

NOTICE OF MEETING

CITY OF BRANSON



ADVISORY PARK BOARD

Committee Meeting – Tuesday, February 21, 2017 – 5:15 p.m.
Branson RecPlex – 1501 Branson Hills Parkway – Branson, MO

AGENDA

- 1) Call to Order.
- 2) Approval of January 17, 2017 Minutes.
- 3) Presentation of Financial Report.
- 4) Review of Priority Based Budgeting. [CPBB Flow Chart]
- 5) Update on New Staff Member.
- 6) Update on Lakeside Forest Projects.
- 7) Review of Spring/Summer Activity Guide.
- 8) Park Board Presentation at April 25 City Council Meeting.
- 9) Member's Report.
- 10) Adjourn.

Where Values are the Difference

FEBRUARY: Leadership

Exhibiting a positive example in leading others toward achievement

Posted: February 17, 2017

At: _____ By: _____

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Lisa Westfall, City Clerk, 417-337-8522

Park Board Minutes
January 17, 2017

Members Present: Candy Sullinger, Julie Wolfe, Perry Phillips, Wes Stoner, Bob Simmons, and Jamie Whiteis, Members Absent: Bryan Bronn, Mica Farley, Garrett Vanderpool and Gabe Miller
Staff Present: Cindy Shook, Jason Reinsch, Traci Burrow, Marsha Fulton

The meeting was called to order. Wes Stoner made a motion to approve the Park Board minutes from November 15, 2016. Jamie Whiteis seconded the motion. All were in favor.

Business:

1. The first item on the agenda was the presentation of the financial report. Cindy opened this item by reporting that we are still one month away until the end of the year report. Wes Stoner asked about Day Camp. Cindy explained that the \$1.00 pay increase to workers, coupled with a percentage adjustment for the Recreation Specialist that oversees the program, resulted in a significant increase in expenditures. Jason added that a fee increase for 2017 will help offset the increase going forward. Bob Simmons made note that the dog park looked good in the report. He then added that his neighbor, Andrew Gibson, had recently taken his dog to the dog park and he had recommended they think about concessions and the sale of balls at the dog park. Additionally, Mr. Gibson wondered why there weren't bocce balls in the park for patrons to use. Cindy stated that it was something for them to think about and she too was happy to see memberships for the dog park up again in 2016.
2. The next item on the agenda was the review of the adopt a senior program. Cindy explained that this idea had been kicked around for several years but had taken someone to have the initiative to take it on and that person was Traci Burrow. Traci then stated that she was grateful and happy that this was one of the most successful programs she had been a part of. She went on to say that due to its success, she will be starting to work on the program earlier in 2017 as she anticipates it continuing to grow. Wes asked how many seniors participated and Traci responded about 70 seniors were given gifts. She stated that names were gathered from the home bound meal program, seniors that visited the center and area nursing homes. Traci remarked the experience had been very rewarding and many of the recipients had written back expressing their appreciation. Cindy reported that she had delivered gifts and agreed it was very rewarding and remarked how extremely organized Traci was. Traci then shared with the board the current newsletter and explained that she was continuing to get new sponsors and how Oxford and Phoenix Home Health Care had recently become sponsors for the weekly bingo. Traci concluding this item by stating that she continues to try new ideas to discover what will resonate with the senior population and is excited going forward to be able to offer new options.
3. The next item on the agenda was the review of the Missouri Parks and Recreation Association legislative platform. Items on the platform includes parks as safe havens, trail initiatives, bonding and tax initiatives, environmental stewardship, and building healthy individual and communities. Cindy reported that Taylor Lee will be traveling to Jefferson City on January 31 to participate in the MPRA Legislative Day and may get a chance to talk to our representatives about what's going on in Branson. Candy asked when the MPRA conference would be held in Branson. Cindy responded that the date was rapidly approaching, as it is the first week in March. Wes inquired if there were any state funding cuts that would affect the parks department. Cindy stated that was one of the main reasons to send someone to Legislative Day so they could be kept abreast of anything that may be happening.

4. The next item on the agenda was the update on the Lakeside Forest project. Jason opened this item by explaining that the weather had caused them to fall a little behind, but the homestead project could start later this week or possibly next as well as the nature playground and pavilion. Jason added that staff from Public Works had been extremely helpful and made a huge impact on the project by helping with the parking lot, creating a pad for the playground and installation of concrete for the pavilion and sidewalks. Candy inquired as to if there had been any more incidents at the property. Jason stated that so far all was fine and that they had purchased game cameras to put in the trees to at least allow for pictures to be taken if anything were to happen.

5. The next item on the agenda was the review of winter projects. Cindy stated that she wanted to share with the board the long list of winter projects and the time-line to complete the projects. Cindy reported that they were trying to capitalize on the fact that this was the first winter in over five years that won't include pouring concrete pads at the campground and they have an ambitious list of projects. Cindy passed out a calendar of the fall and winter months that included a four month timeline and a list of 40 projects such as tiling the RecPlex entry ways, trail work, Sunset park cleanup, construction of scorekeeper stands, construction of batting cages, refurbishing the last fishing dock at the campground and many more. Cindy stated that while it was a lot of projects, the maintenance department was making their way through the list. Additionally, Cindy stated that she and the recreation staff are working on the spring/summer activity guide and on a new parks and trails brochure.

6. The next item on the agenda was an update on special events. Cindy stated that the addition of the third session of Breakfast with Santa had been very successful. She added that they are already planning for the Father Daughter Dance in February and were adding a second session due to the popularity of the event.

Member's Reports

1. Wes stated that he had recently reluctantly agreed to officiate an adult basketball game and that the new rules put in by Brandon had been very successful. He stated that it was a tremendous improvement.

Meeting adjourned 6:15pm

UNAUDITED

Parks & Recreation Program Cost Analysis 100% OF 12 MONTH as of December 31, 2016 FY 2016, PERIOD 12

Program	Program Revenues	Program Revenues	Program Expenditures	Program Expenditures	Operating Rev (Exp)	Operating Rev (Exp)
	2016 YTD	2015 YTD	2016 YTD	2015 YTD	2016 YTD	2015 YTD
Administration	-	-	360,627	314,965	(360,627)	(314,965)
Capital	-	-	-	-	-	-
Community Center Recreation Complex	35,533	29,426	64,949	52,490	(29,416)	(23,064)
RecPlex	292,699	265,355	545,122	542,640	(252,423)	(277,285)
Concessions	198,736	185,760	156,030	121,203	42,705	64,557
Tournaments	64,294	64,319	8,105	5,913	56,189	58,406
Dog Park	5,327	5,926	3,587	3,348	1,740	2,578
Day Camp	62,590	65,061	64,698	52,977	(2,108)	12,083
Pool	116,456	123,227	139,045	123,444	(22,589)	(217)
Swim Team	20,695	11,986	29,904	23,541	(9,209)	(11,555)
Golf Course	43,780	49,476	73,502	73,943	(29,722)	(24,467)
Campgrounds	658,545	626,082	336,020	303,595	322,525	322,487
Special Events/Programs	2,638	7,728	8,302	6,203	(5,664)	1,525
Cheerleading	7,716	1,380	992	1,077	6,724	303
Total Facilities	1,509,008	1,435,725	1,790,884	1,625,340	(281,876)	(189,615)
Adult Basketball	12,130	9,035	20,022	17,270	(7,892)	(8,235)
Adult Volleyball	4,300	3,525	10,669	9,746	(6,369)	(6,221)
Adult Softball	13,095	16,367	34,571	37,608	(21,476)	(21,241)
Tennis	4,210	3,915	2,905	1,320	1,305	2,595
Youth Baseball	35,051	35,010	39,891	37,070	(4,840)	(2,060)
Youth Basketball	38,170	33,905	34,526	29,612	3,644	4,293
Youth Soccer	36,095	33,371	31,018	26,066	5,077	7,305
Youth Volleyball	5,850	5,969	10,015	12,295	(4,165)	(6,326)
Adult Football/Soccer	1,500	2,625	3,939	4,297	(2,439)	(1,672)
Total Ball Programs	150,401	143,721	187,556	175,283	(37,156)	(31,562)
Total Parks	-	-	535,673	424,085	(535,673)	(424,085)
Total	1,659,409	1,579,445	2,514,114	2,224,708	(854,705)	(645,263)
Other Revenues:						
Cigarette Tax	89,653	98,325	-	-	89,653	98,325
Other Revenues	212,297	-	-	-	212,297	-
Transfer/Landscape	8,455	8,909	-	-	8,455	8,909
Transfer/General	671,000	641,000	-	-	671,000	641,000
Total	2,640,814	2,327,680	2,514,114	2,224,708	126,700	102,972

Administration Expense is
14%
of the Total Expense

UNAUDITED

Priority Based Budgeting Changes for 2017

Priority Based Budgeting was adopted by the City of Branson in 2016 as a method to analyze and rank programs to determine priorities. Each department was asked to list and rank all their services on a scale of 1 to 4. The overall ranking was determined by City Council based on the Community Plan 2030. After each department reviewed their programs, they were also reviewed in peer groups.

Once all data was compiled, each department was asked to review their scores, and consider reducing expenditures in programs that were ranked as a 3 or 4, so those funds could be re-allocated into areas that scored as a 1 or 2. After reviewing the results, and also cross-referencing those programs with our financials, we are focusing on the following areas for improvement in 2017:

1. Golf Course:

Many of the programs related to the golf course scored as a 3 or 4, meaning they did not necessarily meet the criteria as a high priority area. One specific area that scored as a 4 was the maintenance and mowing of the course. While these things are a necessity of the course, we were able to look at ways to reduce the cost of the maintenance. In 2017, we will be contracting with a different company for the mowing of the course, and will be taking on some of the maintenance responsibilities with our maintenance staff. We will also be transitioning the greens from bent grass to Bermuda. With this change, we could potentially reduce our expenditures by \$20,000. While this means that the course may be maintained at a different level, it allows us to continue to operate the course and offer it to our community.

2. Concessions Operations:

The Concessions operation is an extremely important part of our department, as it produced nearly \$200,000 in revenue in 2016. We also saw a significant increase in expenditures due to increased wages, new equipment, and other changes. Some of the areas that were ranked as a 3 as it pertains to concessions were things like purchasing and management and maintenance. With those things in mind, as well as the year end financials, we are working towards revamping much of our concessions system. As part of this change, we will be completely overhauling our inventory and purchasing systems to become more efficient. This will also allow us to better track our needed inventory and potentially reduce waste. We are also taking a hard look at staffing, and trying to better determine the exact number of employees necessary to maximize customer service and production, while also maximizing the output of the staff.

3. Day Camp Operations:

In 2016 we saw a significant increase in Day Camp expenditures due to the wage increase that was necessary to attract quality employees. As a way to remedy this increase in expenditures, we have taken a look at staffing for the summer of 2017. In past years, we have hired a seasonal Day Camp Director, who was in charge of the day-to-day operations of the program. This year, we have decided based on the expenditures from last year, as well as the operation of Day Camp scoring a 3 in the priority based budgeting exercise, that we will use our Recreation Specialist in

the role of Day Camp Director. We are also increasing the weekly fee to attend camp by \$5.00 per week to balance the increase we saw in wages in 2016. This increase in fee will result in up to \$3,750 in revenue in 2017.

4. Pool Operations- While the pool is an extremely weather dependent operation, it is also very important that we do everything in our power to run the pool effectively. As we are heading into our twelfth year of operations, we are experiencing many mechanical issues that are driving up our expenditures. After reviewing scoring of the pool programs and looking at the year-end financials, we have created a plan to adjust the hours of operation for the 2017 season. Specifically, the open hours of operation for the pool on a Monday-Thursday basis. This means that we will close the pool at 6:00pm, as opposed to 7:00pm. This small adjustment will allow us to potentially save at least \$350 weekly in wages. We are also pushing back the start of morning lap swim and swim team practice house by 30 minutes to better maximize the pool usage, which will also reduce expenses. By doing these things, we will be able to continue to offer a great selection of programs and open swim, while also reducing the expenditures to operate and staff the pool.

2017 Priority Based Budgeting Changes

