

Newton Park Board Meeting Minutes January 16, 2019

Newton City Hall - Council Chambers

1. Call to order 6:15 pm
2. Americans with Disabilities Act Compliance Statement
3. Roll Call
 - Present: Humphrey, Jackson, Michener, Price, & Vandall
 - Absent: none
4. Certification of Iowa Open Meetings Law (confirmed by Lisa Bernal)
5. Introduced new Park Board member Levi Michener
6. Approve Minutes from 12-05-18:
 - Motioned by: Vandall, 2nd by Price
 - Ayes: 5 Nays: 0
7. Westwood Golf Course marketing update:
 - Brian Laube told the Park Board that the proposed fee schedule had been approved by Council and that we were preparing advertising material to utilize throughout the season targeting various audience groups. He passed around some samples of the ads Danielle Rogers, City Marketing Manager created.
 - The first round of ads would be geared towards targeting residents of Newton using slogans such as “longest drive should be on the course not to the course” along with promoting resident discounts, earlier twilight rates and liquor sales.
 - Would use the tag line of “Jasper County’s most scenic and challenging course” in advertisements as well.
 - Once course is open we would like to target areas close to Newton using geofence marketing strategies.
 - Comments from the board include:
 - Marc Jackson said he heard from golf patrons who said they will be spending more money in the clubhouse with the addition of liquor sales.
 - Amanda Price noted that we should utilize Facebook and website to advertise proshop sales and specials.
 - Melanie Humphrey asked where passes were currently sold. Brian Laube mentioned that we would be adding barcodes to pool passes and implementing a POS system that would scan the barcodes on each pass and track activity to be able to offer specials based on this information. He also said that we were hoping to implement at Westwood as well.
8. Update of the Rewrite of the City Code Section on the Park Board:
 - Brian Laube let the Park Board know that the 3rd reading of the Park Board Ordinance would be read at the 1/21/19 Council meeting. He expects that the Council will pass it at that time, as no comments or objections have been raised at the first two readings.

9. Independence Day Fireworks Fundraising update:

- Brian Laube noted that to date we have raised \$3723.66 so far. Based on our \$10,000 goal we still need to raise \$6276.34. He let them know the second donation request letter would be going out within the next few weeks.
- He asked the Park Board or Friends of Newton Parks to put out donation boxes and be responsible for collecting the donations and brings them to the Community Services Office.
- He also reminded them that Hy-Vee should be contacted about the \$1 donations at their cash registers. Melanie Humphrey said she would contact them to get this started.
- Amanda Price mentioned that Hardees may be a good place to send the donation request letter to and she said she would get a contact name. She also asked if we had Kwik Star, Lisa Bernal replied we have added them to the mailing but do not have a contact name. Amanda said she would get that to us as well.

10. Update of Youth Sports Field Agreements:

- Brian Laube reported that the City had reached out to Little League, NGSA and NASA about putting together a written agreement for paying usage fees that were approved by Council.
 - He said that we were proposing a flat fee per player registered for each of the groups and that within the agreement it would spell out the maintenance expectations for them and the City.
 - Melanie Humphrey asked if leagues were required to put money back into the fields. Brian replied that no they were because we still need to maintain the fields even if no one uses them.
 - Adam Vandall commented that he like that fees will be based per player registered instead of a flat fee so that as fluctuations in the number of players occur the fees collected will adjust for that.
 - Melanie Humphrey asked if extra tournaments were held by these groups would they pay additional fees such as golf tournaments. Brian said that since the City time for field preparation was less for baseball fields than it is for golf we would likely not charge additional. Adam Vandall responded that maybe the wording of the agreements could include a limit on the number of additional tournaments that could be held.
 - Brian also noted that the fees paid per registered player would be charged for each spring/fall session the groups have. He asked if the board would support this type of agreement once finalized.
- The Board recommended supporting these Youth Sports Field Agreements to be presented to City Council for their consideration. Motioned by Vandall, 2nd by Price; Ayes: 5 Nays: 0

11. Old Business

- Melanie Humphrey asked if Maytag Park Holiday Lights had been taken down. Lisa Bernal commented that they were. Adam Vandall also said he had seen the entrance lights on a few times about 12:30am and asked if we had them on timers. Brian Laube said they were and that information would be relayed to Nick Cummins, Parks Operations Superintendent for this year's lighting.

12. New Business

- Brian Laube commented that the completed water slide rehab project came in \$41,000 under the \$80,000 budget. He noted that Council had approved the bond funds for pool improvements; so other purchases are being proposed such as new awnings on concessions and ticket windows, new windows for concession, new basketball hoop and removing of one, new diving board, recoating of benches and tables. He said we had received some old lockers from Berg that will be put in the locker room areas and people will be able to bring a lock to secure their belongings.
- Melanie Humphrey asked if we had plans for a splash pad. Brian commented that he has someone who is giving him a cost estimate for putting one in but that will not be for this year.

13. Adjourn Regular Meeting (6:58 pm)

- Motioned by: Price, 2nd Jackson
- Ayes: 5 Nays: 0

Lisa Bernal - Community Services Administrative Assistant

1-16-2019