

SUPERINTENDENT'S SEPTEMBER 2022 REPORT

COMMUNICATIONS TO BOARD OF PARK COMMISSIONERS

Park Superintendent's Monthly Report Summary

School is back in session and with the passing of Labor Day we are moving into the late summer phase of the Parks calendar. There are still lots of events scheduled throughout the system in September, but the fall leaves are just around the corner. Our team is preparing for a winter season that provides opportunities for Madisonians to still get outside and be active. The WPCRC has a busy program schedule throughout the school year. We are already planning for skiing, skating, snowshoeing, and sledding. Parks will also be spending time this fall and winter in developing a clearer and digestible work plan for the Division. The goal is to better connect the public, staff, and policymakers to what is happening and how Parks is working to achieve the goals of the City.

The Aquatics season is effectively over, but planning for next season is beginning now. Hosting All-City Swim will be a major item for the team. Park Operations is working to improve the landscaping at the Pool, with a focus on sustainability, native species, and making some spaces a bit more functional.

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 30th, revenue is over \$3.3M and rounds have reached nearly 100K. This should, weather permitting, put the Enterprise in a position to exceed the goal of \$3.7M and possibly achieve another \$4M year. From a rounds perspective, our goal to start the year was 122K, and barring major setups it is likely we will surpass that as well.

The Olin Park Facility project continues to move forward. MMSD has done substantial work on the West Wing to reconfigure it to better accommodate MSCR. They have a goal of joining us at the facility this year. 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 late October to mid-November. These dates are not yet being publicized as we want to ensure we are on track prior to doing so.

Future Commission Items

- Golf Enterprise Update – The Golf Team is working to prepare a report to the Golf Subcommittee, Facilities Programs and Fees Subcommittee, and the Board of Park Commissioners on the past 2 years of operations as well as an outlook on future opportunities to continue to implement the Task Force on Municipal Golf in Madison Parks' recommendations.
- 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 three months. An anticipated timeframe for the Commission to review a draft update to the Plan is fall/winter of 2022-23.
- 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.

- Subcommittee Structure and Roles – based on the conversation at the September meeting, staff expects to do more work related to the future of the BPC’s subcommittee structure. This work is rooted in the Task Force on Governmental Structure report.

Personnel Updates

Departures:

- Zac Eckberg resigned from his position as Parks Operations Leadworker. His last day was September 1, 2022.

Acknowledgements:

The Parks Division’s Management Team wants to express deepest gratitude to Joanne Austin for serving as the provisionally appointed Ranger Supervisor since June 2021. Joanne led the Ranger Team through a time of great transition due to many vacancies and a number of challenges. Her service to the Parks Division and City of Madison is greatly appreciated. Joanne resumed her role leading the Parks Administrative team as Customer Services Supervisor on August 22, 2022.

Section reports

Planning and Development

- **Far West Park Planning Update:** Parks held a second public information meeting for the Far West Master Planning effort concerning Acacia Ridge, Acer, and Birchwood South Parks on 8/11. Previously, the community survey gathered a strong response with thoughtful input. At the meeting, participants expressed overall satisfaction with the draft master plans and feeling as though their input had been considered and incorporated. Planning staff anticipate presenting the master plans to the BPC for adoption on 12/14/2022.
- **Reindahl Park Master Plan Update:** Parks opened a community survey for input on the Reindahl Park Master Plan update process and gathered a good response with helpful input. The first public input meeting is scheduled for 8/30 at the East Madison Community Center where staff intends to gather additional input. A second public meeting is scheduled for 10/4 to receive feedback of a draft master plan update. Staff will then revise the master plan update based upon community feedback and present it at a third public input meeting on 10/27. Additionally, Parks plans to meet individually with community stakeholders between the first and second public input meetings. Planning staff anticipate presenting the updated master plan to BPC as an informational item in November, and as an item for adoption in January.
- **Cyclocross Practice 2022:** Parks will again host a series of cyclocross practices throughout the park system in 2022. Practices run Wednesday evenings from 5pm to 7pm with a rotating schedule between 6 sites listed below. These practices allow both

new and experienced off road cyclist to enjoy a short mowed course on parks property for an evening. The courses are mowed by Parks operations staff and practices and “learn to ride” clinics are hosted by volunteers from the local group Capitol Off Road Pathfinders. This the is the 4th year Parks has hosted cyclocross practices and attendance continues to grow, often 60+ riders can be found at a practice.

- Practice schedule:
- Aug-17th- Aldo Leopold Park
- Aug 31st- Door Creek Park
- Sept 14th- Olin Park
- Sept 28th- Olbrich Park
- Oct 12th- Reindahl Park-
- Oct 26th- Marshall Park

Community Services Report June 2022 – Terrence Thompson

Community Events (Kelly Post):

- As we transition into the Fall, we have many great events to look forward to. September and October are great for enjoying the outdoors. September hosts large, outdoor Street Use events like the Taste of Madison, Ironman, and the Willy Street Fair. Madison Parks host several run/walk fundraisers, many cultural community events, and neighborhood-focused events in the Fall months.
- Fall is the time of year to analyze event data collected throughout the year as we prepare for next year. We go over lessons learned and work on process improvements for the future. Additionally, we update websites, applications, and processes to serve event organizers and our community better. We have a bit of catching up to do this Fall, as the summer months were focused entirely on permitting, and we are looking forward to shifting our focus to other areas within Community Events.

Warner Park Community Recreation Center (Zach Watson):

- The WPCRC will be closed from August 29-September 2 for annual facility maintenance, including front sidewalk replacement.
- The KNOW Program partnership with the Madison Parks Foundation hosted the Big 8 Alumni Basketball Camp Series and welcomed 40+ boys and girls ages 11-18 each session. The camp was led by Deang Deang, a former NESYB and East High School standout player that went on to play for Eastern Illinois and currently plays for Academy of Arts University in San Francisco. The camp featured other former Big 8 Conference greats and was free for the community.

Recreation Services & Aquatics (Shane Martin)

- We hired our new Event Services Attendant, Emma. She started at the beginning of August and will assist with events, movies, and the learn-to series. The Goodman Pool closed on Friday, August 26. Vilas will be staffed on Saturday and Sunday, August 27 and 28. We will continue to clean and lock up Bernie’s, B.B. Clarke, and Vilas beach house every evening through Monday, September 5. Public health orders shut down the splash pad at Elver Park because the emergency phone is not working. We are working on a solution to fix the phone to get the splash pad back open.

Customer Service (Joanne Austin):

- It has been a beautiful summer, and anyone driving through the city can see that shelters and athletic fields keep park users active and engaged in our community. Athletic and

shelter reservations are beginning to wind down for the summer, and fall athletic reservation requests continue to stream in. Staff will soon begin processing requests to reserve shelters in 2023, starting Tuesday, November 8.

- The front staff are constantly responding to emails sent to our general parks mailbox and answering numerous calls daily. City IT has confirmed that between May 30th and August 24th, the front staff fielded 5,996 calls to the main office phone number. With two of our four front desk staff being relatively new in their roles this year, continued cross-training between staff members will prepare the team to work more efficiently and allow them to continue providing the excellent services our internal and external customers expect.

Rangers (Joanne Austin):

- New Ranger Supervisor, Jason Vroman, started Monday, August 22 and we are excited to have him onboard.
- Interviews are underway to fill the remaining Permanent Ranger position. We look forward to being fully staffed for the first time since March 2021.

Olbrich Botanical Gardens (Tanya Zastrow):

- Olbrich Botanical Gardens kicked off the strategic plan the week of August 8, 2022. Rick Daley from EMD Consulting out of St. Louis, MO is the lead on the process. Rick has years of experience leading public gardens as a director and consulting with public gardens to create strategic, master, operational, and staffing plans. He is partnered with Tim Prince from Findorff Strategies and Debbie Biddle from The People Company. Tim will lead community engagement and Debbie is leading the DEI initiatives for the plan. The plan is anticipated to be complete in late 2022 or early 2023. The plan will outline the mission and vision for the Gardens. It will also define 3-5 transformative goals that will guide the work of the Gardens for the next 3-5 years.



- This summer Olbrich Botanical Gardens celebrated volunteers in two different events. In July volunteers that have contributed over 1000 hours gathered for cake, lemonade and storytelling about their volunteer experiences at the Gardens. Volunteers have contributed about 210,000 service hours since 1990! Over 100 volunteers have contributed 1000 hours or more! Their dedication and service is equivalent to 3 full-time staff.



In August, Olbrich Botanical Gardens hosted an Ice Cream Social for volunteers. The event brought volunteers and staff together to celebrate the contributions of our many talented volunteers. Katie Crawley from the Mayor's Office joined in on the celebration as well.



- A beloved event returned to Olbrich Botanical Gardens this summer. Blooming Butterflies brings the Bolz Conservatory to life through butterflies. Over 23,900 guests visited during the 3-week event to see favorite butterflies such as monarchs and malachites. Butterflies in the garden also put on a show with the rare zebra swallowtail observed and photographed by many guests. Butterfly enthusiasts from across the state drove to Olbrich Gardens in hopes of seeing this rare butterfly. The exhibit also included Butterfly Action Day where guests learned about actions they can take to provide butterfly habitat at home. Multiple news media covered the exhibition:
 - <https://www.nbc15.com/2022/07/26/olbrichs-blooming-butterflies-exhibit-highlights-monarch-conservation-efforts/>
 - https://www.wkow.com/video/making-blooming-butterflies-possible/video_60fc1e5d-d518-50bb-a384-18baf42519c0.html
 - <https://www.channel3000.com/olbrich-botanical-gardens-hosts-butterfly-action-day/>
- In June, Olbrich Botanical Gardens hosted garden bloggers who were visiting Madison for a conference. One of the garden bloggers captured her visit in photos and words on her popular blog. Visit this link to read about her visit to Olbrich Gardens.
<https://www.penick.net/digging/?p=83315&fbclid=IwAR349qkDA6xt8FbKaP8G9xRO963RHZgE3JxbKK7BTMI5K4iFYVIWTChyO3c>