

Hiawatha Parks and Recreation

Regular Meeting

October 13th, 2015

Lynda Hembera called the meeting to order at 6:17 p.m in the Council Chambers.

Present: Lynda Hembera, Deb Theis, Bill Hornett. Absent: Dawn Ewoldt and Dan Wilkes.
Employees: Kelly Friedl, Parks and Recreation Director, Ambyr Young, Recreation Coordinator

Motion by Deb Theis, second by Bill Hornett to approve the October 13th, 2015 agenda as amended. Motion carried.

Motion by Bill Hornett, second by Deb Theis to approve the minutes of September 8th, 2015. Motion carried.

Business:

Hiawatha Kids League Request for 2016- Rick Sizemore sent in a request to use the baseball Diamonds located at Guthridge City Park for the 2016 baseball season. The dates that will be needed are Monday through Friday starting April 11, 2016 and ending July 15, 2016. The baseball diamonds would also be needed on the following Saturdays and Sundays, June 4th and 5th, July 9th and 10th, and July 16th and 17th. Approximately 2000-2500 people weekly will be visiting the baseball diamonds during practice and games. Rick Sizemore stated that as always the Hiawatha Kids League will take care set up and service during use.

Kelly Friedl, Director of Parks and Recreation, stated that all of these dates were available for the Hiawatha Kids League to have use of the Baseball Diamonds.

Motion was made by Bill Hornett, second by Deb Theis to approve dates in question. Motion Carried.

Farmers market Daily Vendor increase and Lease Update- A request was made by Kelly Friedl, Director of Parks and Recreation, to review and change the Hiawatha farmers market lease and vendor fees. After having a very successful Farmers Market over the last

few years we would like to update our lease to get rid of the monthly vendor fee and increase the daily vendor fee \$5.00.

The monthly vendor fee is very hard to keep track of with some vendors not showing week after week expecting to be placed in the same spot. Many vendors think that they get four weeks whenever they please instead of one month of four Sundays in a row.

We have quite a few vendors that use our daily vendor fee. Since many vendors can't commit to every week, this is the opportunity for them to come whenever they have a free weekend. We don't believe a \$5 increase would turn them away since it is already so affordable. The \$5 increase would bump the price up to \$15 a Sunday. I have talked to Dave Saari, the Farmers Market manager and he believes that this would help boost our revenue and still keep the people coming. Our Market is very well structured and managed that keeps people coming back year after year. We had 25 returning seasonal vendors this year, and the rest of them as day vendors ranging anywhere from 10-15 a week.

We will keep the seasonal rate at \$200.00 to give those vendors a benefit of being there all year. We are still working on the week day Market to see if it will be manageable in the City Hall area. We will be sending out an end of the year survey to see what our needs and likes are for future markets.

Kelly Friedl, Director mentioned that many vendors feel that the daily vendor fee is very reasonable and that the Hiawatha daily vendor fee was lower than all of the surrounding area farmers market daily vendor fees. Now is a good time to increase it before next season.

Motion was made by Bill Hornett, second by Deb Theis to approve the Hiawatha farmers market daily vendor fee of \$15.00 and update the lease agreement. Motion carried.

Recreation Updates:

- **City Event for 2016-** The Friends Foundation, Kiwanis Club, Deb Theis and Dan Wilkes and City staff met on September 22nd at Zeppelins to talk about next year's City event. The groups compiled some options and suggestions for activities throughout the day. The top suggestions are for a parade, 5K, breakfast, bands, fireworks and bingo. With all of these organizations and the licenses they maintain we should be able to host an awesome event. The group will be meeting again on November 9th to finalize a date and come up with a name. This way we will be able to get the information out in the brochure and start marketing as soon as possible. Location to be determined.
- **Parents Night Out** – October 9th and December 13th will be our next Parent's Night Out. We are offering to keep kids K-5th grade for their parents so they can enjoy a few hours to themselves. Children will eat dinner, do crafts and watch movies from 5:30 – 8:30pm for an all inclusive \$10. Registration is limited to 20 kids but has to have a minimum of 6 to hold this event.

- **Special Needs Dance** – Barber’s Etc. will once again hold a special needs dance on October 16th in the Hiawatha Community Center. Participants will dance, laugh and hang out with friends while enjoying refreshments.
- **Playing for Keeps** – On October 24th from 6 to 9pm residents will gather in the Community Center for a live and silent auction to benefit our children’s summer programs and park projects. If you know of any donations for the auction portion of this event or would like to volunteer please contact Ambyr.
- **Fall Festival** – Our first Fall Festival will take place October 25th during the last farmers market of the year. Children are encouraged to wear their costumes and trick or treat around to vendors, decorate pumpkins, apple bob and participate in a costume contest by HiCREW Kiwanis.
- **Kids Movie Night** – Our next Kids Movie Night will be on November 13th at 6:30pm. We are excited to be showing Inside Out! As always, we will have free popcorn and juice and everyone will have an opportunity to win a t-shirt!
- **Cork n Canvas Iowa** – Cork n Canvas will be November 19th at 6pm. We will be painting a cute pair of love birds. \$35 per person includes all paint supplies and a 16x20 canvas. Minimum of 8 participants in order to hold the class and 25 participant maximum. We have decided to go with a different company for next year’s paintings. The company is Vino Van Gogh and they have franchises throughout the Midwest. Cork N Canvas Iowa has done a great job, we just wanted a fresh look.
- **League of Cities** – Steve Jordison, Director of Iowa Parks and Recreation Association asked Kelly and Ambyr to speak at the League of Cities Conference in Downtown Cedar Rapids on September 24th. Kelly spoke about the pros and cons of hosting RAGBRAI and Ambyr spoke of New and Innovative Parks and Recreation Programs in front of around 40 council members, mayors and city officials from around the area. We were pleased to see many people jotting down notes and asking questions as we spoke about our topics. We had a great time and look forward to the next time we’re asked to speak again.

Park Updates:

- **Sustainable Urban Forestry Grant**-The city of Hiawatha has been selected as a participant in the 2015-2016 Sustainable Urban Forestry Training and Assistance grant. The Iowa Department of Natural Resources, Forestry Bureau Staff will be working together to train our staff and community members over the next two years to create a sustainable urban forest program for our community. If any of you are interested in participating please let me know. I will keep you informed as to when our first meeting will be.
- **Clark Park Seal Coat**- Clark Park parking lot and trail was seal coated on October 6th – 7th. Kluesner did a very nice job and we are happy with the outcome.

Motion by Deb Theis, second by Bill Hornett, to adjourn at 6:57 p.m. Motion carried.

Dawn Ewoldt, Chairperson

ATTEST: Kelly Friedl, Parks and Recreation Director
