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City of Ashland, Wisconsin ~ Parks and Recreation Department
400 4th Ave West Ashland ~ WI 54806 ~ www.ashlandparks.org

PARKS & RECREATION COMMITTEE MEETING MINUTES

Mon, Sept 13, 2021 5:00 PM - 6:30 PM (CDT)

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/852566573>

United States (Toll Free): 1 866 899 4679

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Access Code: 852-566-573

I. Call to Order

- a. Roll Call
Present: Dave Ullman, Kevin Haas, Mike Amman, Meghan Salmon-Tumas
Excused: Dawayne Lampson
- b. Agenda Modification
Haas motion to approve agenda as is
Motion Carried unanimously
- c. Approval of Minutes
 - i. Approval of April 21, 2021 Minutes
Amman moves to approve minutes from April 21, 2021
Haas second
Motion carries unanimously

II. Public Comment Period

III Information Items

- Parks Projects Updates
 - Kreher Park Trail Project (Superfund Site) was awarded to Angelo Luppino and is expected to be completed yet this year
 - Kreher Park Redevelopment: Parking Lot and Thoroughfare project is currently out to bid
 - Parks bathrooms are starting to close at dusk (8-9pm); there are only 2 caretakers left on staff, they are working weekends.
 - Campground were full each night July, August and even into Sept. Prentice Park campground revenue has been more than double normal this year.
- Recreation Updates
 - APR had a very successful summer offering recreational programs. Rowan lead 8 weeks of day camps that were full each week. Tennis ran for 6 weeks, the last three weeks we had a parent volunteer to step in to coach – thank you Lisa Guski. Ninja was very successful for the first session and was cancelled the 2nd session. Gymnastics had a good turnout throughout the summer.

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- Fall programming is starting slow but strong. 43 kids are enrolled in flag football. Lowers level gymnastics classes are full with waiting lists. Upper level classes are filling up. APR will be running a small after school program for students in grades K-3, 4 days/wk from 3:15-5:15 starting the last week in Sept. Cost will be \$6/day. Space will be limited to 15 kids. Registrations will be opening up for this program this week. In October APR will start to offer tennis, fun, run and read, and archery. Plus we will be opening the Center for open gyms, indoor playground use and rentals. Masks are required and staff will be sanitizing regularly. Open climbing/bouldering has been going on since early August and will continue into the fall. This happens each Tues and Thurs 5:15-6:16pm
- Will hold Loose Caboose kids race day before Whistlestop Marathon.
- Urban Forestry
 - The City received an updated tree quote from Earth Sense Garden Center in Washburn and has accepted their proposal. Will get 83 trees. Trees will be delivered and planted along Vaughn the last week of September.
 - Ullman: do we get a discounted rate for buying bulk
 - Hudson: yes
 - Ullman: we should open the buy up to residents
 - Hudson: we can do that with our next buy, next year, to reforest Chapple Ave
 - Amman: is there money budgeted to urban forestry?
 - Hudson: this year, \$12,000 is being used to match grant for this; next year's budget is currently under consideration.
 - Amman: expect the new EAB plan to be expensive. We should push for more money for urban forestry.
 - The City has also signed a contract with Bluestem Forestry Consulting to update the City's EAB plan which will be completed by December 31, 2021. Hoping to distinguish between Ash trees appropriate for treatment versus those needing removal.

VI. Business Items:

- Approval of new Ashland Parks and Recreation Logo
 - Chelsea List, Deputy Clerk, helped create a new logo based on the new Ashland Main Street Programs logo. APR staff is seeking approval of what new logo to use.
 - Ullman and Amman: prefer versions with snowflakes
 - Some discussion leads to preference for middle logo, including swimmer and snowflake, though right-most square needs to be aligned with others
 - Ullman: how does this logo fit into broader marketing strategy?
 - Hudson: tagline is consistent with those used by City and other departments; no strong marketing campaign currently

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- Haas makes motion to select logo number 2 (with blue swimmer and green bike)
 - Ullman seconds
 - Motion carries unanimously
 - Amman: how will the logo be used
 - Hudson: It will be used on email signatures and letterheads, possibly on T-shirts for staff
 - Haas: logo could be used on signs when they need replacing
- Approval to Apply for a Wisconsin DNR 2022 Urban Forestry Grant: City Tree Inventory Updates, Urban Forestry Plan plus Continued Effort on Urban Reforestation.
 - APR staff is seeking approval from the PRC to apply for the above grant. The grant request would be used to update the City's current tree inventory, replanting of the current urban forest, and implementation of the newly updated City of Ashland Emerald Ash Borer (EAB) plan. The City's current tree inventory was done in 2017 and it is recommended to be done every five years. Over the course of the last five years, the online inventory has not been updated and there have been some major changes to the city's urban forest in this time. To accurately manage the trees, an updated inventory must be done. Current staff will also be able to learn how to update and manage the new inventory. Other aspects of this grant would be to replant street trees removed as part of construction projects and EAB readiness.
 - Ullman: what is the timeline for this grant?
 - Hudson: apply in Oct, notified in Nov.-Dec., money available in January and must be used by end-of-year
 - Amman: Motion that city staff applies for the 2022 Urban Forestry grant
 - Haas seconds
 - Motion carries unanimously
- Approval to Apply for a Wisconsin Coastal Management Program Grant: Pedestrian Access - Waterfront Trail Reconstruction
 - City staff is seeking approval to apply for the above grant to help pay for the repaving of the waterfront trail from Sanborn Ave to Ellis Ave and 9th Ave East to US Hwy 2 (Ashland Honda Toyota). The City initially intend to pave this section of the ARTS trail with WisDOT funding but bids for this project came in \$400,000 over budget due to having to widen the trail to meet DOT standards. The DOT grant will now be used to repaved/construct the ARTS from Walmart to Sanborn including the section of trail from the blue wave to 22nd Ave W. The City will work with a local engineer to gain cost estimates before the grant is due on Nov 1, 2021.
 - Ullman: could the crossing by Walmart be improved?

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- Hudson: yes, and because it's a state highway, DOT needs to approve any changes there. With new development happening there, there is a renewed need to improve conditions. Highway will be redone in 2026.
- Ullman: What can we do now?
- Hudson: I will direct that question to John Butler
- Ullman: motion that city staff should apply for this WI Coastal Management grant
 - Second from Amman
 - Motion carries unanimously
- Discussion and Recommendation to Bring to Common Council Parkitecture's Proposal for Design of Prentice and Kreher Parks Campground Expansions
 - Staff is also seeking the go-ahead to work with a qualified landscape architecture firm to plan and redesign Kreher Park and RV Campground and Prentice Park Campground to provide more camping opportunities. At Kreher Park, the firm would work to create an ADA-compliant bathhouse, update water and electricity at each site, and include measures to improve the water quality at Kreher Park Beach. This would be done with the hopes that the City Council is in favor of using American Recovery Program Act (ARPA) funds to give tourism opportunities a boost in the City of Ashland by updating the City's campgrounds. The estimated cost for this work is estimated at less than \$15,000 at Kreher Park and less than \$5,000 for Prentice Park. This item is being brought to the COW on 9/14/21 along with the idea to reconstruction the current boat launch.

From the COW agenda: Over the course of the past several years, City staff have been attempting to find enough funding to complete the community's vision to redevelop Kreher Park (the former Superfund site). The City has received \$625,000 toward this redevelopment, which we need a match of \$500,000, creating a total of \$1,125,000 for the project. This past summer (2021), the City asked an engineering and marine construction firm for updated estimates to construct the proposed boat launch at Kreher Park. These estimates came in at \$1,400,000 for the construction of just the boat landing. This cost does not include paving of the parking lot and thoroughfare, or the installation of bioswales or stormwater retention. These additional expenditures are estimated at \$800,000, bringing the total cost of complete redevelopment over \$2,200,000.

At this time, the staff is recommending that instead of building a new boat launch on the former Superfund site, efforts are to be shifted to seek funding to reconstruct the existing boat launch on Prentice Avenue to become ADA compliant and be able to launch large boats (>26' in length). An underwater dive inspection has been done on the current Kreher Park Boat Launch on Prentice Avenue and staff are awaiting the results and cost estimates for

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reconstruction.

- Amman: it is really a shame that the parking would be so far from the boat launch.
- Ullman: does the team at Parkiture have a proposal?
- Hudson: they have a scope of work, which tells what they will do to create a proposal.
- Ullman: I want to advocate for tent sites at Kreher, so I want a chance to do that when they start creating a proposal.
- Amman: Is Prentice due for redevelopment?
- Hudson: yes, nothing has changed since it was built in the 90s. The power sources are outdated, insufficient, and unreliable. Camping has become a revenue source in last five years, so it makes economic sense to invest in it.
- Amman: Could city staff create their own plan based on internal knowledge of the park?
- Hudson: I think we could, but staff doesn't have time or ability to produce drawings. This company can also provide broader inspiration based on what is working in other communities.
- Amman: where are recovery funds going?
- Hudson: we have two years to use them, so they will go to this. Three-fourths to two-thirds will go to this (a tourism project) and the rest to infrastructure projects.
- Haas: we are using techniques to stretch out the money and make it go farther, not use it all in one project.
- Ullman: it seems like a good idea to utilize an architecture firm to envision how to better develop our lakefront. I support this effort.
- Amman: should we be using these funds for items on the Capital Improvements Projects list instead?
- Hudson: Due to the high cost, Kreher Park development, will only be possible with these funds. But, yes, we do have a long list of needed projects. This seems like high-priority on the list.
- Amman: I support investing in Kreher.
- Ullman: Motion to bring to common council discussion on working with a landscape architect to design Kreher and Prentice Park Campground Expansions
 - Second by Haas
 - Motion carries unanimously
- Discussion and possible action on the Ashland Oredock Redevelopment: Diamond Access Project scope.
 - To date, \$1,030,757.00 has been raised towards the Ashland Oredock Diamond Access Project. The Trust has allocated \$1.6M towards this project. Totaling ~\$2,630,757.00. Of this, ~\$700,000.00 has spent on the 151 Lookout, light towers, ladders, timbers and benches. Leaving ~\$1.9M to be

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spent on the Diamond Access project. The last cost estimate (bids) the City received for this project in May 2020 were \$2,159,815. The estimate included the 1 bridge, estimated to cost \$250,000. If awarded the RTP funding, an addition \$125,000 would be able to add to the project for railings. Making the total dollar amount available for the Diamond Access Project to just over \$2M. City staff is asking the Trust for approval on the idea that we only go as far out as we can on the diamond access project as we currently have funding for. So instead of going all the way out to the end, we maybe only make it to 1600'. This still gives people access to the diamonds for fishing and gets them closer to the end. Funding to get to the end can be found later. City staff would like to go out to bid on this project in early 2022 so it can be completed by 2023. This item has also been brought to the Trust.

- Amman: That seems reasonable
- Haas: Yes, disappointing but reasonable. We need to leave money in the trust fund.
- Amman: motion to go out to bid on diamond access without a bridge to make it to the end, or as close as possible
 - Second by Ullman
 - Motion carries unanimously

V. Next Meeting Date

Monday Oct. 18 5pm

Haas moves

Salmon-Tumas seconds

Motion passes unanimously

VI. Comments and Questions

VII. Adjourn

It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice. The City of Ashland does not discriminate based on race, color, national origin, sex, religion, age or disability in employment or provision of services, programs or activities. NOTE: Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Sara Hudson at (715) 685-1644.