



PRACAC Meeting Results

Wednesday, October 7, 2020 6:30 p.m.

Chesterfield Athletic Complex Pavilion F

Attendees: Tom McCarthy, Parks, Recreation and Arts Director, Mike Whelan (Chair, Ward III), Gary Stein (Ward I), Laura Schellenberg (Ward I), Alan Politte (Ward III), Eileen Sellers (Ward II), Barbara Briggs (Ward II), John Davis (Ward II), Bill Blankenship (Ward II), Kathryn Wintermann (Ward III), Don Collins (Ward IV) and Jim Pisoni (Ward IV).

1. Approval of July 22, 2020 Meeting Results

- a. Tom McCarthy moved to amend the prior meeting minutes with one correction, Mike Whelan seconded.
- b. Committee Members present unanimously approved the motion.

2. Municipal Planning Grant Opportunities for 2021

The Central Park grant is scheduled for approval in November followed by requests for bid proposals. The 8 acres under consideration consist of one large field east of the Central Park amphitheater and Veteran's Drive and 2 smaller parcels on either side of the main field. The Chesterfield City Council will ultimately determine use of the property. Input is welcome and suggestions will be considered.

- a. Laura Schellenberg entered a motion to recommend the committee move the recommendation to Parks, Recreation & Arts Committee of Council to apply for the Planning Grant, seconded by Don Collins.
- b. Committee Members present unanimously approved the motion.
- c. Additional grant options for consideration
 - i. Construction grant – the City has applied for the construction grant for Logan Park
 - ii. Planning grant – application has not been finalized for Central Park Additional Property
 - iii. \$6,400 is the maximum Planning grant award. Of that total, the City would be required to contribute the remaining fee for the consultant would have to come from the Parks Reserve Fund. The grant is available to pay a consultant who will generate conceptual ideas and related schematic drawings to improve Central Park. Park amenities, lighting options, landscaping, traffic flow and water features are examples of the conceptual ideas the consultant would recommend with citizen input.

3. Day Tripper Bus Program Update

- a. Due to the retirement of the lead advocate for this inter-municipality project, the Ballwin City Administrator, the project has been placed "on hold." The future of this program is unknown at this time.

4. Chesterfield Family Aquatic Center Proposals

- a. The pool was closed for the entire 2020 swim season due to COVID. Closure has increased the deficit normally incurred to run the pool.
 - b. Director McCarthy submitted two proposals. The proposals will become effective for the 2021 swim season.
 - i. Revise the pool hours of operation for the final two weeks in August.
 - a) Currently the Chesterfield pool is open full-time for 101 days of the pool season ending on Labor Day.
 - b) During those final two weeks, the proposed plan is to close the pool Monday – Thursday and open the pool on Fridays between noon and 7:00 p.m. and on Saturdays and Sundays between noon and 6:30 p.m. This revision will reduce operating expenses during the annual lull in pool attendance. The proposal will also relieve the Department of an administrative burden of recruiting lifeguards, primarily high school and college students, after those students have returned to school.
 - ii. Increase pool admission by \$1.00 per person. Comparisons with similar West County aquatic centers in Des Peres, Ballwin, O’Fallon, St. Charles, Kirkwood and Wentzville were provided to the Committee Members.
 - a) Proposed Chesterfield Resident child/senior fees would increase from \$5 to \$6, adult admission would increase from \$6 to \$7. Non-Residents would pay \$9 in both categories, an increase from \$8. The City would retain the former \$2 discount off admission after 5 p.m.
 - b) Comparative admission with other municipal pools ranged between \$6 and \$9.50 for Residents, \$8 to \$10 for Non-Residents.
 - c. Eileen Sellers entered a motion to vote on proposals for the Family Aquatic Center’s revised operation hours and admission fee increases. Laura Schellenberg seconded the motion.
 - d. Committee Members present unanimously approved the motion.
5. Independent Sponsorship Sales Potential Proposal
- a. The Director mentioned the City of Chesterfield Parks Department budget deficit increased substantially during 2020 due to COVID related cutbacks in seasonal revenue producing events.
 - b. It was determined that one method to generate additional revenue during 2021 and beyond would be to acquire corporate or business sponsors for events such as outdoor music performances and athletic events.
 - c. The Director proposed contracting with an independent sales consultant who specializes in pairing potential event sponsors with city governments. These consultants project revenue they can generate and require a fee of 15% for signing up to \$100,000 in sponsorships and 20% for revenue generated above \$100,000. The City would oversee signing the potential sponsors and reject those not suitable for family events. The City would also approve sponsor signage and other marketing material in connection with the sponsored events.
 - d. Laura Schellenberg moved to vote on the proposed plan to hire a consultant who specializes in civic sponsorship fund raising. Jim Pisoni seconded the motion.
 - e. Committed Members present unanimously approved the motion.

6. Trails and Connectivity Follow-up
 - a. One Committee member obtained permission from Ascension Church to install sidewalks along Church property. 5 residents formed a subcommittee that identified areas throughout the City in need of improvement. Subcommittee proposals were escalated to the City Council for evaluation. No vote was taken on the suggestions. The Director reminded the Committee that as land is developed sidewalks will be installed. This will be true for the Mall development as well.
7. Parks, Recreation and Arts Updates
 - a. 10 Parks and Recreation Department maintenance workers furloughed due to the COVID pandemic are scheduled for rehire in January 2021. 5 of the 10 employees found other opportunities and declined to return. During Budget Workshop #1 the Department submitted a request for 2 additional employees. The City Council approved 1 additional position, the second requisition is pending.
 - b. Budget update – the Parks and Recreation Department’s budget decreased by approximately \$2.5 million following COVID required closure of revenue generating activity during the spring and summer. To counter this decrease the division has taken active steps to maintain a solid financial outlook.
 - c. Trunk, Tricks and Treats is scheduled to occur October 17 on the Township Office grounds. The Department expects up to 550 participants to participate.
 - d. Recycle Day is on target to occur November 9 – 12. The recycling event will accept products for shredding and will recycle electronics such as computers.
 - e. Senior activities such as seminars and educational talks are on-going, held outdoors according to CDC protocols.
 - f. Department Administrators are in process of scheduling activities such as outdoor concerts and other activities for the 2021 season, which is expected to be robust.
 - g. The fall season Sports and Wellness sessions have been cancelled.
8. No Unfinished Business
9. No New Business
10. Meeting adjourned at 7:30 p.m.