet to be complete prior to spring.

The electrical upgrade is complete including site restoration
Fishing piers have been removed at all city/county locations

Nine Mile:

Pre-season maintenance on the ski trails is complete
Restroom painting will be complete within the week
Parking lot restoration due to vandalism is complete

Memorial Benches:

Two memorial benches have been installed at Dells of Eau Claire Park

Marathon Park:

Ice operations are well underway
Parking lot grading was recently completed

Christmas Tree:

Courthouse Christmas tree was installed, and lights hung

Routine Operations/Programs:

Mowing Operations: Mulching at county parks as well as Nine Mile ski trails
Urban forestry program: Regular tree maintenance, small pruning
Building and structure maintenance.
Equipment maintenance and repair

WAUSAU/MARATHON COUNTY PARKS, RECREATION & FORESTRY
PARK NAMING GUIDELINES AND CRITERIA

1. Purpose:

A. The Purpose of this Policy is to develop names for City or County parks, property, facilities, or portions thereof that are:

- **Unique.** Unique names are identifiable to a specific place and do not duplicate or are not confused with existing names in the City of Wausau, Marathon County or neighboring areas.
- **Meaningful.** Names may reference natural features or landmarks, local historic events or persons with historic significance, locally or nationally.
- **Inclusive.** Respectful of all people and cultures and reflect positive values acceptable to the community as a whole.

B. This Policy applies to the naming of City or County parks, property, facilities or portions thereof whether payment has been offered or sought in exchange for the naming privilege through an offer of Sponsorship under the Wausau/Marathon County Parks, Recreation & Forestry Department (“Department”) Sponsorship Policy or a naming application has been made without an offer of compensation.

C. Offers for Sponsorship that include or concern naming as a Recognition Benefit are subject to the provisions of the Department Sponsorship Policy and may include provisions for ongoing and special maintenance costs or costs of improvements such as the renovation of a facility. Sponsorship Agreements that include or concern naming as a Recognition Benefit will contain specific terms for discontinuation or termination. Offers of Sponsorship for naming rights of any City Park, County Park or facility shall be approved by the City Council or County Park Commission. Offers of Sponsorship for naming rights of designated portions of City or County facilities, such as naming rights for a specific athletic field within a park or a shelter within a city or County Park may be approved by the Department Director pursuant to the requirements and guidelines of the Department Sponsorship Policy.

2. Guidelines:

A. General Name guidelines:

- Should not duplicate or be easily confused with existing local public or private places.
- Should not be cumbersome, corrupted or modified names, profane, discriminatory or derogatory names related to age, race, religion, creed, national origin, sex, color, marital status, disability, sexual orientation, political affiliation or other similar categories.
- Should not contain names of companies or organizations whose business is substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, sexually explicit materials, adult entertainment and/or other practices considered unsuitable or inappropriate for children.
- Should use the fewest words possible.
- Should not be names of appointed or elected local officials currently in office or current City/County employees.
- The re-use of former facility names should not be used other than for a reconstruction of the same facility in the same location
- .

B. Names of **historic places, events and cultural ideas** shall be appropriate to the site and proposed use.

C. Recognizable areas are names that aid in locating a facility, park or open space.

D. Names for site features, wildlife or other natural ideas, when site specific.

E. **Guidelines for naming in honor of individuals, groups or organizations** are as follows.

1. Individuals honored with a park or facility name (“Honoree”) must meet all of the following:

- Have resided or worked in Marathon County or the area which has become Marathon County, and,
- If a former city or county employee, have been separated from City/County service for at least one year prior to application or be deceased for at least one year prior to application. and,
- Have resided or worked in Marathon County for a minimum of ten (10) years.
- Be highly esteemed in the community based upon character references and generally understood reputation in the community, and without criminal or legal judgments (including violations of environmental laws) which demonstrate poor character.

In addition, the Honoree(s) are recommended to meet at least one of the following conditions:

- At least 10 years of civic service (must have made significant and exceptional meritorious contributions to the local parks or local community as a whole for recreation purposes).
- Contributed to the preservation of the City/County’s history or culture
- Contributed in a significant way to the acquisition, development or conveyance of land, buildings, and other amenities to the City/County.
- A major financial contribution (donation of at least 51% of the value of park land dedication).

If the Honoree is living, the naming is only subject to approval after a study has been completed relative to the individual’s background and qualifications pursuant to the criteria set forth above.

2. **Groups or Organizations**

- Groups, organizations, associations, companies or businesses that have been instrumental in enabling the City or County to acquire sites either by donation of land or money or have donated the amount of land or money needed to complete development of a park, park facility or park amenity.
- Have a longstanding affiliation with the City/County of significant community service, involvement, or contributions beyond the ordinary interest level whose efforts have:
 - i. Enhanced the quality of life and well-being of City/County residents
 - ii. Contributed to the preservation of the City/County’s history or culture.
 - iii. Made exemplary or meritorious contributions to the City/County or its residents.

Note: Meeting the guidelines does not guarantee that a name will be approved.

WAUSAU/MARATHON COUNTY PARKS, RECREATION & FORESTRY SPONSORSHIP POLICY

I. Statement of Policy

The Wausau/Marathon County Parks, Recreation & Forestry Department ("Department") seeks to encourage and facilitate opportunities for individuals, businesses, for-profit or not-for-profit organizations, or foundations to invest in the future of the City of Wausau ("City"), Marathon County ("County") and its parks and recreation facilities through Sponsorships and contributions that will enhance, beautify, improve, supplement, support, or otherwise benefit the City and/or the County.

All offers of Sponsorship received by the Department will be reviewed in accordance with this Policy. The guidelines and procedures contained within this Policy do not apply to gifts or donations for which there is no benefit or recognition.

II. Purpose

This Policy provides guidelines that facilitate and support opportunities for Sponsorship and is intended to guide the City, County and the Department in soliciting, managing and reporting on Sponsorships. The purpose of such Sponsorships is to increase the Department's ability to deliver services to the community and/or provide enhanced levels of service beyond the core levels funded from the City's or County's general fund. The Department will seek Sponsors that further the Department's mission in a manner that respects the noncommercial nature of the Department's, City's or County's property and services. The public's trust, including the public's perception of the Department's, City's, or County's fairness and impartiality, and the Department's, City's, or County's reputation (sometimes collectively referred to as 'public trust') may be damaged by Sponsorships that are aesthetically incompatible with park surroundings, or inconsistent or incompatible with the Department's, City's, or County's public mission and core services. When the Department, City, or County loses the public trust, its ability to govern or maintain and manage its assets efficiently and effectively is impaired. Therefore, the Department, City, and County will consider Sponsorship of certain Department, City or County park property, facilities, events, activities, programs and services (collectively 'facilities and services') in certain circumstances and in accordance with this Policy. Sponsorships of Department facilities and services are maintained as a nonpublic forum.

III. Definitions.

'Recognition Benefit' is the opportunity given to a Sponsor to have its name and/or logo appear on park property or materials for a specified period of time. The details of those opportunities are specific to each Sponsorship and detailed in a Sponsorship Agreement.

'Sponsorship' is financial or in-kind support from an individual, business, for-profit or not-for-profit organization, or foundation, including other governmental or quasi-governmental organizations, (collectively "Sponsor") in exchange for tangible and intangible benefits to the Sponsor. Such benefits can include but are not limited to marketing opportunities (product promotion and/or temporary advertising) on City, or County property or, association of the Sponsor's name, logo, products or services with a Department, event, activity, program, or service.

IV. Determination of Sponsorship Opportunities

The Department is responsible for determining the facilities and services within the Department that are suitable for Sponsorship ('eligible facilities and services'). Sponsorships are arranged primarily through two processes: a) self-initiated by the potential Sponsor or b) initiated by the Department through a formal or informal solicitation process.

Sponsorships are appropriate for the following broad types of activities:

1. Events – financial or in-kind support for an event organized by the Department.
2. Park/Facility Development – Financial or in-kind support associated with the design and construction of a particular park or recreational facility. Projects within this category will typically be of a one-time nature.

3. Program Delivery – financial or in-kind support that facilitates the ongoing delivery of a particular program.
4. Park/Facility – financial support of a park facility that supports the maintenance costs of the Department such as a specific field, scoreboard, playground, etc.

Public access to information about Sponsorship opportunities is important:

1. to create an open and fair process and to protect against disputes related to Sponsorships that are category exclusive.
2. to market available Sponsorship opportunities in an open and efficient manner allowing both the potential Sponsor and the Department to negotiate efficiently.

Where Sponsorships are initiated through a formal or informal solicitation process, the Department will make information about potential Sponsorship opportunities available through the Department's website and other appropriate means.

Where offers are self-initiated by the potential Sponsor and involve requests for exclusivity, the Department will endeavor to determine whether there may be other potential Sponsors interested in the same opportunity and in such cases may proceed to identify such other potential Sponsors through a formal or informal solicitation process before making a selection of a final Sponsor for that Sponsorship.

The Department Director may contract with an independent contractor for services related to solicitation and consideration of Sponsorships in accordance with the City or County Procurement Policy.

V. Sponsorship Approval:

Level 1, City Council or Park Commission Approval Required:

Offers of Sponsorship that are for terms of more than five years or are projected to generate \$200,000 or more over the full term of the Sponsorship, or that involve naming rights for any City or County park or facility (whether currently named or unnamed), shall require the approval of the City Council or Park Commission, including its approval of the corresponding Sponsorship Agreement.

Level 2, Department Director Approval Permitted:

Offers of Sponsorship that are for terms of up to five years and are projected to generate less than \$200,000.00 over the full term of the Sponsorship, may be approved by the Department Director, including approval and execution of the corresponding Sponsorship Agreement. This approval includes the authority to approve Sponsorships for naming rights of designated portions of City or County park facilities, such as naming rights for a specific athletic field within a park, or a specific shelter within a City or County park, provided such naming right otherwise meets the requirements of this Level 2 authority. No such Sponsorship approvals may be delegated to any Department Director designee. The Director may always elect to refer any proposed offer of Sponsorship or Sponsorship Agreement within the Director's authority level to the City Council or Park Commission for approval.

Level 3, Departmental Staff Approval Permitted:

The Department Director may delegate the authority to approve offers of Sponsorship and the approval and execution of Sponsorship Agreements that are within the Department Director's authority and are for terms of three years or less and projected to generate less than \$10,000 per year to an appropriate staff member. All such approvals shall be in consultation with the Department Director.

VI. Criteria for Review of Sponsors and Offers of Sponsorship

The following principles form the basis for evaluating every offer of Sponsorship:

1. All Sponsorships must directly relate to the intent of the facility, park or program.
2. The extent and prominence of the Sponsorship Recognition Benefit.
3. The aesthetic characteristics of the Sponsorship Recognition Benefit; the Recognition Benefit to be offered does not compromise the design standards and visual integrity of the park or facility. Any on-site Recognition Benefits will be of an appropriate size and color and will be done in a way that minimizes impacts on the visitor's experience and visitor use of the park or facility and minimizes impact on the park or facility's surroundings or any interpretive message.
4. The importance of the Sponsorship to the mission, values and image of the Department.
5. The level of support proposed to be provided by the Sponsor; Sponsorship Recognition

Benefits offered should be commensurate with the relative value of the Sponsorship.

6. The cooperation necessary and degree of support from other departments to implement the Sponsorship.
7. The value of the resources that is provided to the Department in fulfilling its overall mission and its compatibility with the Department's mission.
8. No Sponsorship may suggest in anyway the endorsement of the Sponsor's goods or services by the Department, City, or County or any proprietary interest of the Sponsor in the Department's, City's or County's facilities or services.
9. The Sponsorship must be for a fixed term.
10. Evaluation of the Potential Sponsor which includes but is not limited to:
 - a. Product/services offered.
 - b. Sponsor's record of involvement in environmental stewardship.
 - c. Principles of Sponsor.
 - d. Sponsor's rationale for its interest in City or County parks and facilities.
 - e. Sponsor's timeliness or readiness to enter into a Sponsorship Agreement.
11. Other factors that might affect or undermine the public trust or public confidence in the Department's, City's, or County's impartiality or interfere with the efficient delivery of Department's, City's, or County's services or operations, including, but not limited to, the existence of, or possibility for, conflicts of interest between the Sponsor and Department's, City's, or County's officers, employees. Offers of Sponsorship may be rejected where a potential Sponsor is engaged in litigation with the City or County.

Sponsorship offers that seek naming or re-naming of City or County property or facility or any portion thereof will also be evaluated in conjunction with and must meet the requirements of the Department's Park Naming Guidelines and Criteria.

Offers for Sponsorship for eligible facilities and services will also be reviewed to determine that they are complete and properly executed by the Sponsor.

Products, and businesses generally ineligible for Sponsorships under this Policy include for-profit businesses whose primary products or services are substantially derived from the sale of alcohol, drugs, tobacco, gambling, firearms, or sexually explicit materials.

VII. Recognition Benefits and Guidelines

A. Categories

Recognition Benefits that are consistent with this Policy include, but are not limited to generally used forms of branding and advertising set forth below:

- Park and building naming rights, as approved by City Council/Park Commission and in accordance with the Park Naming Guidelines and Criteria.
- Naming rights of fields within City or County parks or buildings within a City or County park, and in accordance with the Park Naming Guidelines and Criteria.
- Signage including:
 - Fencing fabric and/or fence signage
 - Light pole and building banners
 - Certain interior walls.
- Scoreboards.
- PA audio and visual messages.
- Inclusion on printed materials of the Department.
- Inclusion on Department maintained facility webpages and social media.
- Inclusion on bulletin boards.
- Inclusion on information kiosks.
- Inclusion on pavers or other similar permanent fixtures.
- TV Shows.
- Inclusion in or on a facility or service marketing and promotional materials, items, and

messages (including electronic messages, new media and other forms of communication that may arise in the future).

Recognition Benefits that are more interactive than the above may also be permissible for certain facilities or services under this Policy. These include, but are not limited to:

- Give away items, coupons, or other sponsor related marketing materials.
- Event booth space.
- Contests, drawings or other activities that request a response.

Other proposed forms of Recognition Benefits, other signage and other visible advertising will be considered on a case-by-case basis, consistent with this Policy.

B. Guidelines

Sponsorship Recognition Benefits may identify the Sponsor or product, including the use of Sponsor or product logos and marks. Statements that advocate, contain price information or an indication of associated savings or value, request a response, or contain comparative or qualitative descriptions of products, services, or organizations will not be accepted.

No Sponsorship may suggest in anyway the endorsement of the Sponsor's goods or services by the Department, City, or County or any proprietary interest of the Sponsor in the Department's, City's, or Counties facilities or services.

The Department may impose restrictions on advertising, Sponsorship and naming rights consistent with applicable law and the use of City or County parks and facilities by citizens of all ages, in particular, young children and families. The Department possesses full control over the placement and appearance (including design and materials) of all Sponsorship Recognition Benefits.

No Sponsor shall issue any materials or communications other than as approved in the Sponsorship Agreement, including but not limited to print, video, internet, broadcast, or display items to promote or communicate the Sponsorship using the Department, City's, or County's name, marks, or logo without written approval from the Department Director.

VIII Sponsorship Agreement

Upon approval of an offer of Sponsorship, the Sponsor and Department shall enter into a Sponsorship Agreement. Entering into a Sponsorship Agreement is not an endorsement of that Sponsor or its services or products.

Agreements should include the following at a minimum:

1. Clear statement how the Department is improving services through the Sponsorship and how the Sponsorship supports the mission and vision of the Department.
2. The financial value, benefits associated, costs of the Sponsorship, including any exclusivity or other hierarchy of benefits.
3. Type of Recognition Benefits and time limit or term of each Sponsorship.
4. Clear statement of Departments and Sponsor's responsibilities and roles.
5. Specific plan for marketing and branding opportunities such as display, type, location, size, design, content and duration.
6. Provision that the Department reserves the right to terminate any Sponsorship should conditions arise during its term that results in conflict with this Policy, or the Sponsorship no longer serves the best interests of the Department, the City or the County. Any decision to terminate shall be made in the same manner as the original approval of the offer for Sponsorship.

IX Appeal Process

Self-initiated offers of Sponsorship that are not accepted may be appealed as follows:

1. A Level 3 offer of Sponsorship that is denied by a Department Director designee, may be appealed to the Director.
2. A Level 2 offer of Sponsorship that is denied by the Director, or their designee, may be appealed to the City Council or Park Commission.

Appeals shall be made in writing and within thirty (30) days of the notice that the offer of Sponsorship is not accepted. Appeals to the City Council shall be directed to the City Clerk. Appeals to the Park Commission shall be directed to the Commission President.

DRAFT

Sec. 19.05. Vehicles.

(1) *Vehicular traffic.*

- (a) No person shall operate any vehicle at a speed in excess of 15 mph or contrary to official traffic signs in any County park or County trail unless governed by § 7.125 of Marathon County Code of Ordinances.
- (b) No person shall operate a motor vehicle in an abusive, boisterous, unreasonably loud or otherwise disorderly manner under circumstances which tend to cause or provoke a disturbance. Such conduct shall include, but not be limited to, conduct which tends to disturb, annoy or endanger one or more persons because of unnecessary or deliberate spinning of wheels, squealing of tires, revving of engine, blowing the horn, causing engine to backfire or causing vehicle while commencing to move or in motion to raise one or more of its wheels, tracks or skis off the ground or operate at an unreasonable or imprudent speed in any County park.
- (c) No person shall operate or park any motor vehicle except as provided in this subchapter, upon any bridle path, hiking trail, beach area, playground, picnic area or any other area other than established roads, parking areas, boat ramps and service areas or contrary to posted notice or within any park seasonally closed to vehicular traffic.
- (d) No person shall operate a snowmobile as defined in § 340.01(58a), Wis. Stats., in any County park, except on snowmobile trails approved by or for events authorized by the Commission.
- (e) No person shall operate an ATV or UTV as defined in § 340.01(2g), Wis. Stats., in any County park, except on paved roads.
- (f) No other motorized vehicles other than an ATV or UTV shall be operated on a designated ATV/UTV trail on park property or County trail with the exception of authorized personnel in the performance of their duties.
- (g) No person may operate a motorized vehicle on County property when rules pertaining to the operation of motorized vehicles are posted by the Commission or its authorized agent.

(2) *Parking.*

- (a) No person shall park, stop or leave standing, whether attended or unattended, any vehicle, obstruction or watercraft:
 - 1. In any manner as to block, obstruct or limit the use of any road, trail, sidewalk, parking lot, boat landing, waterway or winter sport facility.
 - 2. Outside of any area provided for such purposes when it is practical to use such areas.
 - 3. Contrary to posted notice.
- (b) No person shall park, stop or leave standing any vehicle, whether attended or unattended, whether temporarily or otherwise, in areas reserved, by official traffic signs indicating the restriction, for vehicles displaying registration plates or identification cards which designates the vehicle as a vehicle used by a physically disabled person as defined in § 346.505, Wis. Stats.
- (c) No person shall park, stop or leave standing any vehicle, whether attended or unattended, whether temporary or otherwise, in areas designated as fire lanes with signs or marked curbs.
- (d) The forfeiture for a violation of paragraph (a) shall be \$10.00. The forfeiture for a violation of paragraph (b) or (c) shall be \$30.00. In the event that the violator fails to appear in court on the date and time indicated on the citation, or fails to enter a "not guilty" plea by mail by the court date, or fails to stipulate to the violation by posting the forfeiture required in the office of the Marathon County Clerk of Courts, at the address indicated on the citation by the court date, said forfeiture shall be

ordered by the court in default and shall be increased by the amount of \$30.00 as a penalty for failure to pay in a timely fashion, for a total forfeiture of \$40.00 for a violation of paragraph (a) and \$60.00 for a violation of paragraph (b) or (c).

- (e) The provisions of § 345.28, Wis. Stats., and any subsequent amendments thereto, are specifically adopted and incorporated herein by reference. If the alleged violator fails to pay the amount of the forfeiture as provided herein, or to appear in court, the County may take any or all of the actions authorized under § 345.28, Wis. Stats.
 - (f) The registered owner of a vehicle is deemed to have authorized the parking of a vehicle found parked in violation of this subsection.
- (3) *Abandoned vehicles.* No person shall leave any vehicle unattended without approval of the Commission or its authorized agent for more than 48 hours under such circumstance as to cause the vehicle to reasonably appear to have been abandoned. An abandoned vehicle shall constitute a public nuisance and be subject to removal at the owner's expense. Removal of the vehicle shall not relieve the owner or the operator of the vehicle from any penalty incurred because of such violation.

(O-7-01; O-8-03; O-05-21)

Jamie Polley

Subject: FW: [EXTERNAL] Seidler Family Nature Preserve

From: Neal Seidler [mailto:nealretired@yahoo.com]
Sent: Tuesday, September 21, 2021 10:42 AM
To: Jamie Polley <Jamie.Polley@co.marathon.wi.us>
Subject: [EXTERNAL] Seidler Family Nature Preserve

Subject: Seidler Family Nature Preserve

Jamie,

We will list the items that you requested to present this idea to the Marathon County Park Board, on the donation of 40 acres of an Oak Forest next to the City Limits of Wausau. Our Mission statement sums up our major points.

*The **Seidler Family Nature Preserve** is dedicated to the preservation of a forty acre Oak Forest for current and future generations. It focuses on preserving natural resources, trees, wildlife, and vegetation as well as enhancing the knowledge and education in conservation, geology and the history of this area. Having a designated place to enjoy the beauty of nature, through walking, cross-country skiing, bird watching, quiet reflection and other activities is the goal of the Seidler Family Nature Preserve.*

Essential/Very Important Needs

#1. Will include "Seidler Family" in the name, such as Seidler Family Nature Preserve or Seidler Family Nature Park. Neal Seidler will pay for and install a welcome sign in Wausau Red Granite approved by the park board at the entrance to the park. This stone is very meaningful to our family, plus it is quite important for Marathon County.

#2. This land is only to be used as a nature preserve or a nature park and not for any other use. If the land is not used for the above it will revert back to the Seidler Family Farm LLC (or our direct biological or adopted heirs if the LLC no longer exists.)

#3. Continue to follow the DNR guideline for a managed Oak Forest. The scheduled DNR Managed Forest Land cutting will completed before this 40 is donated. This cutting is now scheduled for 2023.

#4. Construct a public road, on the section line of 44th Avenue, from West Wausau Avenue to the northwest corner of the land donated by the Seidler Family Farm LLC, for the nature preserve . We will donate 33 feet from each 40 to make a 4 rod width public road. Surface area to be determined by Marathon County based on usage. The Seidler Family LLC with the permission of the DNR will have all of the trees removed from this ROW.

#5. The surface areas of the parking lots and main trails will be suitable for wheelchairs and handicapped walkers. Some benches along main paths and in particularly scenic and/or geologically interesting areas will be provided. A mixture of trails is ideal. Main trail blacktop or other surface designed to be handicapped accessible, some gravel or wood chip trails in other areas.

#6. No motorized vehicles, no all terrain vehicles, no motorcycles, no dirt bikes, no snowmobiles, no mountain bikes, or similar vehicles on the paths or in the park. Electric wheel chairs allowed.

#7. Land is to be used as a nature preserve or a park and not for any other municipal use (no cell phone towers, electric substations or similar) in the park. For safety reasons there would be no hunting in the nature preserve.

Desirable Wants

#1. Restore the former public road, on the 44th Avenue section line north of the park. Having a public road from West Wausau all the way to County Highway U would greatly increase the safety and accessibility for park visitors, as well as creating better access for emergency vehicles and road maintenance equipment.

#2. Signs labeling significant trees, flowers, geological features (rocks left by the glacier, large boulders and bedrock scraped)

#3. An educational "nature program" with rangers or trained volunteers leading school field trips and occasional narrated nature walks for the public.

Long Term Desires

A shelter, with toilet facilities and potable water, to make the preserve more family friendly.

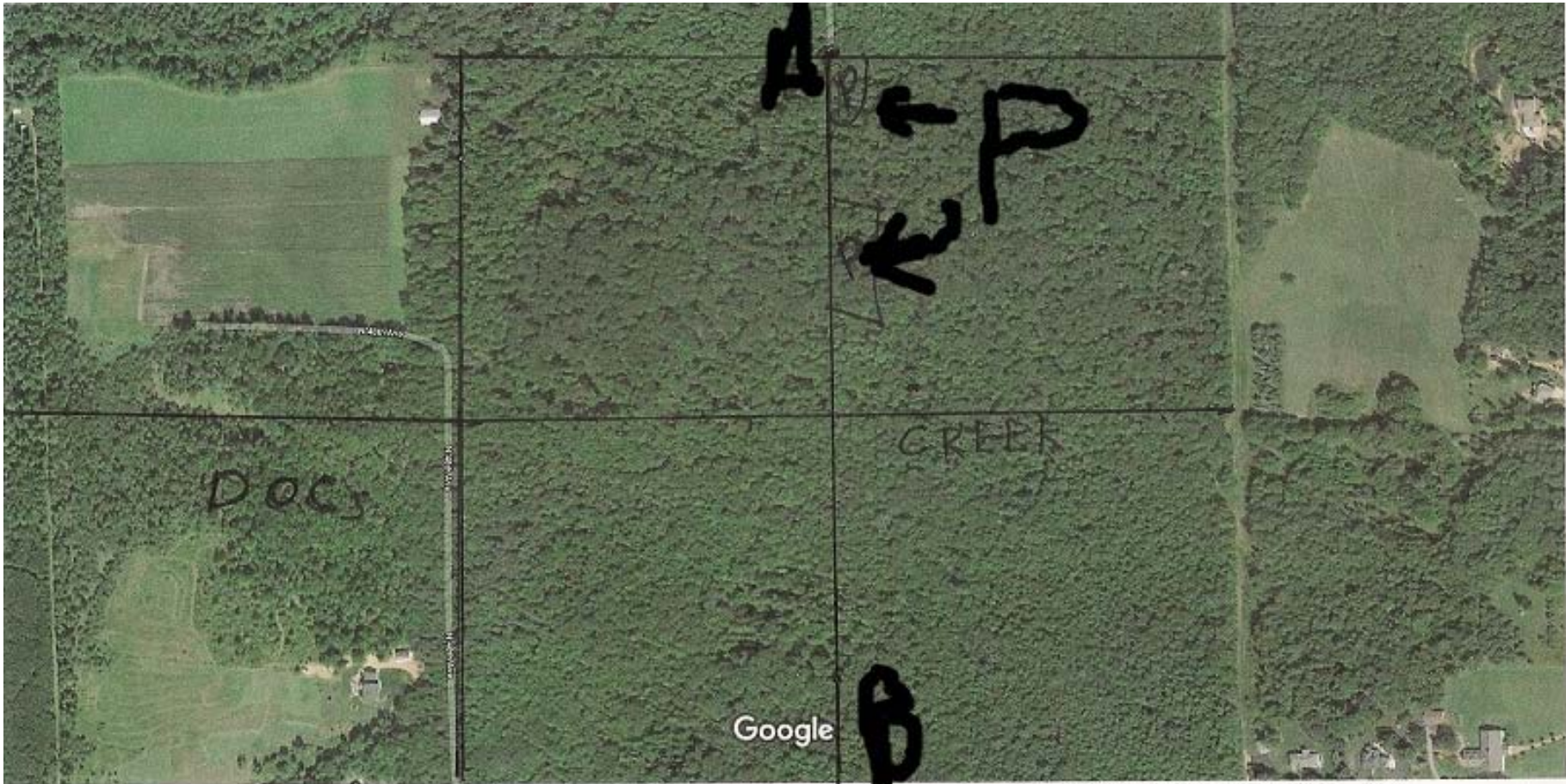
A lodge, or building suitable for classes, dioramas, models or taxidermy specimens of wild life and other educational features. The Neal Seidler family maybe interested in additional personal gifts as an additional incentive for this. Many tools from the original Seidler Century Farm can be donated to help the children learn from the past.

This amount of land this close to the city and schools rarely comes available and we all hope we can make this dream a reality.

Please walk this 40 Acre Oak Forest and then vote to accept our donation which would be a small investment for a GREAT long term asset to to the Parks System.

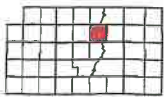
Thank you,

Neal Seidler for the Seidler Family Farms LLC



Imagery ©2021 Maxar Technologies, USDA Farm Service Agency, Map data ©2021 200 ft

48th west WAUSA AVE
44th

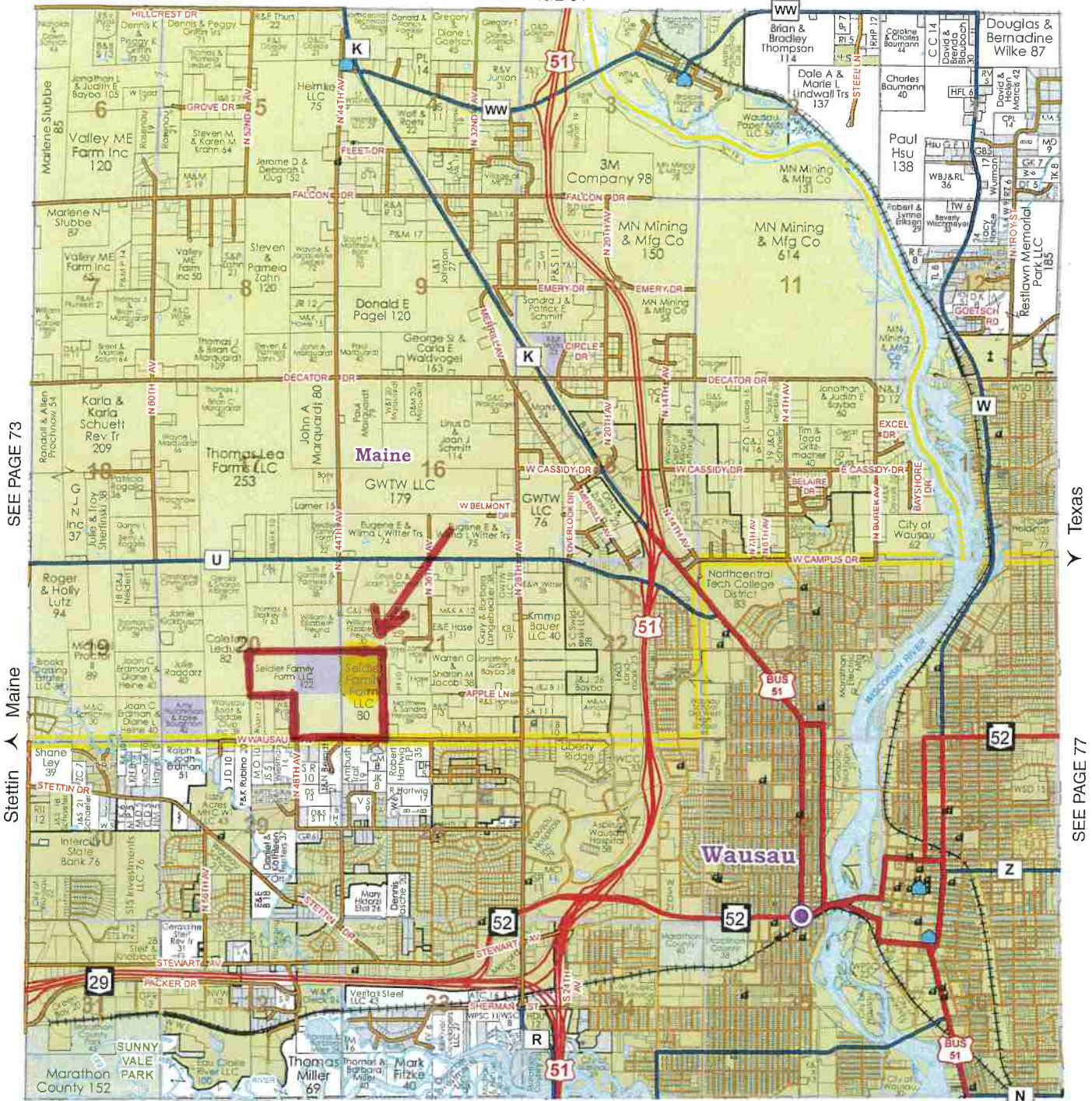


Village of Maine (S), Stettin (E) & Texas (S)

Township 29N - Range 7E

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SEE PAGE 91



SEE PAGE 73

Stettin Maine

Y Texas

SEE PAGE 77

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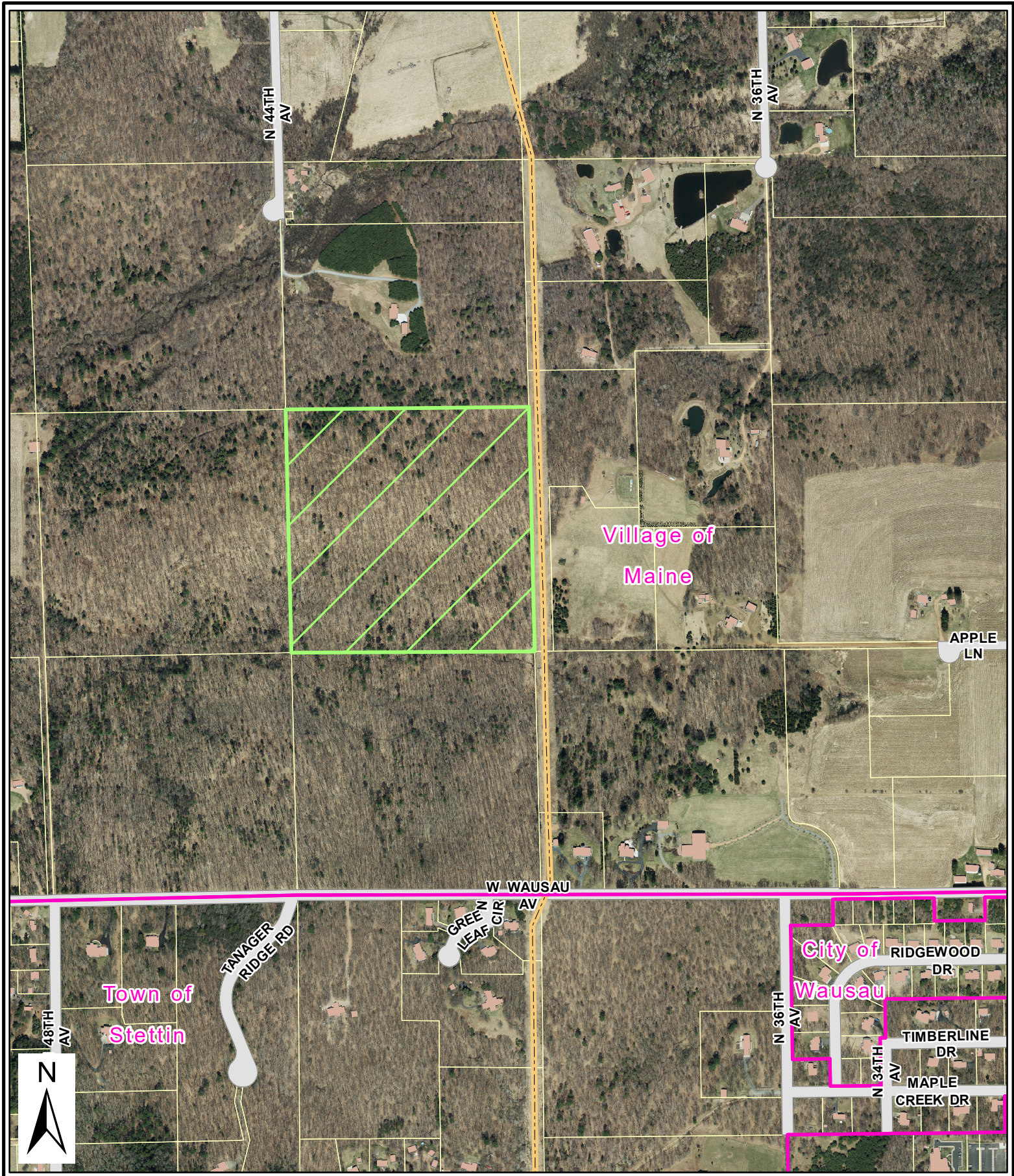
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Seidler Family Farm



0 500 1,000 2,000 Feet

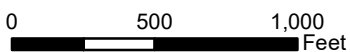




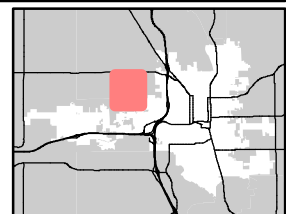
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 3. AERIAL PHOTOGRAPH VISIBLE ON THIS MAP WAS TAKEN APRIL 26, 2021

Seidler Family Farm

City of Wausau



- Highline
- Municipal Boundary
- Seidler Parcel of Interest
- Right of Way



gis@ci.wausau.wi.us
 Map Date: March 29, 2021