

**SOUTH BEND BOARD OF PARK COMMISSIONERS
REGULAR MEETING
FEBRUARY 21, 2020**

The Board of Park Commissioners of the City of South Bend, Indiana met on Monday, February 21, 2020, at Howard Park Event Center, 219 S. St. Louis Blvd., South Bend, Indiana for its regular meeting. Notice of the date, time and place of the meeting were duly given as required by law.

Park Board members present were as follows:

Mr. Mark Neal, President
Mr. Dan Farrell
Ms. Consuella Hopkins

Park Board members absent were as follows:

Ms. Aimee Buccellato

VPA staff members present: Aaron Perri, Executive Director; Eva Ennis, Operations Coordinator; Bridget Noonan, Special Events Coordinator; Jonathan Jones, Recreation Director; Annie Gawkowski, Chief Development Officer; Jessica Spoor, Marketing Manager; Amanda Parker, Special Events Coordinator; Danica Kulemeka, Marketing Manager; Amy Roush, Development Director; Matthew Moyers, Partnerships Coordinator

Other city representatives present: Clara McDaniels, Assistant City Attorney

I. Call to Order

President Mark Neal called the meeting to order at 8:00 am.

II. Approval of Minutes

Motion to approve minutes of the January 21, 2020, Park Board meeting by Consuella Hopkins, supported by Dan Farrell, motion carried.

III. Consent Agenda

Motion to approve the consent agenda by Dan Farrell, supported by Consuella Hopkins, motion carried.

IV. Use of Parks – New Events

a. Music Village Block Party | May 2 | Howard Park

Josh Aerie with Music Village presented their Block Party event proposal. The Music Village is requesting the use of Howard Park for the annual Music Village Block Party from noon – 8 pm . The event will include regional bands, vendors, food trucks, and children’s activities. Bridget Noonan noted that she walked through Howard Park with the event organizers to work through the event logistics and layout.

Motion to approve the Music Village Block Party on May 2 at Howard Park by Dan Farrell, supported by Consuella Hopkins, motion carried.

b. NICU Reunion | May 31 | Leeper Park

Bonnie Hay, Memorial Hospital, 601 N. Michigan St., presented the NICU Reunion event. The event is for past NICU patients to reunite with doctors and nurses. The event has occurred in the past at a different location, but this will be the first time at Leeper Park. Bonnie Hay also requested having a petting zoo at the event. Aaron Perri replied that staff can follow up with the request after investigating whether there are any ordinances or policies prohibiting that.

Motion to approve the NICU Reunion at Leeper Park on May 31 by Consuella Hopkins, supported by Dan Farrell, motion carried.

V. Interviewing of Interested Citizens

Mark Neal opened the floor for citizen comments. There were no comments.

VI. New Business

1. Resolution 0001-2020: Howard Park Property Transfer

Aaron Perri explained that it came to the city's attention that the property of Howard Park is not in the Board of Park Commissioners ownership. To apply for various certificates/licenses, including a liquor license for the event rooms, the property must be in the name of the Board of Park Commissioners. The Board of Public Works signed a resolution that property at Howard Park into the ownership of the Board of Park Commissioners. In accordance with the resolution, there will also be a deed transfer moving the property over to the Board of Park Commissioners.

Motion to approve Resolution 0001-2020: Howard Park Property Transfer by Dan Farrell, supported by Consuella Hopkins, motion carried.

2. Resolution 0002-2020: Endorsement of Potawatomi Zoo Projects

Josh Sisk from the Potawatomi Zoo presented the upcoming plans at the zoo for upgrades to the giraffe and lion exhibits. He discussed grounds and building upgrades to accommodate the new animals. Josh Sisk also reviewed plans for parking lot upgrades to accommodate additional traffic anticipated to the zoo.

Josh Sisk noted that the entire project is a \$5 million capital campaign. \$1.8 million is already committed and the zoo will be announcing the fundraising campaign in the spring.

Aaron Perri noted that the resolution as written does not include the lion exhibit and requested that the board entertain a motion that amends the resolution to include "and lion exhibit" whenever the giraffe exhibit is mentioned. Aaron Perri also stated that the public private partnership agreement with the zoo states that any improvements above \$25,000 by the zoo be endorsed by the Board of Park Commissioners.

Aaron Perri shared that Commissioner Aimee Buccellato, who was not in attendance, sent a message to the board indicating she enthusiastically supports the plans with a request that no opportunities be missed to integrate any conservation, architecture, and native landscapes educational pieces.

Motion to approve Resolution 0002-2020: Endorsement of Potawatomi Zoo Projects with the addition of the lion exhibit by Dan Farrell, supported by Consuella Hopkins, motion carried.

3. Resolution 0003-2020: Endorsement of Park Bond E Transfer

Aaron Perri reviewed the plans for fixing the West Bank trail and completing the Gov. Kernan Trail upgrades on the upper Riverwalk. He also discussed the Lincolnway East Trail plans noting that

budgetary constrains and complexity with the current road system make the project more difficult to accomplish.

Aaron Perri reviewed the current funding situation for all three projects noting that all three projects are short funding to complete any of them in their entirety. Funding for Kernan Trail currently comes from Park bond D, insurance funds, and contribution from DC. West Bank Trail funding sources include Riverwalk TIF Bond, insurance funds, FEMA, and Riverwalk TIF cash. Lincolnway East Trail is funded from Park Bond E, Riverwalk TIF Bond and Riverwalk TIF cash. Aaron Perri recommended deferring the Lincolnway East Trail project to the future and transferring \$981,024 of bond proceeds from the Lincolnway East project to cover portion of the adjacent Kernan Trail and West Bank Trail.

Aaron Perri noted that he is introducing the topic but is requesting that the board table this item until the next meeting so the resolution can be reviewed in more detail.

Dan Farrell asked how each trail would rank in terms of public use. Aaron Perri replied that Lincolnway East is lowest in terms of public use. The other two trails are important for completing a critical loop system connecting parks and downtown trails.

Motion to table Resolution 0003-2020 to the next board meeting by Dan Farrell, supported by Consuella Hopkins, motion carried.

4. Summer Activities Expo Title Sponsor Agreement.

Jonathan Jones, Director of Recreation, shared that this is the 3rd Annual Summer Expo that is hosted by U93. VPA has been the title sponsor all three years. The event takes place at the Century Center on March 6 with anticipated attendance of 2,500. The event promotes activities taking place all over South Bend area and VPA will promote 15 of its summer programs at the event.

Motion to approve the Summer Activities Expo Title Sponsor Agreement by Consuella Hopkins, supported by Dan Farrell, motion carried.

5. Myriam Nicodemus Video Service Agreement

Eva Ennis reviewed the agreement for videography services with Myriam Nicodemus Photo & Film. Myriam Nicodemus will take video footage of all the events during Best. Week. Ever. 2020 and produce 3 short 20-30 second recap videos primarily for use on social media. VPA will also receive the raw video footage that is taken during the events.

Motion to approve Myriam Nicodemus Professional Service Agreement for Best Week Ever by Dan Farrell, supported by Consuella Hopkins, motion carried.

6. Burkhart Advertising Service Agreement

Jessica Spoor, Marketing Manager, reviewed the service agreement with Burkhart Advertising for billboards during Best. Week. Ever. She explained that VPA will do a “tease-and-release” campaign to announce the new theme for Best. Week. Ever. 2020 which is Chromatic. VPA is also focusing on advertising regionally more than previous years after receiving a grant from Visit South Bend Mishawaka for regional marketing dollars.

7. WSBT Advertising Agreement

Jessica Spoor reviewed the service agreement with WSBT for TV advertising for VPA in 2020. The agreement is for entire year and is shared between golf, recreation and general VPA branding. The

\$14,500 contract will provide 15 second spots throughout the year on WSBT and can be flexible with when those spots will run.

Motion to approve the WSBT Advertising Agreement by Dan Farrell, supported by Consuella Hopkins, motion carried.

VII. Report by Executive Director Aaron Perri

Aaron Perri gave the following updates:

- Monday, February 24 at 4:35 pm is the PARC Committee of the Common Council where VPA will deliver its annual report.
- April 29 is the Grand Opening of Pulaski Park
- May 9 is the Summer Ribbon-cutting of Howard Park to celebrate the turning on of the fountain, the opening of the Howard Park Public House, and present several new public art pieces.

No other questions or comments from the Park Commissioners, meeting adjourned at 9:10 a.m. by President Mark Neal.

The next regular meeting will be held Monday, March 16, 2020, at 5:00 p.m. in the Ribbon Town Room at Howard Park.

Respectfully Submitted,

Eva Ennis