

# Hiawatha Parks and Recreation



**To:** Park and Recreation Commission  
**CC:** Mayor and City Council  
**From:** Angie Cole, Park and Recreation Director  
**Date:** March 12, 2013  
**Re:** Park and Recreation Report

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## **Friends of Hiawatha Parks and Recreation Foundation**

President of the Friends of Hiawatha Parks and Recreation Foundation, Dave Saari, will be at the meeting to give us an update on the activities of the Foundation.

## **NW Territory Review:**

Attached is a preliminary timeline that shows what steps could be taken to acquire land for a new park location. Included in the timeline is the REAP grant which could be used for land acquisition. We hope to have a recommendation from the City Engineer Coordinator to move forward in contacting property owner(s) for possible purchase information.

## **RECREATION UPDATE:**

**Kids Movie Night:** March Kids Movie Night will take place on the 15<sup>th</sup>. This month's movie showing will be *Brave* an animated film. UICCU's Kirby the Kangaroo will be in attendance to visit with the kids before the show starts.

**Lil Cougars Dance Clinic:** The 'Lil Cougar Dance Clinic took place on March 10th from 1 – 2:30 PM in the Community Center for children ages pre-kindergarten through 5<sup>th</sup> grade. We have around 40 children signed up for the clinic. The children were split into two groups based on their age to learn a routine which they then performed for the parents at the end of the clinic. The children enjoyed pom-poms as part of their \$15 registration fee.

**Self Defense Class:** has been rescheduled to Sunday, April 21<sup>st</sup> in order to get better attendance. We currently have 7 signed up. Please help us grow attendance for this event by posting the flyers included in your packet.

**Monthly Newsletter:** We recently found a more efficient way to send out our monthly newsletter through our online system. As an alternative of sending it only to the recreation participants we are now able to

send it to each individual that registers through the Cogran software including community center and park pavilion rentals, in addition to recreation participants. We will now be sending the newsletter to over 3,475 individuals from 785 in the past.

**Foundation** - The Parks and Recreation Foundation needs to file a 1023 Form in order for us to be tax exempt and allow our sponsors to be exempt. Attorney Cynthia Boyle Lande has been hired to put this together for the Foundation. Kelly and I continue to work with them to make sure they have all the information they need to move forward. We also put together the recruiting meeting held March 7<sup>th</sup>.

### **Marketing**

We are working with Donna Ahmann to put together marketing information for the Drive In movies to collect sponsors and to promote the event. I have a interview with Mediacom and KCRG morning show this month to talk about our upcoming events.

### **PARK UPDATE:**

We have been researching trail lighting as one of the projects specified in our Parks and Recreation Comprehensive Plan. We have met with Alliant Energy and asked them to consider Clark Park as a pilot project to encourage other communities to install trail lighting. We are also researching different distributors of trail lighting to see which LED lights would be most efficient for our use.

This month we will start prepping for spring by putting additional chips in the playground and landscaping areas. We would like to take out the tall, metal slide at Tucker Park as it has a dent in the slide itself and serves as a safety issue. We will also start our chemical treatments for fertilizer and herbicide on all city properties.

We have submitted a Safe Routes to School grant for the Emmons Street sidewalk at Guthridge Park. We should hear if we are awarded that grant in June. We have budgeted in July to replace the sidewalk and develop the plaza near the new flagpole.

### **Paypal activity**

|              | <b>Sales</b> | <b>Fees</b> | <b>Net Revenue</b> | <b># transactions</b> |
|--------------|--------------|-------------|--------------------|-----------------------|
| July         | \$1,870.00   | \$66.11     | \$1,803.89         | 39                    |
| August       | \$2,355.00   | \$78.94     | \$2,276.06         | 35                    |
| September    | \$970.00     | \$31.78     | \$938.22           | 12                    |
| October      | \$1,360.00   | \$43.10     | \$1,316.90         | 12                    |
| November     | \$1,105.00   | \$34.48     | \$1,070.52         | 8                     |
| December     | \$590.00     | \$18.63     | \$571.37           | 5                     |
| January      | \$3,079.00   | \$103.91    | \$2,975.09         | 48                    |
| February     | \$3,753.00   | \$122.45    | \$3,630.55         | 45                    |
| Annual Total |              |             | \$14,582.60        |                       |