

**PARK AND RECREATION BOARD MINUTES
MONDAY NOVEMBER 3, 2025
7:00 PM**

Present: Tim Hallquist, Shaunta De Boer, and Nick Miller, Kathy Van Thiel, Craig Eisenhut, and Rick Conner

Excused: Randy Ferrell

Others: Sam Blonien, Tom Jenson, Elise Miller.

7:00 PM Call to Order

Public comments for those items not included on this agenda: (Please be advised the Park and Recreation Board will receive information from the public for a three-minute time period per person with time extensions per the Park and Recreation Chairperson's discretion. Be it further advised that there may be limited discussion on the information received, however, no action will be taken under public comments.)

1. Consideration of a motion to approve the Park and Recreation minutes of October 6, 2025, meeting

Motion (Miller/de Boer) to approve October 6, 2025, minutes. Motion carried (6-0).

2. Discussion of the Farmers Market at Nixon Park and cost for annual usage fee for the Farmers Market

Elise and Sherry, who manages the farmer's market, presented a proposal to relocate the farmer's market from its current location to Nixon Park. The discussion began with an examination of potential locations within the park, focusing initially on the food truck area - the first parking lot on the left as you enter from E. Park Ave, which contains 12 parking spots. However, it was noted that vendors had concerns about unloading their vehicles weekly.

The preferred location was identified as 20 parking spots in the lower parking lot, where vendors could back their vehicles into the spots with foot traffic along the grass. If the market grows beyond 20 vendors, overflow would be accommodated in the area between the stage and the parking lot. Most vendors operate from pickup trucks with easy-up tents or SUVs with open hatches rather than trailers.

Timing was a significant discussion point. Originally proposed for Sundays from 11 AM to 2 PM, vendors expressed reluctance about afternoon hours since they currently operate from 9 AM to 1 PM. Sherry mentioned that her honey vendor said no to the afternoon hours, while the quail egg vendor might only come once or twice a month. The group discussed various time options, with consideration for the beer garden's Sunday hours of 12-4 PM, ultimately settling on flexibility between 10 AM to 2 PM to accommodate vendor preferences while still capturing beer garden traffic.

The proposed fee structure included raising vendor fees from \$50 to \$150 annually (doubling the current rate), with the chamber absorbing various costs including a \$500 park permit fee, marketing expenses, website development, credit card processing fees, and staff time. Business spotlights would be offered at additional fees for companies wanting promotional presence without weekly attendance. Single-day fees would increase from \$10 to \$30.

Board members expressed concern about the vendor fee increase, noting that while Oconomowoc charges \$350 annually, the proposed \$150 (about \$7.50 per Sunday for 20 weeks) seemed reasonable. The season would run from Memorial Day weekend through October 15th.

The chamber would manage all aspects including accepting vendor fees, marketing (currently only a Facebook group exists), building a dedicated website, and covering all associated expenses. The board discussed the need for a contract outlining terms, similar to arrangements with other park users. It was suggested that staff

could draft an agreement using the special event permit framework rather than requiring attorney involvement for this initial year.

The board agreed to the concept and location, pending finalization of exact hours with vendor input and development of a formal agreement. No formal motion was made as this was a discussion item, with plans to bring a refined proposal back to the board.

3. Discussion and consideration to raise prep fees and field rentals

Public Works Director Jenson presented an analysis of field preparation costs and rental fees. Current prep fees of \$60 do not cover actual costs, which average \$79.02 when factoring in labor (both summer help and full-time staff), chalk, and paint. Equipment costs would make the figure "astronomical" if included.

Compared to neighboring communities, New Berlin charges \$80 (the highest), which includes both field rental and prep. Pewaukee charges \$70, while Oconomowoc charges \$30 but has the Legion prep their fields rather than municipal staff. Hartland currently charges a \$45 field rental fee for larger fields and \$40 for smaller fields, plus the \$60 prep fee, totaling \$105 - placing Hartland at the top of the range.

Board members discussed various options, including restructuring fees to lower reservation fees (which require minimal administrative effort) while raising prep fees to better reflect actual costs. However, it was noted this could result in lost revenue from practice reservations that do not require field prep. Ultimately, the board decided on a simple \$10 increase across the board.

Motion (Eisenhut/de Boer) to raise the field prep fee by \$10, increasing it from \$60 to \$70 for regular fields and from \$20 to \$25 for small fields (T-ball fields that only require chalk). Motion carried (6-0).

4. Discussion and consideration of Arrowhead Youth Lacrosse Agreement for 2026

The Public Works Director presented the Arrowhead Youth Lacrosse Agreement for 2026, noting it was identical to the previous year's agreement. He reported no issues with the group during the past year, with no field damage or other problems.

The only highlighted change in the agreement specified that goals and equipment must be removed from the park at the close of each season. During the season, equipment is typically stored next to the field or near the bathroom facilities. The requirement prevents equipment from being damaged over winter or becoming targets for mischief.

Discussion arose about ownership of the stands, press box, and scoreboard at Centennial Park. The chair noted these facilities are owned by the Lake Country Chiefs, who no longer play at that location, having moved to turf fields. The possibility of removing these structures to reconfigure the field was raised, though the Public Works Director indicated he would need to research ownership records further.

Motion (Eisenhut/Conner) to approve the Arrowhead Youth Lacrosse agreement for 2026. Carried (6-0).

5. Announcements

The Public Works Director reported that parks are currently shut down for the season. Work continues on the splash pad building, with extensive plumbing reconstruction underway. The original schedule of 80 plastic piping required complete reconfiguration. The main driver for the building renovation was bringing the facility into compliance with backflow prevention requirements - a particularly important issue given the village operates the water utility.

Working on a new splash pad building and plumbing. It was stated the updates were needed due to non-compliance. They are still working on it, composite decking, fan with humidity thermostat to keep controls cool.

Leaf collection trucks are operating throughout the village, and the weather forecast shows possible snow for Sunday, prompting preparations for winter operations.

Recreation said the winter/spring recreation guide is at the printer and should arrive in mailboxes within two weeks. The holiday train event will go before the village board next week for approval, with the first staff kickoff meeting scheduled for this week.

6. Adjourn

Motion (Eisenhut/de Boer) to adjourn.

Meeting adjourned at 7:44pm.

Respectfully submitted By Recording Secretary,
Deidre Bushey - Deputy Clerk