

**SUPERINTENDENT'S AUGUST 2022 REPORT
COMMUNICATIONS TO BOARD OF PARK COMMISSIONERS
Park Superintendent's Monthly Report Summary**

With August beginning, the peak summer season is starting to wind down. There have been lots of things happening in Parks and we are starting to see some trends towards what is perhaps the new normal in a post-pandemic parks system. Most of the special events that have occurred in Parks for decades have been back, new events are being planned and developed, and overall park usage is still very high. Staff will be analyzing data points that we have for usage over the coming months, as the start of the Park and Open Space Plan is coming soon.

Parks submitted its operating budget request in July. It focuses on securing and realigning resources to move us forward. We are working to build into the base budget some of the staff needed to support our work. Focus areas for this are GIS/Asset management and taking care of the needs of the new Olin Facility. We will also be seeking resources to support the pending growth in the system from the absorption of the Town of Madison. Finally, we are hopeful to put forth a supplemental that focuses us forward on supporting the Parks Alive program in a sustainable manner. This supplement was a collaboration with other agencies and the City's Neighborhood Resource Teams (NRTs).

The Aquatics season has been a challenge with guard shortages. The Waves had a great season including hosting All-City Dive. Planning for next year's All-City Swim has begun and a lot of work will need to be done by both the Friends of the Goodman Waves and Parks to make this event a success.

For Golf, we were pleased to welcome golfers back to The Glen on July 1st. With the reopening, we are hopeful we can make up some of the modest gap we have in rounds and revenue from 2021. As of August 3rd, revenue is over \$2.7M and rounds have reached nearly 77K. This should, weather permitting, put the Enterprise in a position to meet the goal of \$3.7M in revenue and come very close to the goal of 122K rounds.

The Olin Park Facility project continues on track and MMSD has begun its work to reconfigure the West wing space to accommodate MSCR. They have a goal of joining us at the facility by October. MSCR would not have an immediate programming plan for the facility, as that would likely commence with their winter offerings. At this point, it appears that the likely move-in date for Parks will be in mid-late October.

Future Commission Items

- Golf Enterprise Update – In addition to the ongoing work around the Glen Golf Park, including updating the clubhouse, the Golf Team is working to continue engagement around the potential for changes at Yahara and the subsequent needs for the entire Golf program.
- Land Management Plan Update – The Parks Division team will be working over the coming months to conceptualize opportunities to improve land management standards and the corresponding plan moving forward. The Plan has done a lot of good to move the system forward, but the team feels it is reasonable and appropriate to focus resources on continuous improvement efforts in this area by working with Habitat Stewardship Subcommittee over the coming six to nine months. An anticipated timeframe for the Commission to review a draft update to the Plan is fall of 2022.
- Operating Budget Service Level Briefing – The team is working to prepare a presentation to the Board on service level changes based on final outcomes of the budget process. As currently resourced, there will be reductions in services from historic norms in aquatics and operations that will have an impact. Given the reductions are mostly in hourly staffing the impacts are a challenge to plan for with specificity, but will create challenges for hours of coverage for lifeguards at beaches, mowing and trimming operations, restroom and shelter date availability, as well as impacts on general maintenance support for the park system. The goal is to present information on this prior to budget adoption in the Fall.

Personnel Updates

New Hires & Promotions:

- Cal Steinberg was promoted from Painter to Parks Maintenance Mechanic in Parks Facilities Maintenance. He started his new role on July 11, 2022.
- CJ Ryan started her position as Assistant Parks Superintendent on Monday, July 25, 2022.
- Jeff McMahan was promoted from seasonal hourly laborer to Parks Worker with Mall Maintenance. He will start his new role on August 8, 2022.
- Jason Vroman has accepted the Ranger Supervisor position. He will start with Parks on August 22, 2022.

Departures:

- Dan Rodman will be leaving his position as Parks Surveyor 2 effective August 15. Dan has been with Madison Parks for 15 years and has made significant contributions to the Parks system.

Section reports

Park Operations

Conservation:

- Continued to work on controlling hedge parsley at Cherokee Marsh and Elvehjem, and surveyed the upper Yahara River for purple loosestrife.
- Continued trail maintenance with several days devoted to mowing ski trails at Elver and trimming back encroaching vegetation along wooded trails in conservation parks.
- The Operation Fresh Start crew and Friends of Owen volunteers worked on removing Himalayan pokeweed from Turville Point and Owen, respectively.

Construction:

- Removed the western tennis court at Rennebohm Park and the foot bridge at Sunset Park, which will be replaced with a new bridge.
- Began work on the new Elvehjem Park nature play, spread playground mulch at Carpenter-Ridgeway Park and transported 3,000 yards of donated topsoil to Parks property.

Facilities:

- Replaced bounding boards on tennis courts at Reindahl Park, and began removing shutters from the Brittingham Boathouse for refurbishing this winter.
- Completed repair work on the clubhouse and pump house at The Glen, and boarded up three houses owned by Parks on Milwaukee Street.
- Performed daily work orders, inspections, and preventive maintenance.

General Parks:

- Supported the work needed for special events including Opera in the Park at Garner Park, the Women's National Disc Golf Tournament at Elver Park, La Fete de Marquette at McPike Park, and the Disability Pride Festival at Warner Park.
- Continued to complete beautification projects throughout the park system.
- Completed summer fertilizer applications to athletic fields. Organic fertilizer was applied to the trial fields at Olbrich Park and Flagstone Park as part of the organic field pilot program.
- Volunteers removed unwanted vegetation at Demetral, Filene, and Hudson Parks.

Mall Concourse:

- Gave priority to watering plants and flowers as dry weather continued. The planters have filled in nicely, and sunflowers planted in the Library Mall and Children's Museum landscape beds have started to bloom.
- Supported an increase in power washing sidewalks, bus shelters and other amenities due to the lack of rain.
- Supported the work needed for special events including Concerts on the Square, Maxwell Street, and Art Fair On the Square.

Community Services Report August 2022 – Terrence Thompson**Community Events (Kelly Post):**

- The City of Madison and Madison Parks are hosting many fantastic summer events. Most of our tried and true annual events have returned to their respective communities' delight. We also have many new events, big and small.
- Parks Alive is wrapping up the summer in August. These weekly events have brought joy, food, and resources to all the NRT neighborhood communities. They are a true testament to what can be accomplished when multiple City Divisions and community groups unite for the good of our communities.
- The Carts in Parks program is still connecting locally owned food carts with Neighborhood and Community Events and offering daily vending sites in multiple Madison Parks. We are learning so much with this program and hope to use this knowledge to update Madison Parks vending policies.

Warner Park Community Recreation Center (Zach Watson):

- On 7/23/22, the WPCRC staff team received a #TeamCity award, recognizing support for the temporary men's shelter and quick restoration for public use. This was the first in-person ceremony in over 2 years.
- The KNOW program partnership with the Madison Parks Foundation is 1 of 3 finalists for a \$100,000 grant from the 100 Men of Dane County. The Youth Leadership and Evaluation has been meeting weekly and developing a promotional video for the grant. Grant funds will be used to purchase a 15-passenger van to support transportation needs and expand program opportunities for the KNOW program.

Recreation Services (Tracey Hartley):

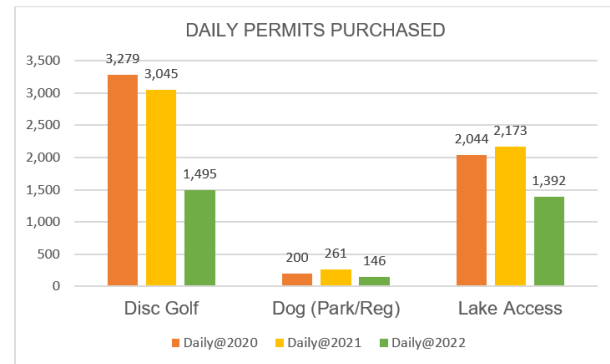
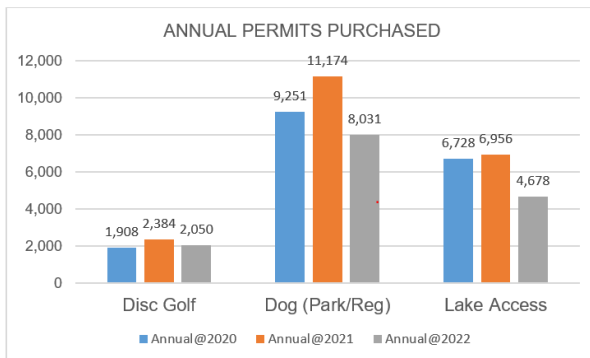
- The Sina Davis Movies in the Park program is underway, and the movies have been well attended. Learn to Stand up Paddle Board and Kayak has 68 people signed up for the Marshall Park event in collaboration with Marshall Boats. The event will end with the movie Surf's Up on 7/28/22.

Aquatics (Shane Martin):

- We hired two new Aquatic Supervisors that started the week of July 24. After months of planning and collaboration with the Goodman Waves, the All-City Dive was successful, with 354 divers competing. With the swim team's season complete for the summer, we have additional lap lanes and times available for lap swimmers during the week. In addition, on 7/28/22, we offered a new free event, Adaptive Swim, in collaboration with Madison School & Community Recreation (MSCR). MSCR provided 4 aqua wheelchairs for the event.

Customer Service (Joanne Austin):

- **Shelter and Athletic Reservations:** Parks continue to be busy, which shows with our reservations. Each week front staff are constantly communicating with park users, collecting keys from previous reservations and issuing them out again for upcoming reservations.
- **Permit Sales:** Online transactions (both annual and daily) are constantly being processed, and annual permits are mailed to customers as soon as possible. The 2020 and 2021 totals below were for 12-months, while the 2022 permit totals are from November 15, 2021, through July 29, 2022. Parks will begin selling 2023 permits on November 1, 2022.



Rangers (Joanne Austin):

- The Hourly Disc Golf Ranger recruitment process is underway. The job posting for the permanent Ranger position closed on July 24, and Human Resources has received over 250 applications! This is very exciting, and we look forward to having a full Rangers team by early September.
- It has been a pleasure serving as the Interim Ranger Supervisor since June 2021. I do not doubt that the Ranger team will make every effort to keep parks safe and enjoyable for everyone, as they will continue to educate park users and enforce park rules and City Ordinances each shift they work. On August 22, Jason Vroman will begin as the new Ranger Supervisor. Communication between Rangers and Customer Services staff will always be critical to the success of the work we all do for our Park users, so I look forward to keeping in touch with everyone!

Olbrich Botanical Gardens

- Blooming Butterflies returned on July 13, 2022. This is Olbrich Botanical Garden's signature summer event that welcomes hundreds of butterflies into the Bolz Conservatory. Additional activities for the event include a pollinator search activity in the Gardens and a Story Walk featuring the book "Flowers are Calling". Attendance so far for the event are on track to reach more than 20,000 guests.
- Music is back in the gardens! Olbrich Botanical Gardens participated in Make Music Madison again on June 21, 2022 with a variety of performers in the Gardens from 10am-8pm. In addition, live music is hosted in the Gardens every Tuesday evening this summer at 7pm.

- On Thursday, June 16, 2022, Destination Madison hosted area businesses and organizations to reveal their [new brand campaign](#) at Olbrich Botanical Gardens. They featured many highlights of Madison within their brand campaign video and ads including the Royal Thai Sala at Olbrich Botanical Gardens. The campaign also identifies four key audiences they are targeting to visit Madison, WI along with the strategies to reach these audiences.
- City of Madison Engineering put out a request for proposals for a structural and mechanical assessment of the Bolz Conservatory. City staff are currently reviewing these proposals. This assessment will provide the City of Madison with a list of capital improvement projects and their level of priority in order to maintain the 30+ year old glasshouse. Anticipated completion of the assessment is December 2022.