

AGENDA  
PARK, RECREATION AND DOCK BOARD MEETING  
WEDNESDAY, AUGUST 5, 2015  
CITY HALL COUNCIL CHAMBERS - 5:00 P.M.  
FORT MADISON, IOWA

Tara Johnson--Chairman  
Lauri Wondra--Member  
Sue Pieper--Member

Jim Decker—Vice-Chairman  
Jesus Garcia—Member

Mike Chapman--Member  
Mary Ann Gaudette—Member

CALL TO ORDER

APPROVAL OF MINUTES—JULY 1, 2015

PUBLIC COMMENTS

OLD BUSINESS:

None

NEW BUSINESS:

- A. **CARSON & BARNES CIRCUS PERFORMANCE IN RIVERVIEW PARK: September 4, 2015**
- B. **TRI-STATE RODEO 2015 REQUEST TO USE FIELD #1 FOR RODEO STOCK**
- C. **DISCUSSION AND POSSIBLE ACTION ON PROPOSED FORT MADISON MARINA “CUSTOMER FRIENDLY” SLIP RENTAL INCENTIVES**
- D. **REQUEST TO PURCHASE NEW FOUNTAIN ASSEMBLY & ACCESSORIES FOR KUHLMIEIER FOUNTAIN**

DIRECTORS REPORT

AUGUST CALENDAR OF EVENTS

- 5 – Parks Board Meeting
- 8 – Flea Market in Central Park
- 20-22 – Illinois Federation Bass Tournament in Riverview Park

ADJOURNMENT

***IN ORDER TO TRANSACT BUSINESS A QUORUM IS REQUIRED.  
THEREFORE, PLEASE R.S.V.P. TO  
JOHN LUNA - [jluna@fortmadison-ia.com](mailto:jluna@fortmadison-ia.com) OR  
DAWN HELLING – [dhelling@fortmadison-ia.com](mailto:dhelling@fortmadison-ia.com)  
IF YOU WILL OR WILL NOT BE ATTENDING.***

## DIRECTOR'S REPORT

These are the items on the agenda for the Wednesday, August 5, 2015 Parks Recreation & Docks Board Meeting.

### NEW BUSINESS:

**A. CARSON & BARNES CIRCUS PERFORMANCE IN RIVERVIEW PARK:** September 4, 2015

As you will remember we took a straw poll vote on this issue as we under the clock for having the Circus come to Fort Madison. I received a unanimous response for approval to hold this event in Riverview Park on Friday, September 4. The signed lease, payment and Certificate of Insurance have been received and now we have to officially vote on having the event at this Parks Board meeting. Upon approval, Chairperson Johnson and Dawn Helling will sign the lease and we will mail Carson & Barnes Circus a copy of the signed lease.

**B. TRI-STATE RODEO 2015 REQUEST TO USE FIELD #1 FOR RODEO STOCK**

There has been some discussion and concern about having the Tri-State Rodeo house their livestock on Rodeo Park Field #1 especially since we still have softball teams practicing on it and with the amount of time and effort they have put into taking care of the field. I felt it prudent that the Parks Board decide the outcome of this issue. In attendance will be representation from the Rodeo Committee as well as the softball teams.

**C. DISCUSSION AND POSSIBLE ACTION ON PROPOSED FORT MADISON MARINA "CUSTOMER FRIENDLY" SLIP RENTAL INCENTIVES**

I previously emailed you all copies of the "Customer Friendly Slip Rental Incentives" for you to review so that we can hopefully implement them at this meeting and put them into effect before the start of the 2016 boating season. In case you have misplaced yours, here they are:

### **Loyalty Discounts**

As a means of rewarding our returning customers (slip renters) we propose offering them a 2% discount off of their slip rental fee each year for up to five (5) years that they renew their boat slip. For instance, 1<sup>st</sup> Year 2% discount; 2<sup>nd</sup> Year 4% discount; 3<sup>rd</sup> Year 6% discount; 4<sup>th</sup> Year 8% discount and 5<sup>th</sup> Year 10% discount. After the 5<sup>th</sup> year they will continue to receive a 10% discount each year they remain a slip renter at the Fort Madison Marina. We would like to implement this "reward" system with the start of the 2016 boating season. In 2016 each current slip renter will receive a 2% discount.

Positive Impact – This new incentive will go a long way in showing our current slip renters how much we appreciate them doing business with us and remaining loyal customers. This incentive will also help promote new slip renters who in turn will generate additional revenues for operating expenses and improvements.

We currently have 60 slip renters paying various amounts for their slips due to the size of their boats and slips. Will we lose revenue? Yes. Although it is difficult to put an exact dollar amount on the total lost revenue, the positive impact it will have by

implementing it will go a long way in promoting customer friendly service to our existing slip renters. "New" slip renters will generate additional revenues for operating expenses and improvements.

Loyalty discounts will only apply to full season slip renters.

<u>SLIPS</u>	<u>Revenue</u>	<u>Year 1 2% Disc.</u>	<u>Year 2 4% Disc.</u>	<u>Year 3 6% Disc.</u>	<u>Year 4 8% Disc.</u>	<u>Year 5 10% Disc.</u>
A Dock (10)	\$8,454	\$8,285	\$8,116	\$7,947	\$7,778	\$7,609
B Dock (15)	\$8,895	\$8,717	\$8,539	\$8,361	\$8,184	\$8,006
C Dock (19)	\$8,077	\$7,915	\$7,754	\$7,592	\$7,431	\$7,269
D Dock (2)	\$512	\$502	\$492	\$481	\$471	\$461
AA Dock (4)	\$1,536	\$1,505	\$1,475	\$1,444	\$1,413	\$1,382
BB Dock (8)	\$1,990	\$1,950	\$1,910	\$1,871	\$1,831	\$1,791
CC Dock (2)	\$660	\$647	\$634	\$620	\$607	\$594
<b>TOTAL (60)</b>	<b>\$30,124</b>	<b>\$29,522</b>	<b>\$28,919</b>	<b>\$28,317</b>	<b>\$27,714</b>	<b>\$27,112</b>

### **New Slip Renter**

"New" slip renter 2% discount. We propose to offer "new" slip renters a 2% discount if they pay in full by the April 1<sup>st</sup> deadline date of the current boating season. This 2% discount will not apply to Incentive #3 below for the pro-rated fee starting August 1. For the purpose of this incentive a "new" slip renter will be a slip renter who has not had a slip at the Fort Madison Marina within the past two (2) years.

Positive Impact – this incentive will help promote new slip renters and increase the number of slips rented to generate additional revenues for operating expenses and improvements. Hopefully we will increase the number of slips that are rented annually to where we once again have a waiting list of people wanting to rent a slip at our Marina.

Negative impact – no significant negative impact as "new" slip renters will generate additional revenues for operating expenses and improvements.

<u>AVAILABLE SLIPS</u>	<u>Potential Revenue</u>	<u>2% New Slip Disc.</u>
A Dock (11)	\$9,605	\$9,413
B Dock (9)	\$7,571	\$7,420
C Dock (7)	\$2,816	\$2,760
D Dock (2)	\$512	\$502
AA Dock (2)	\$1,536	\$1,505
BB Dock (1)	\$227	\$222
CC Dock (6)	\$1,774	\$1,739
<b>TOTAL (38)</b>	<b>\$24,041</b>	<b>\$23,561</b>

### **New Slip Renter (Mid-Season)**

Prorate "new" slip renter fee. We propose to offer "new" slip renters a pro-rated slip fee if they purchase their slip during the boating season. These are the recommended timelines:

Prior to April 1<sup>st</sup> of each year and through August 1 the new slip renter will pay the regular slip rental fee amount.

From August 2 through October 31 the new slip renter will pay half the regular slip rental fee amount.

For the purpose of this incentive a “new” slip renter will be a slip renter who has not had a slip at the Fort Madison Marina within the past two (2) years.

Positive impact – this incentive will help promote new slip renters. We currently have a prospective slip renter wanting to rent a slip but isn’t willing to pay the full amount with only half the season remaining. “New” slip renters will generate additional revenues for operating expenses and improvements.

Negative impact – no significant negative impact as “new” slip renters will generate additional revenues for operating expenses and improvements.

### **Early Bird Payment**

Early Bird payment incentive. We propose offering a 2% discount to any slip renter who pays their slip rental fee in full by March 1<sup>st</sup> of the current boating season. This discount can be used with any other previously offered discounts.

Positive impact – this is another “good will” effort on our part to show our slip renters that we do appreciate having them as customers. This incentive may also encourage the slip renters who utilize the Winter Mooring arrangement (parking their boats on the Marina parking lot) to put their boats in their slips as soon as it is allowable, thus, freeing up the parking lot much sooner.

The figures below are based on our current 60 slip renters. New slip renters will only receive the New Slip Renter 2% Discount.

<u>SLIPS</u>	<u>Revenue</u>	<u>2% Early Bird Disc.</u>
A Dock (10)	\$8,454	\$8,285
B Dock (15)	\$8,895	\$8,717
C Dock (19)	\$8,077	\$7,915
D Dock (2)	\$512	\$502
AA Dock (4)	\$1,536	\$1,505
BB Dock (8)	\$1,990	\$1,950
CC Dock (2)	\$660	\$647
TOTAL (60)	\$30,124	\$29,522

**Standard Cost of Living Rate Increase** – we suggest an annual 2-3% slip fee rate increase for expenses associated with operating the Marina.

**D. REQUEST TO PURCHASE NEW FOUNTAIN ASSEMBLY & ACCESORIES FOR KUHLMIEIER FOUNTAIN.**

The following is the report the City Manager presented to the City Council in his weekly report: "We have had Mohrfeld Electric working to repair the Kuhlmeier Fountain in Riverview Park. The last update I sent out stated that it needed one new pump and new wiring from the junction box to the fountain. Well, the new pump was delivered but when Mohrfeld started opening up the electrics to install it additional problems were found. It seemed to be one thing after another including split rubber wire protector which could have shocked somebody if they had been playing in the fountain when it was full of water. Also, the pump had been worked on before but was done improperly and an electrical box that is always underwater has been leaking and ruined many of the connections. The bottom line is that the fountain has lived its full, useful life but now it is old and worn out and really needs a complete rebuild or replacement. We need to replace the existing lights and gaskets, replace both pumps, add a command center and repair all the bad connections and cord grips. The cost to do this work is close to \$18,000 and it should take about two weeks to complete."

I would like to ask the Parks Board Permission to go ahead and order the new fountain system and pay for it out the \$250,000.00 Quality of Life Bond Issue funds for Riverview Park. We will submit the bill to the Kuhlmeier Trust for partial reimbursement of up to \$6,000.00 from the \$100,000.00 set aside for Kuhlmeier Fountain related expenses.