

Chairperson: Supervisor Lynne De Bruin  
Committee Clerk: Carol Mueller, 278-4228  
Research Analyst: Julie Esch, 278-4430

## COMMITTEE ON PARKS, ENERGY AND ENVIRONMENT

Tuesday, March 27, 2007 – 9:00 a.m.  
Milwaukee County Courthouse, Room 201-B

### MINUTES

TAPE NO. 55, Side A, No. 333-End of Tape, Side B, No. 01-End of Tape  
TAPE NO. 56, Side A, No. 01-End of Tape, Side B, No. 01-286

#### **Scheduled Items:**

PRESENT: Supervisors Devine, Borkowski, Schmitt, McCue, Broderick, Clark and De Bruin  
(Chairperson)

EXCUSED: None

1. 07-155 From County Executive, appointing Mr. Joe Campbell to the War Memorial  
55A333- Corporation Board of Trustees for a term expiring April 30, 2011.  
55A376

#### **Appearances:**

Ms. Fran Rudig, County Executive, Executive Assistant  
Mr. Joe Campbell, Appointee

Mr. Campbell thanked Milwaukee County for the support of the Veteran's community and the "Day at the Zoo". For the veterans and their families this is a true welcome home.

#### **MOTION BY: (Schmitt) Approve (Vote 7-0)**

AYES: Devine, Borkowski, Schmitt, McCue, Broderick, Clark and  
De Bruin (Chairman) - 7

NO: None

EXCUSED: None

2. 07-160 From the Director, University of Wisconsin-Extension requesting  
55A425- authorization to execute a contract between Milwaukee County and the  
55A449 University of Wisconsin-Extension, for delivery of programs relating to  
Youth, Families, Communities, the Environment and Horticulture for the  
period commencing January 1, 2007 through December 31, 2007.

Parks, Energy & Environment Committee  
March 27, 2007

**Scheduled Items (Continued):**

**Appearances:**

Ms. Eloise Gomez, Director, University of Wisconsin-Extension

**MOTION BY: (McCue) Approve (Vote 7-0)**

AYES: Devine, Borkowski, Schmitt, McCue, Broderick, Clark and De Bruin (Chairman) - 7

NO: None

EXCUSED: None

3. 00-360 Report from the Director, Department of Parks, Recreation and Culture  
(a)(f) recommending a limited extension for Loonsfoot to comply with the  
55A450- requirements of Section 3 "Contingency" of the original lease agreement.  
55A end  
of tape

**Appearances:** Mr. Jim De Nomie, Loonsfoot

Mr. Kevin Haley, Landscape Architect Parks Department

Ms. Sue Black, Director, Department of Parks, Recreation and Culture

Mr. Charlie Kamps, Preserve Our Parks

This initiative has been on going for many years. The two-year due diligence has expired. This request will give Loonsfoot one last chance to meet County deadlines regarding funding for this project. The Parks Department will make provisions in the 2008 Budget for removal of the coast guard station and repairs to the seawall in the event that the deadlines aren't met. The Historical Society sent a letter stating Milwaukee County has met its responsibility to try to preserve the station. The County will no longer be responsible to make any further efforts to preserve the station.

The deadlines are very strict with the first \$1.2M in hand or documented pledges due by July 4, 2007. If that is met, an additional documented \$1.2M will need to be raised by September 2, 2007. One additional deadline of \$1.2M will be due October 2, 2007 to complete the funding portion of the deadline. Finally, compliance with all due diligence requirements must be met. If any of these goals are not met the lease shall be terminated.

At this time, Milwaukee County has seen no documented proof of any pledges or in-kind services that Loonsfoot has commitments for. Loonsfoot has a 5-prong approach to fund raising including tribe(s) contributions, governments, foundations, corporations and individuals.

Mr. De Nomie agrees that he has been treated fairly by Milwaukee County. The design for the redeveloped Coast Guard Station uses the same footprint, establishes restrooms available to all and outdoors areas used for classrooms so they are available for use by the public.

Scheduled Items (Continued):

Mr. Kamps feels the lakefront should be limited to park and marina purposes. Preserve Our Parks supports Loonsfoot's dream but would favor a center for Native American studies be created in an inland park.

**MOTION BY: (Borkowski) Approve (Vote 6-1)**

AYES: Devine, Borkowski, Schmitt, Broderick, Clark and De Bruin (Chairman) - 6

NO: McCue - 1

EXCUSED: None

4. 07-175 From the Director, Department of Parks, Recreation and Culture, requesting  
55B01- authority to enter into a Memorandum of Understanding (MOU) with  
55B457 Grandview Management, Inc. for the Harbor Lights and Miller Rooms at  
O'Donnell Park and the Mitchell Park Domes.

**Appearances:**

Mr. Elroy Schneider, Parks Contract Service Officer

Ms. Sandy Falaron, Director, Mitchell Domes

Ms. Patty Yunk, Public Citizens **(Registered to complement Grandview based on personal experience)**

This request will condense three separate contracts into one. This change will hopefully increase revenue from venues, coordinate processes toward booking operations and complete recommendations made by the Department of Audit. This arrangement will have Grandview provide sight tours and coordinate catering and venue options. This makes a fluid experience for the customer, simplifies the process and frees up Parks staff for other things.

The execution of this MOU will address the remaining seven items of the audit findings. All the agreements will expire in 2010. Grandview helped the County in 2003 during some trying times and has been very loyal.

The County receives minimum guarantees. Prior to Grandview, the four-year running average of events was 104. The last couple of years, bookings increased between 138 and 145. This has generated increased revenue, saved labor costs of \$50,000, increased room rental by \$50,000 and increased parking revenues by \$25,000 annually. Grandview has provided the infrastructure including computers, desks, phones and marketing at no cost to the County. Additionally, the Friends of the Parks and Grandview renovated the Miller Room, again at no cost to the County. This relationship with Grandview uses their synergy to basically do our marketing.

**Scheduled Items (Continued):**

Supervisor Clark asked regarding Mitchell Parks Domes, if a cost analysis had been conducted regarding food commissions with staff doing the tours and booking. Mr. Schneider explained, that at this point as in past years, the County receives no money for food sales. We receive a percentage of beverage sales. The renter would bring in their own caterer causing logistical problems. When the County goes out for proposal in 2008 these items will be tied together. The Domes is a unique situation because it is not a rental hall per se but a living museum. Ms. Panella stated that the higher-end events (weddings/ anniversaries) want to physically see the rooms opposed to viewing them on the Internet. Bookings are available via the internet but most likely these venues need personal attention.

**MOTION BY: (Borkowski) Approve (Vote 6-1)**

AYES: Devine, Borkowski, Schmitt, McCue, Broderick and De Bruin (Chairman) - 6

NO: Clark - 1

EXCUSED: None

5. 07R10 Report from the Director, Department of Parks, Recreation and Culture  
55B458- (DPRC) on Geocaching policy and standards on DPRC property.  
55B514 **(Informational unless otherwise directed by the Committee.)**

**Appearances:**

Mr. Kevin Haley, Landscape Architect Parks Department

This will create rules and polices posted on the County's website.

**THE COMMITTEE TOOK NO ACTION ON THIS ITEM.**

6. 07-181 Report from the Director, Department of Parks, Recreation and Culture  
55B515- requesting authorization to negotiate, prepare and execute an  
55B568 Intergovernmental Cooperation Agreement (ICA) with the Milwaukee Metropolitan Sewerage District (MMSD) for the construction and operation of the Underwood Creek sanitary relief sewer on and under Hanson Golf Course.

**Appearances:**

Mr. Kevin Haley, Landscape Architect Parks Department

**Scheduled Items (Continued):**

MMSD needs to reconstruct a sanitary sewer in the Underwood Creek. To complete this they need to gain access to Hansen Golf Course's back nine. MMSD usually bores underground to complete this process. There are two areas where this isn't possible and they will minimize disturbances to Hansen Park. We will be compensated if this causes any loss to golf course use.

**MOTION BY: (Schmitt) Approve (Vote 7-0)**

AYES: Devine, Borkowski, Schmitt, McCue, Broderick, Clark and De Bruin (Chairman) - 7

NO: None

EXCUSED: None

7. 06-447 Report from the Director, Department of Parks, Recreation and Culture  
55B569- responding to a resolution by Supervisors Coggs-Jones and West,  
55B701 authorizing and directing the Director, Department of Parks, Recreation and Culture to study various marketing options and related revenue opportunities for weddings and family events in all County parks and recreation centers and submit recommendations to the County Board by March 2007. **(Informational unless otherwise directed by the Committee.)**

**Appearances:**

Ms. Laurie Panella, Parks Chief of Planning, Policy and Partnerships

Mr. Jeff Baudry, Parks Marketing Manager

Ms. Sue Black, Director, Department of Parks, Recreation and Culture

Ms. Black stated that the Parks Department has a very limited marketing budget of \$40,000. Park's philosophy is "We'd rather be the story than the ad." They are actively pursuing any Park's promotions with corporate and community partnerships and synergies with radio stations.

Improvements need to be made regarding signage for and at rental facilities. Additionally, marketing strategies are targeting "party" planners to show our competitive advantage and drive traffic into the parks. Concerts in the Parks announcements are a great opportunity to reach vast amounts of people inexpensively. Lastly, the new summer/fall activity guide will use a color map format with a special section on building and pavilion rentals. Corporate sponsorship is being sought now for printing. The goal is to have the activity guide copies available by June of 2007. Supervisor Devine informed the Committee that a resolution approved in 2006 on an umbrella-marketing group is in the works now.

**Scheduled Items (Continued):**

Supervisor Borkowski requested copies of the activity guides for inclusion in his and any other interested supervisor's newsletters.

**THE COMMITTEE TOOK NO ACTION ON THIS ITEM.**

8. 07-169 Resolution by Supervisors De Bruin, Clark, Holloway, Broderick and  
55B701- Devine directing the Director, Department of Administrative Services to  
end prepare a fund transfer of \$300,000 in general obligation bonds that were  
56A01- appropriated in the 2007 Adopted Budget for the dredging of the boat  
56A221 launch at Bender Park to the pond and lagoon pilot project.

**Appearances:**

Mr. Chuck Ward, Parks Chief of Operations

Mr. Kevin Haley, Landscape Architect Parks Department

Ms. Sue Black Director, Department of Parks, Recreation and Culture

Supervisor Lynne De Bruin, District 17

Supervisor Devine in Chair (Tape 55B701-56A221)

Supervisor De Bruin explained this resolution expands the current project to include two lagoons at Washington and McGovern Parks and requires the Parks Department to come back to the Committee with a multi year plan/proposal for the balance of the ponds and lagoons based on the pilot project testing.

The Parks Department has partnered with the Wisconsin Waterways Commission to dredge out a three-foot narrow channel to be completed by May 1, 2007. This dredging will take the silt out of the lake not just moving it to a different spot in the lake. Additionally, the Parks Department will meet with the Wisconsin Waterways Commission again in mid summer to secure significant funding to do this permanently. The Army Core of Engineers is also predicting receding water levels in Lake Michigan. There are many challenges ahead to rectify this problem.

The stabilization of the adjacent Du Pont land should aid in our efforts to stop additional sediment settling in the boat launch area.

The \$300,000 will be used to work with the original contractor to review the design. This money and the Wisconsin Waterways funding will be used to fix the problem once and for all.

**Scheduled Items (Continued):**

Supervisor McCue requested being added as a co-sponsor to the resolution, there being no objection it was so ordered.

**MOTION BY: (De Bruin) Approve (Vote 7-0)**

AYES: De Bruin, Borkowski, Schmitt, McCue, Broderick, Clark and Devine (Chairman) - 7

NO: None

EXCUSED: None

9. 07-170 Resolution by Supervisors Broderick, Devine, De Bruin, Weishan,  
56A222- Nyklewicz, Dimitrijevic and Holloway establishing a Milwaukee County  
56A505 Parks Advisory Commission for the express purpose of providing policy and funding guidance to the Milwaukee County Board of Supervisors on preservation of the County's natural resources and places of natural beauty and the provision of recreational opportunities to County residents.

**Appearances:**

Ms. Cheri Briscoe, Great Waters Group. Sierra Club

Supervisor Broderick stated for the record, Supervisor Johnson requested being added as a co-sponsor to the resolution, there being no objection it was so ordered.

Discussion ensued on a prior resolution on funding for Parks. That recommendation was to have a referendum proposed to the citizens of Milwaukee County to see if they would approve a sales tax increase to fund the Milwaukee County parks recreation and culture venues. The resolution was vetoed and the referendum was never put forward.

Supervisor Borkowski in Chair (Tape 56A387-56A505)

Supervisor De Bruin said that changing the governance of the Parks from the County to a Parks District wouldn't fix the funding problems. There will still be operating costs. The State Legislature proposal could run the risk of not only having a single commission but multiple commissions in every municipality.

Ms. Briscoe representing the Great Waters Group is in support of the resolution. There needs to be a watchdog for the Parks to keep the public informed and aware.

Scheduled Items (Continued):

**MOTION BY: (Broderick) Approve (Vote 6-1)**

AYES: De Bruin, Devine, Schmitt, Broderick, Clark and Borkowski  
(Chairman) - 6

NO: McCue - 1

EXCUSED: None

10. 06-395  
(a)  
56A719-  
end side  
56B01-  
56B165
- Adopted Budget Amendment 1A075** directing the Directors of Parks, informational report relative to the development plans to provide services for 2007. **(Referred back to Parks 2/20/07 a 2007 preliminary staffing and expenditure funding plan as requested by the committee. Report from Parks Director) (Informational unless otherwise directed by the Committee.)**

The 2007 Budget did not fully fund the Parks Maintenance Workers 1 for the entire year. The union contract was approved and signed to retain these positions. If the Parks needs to makeup \$350,000 for the unfunded filled positions they will need to keep 70 seasonal positions vacant. The question is how do we not fund positions once the DC 48 contract was signed.

**THE COMMITTEE TOOK NO ACTION ON THIS ITEM**

11. 06-395  
(a)  
56B166-  
56B245
- Adopted Budget Amendment 1A035** directing the Parks Director to report to the Committee relative to implementing staggered hours at County wading pools and the impact of these hours on users. **(Informational unless otherwise directed by the Committee.)**

**Appearances:**

Ms. Sue Black, Director, Department of Parks, Recreation and Culture

Each year this schedule will rotate the opening dates for wading pools. If there is a wading pool where the alternate four hours would work better, contact the Parks Director immediately to discuss this option with her.

**THE COMMITTEE TOOK NO ACTION ON THIS ITEM**

12. 07-81  
55A377-  
55A424
- From Race Chair, 2007 Komen Milwaukee Race for the Cure, requesting the use of Lincoln Memorial Drive on Sunday, September 23, 2007 for the 9th Annual Komen Milwaukee Race for the Cure. **(Report from the Parks Director)**

**Appearances:**

Mr. Chuck Ward, Parks, Chief of Operations

Ms. Sally Sheperdon, Susan Komen Race for the Cure

This item was taken out of order following Item #1.

**Scheduled Items (Continued):**

In 1999 Milwaukee County grandfathered in existing events that resulted in the closure of Lincoln Memorial Drive (LMD). Any future requests would need Board approval. The size of this race garnered the need for this request. For the safety of the runners anticipated at 9,000 to 10,000, it was deemed necessary to close LMD from 8 a.m. until 10:30 a.m. the day of the event. Access to both the marina and Lagoon Road will be open at all times. This will result in minimal impact for the public.

**MOTION BY: (Clark) Approve (Vote 7-0)**

AYES: Devine, Borkowski, Schmitt, McCue, Broderick, Clark and De Bruin (Chairman) - 7

NO: None

EXCUSED: None

13. 07R07 Report from the Director, Department of Parks regarding the 2007 Grant  
56B246- Distribution within the Parks Department. **(Informational unless otherwise  
56B286 directed by the Committee.)**

**Appearances:**

Ms. Sue Black, Director, Department of Parks, Recreation and Culture

Mr. Kevin Haley, Landscape Architect, Parks Department

The Parks will work harder on applying for the Wisconsin Department of Transportation grant money. The summary list provided depicts partially grant-funded projects where anticipated work will be done or completed this year.

Supervisor Clark advised the department that any projects funded by Community Block Grants must be completed by October of 2007.

**THE COMMITTEE TOOK NO ACTION ON THIS ITEM**

14. 07-118 From the Director, Department of Parks, Recreation and Culture, requesting  
56A506- authority to apply for a 2007 Safe Routes to School (SRTS) program grant.  
56A549

**Appearances:**

Mr. Kevin Haley, Landscape Architect, Parks Department

The department is applying for these grants before the deadlines expire. If the grants are awarded the Parks Department will evaluate to see if existing or partnerships funds are available. If neither exists, funding in 2008 will be requested for the necessary match.

**Scheduled Items (Continued):**

**MOTION BY: (Clark)** Approve Items 14 through 17 together. **(Vote 7-0)**  
AYES: Devine, Borkowski, Schmitt, McCue, Broderick, Clark and  
De Bruin (Chairman) - 7  
NO: None  
EXCUSED: None

15. 07-176 From the Director, Department of Parks, Recreation and Culture, requesting authority to apply for one or more 2007 State of Wisconsin Stewardship Program grants.

**SEE ITEM #14 FOR THE COMMITTEE ACTION**

16. 07-177 From the Director, Department of Parks, Recreation and Culture, requesting authority to apply for one or more 2007 State of Wisconsin River Protection grants.

**SEE ITEM #14 FOR THE COMMITTEE ACTION**

17. 07-178 From the Director, Department of Parks, Recreation and Culture, requesting authority to apply for one or more 2007 State of Wisconsin Lake Protection grants.

**SEE ITEM #14 FOR THE COMMITTEE ACTION**

18. 07R11 Report from Milwaukee Public Museum (MPM) Financial Oversight  
56A550- Committee.  
56A718

**Appearances:**

Mr. Dan Finley, Director, Milwaukee Public Museum  
Mr. Mike Bernatz, Chief Financial Officer Milwaukee Public Museum  
Ms. Patty Yunk, DC48

Items 18 and 19 were taken out of order.

Mr. Finley provided a brief financial update. In 2005 Milwaukee County stepped up to save MPM. The action taken in 2005 was a temporary solution. This gave MPM an opportunity to recover. When Mr. Bernatz and Mr. Finley came aboard they tried to clean it up and stop the bleeding. The need to revisit the finances of the Museum is necessary now. There will be a financial period in November of this year when MPM will not be able to pay its bills. The Museum Recovery Committee is trying to find a solution that best serves MPM and the taxpayers of Milwaukee County. Bankruptcy has always been an option. MPM annually raises and spends \$12M and has debt of \$40M.

**Scheduled Items (Continued):**

Ms. Yunk stated that in 2005 MPM employees gave \$3M in concessions and there is no more to give. She was also disappointed in the County Executive's only response to the newspaper article related to more cuts.

Supervisor Schmitt responded to Ms. Yunk stating that the employees are always considered in any discussions taking place.

**THE COMMITTEE TOOK NO ACTION ON THIS ITEM.**

19. 07R12      Report from the Director of the Milwaukee Public Museum (MPM) relating  
not              to potential litigation on MPM finances as it relates to Milwaukee County.  
recorded      **(Informational unless otherwise directed by the Committee.)**

***MOTION BY: (Devine) The Committee adjourn into closed session pursuant to Article IX, Section 9.4 of the Lease and Management Agreement between the Board of Directors of the Milwaukee Public Museum, Inc. and Milwaukee County and pursuant to Wisconsin Statutes, Section 19.85(1)(e). (Vote 6-1)***

**AYES: Devine, Borkowski, Schmitt, Broderick, Clark and De Bruin (Chairman) - 6**

**NO: McCue - 1**

**EXCUSED: None**

The committee adjourned to closed session at 11:35 a.m. and returned from closed session at 12:10 p.m. to consider the balance of the agenda consisting of Items 10, 11 and 13.

**THE COMMITTEE TOOK NO ACTION ON THIS ITEM.**

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**STAFF PRESENT:**

Ms. Sue Black, Director, Parks, Recreation and Culture  
Ms. Fran Rudig, County Executive, Executive Assistant  
Ms. Elisa Gomez, Director University of Wisconsin Extension  
Mr. Kevin Haley, Landscape Architect, Parks Department  
Mr. Chuck Ward, Parks Chief of Operations  
Mr. Elroy Schneider, Parks Contract Service Officer  
Ms. Sandy Falaron, Director, Mitchell Domes  
Ms. Laurie Panella, Parks Chief of Planning, Policy and Partnerships  
Mr. Jeff Baudry, Parks Marketing Manager  
Mr. William Domina, Corporation Counsel

**Scheduled Items (Continued):**

This meeting was recorded on tape, which is available for audit upon prior request of the Committee Clerk. The foregoing matters were not necessarily considered in agenda order. Committee "green files" contain copies of resolutions, amendments, ordinances, reports and correspondence, etc., which may be reviewed upon request of the Committee Clerk. The official copy of these minutes is available in the County Board office.

Adjourned: 12:38 p.m.

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Carol D. Mueller, Committee Clerk

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**DEADLINE FOR THE PARKS, ENERGY AND ENVIRONMENT COMMITTEE:**

The deadline for agenda items for the next regular meeting (05/08/07) is

**Tuesday, April 24, 2007.**

***ADA accommodation requests should be filed with the Milwaukee County Office for Persons with Disabilities 278-3932 (voice) or 278-3937 (TTY) upon receipt of this notice.***