



*We will enhance community and quality of life through people, parks, and programs.*

**Business Development Team of the Grand Traverse County Parks and Recreation Commission  
Tuesday, April 3, 2018, 5 p.m.  
Commissioners' Committee Room, Second Floor  
Governmental Center, 400 Boardman Avenue  
Traverse City, Michigan 49684**

**AGENDA**

**General Meeting Policies:** Please turn off all cell phones or switch them to silent mode. Any person may make a video, audio, or other record of this meeting. Standing equipment, cords, or portable microphones must be located to not block audience view. If you need auxiliary assistance, contact 231-922-4780 or TDD 231-922-4412.

Members: Pete Albers (Chair), Rodetta Harrand (Vice Chair), Alisa Korn, Andy Marek, Shirley Zerafa

- I. Call to Order
- II. Pledge of Allegiance
- III. Roll Call
- IV. Public Comment  
Any person shall be permitted to address the Parks and Recreation Commission, which is required to be open to the public under the provision of the Michigan Open Meetings Act, as amended (MCLA 15.261, et.seq.). Public comment shall be carried out in accordance with the following Board Rules and Procedures:
  - Any person wishing to address the Board shall state his or her name and address.
  - No person shall be allowed to speak more than once on the same matter, excluding Commissioners' questions. The President shall control the amount of time each person shall be allowed to speak, which shall not exceed three (3) minutes. The President may, at his or her discretion, extend the amount of time any person is allowed to speak.
- V. Approval of Minutes, March 6, 2017 Business Development Team Meeting
- VI. Approval of/Additions to Agenda
- VII. Food Trucks at County Parks (Discussion)
- VIII. Review of 2016 Business Plan for Civic Center Park and Recommendations
- IX. Second Public Comment (Please refer to rules above.)
- X. Notices and Team Member Comments
- XI. Adjournment



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**MINUTES**

- I. Call to Order  
Meeting called to order at 5 p.m.
- II. Pledge of Allegiance
- III. Roll Call  
Members Present: Pete Albers (Chair), Rodetta Harrand (Vice Chair), Andy Marek  
Members Excused: Alisa Korn, Shirley Zerafa
- IV. Public Comment  
There was no public comment.
- V. Approval of Minutes, February 20, 2018 Business Development Team Meeting  
MOTION by Marek, second by Harrand, to approve minutes of February 20, 2017 meeting. Motion carried.
- VI. Approval of/Additions to Agenda  
MOTION by Harrand, second by Marek, to approve agenda, as presented. Motion carried.
- VII. TC Tritons' Request to Use Medalie Park (Chris Bott, Director, TC Tritons)  
TC Tritons Director Chris Bott presented a proposal for the rowing group to use Medalie Park starting April 2018. Team members asked Director to ask the Parks and Recreation Commission to support Tritons' programming at the park.
- VIII. Review of 2016 Business Plan for Civic Center Park and Recommendations  
Team members asked to review the business plan during the team's April 2018 meeting, when more members would be present.
- IX. Second Public Comment (Please refer to rules above.)  
There was not public comment.
- X. Notices and Team Member Comments  
There were no notices or comments.
- XI. Adjournment  
Meeting adjourned at 6:30 p.m.



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Parks and Recreation Commission  
Business Development Team's  
**Business Plan for Civic Center Park**

**Goals:** For Civic Center Park to better serve community; bring more activity and events to property.

**Description:** Update Civic Center Park's facilities and add facilities, then market the revenue-producing facilities to maximize their use, bring income to Parks and Recreation, and provide more recreational options to community.

**Staff/Commissioner Assigned:** Kristine Erickson, Director; Alisa Kroupa, BDT Chair

**Relevance to Parks and Recreation Commission's Mission:** The Grand Traverse County Civic Center Park is a destination, and our community's "Central Park." This 45-acre property is an urban oasis in Traverse City, featuring lush, green spaces, a walking track, indoor swimming pool, outdoor amphitheater, skate park, pavilion, ice arena, basketball courts, ball fields, and more. The Civic Center attracts between 700,000 and one million visitors each year, proof that the power of parks is tremendous. People from all walks of life recreate at the Civic Center, indoors and outdoors. It is in use all year long. The mission of county Parks and Recreation is to **"enhance community and quality of life through people, parks and programs,"** which is tied to the Grand Traverse County Commission's strategic goal to "enhance the health and quality of life of the region." The Civic Center Business Plan enhances and builds upon existing green spaces, facilities, and amenities in the park to expand our community's connection to and appreciation for this multi-use property.

**Business Plan Start Date:** Immediately

**Completion Date:** Ongoing

**Location:** Civic Center Park, 1213 W. Civic Center Drive, Traverse City, Michigan 49686

**Specific Audience or Target Market:** Active individuals, regardless of age.

#### **Marketing Plan**

- Work closely with frequent user groups and park partners to cobrand and comarket events and facilities.
- Use the county parks' website and Facebook page to promote events and projects at the Civic Center, and to provide daily list of what's happening at the park.
- Promote on social media, the Parks and Recreation website.
- Advertise using all media, budget-permitting.

**Project:** Campbell Community Playground

**Description:** Build new playground

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** The former Kids Kove playground at the Civic Center was a great source of pride and joy, much beloved by our community. After 18 years of enjoyment by families and children of all ages, on October 1, 2014, the playground was closed after elevated levels of arsenic were detected in the soil, and an independent certified playground safety inspector found the structure non-compliant with current national safety standards. The structure was removed starting in May 2015. Kids Kove had served its community well, creating fond memories for countless families. The Grand Traverse County Parks and Recreation Commissioners and Department immediately committed to building a new, safe, accessible, unique playground structure at the Civic Center. Early in 2016, the Parks Department surveyed the community about design, theme, components, wishes, and wants for a new playground. A new playground design resulted from a collaborative community effort, based on the collective desire to bring a safe, inclusive, and family-centered structure again to our region. The Parks Department engaged in an on-line fundraising campaign for the new playground late summer 2016, and reached its \$50,000 goal on August 31, 2016, and subsequently received a matching grant from the Michigan Economic Development Corporation (MEDC) for the project.

**Project Start Date:** Last week in April 2017 or first week in May 2017

**Project Completion Date:** May 8, 2017

**Maintenance:** At least \$10,000 will be set aside for maintenance

**Location:** Southwest quadrant of Civic Center Park

**Specific Audience or Target Market:** All community members

**Marketing Plan:** Market on all media between January 2017 until ribbon cutting; cold-call potential donors for excavation and poured-in-place costs; reach out to potential community build participants; develop donor board to be displayed on site.

**Estimated Costs for the Project:** \$150,000 to \$200,000 for equipment, excavation and site preparation; ground covering (either poured-in-place and/or manufactured chips); tree-trimming; dumpsters for equipment packaging; maintenance fund; and food for volunteers.

**Project:** Dog Park

**Description:** Build a new dog park

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** A dog park will provide a place for dog owners to socialize and recreate. Many patrons use the track around the Civic Center to walk their dogs. A dog park will enhance dog owners' experience at the park, and attract new patrons.

**Project Start Date:** Summer 2017, budget-permitting

**Project Completion Date:** Summer 2017

**Maintenance:** Funds to be set aside for maintenance

**Location:** Northeast quadrant of Civic Center

**Specific Audience or Target Market:** Pet owners and dog walkers

**Marketing Plan:** Use all media to promote and raise funds; hold ribbon-cutting ceremony; promote to all pet-related businesses in community.

**Estimated Costs for the Project:** \$6,000 for fencing; site preparation; running a water line to area; purchasing and installing bag dispensers.

**Project:** Old Probate Court Facility

**Description:** Empty out, clean, and transform old Probate Court facility into usable, rentable space.

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** This space could serve as a meeting and classroom space for the community, and earn revenue for Parks and Recreation.

**Project Start Date:** 2017

**Project Completion Date:** 2017

**Maintenance:** Maintenance costs to be included in county budget each year.

**Location:** Northwest quadrant of Civic Center

**Specific Audience or Target Market:** Business community; YMCA; small event organizers; Senior Center Network.

**Marketing Plan:** Use all media to promote, once space is ready to rent.

**Estimated Costs for the Project:** \$2,000 for staff time to clean and paint space; paint; and cleaning materials.

**Project:** Sector Building

**Description:** Clean out and transform old sector space

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** Once cleaned out and painted, the space can be used by Norte'! to house its office and bike repair shop, becoming a place where children and parents can meet after school, socialize, and learn. Norte's presence will bring more life to the Civic Center, promote the national and state Safe Routes to School program, and encourage health, wellness, and safety among children. The Civic Center is uniquely positioned to serve as a hub for families and children walking and biking to and from the nearby schools. The space will bring revenue in for Parks and Recreation.

**Project Start Date:** December 2017

**Project Completion Date:** December 2017

**Maintenance:** Maintenance costs to be included in county budget each year.

**Location:** Southeast quadrant of Civic Center

**Specific Audience or Target Market:** Our community.

**Marketing Plan:** Norte'! is a Parks and Recreation partner. Both will cobrand and comarket using all media, especially social media. Both will participate or be represented at each other's public events, whenever possible. Cobranded signage will be placed near the Sector Building, thereby informing the public of the partnership and the office's location.

**Estimated Costs for the Project:** \$100 for Park Ranger's time moving items out of space.

**Revenue:** \$250 per month for one year, payable to Parks and Recreation = \$3,000, + \$1,000 clean-up fee payable to Facilities Management = \$4,000 total.

**Project:** Native American Marker Tree

**Description:** Clean up area around tree to honor its rich historical significance.

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** We are fortunate to have this historical marker at the Civic Center. Cleaning up the area and providing educational signage, benches, and landscaping will give our community a place to meet, greet, reflect, and learn. It will serve as a place where, each year, a Native American awareness event can take place.

**Project Start Date:** Fall 2015

**Project Completion Date:** Spring 2017 (Following landscaping by TBAISD students and the purchase and installment of a bench near tree)

**Maintenance:** Staff time to repair any broken fencing; mowing; periodic trash removal; pruning tree, if and when necessary.

**Location:** Northeast quadrant of Civic Center

**Specific Audience or Target Market:** Our community

**Marketing Plan:** Dedication ceremony held October 25, 2016; all media used to promote throughout 2016.

**Cost for the Project:** A total of \$9,931 has been spent on this project. Parks and Recreation received a grant from the Grand Traverse Band of Ottawa and Chippewa Indians for \$6,937, which funded the majority of the following: new fence, grass seed, relocating ballfield dust bins, and Facilities Management staff time to install the fence and seed the area. Parks and Recreation spent \$2,994 for some of the work described above, for Native American Marker Tree expert consulting fees, for the stone etched with educational messaging, and gifts for the Tribal members who participated in the dedication ceremony. In 2017, budget-permitting, Parks and Recreation will purchase a bench to be placed near the tree.

**Project:** Indoor Concession Stand

**Description:** Clean and paint indoor concession stand

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** The concession stand is outdated and unremarkable. Painting and cleaning it will showcase the food being served and update its appearance, making it more family friendly and noticeable. The result will be a space of which we can be proud.

**Project Start Date:** January 2017

**Project Completion Date:** January 2017

**Maintenance:** This space needs new equipment. A request for proposals for vendors to bring in their own equipment could be made. Or, Parks and Recreation can apply for grants to fund new equipment. In the meantime, the Pizza Wagon is leasing the space until April 2018.

**Location:** Civic Center Building

**Specific Audience or Target Market:** Our community

**Marketing Plan:** Parks and Recreation and the Pizza Wagon are partners. In 2017, both entities will cobrand promotions in all media and through signage to let the public know there is a place to purchase food. Pizza Wagon will set a more consistent schedule that can be marketed to the public.

**Estimated Costs for the Project:** \$300 for paint. Exterior will be a mural designed by local artist Charley Murphy and painted by volunteers from the Senior Center Network. Up to \$1,000 will be spent for either Facilities Management or a subcontractor to paint the interior of the concession stand. Total = \$1,300.

**Project:** Howe Arena

**Description:** Increase use of Howe Arena through marketing to produce revenue to put back into arena maintenance; replace bleachers.

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** The arena at the Civic Center is underused when not occupied by Centre I.C.E. It could be used for more meetings, camps, day care, shows, etc., serving a need in the community and beyond.

**Project Start Date:** January 2017

**Project Completion Date:** Ongoing

**Maintenance:** Except for new bleachers, regular arena upkeep costs would apply.

**Location:** Civic Center Building

**Specific Audience or Target Market:** Community and statewide

**Marketing Plan:** Use all media, especially *Ticker* and Facebook ads to promote space for rent.

**Estimated Costs for the Project:** \$500 for promotions; \$200,000 for new bleachers.

**Project:** Picnic Shelter and Parking Lot Improvements

**Description:** Re-roof and paint Picnic Shelter to increase its use and generate more revenue; pave dirt parking lot north of the shelter.

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** Parks' mission is to "enhance community and quality of life through people, parks, and programs." The picnic shelter is in an area of the park that could and should be more used by our community. The new nearby playground will make the shelter even more appealing for family parties and community gatherings. The pavilion is in disrepair and used by homeless individuals at night. Cleaning, repainting, and repairing it will show that we are proud of this facility. It also will bring more users and more revenue.

**Project Start Date:** 2017-2018

**Maintenance:** Maintenance costs should be included in regular county budget each year.

**Location:** Southwest quadrant.

**Specific Audience or Target Market:** Community and beyond

**Marketing Plan:** Use all media to promote for rent.

**Estimated Costs for the Project:** \$10,000 to pave parking lot, replace shelter roof, purchase paint, and pay staff or subcontractor to paint.

**Project:** Outdoor Pickleball Courts

**Description:** Build pickleball courts, possibly in area of former Kids Kove playground.

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** According to the YMCA and the Senior Center Network's statistics, pickleball is becoming one of the most popular sports among all ages. There are not enough tennis courts or pickleball courts to serve our community. Some pickleball courts at the Civic Center would greatly expand recreational opportunities and venues in our community, and revenue could be generated for their use.

**Project Start Date:** 2017-2018

**Maintenance:** Maintenance costs would come from any fundraising endeavor, with an amount set aside for annual maintenance into perpetuity.

**Location:** Southeast quadrant.

**Specific Audience or Target Market:** Community and beyond

**Marketing Plan:** Use all media to promote fundraising period, construction, ribbon-cutting, then availability for use and rent.

**Estimated Costs for the Project:** \$140,000

**Project:** Pugsley Building

**Description:** Clean up and repair or tear down Pugsley Building and landscape area.

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** An eyesore, this building could be cleaned and repaired for use as a cultural affairs center and unique meeting space/gallery. It could be rented for revenue. Or, it could be torn down and the area used for another purpose.

**Project Start Date:** 2017-2018

**Maintenance:** Following improvements, maintenance costs could be built into county budget each year.

**Location:** Northeast quadrant of Civic Center

**Specific Audience or Target Market:** Community and beyond

**Marketing Plan:** To be determined, depending on nature of project.

**Estimated Costs for the Project:** \$50,000 to re-roof, repair, and clean building inside and out. \$100,000 to tear down, remove debris, and landscape area.

**Project:** Amphitheater

**Description:** Repair and clean up amphitheater

**Staff/Commissioner Assigned:** Kristine Erickson, Director

**Relevance to Parks and Recreation Commission's Mission:** The amphitheater is rarely used, and has great potential to be a venue for entertainment and cultural events. Like the pavilion, it is in disrepair and used by homeless individuals at night. Cleaning, repainting, and repairing the amphitheater will show that we are proud of this facility. Marketing it will bring more users, more revenue, and bring cultural events and opportunities that will expand services to the community.

**Project Start Date:** Spring 2017

**Project Completion Date:** Spring 2017

**Maintenance:** Start setting aside funds from rental revenue for annual maintenance into perpetuity.

**Location:** Southeast quadrant of Civic Center

**Specific Audience or Target Market:** Our community, theater companies, musicians, and other performers.

**Marketing Plan:** Use all media to promote its availability. Work with event planner to establish a summer concert series

**Estimated Costs for the Project:** \$2,000 for paint and staff or subcontractor time to paint, clean, and make structural repairs.