

AGENDA
SOUTHPORT BEACH HOUSE CITIZEN COMMITTEE
Southport Beach House – 7825 1st Avenue
Tuesday, September 10, 2013 - 7:30 pm

Chairman: Michael J. Orth

Members:

George W. Clarke	Margaret Heller
Robert Merletti	James J. Mosley
Barbara J. Stein-Lendman	Michael J. Thomey
Joan Wilk	

1. Minutes of the August 20, 2013 meeting
2. Update
3. Fee Structure
4. Next Meeting

IF YOU ARE DISABLED AND NEED ASSISTANCE, PLEASE CALL 653-4052 BEFORE THIS MEETING

NOTICE IS HEREBY GIVEN THAT A MAJORITY OF THE MEMBERS OF THE COMMON COUNCIL MAY BE PRESENT AT THE MEETING, AND ALTHOUGH THIS MAY CONSTITUTE A QUORUM OF THE COMMON COUNCIL, THE COUNCIL WILL NOT TAKE ANY ACTION AT THIS MEETING.

MINUTES
SOUTHPORT BEACH HOUSE CITIZEN COMMITTEE
Southport Beach House – 7825 1st Avenue
Tuesday, August 20, 2013 - 3:00 pm

The meeting was called to order at 3:03pm, a quorum was present. The following members were present: Chairman Michael Orth, George W. Clarke, Robert Merletti, Barbara J. Stein-Lendman, Joan Wilk, Margaret Heller, James J. Mosley and Michael J. Thomey. Staff present were: Alderperson Steve Bostrom and Kris Kochman, Community Relations Liaison.

1. Minutes of the July 30, 2013 meeting.

It was moved by Michael Thomey, seconded by George Clarke to approve. George commented that he did not reply "All ideas should be taken to Parks Commission for approval" under item #4. He commented that the Committee will have to implement ideas into the plan and thoughts and suggestions will be taken serious. It was then moved by Michael Thomey, seconded by George Clarke to amend the previous minutes. Motion carried unanimously.

2. Update

-Chairman Orth updated the Committee.

-Joan let the Committee know that The College of Natural and Health Sciences at UW-Parkside is coming back. Dean Otu met with the Mayor two months ago and will meet with Shelly Billingsley in the next few weeks. UW-Parkside want to re-invigorate the CEDAR Project. They will be working with Dr. Kinzelman who is an environmentalist and is working to redesign the plan and to find dollars to support the restoration of the natural habitat, including the Dunes access. She is working with all five Kenosha beaches. UW-Parkside also has a successful similar project, the Root River Environmental Education Center in Racine.

-Robert asked if CEDAR will be renting space or allocating funding for space? Chairman Orth said that the advantage in bringing CEDAR in is that it opens up the opportunities for grants.

-It was moved by Joan Wilk, seconded by Margaret Heller to request deferral of any requests for the dog park at the Southport Park. Chairman Orth commented that the Committee should make suggestions to give to the Parks Commission. Barbara commented that she is upset that stakes are being put up for the dog park, that there was no communication give to them about it until today with a letter that was emailed to them. Margaret commented that the dog park was passed by Council in May in the Master Plan. She wants to know why it became a priority and thinks they can not stop it.

-Robert asked "What's the best process to defer?"

-Chairman Orth notified the Committee that in April the task order to work on the dog park was approved 5-0 at the Parks Commission. Parks Administration will start moving forward with it which gets approved at Parks Commission meeting. It is \$20-\$25k total implementation of the dog park. The CORP Plan mimics other dog parks with the City of Kenosha rules and policies. Chairman Orths understanding is that the City will be putting in post holes and are ready to move forward. He said " I can not promise results. I can only tell you the planning and task order were approved four months ago".

-George commented that his understanding is the dog park is not part of Master Plan. He asked the questions: "How do we get at something not part of the plan and now is going into affect? Who decided priorities?" Chairman Orth answered that the Parks Commission, City Plan Commission and Common Council approved the Master Plan. The staff decides priorities. Chairman Orth let the Committee know that the Citizens Committee can put an item on the next Parks Agenda for discussion. It was voted 8-0 to put a report from the Citizens Committee on the next Parks Agenda.

3. Discussion on Promotions, Awareness and Events

Margaret

-checked other rental facilities regarding the scheduling online. Why can't we rent out the building anytime of the day with a credit card online?

Kris Kochman, Community Relations Liaison for the City of Kenosha, was invited to speak to the board about city events.

-People interested in starting new events could be directed to the beach house. The Kenosha Running Club is a group that currently uses the beach house for their meetings. Perhaps they would be interested in using the beach house as a starting and ending point for a larger event such as the Mayor's Turkey Day run.

-She talked about her experience in her previous position as special events coordinator for the Kenosha Public Museums. The Kenosha Public Museum and Civil War Museum have become very popular for weddings and receptions. The fees for rental are higher after regular museum hours, and have a premium price on Friday and Saturday nights. She suggested the committee consider a similar range of fees with lower costs for weekdays, and higher fees for popular weekend times at the beach house.

Margaret

-asked about the possibility of online rental of the beach house, available 24/7. That is not a system currently used by the museum. It may work for the beach house, but further discussion is needed. She also asked for a keyed system with a more modern lock system.

Carole Crawford addressed the group, regarding a proposal for the Pat Crawford Big Band to use the beach house for rehearsal space on a regular basis. They would open the rehearsals to the public for their enjoyment and would consider serving wine, beer and other refreshments, or allowing people to bring their own refreshments. They would like to leave some equipment at the beach house.

Chairman Orth

-stated that if an event is open to the public you can't serve alcohol at the beach house. If it is closed to the public you can serve alcohol. He said he supported the idea of the rehearsals at the beach house, but cautioned that other groups might be interested in the opportunity as well. A park use agreement with the Parks Commission would be needed if the Crawford group decides to use the space on a long-term basis.

There was a brief discussion of possible fees, before the group decided to table that discussion until the next meeting.

Robert

-stated that we need to make people aware of the facility and it may take an investment to do so by not charging for select events that are open to the public.

-He proposed a short-term agreement with a few people interested in offering five-seven events to create awareness of the beach house. Then the committee can determine strategies for renting the facility in the future.

Chairman Orth

-said he supports Merletti's idea. Business After 5 could be a good event to have at the beach house. He said the Committee's suggestions for the free rental events will have to be written out and approved by the Parks Commission. The goal is that people will visit the beach house at the free events and will pay to rent the beach house in the future. He said improvements may be needed, such as a sound system, in order to better attract people to rent the beach house.

Ellen Ferwerda addressed the group, stating that she would like to offer activities for seniors during the day. She said Adventures in Lifelong Learning at UW-Parkside also may be interested in lectures or an event such as an afternoon tea.

Barbara Stein-Lendman

-said she had talked with staff at the KACVB and they would be interested in promoting the beach house. One idea is to have a run starting and ending there. Kris Kochman suggested contacting the Kenosha Running Club to see if they would be interested in organizing such an event.

Margaret

-said Francisco Loyola of the Kenosha Art Association would like to organize an event with artists painting pictures of the beach house, then displaying them at an art show at the end of the day.

-proposed organizing a day of yoga at the beach house on a weekday. She will organize it and market it and would like to offer yoga free of charge. Other instructors would be invited to participate.

Chairman Orth

-expressed a concern about the lack of variety of the people attending public events. He said it will be a challenge to broaden that circle. Business After 5 is a diverse group that could help meet the challenge of extending the circle of people.

Ellen Ferwerda asked if there is a record of who has rented the beach house and suggested the committee ask for their ideas.

Chairman Orth

-said there is such a record. The beach house is currently rented primarily for birthdays, weddings and other family celebrations. Art groups and Sister City events also have used the beach house. Two challenges in promoting rentals are the lack of a sound system and the lack of events staff/maintenance to set up the available tables and chairs, and clean up after the event. The Committee could consider whether to have preferred vendors or caterers.

George

-said people want a turn key operation, where they arrive and everything is set to go.

Margaret

-said the beach house should be marketed like Costco or another warehouse type store there is no service, but it's a much cheaper price.

It was moved by Margaret Heller to offer the beach house for use at seven rehearsals by the Crawford Big Band free of charge. Motion failed due to a lack of a second.

Joan

-said she was concerned about having a process in place for the free rentals before scheduling them. Chairman Orth said the Parks Commission has the power to approve the events, waive the usual rental fees and instruct Park staff on duties needed for the events. The band would be responsible for promoting the free event. Margaret said Carole Crawford would be responsible for obtaining a key to the beach house from the Parks Division each week and returning it.

Ellen Ferwerda said she would like to use the beach house four hours per week for a memory disorder program.

Chairman Orth

-said a wedding vendor fair or a pizza contest could be other ideas for free events to attract the public to the beach house.

It was moved by Michael Thomey, seconded by Robert Merletti for each Committee member to bring three ideas for special events at the beach house to discuss at the next meeting. Motion passed unanimously.

Chairman Orth

-said the Committee could recommend changes to the fee structure and suggest fees. It will be up to the Park Commission to determine the free structure. Michael would like to invite Park Superintendent Jeff Warnock to the next meeting to explain the costs of operating the building.

It was moved by Chairman Orth, seconded by George Clarke to schedule several free events at the beach house with the approval of the Parks Commission for the Crawford Jazz band rehearsals twice per month in September, October and November 2013; Taste of Yoga (a one-day event in September) and a Business After 5 meeting at a date to be determined. Motion passed unanimously.

4. Next Meeting

The Committee agreed on Tuesday, September 10, 2013 at 7:30pm.