

Chesterfield Parks and Recreation Advisory
Committee Meeting Minutes
March 8, 2014

Minutes taken by Tricia Whelan

Attendees: John Nations, Mike Whelan, Tricia Whelan, Kim Cameron, Mike Casey, Alan Politte, Don Collins, Darcy Capstick, Laura Schellenberg
Staff Liaison: Tom McCarthy Committee Chair: Michelle Keesal

Michelle Keesal called the meeting to order.

Approval of Minutes

The minutes of the March 8, 2014 meeting were approved.

Signups for Upcoming Events

Tom McCarthy passed around volunteer signup sheets for the following events:

Earth Day: April 26th

Amphitheater Concerts: May 10th, May 17th, June 7th, June 21st, June 28th, July 26, August 9th, August 23rd, September 6th

Blues Festival: May 24th and May 25th

Tour De Wellness: June 8th

Taste of St. Louis: September 19th, 20, and 21st

Tom McCarthy asked committee members to look at the dates and times and sign up for any events they would like to volunteer for.

Mike Whelan asked about the Blues Festival and the Taste of St. Louis. Tom McCarthy stated that these two events will be wonderful additions to the City's offerings. The organizers approached the City and are happy to have Chesterfield be the host of the events.

Tom McCarthy asked the committee members to be proactive and say great things about the Amphitheater and keep getting the word about how wonderful the venue is. Libby Tucker gave a great interview with the media that helped to publicize the amphitheater.

Tom McCarthy stated that the Taste of St. Louis is an upscale culinary event and will bring in high profile patrons and participants.

Parks Presentation

Tom McCarthy gave a video Parks presentation that shows what we did last year and where we are going this year. The Parks have added multiple people including a new marketing person. Chesterfield is proud to be a Tree City USA. We also have the Wildlife Habitat at Eberwein.

We have a wonderful pool safety and playground certification, in addition to CAPRA. We are starting some new programs including the Cycle Cross, City Fest and continuing the Tour De Wellness bicycle ride. We expect 1000 riders this year and will have 15-30 and 75 mile routes. We enjoyed the bubble bus last year at the Tour De Parks. The Chair Art was a nice addition to the Eberwein Park. The Forks and Corks Event last year will be merged into the Taste of St. Louis Event this year. The Yappy Hours have been successful in the past and will continue into 2014. The Turkey Trot had 4500 runners and has been a very successful event for several years. The signage on the Amphitheater has been upgraded. The signage for the CVAC has been upgraded to help direct traffic. There have been soft landscape enhancements. The Lake Trail Pedestrian Bridge is now open and functioning. The Community Garden at Eberwein will be available again this year and plots are being re-assigned. The Backstoppers Pallooza was very successful last year and will be held again this year. The Soul Food Festival was a good event but the sponsor will not be coming back in 2014. The Amphitheater holds a maximum of 3,500 persons.

The Aspire Installation was installed in 2013 and the Yarn Project was also an Art Event that the Chesterfield Arts sponsored. The CVAC is getting more and more usage each year. There were approximately 975,000 visitors in 2013. The concessions are very profitable. The concessions are a starting point for jobs for a lot of kids in the area. Ascension is a big user of the CVAC and wonderful to work with. Soccer and Lacrosse are very popular at the CVAC. Lacrosse is 10-15 years behind soccer. The Miracle Field is located at the CVAC and used for special events. The Chesterfield Football Association added lights and this helps with getting energy credits.

The new Park at Rivers Edge is being developed. We received the municipal grant and are now working on the trails, dock and gazebo. The Rotary Club donated 12 trees to the Rivers Edge Park. Railroad Park will need a grant for trails off the levee to have better access. The Conway Cemetery had a volunteer day last year and the group took out a lot of the invasive honeysuckle. We are working with Maryville to do more honeysuckle removal. They have a program where they can make paper out of Honeysuckle. Tour De Parks was successful last year but will not be held again in 2014. In 2014 we have added two parks maintenance personnel. There will be a Jazz Fest Concert and we will have three Movies and more Yappy Hours. There will most likely be a campout at the CVAC.

At the Amphitheater there will be more electrical updates and improvements to the Stream Walk and improved traffic direction. The concession stand will be reconfigured and we are adding lights to the hillside and additional storage. We are working on a public address system at the CVAC. We are experiencing some joy riding issues at the CVAC so are installing a better security system that will take pictures of the license plates at specific locations. The City purchased a small drone and Go Pro camera and has prepared a wonderful video shoot of the Amphitheater area. Tom McCarthy said that he would link the video so that committee members could view it.

It was suggested that cards could be made up with the City website that highlights various links to help the citizens receive good communication. There could also be QR codes in the Parks and on the Artwork for further information. QR codes could be put on the trees to identify them.

Darcy Capstick thanked Tom McCarthy for the wonderful presentation and suggested he speak to other groups to help promote the Parks.

Ambassador Program Ideas

Michelle Keesal discussed the Ambassador Program. Last time we talked about whether it would be a formal program where we carry the evaluation forms in our car and/or do a review when we go to a Park. We could have the new Parks marketing person come to our meeting and discuss the program and possibly do a survey. We now have 290 people signed up that are Friends of the Park. We want to get a lot more. Tom McCarthy and Michelle Keesal will meet and determine what works best for the Parks Department.

Additional Business

Darcy Capstick updated the committee on National Wildlife Week, the Signature Garden Program, Arbor Day and the West County Earth Day Festival. Earth Day will be on April 26th at Parkway West High School from 9:00 a.m. to 2:00 p.m. This is a free event and will have recycling and a STEM competition. There will be a Family Native Gardening Grow-Off plan with native annual seeds, trees and shrubs displays by the Boy and Girls Scouts. The decline of the Monarch Butterfly was discussed as the Monarchs are great pollinators.

The Meeting was adjourned.