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

PARKS & RECREATION COMMITTEE MEETING

Mon, Dec 20, 2021 5:00 PM - 6:30 PM (CST)

<https://global.gotomeeting.com/join/626328757>

You can also dial in using your phone.

United States (Toll Free): [1 877 309 2073](tel:18773092073)

United States: [+1 \(571\) 317-3129](tel:+15713173129)

Access Code: 626-328-757

***Agenda Modification 12/17/21**

III Information Items

- Parks Projects Updates
- Recreation Updates
- Urban Forestry
-

IV. Business Items:

- Approval to work with Renz Weed Science Lab at UW-Madison on a woody invasive plant management demonstration plots in Prentice Park.
- Discussion to update the City of Ashland's Tree List
- Discussion and Recommendation on a User Fee for Book Across the Bay*

V. Next Meeting Date

Monday January 17, 2022

VI. Comments and Questions

VII. Adjourn

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PARKS & RECREATION COMMITTEE MEETING MINUTES

Monday October 18, 2021 5:00 pm

Online

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

<https://global.gotomeeting.com/join/897735117>

You can also dial in using your phone.

United States (Toll Free): **1 877 309 2073**

United States: **+1 (571) 317-3116**

Access Code: 897-735-117

I. Call to Order

a. Call to Order

a. Roll Call

Present: Haas, Amman, Westlund, Jackson, Tumas, Ullman; Simanovsky, Hudson, Denise Kontny (Ashland Rotary), Dale Kelm (Ashland Rotary)

Excused: Lampson,

b. Agenda Modification

Motion by Haas to move IV 1 to after public comment period, second Amman. All in favor

c. Approval of Minutes

i. Approval of September 13, 2021 meeting minutes

Motion by Amman, second by Ullman. No modifications. All in favor.

II. Public Comment Period

• **Ashland Rotary**

- o Denise Kontny described Ashland Rotary's long-term goal of establishing a rotary park
- o Small team meetings have identified a splash pad as a suitable community need
- o Committee established with mayor and other individuals
- o First committee meeting brought up several locations to consider: Ellis Park, Prentice Park, one previous consideration
- o Prentice Park seems alluring because it has pavilion, facilities
- o Want PRC to consider naming it "Rotary Park"
- o Using funds donated by George Vivian, former Rotarian, and his wife
- o Dale Kelm shares that splash pad fits their budget
- o Prentice is preferred because its off-lakeshore location makes it lower environmental risk
- o Want to use money and have park to show by next spring/summer
- o Haas notes that Prentice park is a camping location without water access, so it makes sense
- o Kontny adds that Rotary has long contributed volunteer and financial resources to parks

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- o Amman notes that splash pads are a popular idea, and we need to make sure that city staff all agree that Prentice Park is best location choice
- o Westlund shares that it is a great proposal and a great location
- o Ullman shares that he likes the idea. He adds that Prentice is a good location with parking, but Central Railyard Park would bring tourists into town
- o Hudson shares that adding this at Ellis would require adding bathrooms
- o Amman asks for details on planning for maintenance
- o Hudson adds that this winter they will make the maintenance plan, that some communities charge a small entrance fee which pays for maintenance. She is asking Ironwood how they pay for maintenance of theirs
- o Kelm adds that they hope to reserve some funding for maintenance
- o Haas motions to recommend Prentice Park as location for splash pad
- o Westlund seconds
- o Discussion:
 - Ullman asks if family originally donating Prentice Park would be willing to help with maintenance
 - Hudson replies it is possible
- o Motion carries unanimously

III. Information Items

- Parks and Recreation Updates
 - o Parks Projects Updates
 - Northern Interstate Construction was awarded contract for asphalt layer at superfund site
 - Kreher Park trail was paved late August
 - o Recreation Updates
 - After school days low enrollment, school district plans to pay half fees
 - Boo Bash this weekend in partnership with co-op
 - 145 kids ran in Loose Caboose race!
 - Gymnastics next session starts November
 - Open climbing 2 nights per week, attendance slow (possibly due to nice weather)
 - o Urban Forestry
 - 12 more trees to plant
 - Most trees planted along Vaughn
 - 2022 grant submitted to DNR (inventory updated, some Ash Tree removal, some new plantings)

V. Business Items:

- Discussion and Recommendation: Ashland Rotary Donation
- Discussion and Recommendation on the 2021 Parks and Recreation Comprehensive Fee Schedule

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- o Increase to ball leagues
 - o Increase to smelting camping rates to comparable with regular-season camping rates
 - o Haas comments that he agrees with increases and thinks we should not offer monthlong lakeside camping, but should keep these spots open for short-term campers
 - o Jackson Motion to accept changes
 - o Second by Amman
 - o Motion carries unanimously
 - o Haas explains that city and APR both charge fees to food trucks, and these should be streamlined to a single fee
 - o Ullman asks if we can verify that APR gets funds from single fee that can cover costs of extra park care needed due to food vendors
 - o Hudson agrees this is needed and promises to work with city staff to see this happen
 - o Haas proposes motion to strike Business in City Parks Fees for Mobile Concessions from fee schedule
 - o Second from Jackson
 - o Motion carries unanimously
- Presentation and Discussion of the 2021 APR Budget
- Discussion and Recommendation on the 2021-2026 Parks and Recreation Capital Improvement Budget (CIP)
 - o Salmon-Tumas suggests that we should make the East End Park high priority—too long this committee has acknowledged the need for work on that park without taking action and we now have data telling us that that community feels ignored and left behind because of it. These changes have been vetted with the community and take very little resources to implement.
 - o Hudson says they are hoping to do this even sooner if they can get a good estimate in
 - o Salmon-Tumas asks about the aging culverts under the ARTS trail @ 22nd Ave W to Sanborn, concerned that it might not be good long-term policy to patch up shoreline trail following 2018 storm surge if it is likely to recur. Wonders if we could enlist researchers at Northland (Tom Fitz) to look at it like he is planning to do for the Brownstone trail in Bayfield.
 - o Hudson explains that high-to-low water levels have exposed soil under trail and two tiers of rip rap with re-stabilize it; culvert concern is related to a different section of trail
 - o Amman asks about control of invasive species and chances of money devoted to that
 - o Hudson says that ideally internal employees would treat, but historically GLIFWC and County has treated; plan is to hire new employees with this in duties when possible
 - o Ullman advocates for raising priority of city/ped bike plan implementation
 - o Hudson agrees to raise that priority
 - o Jackson proposes a basketball court at new police station, an idea from the policing forums
 - o Hudson enthusiastically agrees to add
 - o Amman asks about Ashland Bike Park
 - o Hudson says it is likely we will get a 20,000 dollar grant to do scoping/planning from IMBA and MMC and 25,000 from Saris for building?
 - o Ullman suggests to add Bay City Creek trail to list

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o Hudson agrees

VI. Next Meeting Date

Monday November 15, 2021 at 5pm

Motion from Haas

Second from Jackson

Motion carries unanimously

VII. Comments and Questions

Amman adds that it's good to see sharrows and trees on Vaughn

Haas thanks Sara for social media post about tree species planted

VIII. Adjourn

Motion from Haas

Second by Jackson

Unanimously approved

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.

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PARKS & RECREATION COMMITTEE MEETING MEMO

Mon, Dec 20, 2021 5:00 PM - 6:30 PM (CST)

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***Agenda Modification 12/17/21**

III Information Items

- Parks Projects Updates
 - The City's Tree Lighting Ceremony was held on Saturday November 27 at the Plaza Park.
 - Bollards/boulders have been placed at the Hot Pond to deter traffic on the lawn. Xcel Energy paid for the rock and the PW crew placed it.
- Recreation Updates
 - Rowan Koester-Jess, who has been with the department for almost 2 years has left to pursue other options. She will be greatly missed. Joey Eldridge, a Northland College Senior, has been hired to assist in running the No School Day and other programs.
 - BCC has opened up group (birthday party) rentals starting in Nov. The capacity has been limited to 25 people.
 - A FIKA Puppy Training Class with Charmaine Swan will be in the BCC Game Room in January.
- Urban Forestry
 - The City of Ashland was awarded a 2022 DRN Urban Forestry Grant for \$18,313.00. This money will be used to update the tree inventory, continue reforestation efforts, dangerous tree removal and implementation of the Emerald Ash Borer Plan.
 - 2021 DNR Urban Forestry Grant needs to be closed out by 12/31/21. Sara was not able to attend a DNR Community Tree Management Institute in 2021 has paid the tuition to attend in 2022 (dates TBD).

IV. Business Items:

- Approval to work with Renz Weed Science Lab at UW-Madison on a woody invasive plant management demonstration plots in Prentice Park.

The Renz Weed Science Lab at UW-Madison has applied for a Wisconsin Coastal Management Grant to control invasive species. They are looking to partner with the City of Ashland and if awarded the grant, they would like permission to set up woody invasive plant management demonstration plots in Prentice Park. The management would happen in summer 2022 and

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would involve multiple techniques, including mechanical and chemical control. We would provide informational signage to explain what is happening, and we would ask that the signage remain until we host the field day to visit the site in summer 2023. APR staff is seeking approval to enter into the partnership if this grant is awarded as Prentice Park has a vary large variety of invasive species (buckthorn, Japanese honeysuckle and tansy).

-Discussion to update the City of Ashland's Tree List

Meghan Tumas brought this up, WICC and the WDNR have released an assessment of tree vulnerability for Ashland, WI. This data relates to similar data released by the Northern Institute of Applied Climate Science (NIACS) was used to create the City of Ashland's Tree list in 2020.

Approved Tree Species List approved 9/16/2020					
Scientific Name	Common Name	Native Species	Hardiness Zone	Salt Tolerant	NIACS - Climate Change
				H = High, M=Medium,	
<i>Betula nigra</i>	River Birch	Yes	4a	M	Fair
<i>Ginkgo biloba</i>	Ginko	N	4b	M	NA
<i>Gleditsia tricanthos</i>	Thornless honeylocust	Yes	4a	H	Good Capability to Adapt
<i>Gymnocladus dioica</i>	Kentucky Coffeetree	Yes	4a	H	NA
<i>Quercus bicolor</i>	Swamp White Oak	Yes	4a	M	New Habitat
<i>Quercus ellipsoidalis</i>	Northern Pin Oak	Yes	4a	M	Good Capability to Adapt
<i>Ulmus hybrids*</i>	Hybrid Elms *	N*	4a-5	H	Unknown
<i>Celtis occidentalis</i>	Common Hackberry	Yes	zones 2-8	H	New Habitat
<i>Tilia americana</i>	American Linden (Basswood)	Yes	zones 3-5	m	Good Capability to Adapt

- Discussion and Recommendation on a User Fee for Book Across the Bay*

City staff is seeking about charging a user fee (\$500), asking for a donation and/or request to be named a sponsor/supporter of this event for the time that the City Staff puts into preparing the site for the BATB. On average City staff puts in 30 hrs/year to prep the site, ~ \$2000 (includes staff, equipment and materials (sand/salt)). The City makes no direct benefit from the event, indirectly it does thru property taxes and hotel/motel taxes. Hotel/Motel taxes, as an FYI, go into the Waterfront Redevelopment Fund which is used as a grant match for waterfront redevelopment projects. None of this money goes directly into the City's general operating fund. Attached is a spreadsheet from PW for time for the event and an email from Ben Thoen and Andy Matheus of BATB.

V. Next Meeting Date

Monday January 17, 2022

CLIMATE CHANGE VULNERABILITY OF URBAN TREES

ASHLAND, WISCONSIN



This list was developed to aid Ashland, Wisconsin community forestry practitioners in selecting trees to reduce climate change vulnerability of their urban forests. It is meant to be a complement to other tree selection resources. Other factors may also need to be considered, such as aesthetics, local site conditions, wildlife value, or nursery availability. It is also important to note that some species may have climate benefits but may not be suitable for planting for other reasons, such as having invasive potential or susceptibility to pests or pathogens.

Vulnerability: Trees can be vulnerable to a variety of climate-related stressors such as intense heat, drought, flooding, and changing pest and disease patterns. Climate vulnerability is a function of the impacts of

climate change on a species and its adaptive capacity. Species with negative impacts on habitat suitability and low adaptive capacity will have high vulnerability and vice versa. The following factors were used to determine climate vulnerability:

Urban adaptability: Adaptability scores were generated for each species based on literature describing its tolerance to disturbances such as drought, flooding, pests, and disease, as well as its growth requirements such as shade tolerance, soil needs, and ease of nursery propagation. Scores were assigned to species using methods developed in an urban forest vulnerability assessment for Chicago for trees planted in developed sites. A positive score indicates that a species is tolerant to a wide range of disturbances and can be planted on a variety of sites. A negative score indicates a species is highly susceptible to disturbances and/or is limited to specific planting sites.

Hardiness and heat zone suitability: Tree species ranges were recorded from government, university, and arboretum websites. Species tolerance ranges were compared to current and projected heat and hardiness zones for Ashland, Wisconsin using downscaled climate models under low emissions (RCP 4.5) and high emissions (RCP 8.5) scenarios for changes in greenhouse gases. Trees were considered to have suitable zone suitability if the species' tolerance was within the range of current and projected hardiness and heat zone through the end of the 21st century.

NOTE: This list was primarily created for species planted in developed sites, such as streets, yards, boulevards, and parks. If you are interested in projected changes in habitat suitability for native species in natural areas, see the Climate Change Tree Atlas at www.fs.fed.us/nrs/atlas/.

Current and projected USDA Hardiness Zones and AHS Heat Zones for Ashland, Wisconsin. Hardiness zone is determined by the average lowest temperature over a 30 year period. Heat zones are determined by the number of days above 86°F.

Time Period	Hardiness Zone Range		Heat Zone Range	
1980–2010	4		3	
	Low Emissions	High Emissions	Low Emissions	High Emissions
2010–2039	4	5	4	5
2040–2069	5	6	5	7
2070–2099	5	7	5	8

SOURCE: Adaptability scores were assigned using methods developed in an urban forest vulnerability assessment for Chicago by Brandt et al. 2017 (https://www.fs.fed.us/nrs/pubs/gtr/gtr_nrs168.pdf). Future heat and hardiness zone information were provided from: <https://usfs.maps.arcgis.com/apps/MapSeries/index.html?appid=96088b1c086a4b39b3a75d0fd97a4c40>.



URBAN ADAPTABILITY:

- + **High:** Species may perform better than modeled
- **Medium**
- **Low:** Species may perform worse than modeled

ZONE SUITABILITY:

- ✓ **Suitable**
- ✗ **Not Suitable**

VULNERABILITY:

- ▼ **Low:** Suitable zone, high adaptability
- **Low-moderate:** Suitable zone, medium adaptability
- ⊖ **Moderate:** Suitable zone, low adaptability or zone not suitable, high adaptability
- **Moderate-high:** Zone not suitable, medium adaptability
- △ **High:** Zone not suitable, low adaptability

*Invasive species

COMMON NAME	LOW EMISSIONS			HIGH EMISSIONS	
	ADAPT	ZONE SUIT	ZONE VULN	ZONE SUIT	ZONE VULN
Accolade elm	+	✓	▼	✓	▼
Alleghany serviceberry	+	✓	▼	✓	▼
American beech	•	✓	●	✓	●
American elm	•	✓	●	✓	●
American filbert	•	✓	●	✓	●
American linden, Basswood	•	✓	●	✓	●
American sycamore	•	✓	●	✓	●
Amur chokecherry	+	✗	⊖	✗	⊖
Amur corktree*	•	✓	●	✓	●
Amur maackia	+	✓	▼	✗	⊖
Amur maple*	•	✓	●	✗	○
Apple serviceberry	•	✓	●	✗	○
Austrian pine	•	✓	●	✓	●
Bald cypress	+	✓	▼	✓	▼
Balsam fir	•	✓	●	✗	○
Bitternut hickory	•	✓	●	✓	●
Black alder	•	✓	●	✗	○
Black ash	–	✓	⊖	✗	△
Black cherry	–	✓	⊖	✓	⊖
Black locust	•	✓	●	✓	●
Black maple	•	✓	●	✓	●
Black oak	–	✓	⊖	✓	⊖
Black walnut	–	✓	⊖	✓	⊖
Black willow	–	✗	△	✗	△
Blue ash	•	✓	●	✓	●
Boxelder	•	✓	●	✗	○
Bur oak	+	✓	▼	✓	▼
Callery pear*	•	✗	○	✗	○
Chestnut oak	+	✓	▼	✓	▼
Chinkapin oak	+	✓	▼	✓	▼
Chokecherry	•	✓	●	✓	●
Cockspur hawthorn	•	✓	●	✗	○
Colorado blue spruce	•	✓	●	✓	●
Common hackberry	+	✓	▼	✓	▼
Common horsechestnut	•	✓	●	✓	●
Cornelian cherry dogwood	•	✓	●	✓	●
Dawn redwood	•	✓	●	✓	●
Douglas-fir	–	✓	⊖	✗	△
Eastern cottonwood	–	✓	⊖	✓	⊖
Eastern hemlock	–	✓	⊖	✓	⊖
Eastern redbud	•	✓	●	✓	●
Eastern redcedar	+	✓	▼	✓	▼
Eastern serviceberry	•	✓	●	✗	○
Eastern white pine	–	✓	⊖	✗	△
English oak	•	✓	●	✓	●

COMMON NAME	LOW EMISSIONS			HIGH EMISSIONS	
	ADAPT	ZONE SUIT	ZONE VULN	ZONE SUIT	ZONE VULN
European ash	•	✗	○	✗	○
European buckthorn*	+	✗	⊖	✗	⊖
European hornbeam	+	✓	▼	✓	▼
European larch	•	✓	●	✗	○
European mountain ash	•	✓	●	✗	○
Freeman maple	+	✓	▼	✓	▼
Ginkgo	+	✓	▼	✓	▼
Gray birch	–	✓	⊖	✗	△
Green ash	•	✓	●	✓	●
Hardy rubber tree	+	✓	▼	✗	⊖
Honeylocust*	•	✓	●	✓	●
Ironwood	+	✓	▼	✓	▼
Japanese tree lilac	+	✓	▼	✗	⊖
Katsura tree	–	✓	⊖	✓	⊖
Kentucky coffeetree	+	✓	▼	✓	▼
Littleleaf linden	+	✓	▼	✓	▼
Miyabe maple	+	✓	▼	✓	▼
Mockernut hickory	•	✓	●	✓	●
Mugo pine	•	✓	●	✗	○
Musclewood	+	✓	▼	✓	▼
New Harmony elm	+	✓	▼	✓	▼
Northern catalpa	•	✓	●	✓	●
Northern pin oak	–	✓	⊖	✗	△
Northern red oak	•	✓	●	✓	●
Northern white cedar, Arborvitae	+	✓	▼	✗	⊖
Norway maple*	+	✓	▼	✗	⊖
Norway spruce	•	✓	●	✓	●
Osage-orange	•	✓	●	✓	●
Paper birch	•	✓	●	✗	○
Paradise apple	•	✓	●	✓	●
Pignut hickory	•	✓	●	✓	●
Pin oak	+	✓	●	✗	○
Ponderosa pine	–	✓	⊖	✓	⊖
Quaking aspen	•	✓	●	✓	●
Red maple	•	✓	●	✓	●
Red pine	–	✓	⊖	✗	△
River birch	•	✓	●	✓	●
Russian olive*	+	✓	▼	✗	⊖
Saucer magnolia	+	✓	▼	✓	▼
Scarlet oak	•	✓	●	✓	●
Scots pine	•	✓	●	✗	○
Shagbark hickory	–	✓	⊖	✓	⊖
Shantung maple	+	✗	⊖	✗	⊖
Shingle oak	+	✓	▼	✓	▼
Siberian elm*	•	✓	●	✓	●

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- **Low:** Species may perform worse than modeled

ZONE SUITABILITY:

- ✓ **Suitable**
- ✗ **Not Suitable**

VULNERABILITY:

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- **Moderate-high:** Zone not suitable, medium adaptability
- △ **High:** Zone not suitable, low adaptability

*Invasive species

COMMON NAME	ADAPT	LOW EMISSIONS			HIGH EMISSIONS	
		ZONE ADAPT	ZONE SUIT	ZONE VULN	ZONE SUIT	ZONE VULN
Silver linden	•	✓	✓	●	✓	●
Silver maple	•	✓	✓	●	✓	●
Slippery elm	•	✓	✓	●	✓	●
Sour cherry	•	✓	✓	●	✓	●
Striped maple	•	✓	✓	●	✗	○
Sugar maple	•	✓	✓	●	✓	●
Swamp bur oak	+	✓	✓	●	✗	○
Swamp white oak	+	✓	✓	▼	✓	▼
Sweet cherry	•	✓	✓	●	✓	●
Swiss stone pine	+	✓	✓	▼	✗	⊖
Tamarack	•	✓	✓	●	✗	○
Tatarian maple	•	✓	✓	●	✗	○
Tree of heaven*	+	✓	✓	▼	✓	▼
Triumph elm	+	✓	✓	▼	✓	▼
Tuliptree	-	✗	✗	△	✗	△
Turkish hazelnut	•	✓	✓	▼	✗	⊖
Washington hawthorn	•	✓	✓	●	✓	●
White ash	-	✓	✓	⊖	✓	⊖
White fir	•	✓	✓	●	✗	○
White fringetree	+	✓	✓	▼	✓	▼
White mulberry*	•	✓	✓	●	✓	●
White oak	-	✓	✓	⊖	✓	⊖
White spruce	•	✓	✓	●	✗	○
Winter king green hawthorn	•	✓	✓	●	✗	○
Yellow birch	+	✓	✓	▼	✗	⊖
Yellow buckeye	•	✓	✓	●	✓	●
Yellowwood	+	✓	✓	▼	✓	▼

Sara Hudson

From: benjaminthoen <benjaminthoen@gmail.com>
Sent: Friday, December 17, 2021 8:02 PM
To: Sara Hudson; Andy Matheus
Cc: info@visitashland.com; Tom Fitz; Brant Kucera
Subject: Re: meeting on Monday

Good Evening Everyone,

Sara, thank you for articulating some thoughts and points on this for us. I can be available to join the Monday meeting this coming week if that would be helpful.

Andy & I have been in contact with each other throughout the day today and wanted to respond on behalf of BATB with some general info and thoughts that we feel could help frame the meeting on Monday.

BATB is very proud to publicly thank the City of Ashland directly on our website every year (specifically on the Sponsorship & Thank You page) as well as in our annual Daily Press article. In past years we have specifically thanked the Ashland Chamber, City of Ashland, as well as Ashland Public Works for their role in the event process. During the event we make multiple announcements thanking both the city of Ashland and Washburn. Our Thank You list is widely published on social media, our website, and the Daily Press each year. We also join the Chamber for their radio show and make a point to mention the City's support and involvement to give credit where credit is due.

Regarding the support the City of Ashland provides to Book, we're certainly thankful for any and all contributions. For the past several years BATB has handled the snow removal for the tent site, widening of lanes for parking and bussing and coordinates parking signage. The city has been very helpful gathering Christmas trees to help mark our finish line and course.

BATB does believe that there is some opportunity for the Parks and Rec department specifically to become more involved in some aspects and gain much more presence at the event as well as valuable time in front of the 4000 - 5000 participants in the region each year. I'd suggest that if that was something PRC would like to explore we meet and discuss options, which could happen as early as this year with minimal labor-hours required from the department.

Thank you for acknowledging the many Ashland groups and businesses that do benefit from BATB. A very large driving force behind the event continuing successfully is the benefit we feel the region gains from thousands of tourists and locals coming out to support all involved. For a quick reference, the 2020 event directly benefited 9 Ashland based work groups who earned a total of over \$11,880.00. These work groups are organizations or clubs that come out and directly tackle a portion of the event, i.e. parking, and earn a percentage of the race proceeds for that task. Separate of these dollars, BATB spends on average \$65-70,000.00 in direct cost to host the event, 90% of which is Ashland and Washburn based businesses.

Thank you for taking the time to read through these notes. We tried to present these in a manner that would be beneficial to present or reference at the Monday meeting and create some open dialogue on how the event works which could help an understanding of the benefit to the City. If you have ideas as to how BATB can further recognize the support from the city of Ashland we would welcome that feedback.

Ben & Andy on behalf of BATB.

On Fri, Dec 17, 2021 at 4:41 PM Sara Hudson <shudson@coawi.org> wrote:

Hi Mary

I just left you a voicemail but I thought I would respond to you, Tom F, and Ben. Please pass this along to Andy as I do not have his contact info.

The City is not asking the BATB to cover all costs associated with the event nor does it want the event to go away. It is probably one of the coolest experiences that you can partake in in the Northwoods (in my opinion, next to visiting the sea caves) and it is probably one of the main reason some of our small business survive the winter.

What the PRC will discuss on Monday is if the City should charge, ask for a donation and/or request to be named a sponsor/supporter of this event for the time that the City Staff puts into preparing the site for the BATB.

On average City staff puts in 30 hrs/year to prep the site. The City makes no direct benefit from the event, indirectly it does thru property taxes and hotel/motel taxes. Hotel/Motel taxes, as an FYI, go into the Waterfront Redevelopment Fund which is used as a grant match for waterfront redevelopment projects. None of this money goes directly into the City's general operating fund.

Just like the BATB this City has another slim year ahead. Once again, department budgets had to be cut to balance the general budget.

Without help from Municipal Staff the event would have a hard time taking place. Recognition for the work that is done to make sure this event can happen is huge.

I hope this makes a little more sense, as we are not asking BATB for \$2K or to cover all City costs associated with the event, that is unreasonable. What we are asking is for is some recognition.

If you have any further questions, please feel free to reach out.

Be Well,

Sara

Sara AH Hudson, Director

City of Ashland Parks and Recreation

601 Main St W

Ashland WI 54806

715.685.1644

From: info@visitashland.com <info@visitashland.com>

Sent: Friday, December 17, 2021 2:35 PM

To: Sara Hudson <shudson@coawi.org>

Subject: meeting on Monday

Hi Sara,

Andy Matheus reached out to me regarding the costs he may be charged for the Book this year.

I would really like to have a conversation with you about this before the meeting on Monday.

I may have plans already and Andy is on call and working ER Monday.

I'm assuming you are out of the office today, so please touch base with me Monday.

I'm sure we can work some things out especially with this group of volunteers.

I'd hate to see this event go away for our community both socially and financially, but they are experiencing some big debt from the purchase of the new tent, then they had to cancel last year and they pay out around \$10,000.00 to local organizations like the Brick etc.

I look forward to talking with you on Monday.

Mary

715-682-2500

715-292-1715

Ashland Area Chamber of Commerce

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www.visitashland.com

www.travelashlandcounty.com



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Thank You,

**Benjamin Thoen
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