



Memorandum

Department of Public Services

DATE: July 24, 2012

TO: Michael G. Herring, City Administrator

FROM: Mike Geisel, Director of Public Services

SUBJECT: Meeting Minutes – 7/23/2012 Parks and Recreation Committee

A meeting of the Parks and Recreation Committee took place on Monday, July 23, 2012. Those in attendance included Chairperson Bob Nation, Ward 4, Councilmember Barry Flachsbart, Ward 1, and Councilmember Randy Logan, Ward 3. Also in attendance were Mayor Bruce Geiger, Assistant City Administrator for Community Services and Economic Development Libbey Malberg-Tucker, Director of Public Services Mike Geisel, Director of Parks and Recreation Tom McCarthy and Executive Secretary Kathy Lantz.

Chairperson Nation called the meeting to order at 5:32 p.m.

Agenda Item #1: Approval of Minutes –

Councilmember Flachsbart motioned to approve the April 26, 2012 Minutes of the Parks and Recreation Committee Meeting. The motion was seconded by Councilmember Logan and passed by a voice vote of 3-0. Councilmember Derek Grier, Ward 2, was absent from the meeting.

Agenda Item #2: CVAC Dugouts Recommendation of Approval to Move Forward

Director of Public Services Mike Geisel stated that in the last budget year, Council directed Staff (following Staff's recommendation) to initiate a plan combining our in-house expertise (Parks Maintenance and Streets Maintenance) along with outside contractors to complete the reconstruction of four of our sixteen CVAC dugouts at the D/E fields during the off-season. The plan worked incredibly well and the four dugouts were completed. Staff would like the approval to proceed for the next three years as they did last year and complete the remaining twelve D/E dugouts with a \$100,000.00 Fund Transfer from the Parks Fund Fund Reserves. The fund transfers will occur as the work is completed and as materials are purchased over the three year period. Mr. Geisel stated that \$32,000.00 had been allocated for the already completed four dugouts. Mr. Geisel stated that Council only needs to approve the full transfer with the understanding that the monies will not be transferred all at one time.

Councilmember Logan questioned if it would need to be authorized as a line item on the budget going forward.

Mr. Geisel stated that it is an off-budget item and the Fund Transfer would amend the budget to incorporate the project as a budgeted expense. Mr. Geisel stated that he is asking the Committee to recommend authorization to the full Council of the \$100,000.00 from the Parks Fund Fund Reserves with the understanding that Staff will process those transfers in multiple increments over the next three years.

Councilmember Logan suggested making three motions for each of the three years that the money will be transferred.

Mr. Geisel stated that it is unknown how many dugouts Staff can complete in a year because it depends on the weather, workload and scheduling, but they will be able to proceed knowing they have the authorization to complete as much of the project as possible, as quickly as possible.

Once Council authorizes the \$100,000.00 Fund Transfer, the budget will be amended but this project was not originally budgeted for this year.

Mayor Geiger and Councilmember Logan stated that they prefer to have a budget line item in the Parks Fund budget for this project.

Councilmember Flachsbart stated that \$100,000.00 would initially be transferred and appropriated out of Parks Fund Fund Reserves and what is not spent this year will appear in the budget as a rollover for the subsequent years.

Councilmember Flachsbart motioned to recommend to City Council approval of \$100,000.00 from the Parks Fund Fund Reserves, creating a line item in the parks fund budget for this project, with the understanding that whatever amount is not spent in the fiscal year, will be rolled over as a budget line amendment increasing the next years budgeted funds. The motion was seconded by Councilmember Logan and passed by a voice vote of 3-0.

Agenda Item #3: Living Legacy Program Recommendation of Approval to Move Forward

Mr. Geisel stated that Staff was directed to investigate the potential of incorporating commemorative engraved pavers into the fundraising repertoire of the Parks Division. Usually, such programs are initiated to generate interest in the genesis of a new amenity or feature. In those cases, they generally require a considerable amount of marketing and promotion and culminate in the ground breaking of the new facility. Due to the costs of production and placement, the profit received by the agency in selling commemorative pavers is nominal, but that there is a community ownership value in their use. Staff believes that there exists an opportunity to add commemorative pavers in various sizes to our existing Living Legacy Program and limit the locations for such a program to the dog park, amphitheater, and ultimately a future 'trophy plaza' at the Chesterfield Valley Athletic Complex (CVAC).

Director of Parks and Recreation Tom McCarthy stated that with the Living Legacy Program, people have the opportunity to purchase a tree, bench or picnic table to be placed in one of the City's parks in honor or memory of a loved one. The Living Legacy Pavers Program is another less expensive option for a living legacy.

Mr. McCarthy stated that it would be necessary to collect orders and process them as a batch, perhaps once or twice a year, depending on the success of our implementation, because it would be too costly to order individual bricks as orders may be received.

Mr. McCarthy recommended that the commemorative brick option though the Living Legacy Program begin with several different locations for brick placement. The first

and main location could be at the amphitheater around the flag plaza. This area would be central, open and has great visibility for everyone. Some of the bricks could show the Parks' logo and the City's logo. Another suggestion would be for a large paver with the City of Chesterfield's 25th anniversary logo as the center of the installation in a 24" x 24" granite paver. There also could be a special introductory offer for the 25th anniversary year for the rest of the bricks to families and corporations for an initial install in early 2013 and could be promoted as 25% off if you order by a certain date. The pavers could be installed in 2013 with a ribbon cutting ceremony. The second location would be the bricked entrance area at the dog park for the potential remembrance of someone's favorite dog. The third option would potentially be at a future trophy plaza at the CVAC.

Mr. McCarthy stated that there are three different options for bricks and pavers:
Option 1: 4" x 8" brick with three lines of printing and eco infill. Bricks would sell for \$100.00 each;

Option 2: 8" x 8" concrete paver with three lines of printing with eco infill. These pavers would sell for \$225.00 each.

Option 3: 12" x 12" concrete paver with multiple lines of printing or two lines of printing with a logo would sell for \$850.00.

The price of the bricks and pavers could go down depending on how many are sold. The bricks and pavers would be installed in-house.

Mr. Geisel stated that all of brick sizes will fit a geometric pattern so that any number of bricks could be purchased for an area. The bricks also vary in shades of color.

Councilmember Logan asked how long the bricks with the printing on them will last.

Mr. Geisel stated that the City could not be a guarantor of the paver integrity for perpetuity. If the pavers or bricks become damaged and require replacement after the first five years, the City cannot be responsible for incurring the additional cost of re-fabrication and placement.

Mr. McCarthy stated that additional costs would be necessary for sand, tools and equipment which would be approximately \$300.00. Marketing and brochure development would be done in-house with professional printing of the brochures to cost approximately \$400.00. Staff would purchase bricks and pavers to be sold to the initial first push to the public and corporations. This would include 150 bricks (8" x 8") for a cost of \$2,625.00; 10 family or group pavers (8" x 8") for a cost of \$500.00 and 5 corporate pavers (12" x 12") with logos for a cost of \$1,000. The total

initial layout to implement the Living Legacy Commemorative Brick Program would be \$5,685.00.

Councilmember Logan expressed concern with adding and replacing bricks and what could structurally happen to the bricked areas.

Mr. Geisel stated that Staff replaces bricks all of the time in our parks. Mr. Geisel stated that the bricks are flexible pavers and do not cause any long-term harm to the area. Mr. Geisel stated that a tool clamps down on the brick, pulls out the brick and then all of the extra sand in that spot must be eliminated before a new brick is installed so the brick will be flush with the surface. This operation does require some skill to perform the job.

Councilmember Flachsbart stated that this request will not make a lot of money for the City but does give people an opportunity to participate and creates ownership in the community.

Mr. Geisel stated that Staff is only requesting Council to approve incorporating the commemorative bricks and pavers into the Living Legacy Program as an added option.

Mayor Geiger stated that many people have asked him about the possibility of commemorative pavers for the dog park.

Chairperson Nation, Councilmember Flachsbart and Councilmember Logan agreed that more pavers would probably be purchased for the dog park than the other park areas.

Councilmember Flachsbart motioned to forward to City Council the recommendation to authorize the inclusion of commemorative pavers in our Living Legacy Program for the Parks system. The motion was seconded by Councilmember Logan and passed by a voice vote of 3-0.

Agenda Item #4: Mascot

Mr. McCarthy stated that as approved by the Parks and Recreation Committee, the Parks Division conducted a contest to find a parks mascot. There were over 10 submittals and voting was done via the Parks and Recreation Facebook site. The main purpose of the contest was to increase traffic on the Facebook site and other social media sites. Mr. McCarthy passed out pictures of the top five candidates and said that the pictures were just concept level drawings and an artist would subsequently perfect the preferred rendering.

Councilmember Logan expressed concern with having a mascot that did not fit a specific park. For instance, the fish would be out of place at CVAC and the chipmunk would not fit in at the Aquatic Center.

Councilmember Flachsbart asked if the idea of having a mascot could be eliminated.

Mr. Geisel stated that it was not essential to have a mascot and that characters could be incorporated into the Parks brochures without having an individual mascot. Staff was simply trying to improve traffic on the social media pages and thought the mascot contest was a good idea.

Councilmember Flachsbart motioned to table the idea of a mascot for the Parks and Recreation Division. The motion was seconded by Councilmember Logan and passed by a voice vote of 3-0.

Councilmember Flachsbart suggested thanking the participants and giving them a reward for participating in the contest.

Agenda Item #5: Other

Councilmember Flachsbart stated that the Parks and Recreation Citizens Advisory Committee held a Tour de Parks in May which was very successful with over 100 participants. The Committee plans to host the Tour de Parks again next year and plans to ask Staff to increase their budget for this event from \$1,500.00 to \$3,000.00. The Committee is also soliciting sponsors for the event.

Mr. Geisel stated that members of this Committee are always willing to volunteer for different events held by the Division.

Councilmember Flachsbart stated that the Committee needs more representatives from Ward 3.

Mr. Geisel stated that he would forward a copy of the Committee roster to Councilmember Logan who represents Ward 3.

Mayor Geiger suggested that for next year's Tour de Parks the Committee incorporate the help of Chesterfield Arts to help make residents aware that there is \$5,000,000.00 worth of art located around the City.

Agenda item #6: Other

Mr. Geisel requested feedback and direction from the Committee with regard to their desire to incorporate enhancements into the New Daniel Boone Bridge Construction project which would improve our westernmost entrance into the City. MoDOT has selected Walsh-ALberici as their design-build contractor for the Daniel Boone Bridge. They are currently in negotiations to finalize the contract and part of that contract is the scoping of what components and enhancements the project is going to include. MoDOT's schedule is to start construction in February of 2013 and have the bridge open to traffic by the end of July 2015. MoDOT has asked the City if it wants to incorporate beautification enhancements for the west entry into the City. Staff has asked MoDOT what they can do with regards to lighting, landscaping, tinted concrete, etc. MoDOT will be coming back to the City soon with some ideas and associated estimated costs. Mr. Geisel stated that he needs feedback whether Council wants to incorporate enhancements at the west end of the City, possibly where the Chesterfield Airport Road overpass will be replaced, and at the quadrants that the City had previously landscaped. Mr. Geisel stated that he is asking Council if they want to pursue the beautification enhancements and, if so, some general feeling about the appropriate budget value. Mr. Geisel stated that he is guessing that the cost floor for the enhancements would be in the neighborhood of \$200,000.

Mayor Geiger and Councilmember Flachsbart stated that it would be well worth the money at such a major entrance to the City.

Councilmember Logan asked if MoDOT has had any discussions with St. Charles County concerning beautification on the east end of the bridge. He suggested that both the east and west ends of the bridge should be coordinated both entering and leaving the City.

Mr. Geisel stated that the enhancements would not actually be on the bridge. Mr. Geisel stated that the only improvement on the St. Charles side would be for the Katy Trail connection. There is a quarry which is owned by the Department of Conservation and the quarry will be filled in to beautify it and a path will wrap around the quarry connecting the Katy Trail in St. Charles to the Monarch Levee Trail in St. Louis County. Beyond the quarry is the Missouri Research Park with limited opportunities and on the other side of the highway is Public Water Supply District #2. Mr. Geisel indicated that he would confirm with MoDOT that no project enhancements on the west side of the project were being sponsored by entities in St. Charles County.

Mr. Geisel stated that there will be a shared-use bicycle/pedestrian lane on the bridge that will jut out two additional feet at various locations so pedestrians and cyclists can stop and have a scenic view of the river.

Mr. Geisel stated that one of the requirements in the Simon zoning petition (Blue Valley outlet mall area) requires the petitioner to build monument signage at the Daniel Boone entrance if this outlet mall is built which would also help supplement the City's beautification enhancements.

Mr. Geisel stated that with building the new Chesterfield Airport Road interchange, the North Outer Road will connect to the westbound I-64 on ramp. The project will build a continuous westbound lane from the Chesterfield Airport Road entrance ramp westbound to the Route 94 exit ramp and the Spirit Bridge will be raised approximately two feet. Mr. Geisel stated that he will provide copies of the plans to Council.

Mr. Geisel stated that MoDOT was required to try and sell the old bridge but there were no buyers who would have been required to preserve the bridge for historic preservation purposes so it will be sold as scrap metal.

Mr. Geisel stated that he needs the consensus of the Committee to pursue the beautification enhancements. Chairperson Nation, Councilmember Flachsart and Councilmember Logan were in agreement and the Committee was comfortable with the cost floor being approximately \$200,000.00.

The Committee adjourned their meeting at 6:07 pm.

