

MEETING MINUTES

MEETING START TIME: 7:30 a.m.
MEETING END TIME: 9:00 a.m.

PRESENT: Martha Tymeson, Fran Formanek, Amy Hendrickson, Steve Carlyon, Kerstin Boudreau, Dr. Carl Miller, Chris Jones, Katie Bakke, Mike Swinghamer, Mary Powell

The meeting was called to order at 7:30AM.

OLD BUSINESS

Donation Progress Graphic: Kerstin distributed a copy of the graphic they created to show the progress of fundraising on-line (copy attached). Steve requested that Metre also look at developing a progress board to be displayed at the park site. **Motion** by Katie, seconded by Martha to approve the on-line graphic as presented. Passed unanimously.

Agenda suspended for Mayor Kabat: The Mayor expressed his appreciation for everything this team is doing. He briefly discussed the letter from Council Member Olson and said that Steve Carylon has responded to that letter. The Mayor stated that the City is totally committed to this project and is looking to put another substantial dollar amount into the 2019 budget. Steve asked if this committee could get before the Planning Committee. The Mayor said he would speak with Council President Gaul to try and get this arranged.

L.I.N.K. Magazine: The article was very well done. Fran said that he personally delivered a thank you letter to Jackie. Copies of the magazine can be found at most of the local stores downtown.

WisCorp: Steve reported that WisCorp is ready to help! They are available to help with site clearing and they have offered to do all of our landscape plantings.

Logger Games: Steve reported that Dan Kapanke is looking at the calendar to schedule a date. There was some discussion as to whether our fundraiser should be held the same day (June 11th) as LAF's event. No decision was made. Steve will continue to work on this.

Golf Outing: Amy stated that they were running into some issues working with Henderson Racing and finding a date. Fran will reach out to the Tavern League. We need to get moving on this!

Business Gala: Carl is working with Waterfront Restaurant on this.

- The North Room will hold 75 to 80 people.
- Tentative date of June 16th from 5:30 to 7:30 pm.
- Finger food, beer, wine.
- Cost is unknown at this time.
- Presentation will be a looped film. Metre will work on this.
- Fran offered to find a music group to donate their time.
- Invite past contributors and any potential donors we are targeting now.
- Metre will work on printed invitations.

Motion by Kerstin, seconded by Chris to approve the gala on June 16th with the stipulation that we can do it without taking any money from our budget. Passed unanimously.

Approval of Meeting Minutes: Last month's minutes were approved unanimously.

COMMITTEE REPORTS

Equipment Committee: Mike reported on the positive aspects of the focus group meetings. Everyone was excited about the feedback from the participants. The new challenge is to take the input we received and try to incorporate it into the design.

- Rethinking the zones: We are looking at providing equipment so that there will be something for everyone in each zone. For example, the swinging zone needs an activity for someone who can not transfer. We are also looking at providing elements within each zone to counteract / balance the stimulation levels of each zone's main focus.
- Adult Fitness: We are looking at providing aerobic equipment along the main trail. Also have a small area for wellness type activities.

Financial Report: Adam will send out the report via e-mail. Steve mentioned that they are still moving donations to LAF. Steve also stated that it is important for Committee members to show up at the City budget meetings to promote Trane Park. The funding becomes a political decision. We need to continue to promote the project by writing our council members and showing up at meetings. We also need to make sure we use the correct terminology so as not to offend.

Fundraising Committee: Carl reported that five groups have made a decision on what to give. He is still making contacts and finding new contacts.

- There are potential legal issues that need to be worked out between an in-kind donor and the City. Steve wants to meet with them first before taking it to legal counsel.
- Mike is meeting with Trane Company on Friday. Trane has firmly stated that they want Trane equipment in the park and that they will make it happen.
- In-kind donations need to be tracked on the Donation Progress Bar. Steve stated that the in-kind donations will be worked out between the City and the donor. The City needs to provide a receipt to the in-kind donor, so we will know the value of each donation. Metre can then add these donations to the progress bar.

Marketing Committee:

- Kerstin reported that they will start monitoring for fake GoFundMe pages in response to one of the questions posed by Council Member Olson.
- The Digital Media Report (attached) was distributed and discussed.
- Fran will send an email to Richard Karcher at Trane Company to give him an update on the donations received from Trane employees.
- Metre is looking for highlights from the focus group meetings and updates on the equipment / layout of the park to feature over the next month.
- Autism Awareness is on the calendar for April.
- Amy asked for ways to capture the All Abilities Awareness event so it could be highlighted on Facebook, etc. Metre said they could pop in and capture some video. Steve also mentioned that the La Crosse Photography Club will take pics for free.
- Kerstin will look at the cost of creating a Movie Theater ad that would be displayed in the local theaters. She will come back with a cost next month.

NEW BUSINESS:

Fitness Festival - May 4 to 6, 2018: We are one of the approved charities for this event.

- Will need volunteers for the concessions stand, watering stations, and other areas.
- Kerstin will post this to Facebook.
- Good opportunity for all of the people who have expressed interest in helping us.

Motion by Martha to approve Kerstin to work with the Fitness Festival to determine how Trane Park volunteers will be distinguishable – i.e. shirts, hats, wristbands. Passed unanimously.

Clarification on Volunteers: Katie requested clarification on how to use people who want to be involved in the project.

- People are welcome to attend committee meetings – but are not required to attend and do not need to become committee members.
- Use interested parties for networking purposes.
- Inform people of volunteer opportunities.

Reach out to Neighbors: Fran proposed a 'night at the park' for neighbors – possibly sometime in May. The Beer by Bike Brigade is hosting an event on June 2nd so this will be considered an outreach to neighbors. Amy will check with Adam on the status of the Beer by Bike Brigade event.

Clarification on Meeting Dates: Standing committee dates are as follows:

- Equipment Committee - 1st and 3rd Wednesday of the month, 9:00am to 11:00 am at River Architects
- Steering Committee - 3rd Wednesday of the month, 7:30 to 9 am – location to be announced
- Fundraising Committee - 4th Thursday of the month, 12 noon to 1:00pm at River Architects
- Marketing and Volunteer Outreach Committees will meet only as needed.

Next meeting is April 18th @7:30am at City Hall, 5th Floor Conference Room.

Motion by Katie, seconded by Chris to adjourn. Passed unanimously. Meeting adjourned at 9:00 am.

Meeting notes by: Mary Powell