

Parks & Recreation  
Board Minutes  
May 9, 2016

Chairwoman Beuselinck called the meeting to order at 6:00 p.m. at 109 East Broadway, Ashland, Missouri on May 9, 2016.

Board Members Present: Sandy Harris, Charlotte Beuselinck, David Mars, Alderman Jesse Bronson, Mary Logsdon, Vee Fasciotti, Marilyn McGuire.

Board Members Absent: Kim Moore

Guests: City Administrator/Police Chief Lyn Woolford, Mayor Gene Rhorer, Alderman Danny Clay

Lemonade Daze Committee Present: Jason Holbrook and Jessi Kendall

Chairwoman Beuselinck called for a motion to approve the agenda for May 9, 2016. Board member Mary Logsdon made motion and seconded by Board member Sandy Harris to approve the agenda as presented. Motion carried.

Chairwoman Beuselinck reported the minutes of April 11 were not available yet but we would approve them at a later date.

Chairman Beuselinck received a letter of resignation from Mary Logsdon from the Park Board due to her moving out of the City limits. They Board extended their thanks for her service to the park board.

It was reported the Historical Society has decided to not have a booth at the Fall Festival due to time constraints.

New Business

1. Discussion of Park Tax Info. (flyer to be put in bags for festival)

Chairwoman Charlotte Beuselinck showed the members a copy of the bags for the festival. She reported these have been ordered and so has the t-shirts. She reported they discussed placing the flyers in the bags as a way of promoting the festival since they have limited revenue sources. The Board discussed proposing a 1/8 cent park sales tax with a sunset of 5 years. Chairman Beuselinck asked for a volunteer to do the flyer. Alderman Bronson volunteered to this task.

2. Chairwoman Beuselinck stated we will be preparing an on-line survey to see what the Citizens would like to see in the parks and to see if they support a park tax. Lyn Woolford, City Administrator stated the on-line survey is \$60.00 a month and Sgt. Creel will assist in getting this set up.

Chairwoman Beuselinck added under discussion to encourage the park board members to attend the Planning and Zoning Commission meeting on Tuesday night at 7:00 p.m. for the Parkside Subdivision site plan. She expressed concern of the site plan showing no landscaping, stormwater, sidewalks, did not address parking and no trash bin screening. The Board discussed this being the entrance to the Park.

### Old Business

1. Lemonade Daze:
  - a. Ernie Wren update on P.A. System was not in attendance at the meeting.
  - b. Table billboards for next year but not enough time for expense this year. Chairwoman Beuselinck reported we would do this for next year.
  - c. Need Committee to help take charge of marketing-radio, TV. Chairman Beuselinck is working with Bruce Wallace but they have decided not to advertise in Columbia or Jefferson City papers due to the expense. She reported Sandy Harris is doing the social media advertising and has created a Lemonade Daze facebook page and is adding the flyers and information on it. Sandy Harris volunteered to do the marketing-radio, TV since she is doing the social media already. Chairwoman Beuselinck reported on the five ads she is going to have come out in the Boone County Journal weekly. They discussed having Main Street Bank put on their marque the Lemonade Daze. (Alderman Bronson was to take care of this) Board member Sandy Harris reported the likes and shares on the facebook page for the different events. The Board discussed placement of flyers.
  - d. Confirm if FFA will be doing a BBQ? If not, need to contact Show Me Beef. It was discussed the FFA would not be doing a BBQ, it was unknown if Show Me Beef could do this since they do the Columbia Farmers Market on that day. Jason Holbrook volunteered to contact Smokin' Chicks.
  - e. Discussion of projector and screen and walkie-talkies? Lyn Woolford, City Administrator reported the projector has not been located but the walkie-talkies have. There was discussion of needing a stage for the best dress dog contest. It was reported the City has a stage the park board uses for this. Lyn Woolford, City Administrator reported James Creel was in charge of the traffic for this event.
  - f. Need volunteer to help organize day of festival personnel +tasks; Board Member Fasciotti explained they would need one or two people at the entrance and three to four for directing the vendors in their places. Set up is between 5:00 a.m. and 8:30 a.m. Vee Fasciotti reported she could not be at the festival. They discussed the need to nail down volunteers and duties.
  - g. Mayor Rhorer was to check with Jones Power Sports for gators for festival use. Mayor Rhorer reported we would be able to borrow a couple but probably not four. He would confirm this with Jones Power Sports.
  - h. Chairwoman Beuselinck reported any flyers for any events needs to go to Sandy Harris by e-mail for social media.
  - i. Chairwoman Beuselinck reported the Historical Society is not going to participate this year.
  - j. Chairwoman Beuselinck and Jessi Kendall will attend the American Legion meeting for discussion of their booth at the festival, "Thank a Vet". They will have brochures and the

Beuselinck' s have bought pens to hand out to Veterans. They will also have a flag disposal bin set up for people to place discarded flags. Jessi Kendall reported that Jeff Sapp, Rich Ward, Brian Bradshaw will be there but they will need tables and chairs and patriotic decorations.

- k. Chairman Beuselinck reported she will organize the vendor list and so far they have \$1065.00 in revenues from the vendor fees. Vee Fasciotti reported they will need flags and spray paint to mark off the vendor spaces.
- l. She reported the flyers need to be distributed to the school to handout before school ends.
- m. Need help for design and layout of booths in Park. Jason Holbrook suggested a different vendor set up then in 2014. He felt the food court layout was good but felt the other booths needed a different layout. After discussion the park board decided that the Lemonade Daze Committee would have their meeting on Monday, May 16 at the park to review their options in the park as well as the lot behind City Hall. There was discussion of the electric available at both sites and the need to check out the status of that.
- n. Chairwoman Beuselinck reported the park will be mowed on June 9 for marking and layout on June 10.

They discussed security in the park for the overnight on June 10 since some vendors set up the night before. Jeff Hawkins has done this in the past and is paid a set amount above his hourly wage with the City.

Jessi Kendall reported the Church has offered to provide donuts and water to vendors on Saturday morning during set up but they will need a head count of booths.

They discussed the need to order hay or straw bales for the seating purposes. Jessi Kendall reported in the past we have rented these from the Deidrick's. They will also need to have help unloading these and moving them to the locations they will be needed at.

Sandy Harris reported on the face book she is offering prizes and asked if anyone wished to get donations for this as well as the prizes for the contest.

Jason Holbrook reported he needs a 10 X 10 pop up canopy.

They discussed the placement of the flyers being made visible, such as the Y and places where there is a lot of traffic. They discussed the placement of the banner by the water tower. Alderman Bronson purchased a solar powered spot light so the banner could be seen at night.

There was discussion of the recycling containers to be scheduled to be moved from the site for the festival.

Board member Sandy Harris made motion and seconded by Mary Logsdon to adjourn the meeting at 7:06 p.m. Motion carried.

Minutes taken by Darla Sapp, City Clerk