

Hiawatha Parks and Recreation



To: Park and Recreation Commission
CC: Mayor and City Council
From: Angie Cole, Park and Recreation Director
Date: January 5, 2012
Re: Park and Recreation Report

Chairperson

A new Chairperson and Vice Chairperson will need to be approved by the Commission.

Hawk A Model Club A Ford Club Yearly Use Agreement for Community Center

Hawk A Model Club A Ford Club would like to renew their Yearly Use Agreement for the Community Center. They have paid the yearly fee and these dates are open for their use. A motion from the Parks and Recreation Commission to the City Council is needed for approval.

Hiawatha Farmers Market:

A Farmers Market Vendors meeting was held on Tuesday, October 4th to hear suggestions from the vendors regarding the growth of the farmers market. The growth includes the number of vendors and customers attending the market. Vendors agreed the Hiawatha Farmer's Market is popular because we are very accessible to handicap and elderly people, Hiawatha has vendor lower fees, and we are easy to work with. Sandy Barnard was recognized for the great job she has done as the market manager this year. She noted she turned down an estimated 50 vendors due to running out of space. There was a lot of discussion regarding expanding the market into additional spaces on the 10th Avenue lot, 7th Avenue lot, etc. The consensus of the meeting was to keep the market a small farmer's market and limit the number of vendors.

- In addition the vendors liked the idea of renting out non-seasonal spaces by the month rather than the day to keep things easy and the open spots filled regularly.
- They asked to consider having a back-up vendor if a seasonal vendor knows they will not be at market for two consecutive markets or more.
- I will also be asking to reallocate the budget for Market Manager Contract. There are 28 markets during the season, from 9:30-2:30 pm. The current contract is \$500 for the year with no charge on her seasonal stall (\$150). That is \$23.22 per day / \$4.64 per hour.

Things to consider: New Bo City Market will be a year round event. I would anticipate they will start a Sunday Farmer's Market. Rumor is they will be charging up to \$200 a month for only 20 covered stalls. This is scheduled to start in the Fall of 2012.

"NewBo City Market will be a one-story market, but it will be significant in size – 8,000 square feet – with 49 permanent vendors, 30 seasonal and day sellers, a cooking kitchen, distribution for a low-income food co-op, and space for indoor activities and events such as concerts and festivals."
<http://newbocitymarket.wordpress.com>

To get in closer alignment with neighboring markets similar to Hiawatha's I would propose each space fee be raised \$50.

Cogran – Recreation Software Demonstration

We will be providing a demonstration of our software during the meeting. Our new software will be linked to our Hiawatha website. It will be marketed in the Activity Brochure, Facebook, and Newsletter.

Report:

Chad Spore – Hiawatha PTO met with us regarding a trail project the Hiawatha School is doing this spring. We shared some ideas and possibly a in-kind or monetary contribution towards their project. They are looking at making a fitness trail from Emmons Street south to W. Willman Street with 10-12 fitness stations. Our recreation department could utilize this for programs and it would be available to the public as well.

PARK UPDATE:

A 25 gallon and 60 gallon sprayer has been ordered to help with the chemical applications for next year. A swing set has also been ordered for 6th Avenue.

Tree trimming has taken up the majority of our time and we have been able to give much of the fire wood away only taking the brush to the land fill mainly from Fay M. Clark Memorial Park.

Since the weather has held out we will be installing some playground mulch borders at Guthridge Park to try to keep the chips under the swings and not in the grass.

RECREATION UPDATE

The 'Lil Cougar Dance Clinic took place on January 29th from 1 – 2:30 PM in the Community Center for children ages pre-kindergarten through 5th grade. There were 44 children involved in this 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.

February Kids Movie Night will be held on February 10, playing Mars Needs Moms. This movie is about a young boy named Milo gains a deeper appreciation for his mom after Martians come to Earth

to take her away. The University of Iowa Credit Union will be in attendance with Kirby starting at 6 PM and the movie starting at 6:30 PM.

The Friends of Hiawatha Parks and Recreation have completed the schedule for HiBRAI 2012. This will be the 10th year for this bike ride and the 2012 dates are August 18 – 19. The group will travel 110 miles round trip to Riverside Casino & Golf Resort for the second year in a row. The Friends group has secured 60 rooms for these riders at \$69.95/room, a special rate for this event. The group is also gearing up for their recruiting event. This event will take place on February 23rd at Casa Las Glorias and the goal is to create a stronger group which will aid them in having additional resources and a more independent group. This larger group would provide more support for the Parks and Recreation department.