The meeting of the Board of Parks and Recreation was called to order by Chairman Williams, Thursday, November 21, 2013, at 3:45 p.m. Room 260, City-County Building, 200 East Washington Street, Indianapolis, Indiana 46204.

Board Members Present: Chairman, John Williams, Mr. Joe Wynns and, Anne Valentine

Staff Present: Louvenia Holstein, Board Secretary
Suzanne Martin, Assistant Board Secretary
Doug Kowalski, Deputy Corporation Counsel

Directors Announcements: Chairman Williams greeted the Board and the audience and stated that before he gets to his announcements he would like to introduce our newest Parks Board member, Anne Valentine, thank you for agreeing to be a part of this board, he appreciates her service and asked her to say a few words if she would like about who she is and she thanked Chairman Williams and stated that it is a pleasure to be here and an honor to be appointed and she works full time at Ivy Tech Community College and thrilled to be a part of this and with two small children she loves parks in Indianapolis and she spends quite a bit of time at a lot of the Indy Parks playgrounds and very excited to be a part of the Board, thank you. Chairman Williams thanked Ms. Valentine again and noted that he appreciates her service.

Chairman Williams stated that he has a few things to say before we get started with the agenda. For the listening and the viewing public at Indy Parks we have a lot of different things going on and when you decide, especially during this holiday season to go out and have fun and do various kinds of activities, please think about Indy Parks because we do try to have programs and activities that will impact the entire family so with that being said he would like to announce a few things that we have going on here in the next month. First off we have the Autumn Fair which is going to be at the Garfield Park Arts Center November 23rd and 24th, that is this weekend. Various arts vendors will be there and it is free to the public so if you would and have some time please come down and join us as we have this art fair. There will also be a food truck there for those who would like to purchase their lunch at that time. If you have time, please stop by and enjoy the activities. We will also going to be having here in the next few days through December as well, the Conservatory Crossing, which is an annual winter wonderland event that will be taking place over at the Garfield Conservatory. If you have the time and the availability to come out we would love to see everyone out there so you can see the display of all the different things that go on here, like the poinsettias, the partnership with the Indianapolis Railroad Company you will also see trains throughout the conservatory. As you can see the pictures up on the overhead screen you can see how wonderfully it is decorated the facility is going to be at that time. The Conservatory Crossing will take place starting November 29th and will end December 31st. There is a cost of $3.00 per person or $8.00 for the family. Also at Garfield Park there will be Christmas at Garfield Saturday December 14th and is a free activity and will incorporate a free visit to the conservatory for the Conservatory Crossings. The last thing that is going to be taking place on December 14th as well is Circle City Ringers will be at the Garfield Park Arts Center and they will be performing starting at noon. As you can see we have several things going on in our parks and we would love for you all to come out and enjoy the festivities and all the activities that we try to offer for our citizens here in Indianapolis.
Approval of Minutes: None

New Business

1. Agenda Item Resolution #47, 2013 – The Department of Parks and Recreation requests the Board of Parks and Recreation of the Consolidated City of Indianapolis, Indiana, authorize the grant of a permanent easement to AT & T across Department of Parks and Recreation property and pay DPR the sum of $10,080.00 as compensation for this permanent easement which is located along the east side of Eagle Creek Park between 56th Street and West 62nd Street, Indianapolis, Indiana.

Paul Smith greeted the Board and stated that Danny Swalls, Construction Manager for DPW brought to him a request that he received from AT&T and the State of Indiana. Paul stated that the orange line that is shown on the overhead screen picture on the southern end is West 56th Street and AT&T currently has fiber optic running along there and they need to run fiber optic north and then east to an INDOT tower stands in the middle of the interstate right-of-way and the best way for them to get to it is to come through Indy Parks property and we are interested in assisting AT&T and interested in assisting our brothers over at the State of Indiana so we have agreed to allow them to use what we think to be probably as least invasive a route as they possibly could using existing roadways and road beds in Eagle Creek to keep their line of fiber optic close to that line. Because it is not a governmental agency doing the work, they did request compensation from them and because of the amount of money involved according to State law he is legally allowed to go ahead and do the appraisal but he was helped on this by the fact that we recently just had several appraisals done in the Eagle Creek area and he was able to take what he learned from those appraisals and basically manufacture the numbers that we need to come up with a value here and he thinks that the total length of the fiber optic run is 6,583 feet and the easement itself is only five (5) feet wide. It is all going to be underground so you will never see it and he determined that it was about .707 acres and that equates to a value of about $10,000 so they have asked AT & T and they have agreed to pay us $10,080.00 in exchange for the ability to put this fiber optics in and because we are in the holiday season doesn’t stop there. When they put that fiber optic line in at their cost we are going to be allowed at certain nodes along there to attach our own fiber optic at some point when we can afford it we will be able to attach our own fiber optic line to the line that they are putting in right now and this will save us some money. It is a good deal we think all the way around and he would ask if the Board has any questions, he would be happy to try to answer them and to ask the Board to recommend that the Director do all those things necessary to execute this easement.

Mr. Wynns has just one question and comment... Good idea. Does the $10,000.00 go into a land fund to repurchase land? Paul referred that question to someone from the Parks Department since he is no longer a staff member of the Parks Department. Chairman Williams replied that he could answer this or maybe Angie Daniel, the CFO of the Department. Chairman Williams stated that any revenue that come in, goes into “parks general” account and that money is used for future purchases. Capital is where we would typically pull money from with regard to purchasing land and that kind of thing and capital is pretty much set by Council as far what the amount is for capital dollars that will be coming into the budget or the allocated budget for DPR. Chairman Williams asked Angie Daniel if he did not mis-speak. Ms. Daniel agreed he did not. Mr. Wynns stated that this is the process but here again this is the concern that he always had as new revenue is generated it doesn’t go into park general and become a part of operations. He has always had that concern and he mentioned that the last time with revenue that when money comes in like this and you are using off of the land and obviously there will be other opportunities to acquire land and you are not going to have money for and he just thinks that this is a policy decision and he is not into that but he is just saying that you are never going to be able to deal with the land fund or land shortage if you do not create a land fund. He is not debating; he is just saying that this has always been a concern of his. Chairman
Williams stated that this is a valid concern. Mr. Wynns stated that when he asked that revenue question, everything cannot role back into park general and something has to be set aside for the future growth of park property. Chairman Williams stated that this is why again with the capital fund was set aside for that specific purpose. Chairman Williams stated that one of the things that we do and Mr. Wynns can probably remember doing this himself when he was Director. When there is an opportunity to take in either a transfer of property or monies that may be used for the purpose of purchasing land we have been able to utilize our partners with the Parks Foundation to do that which would allow us to go back and make purchase of property and that. Where it makes sense to do it that way we are always looking at those opportunities and they have been helpful in being able to do that and accomplish that for us. Chairman Williams asked if there were any other questions from the Board members. Ms. Valentine stated asked for forgiveness as she was first time Board member, first board meeting, as she asked if historically we have interred into these types of right of way agreements before and worked with AT&T and never had problems in the past or anything that would raise concerns with an agreement like this? Mr. Smith answered her and stated just to add to her education, had the land that they wanted to, say they wanted to build or put fiber optic in along an existing roadway, not inside of a park, but an existing roadway say, along 56th Street, they can do that free of charge because that right of way is designed for those purposes and once they get into our property, these roadways are not right of ways so they really where we do compensation and AT&T as you can well imagine, is a very reputable firm and we know that the work they will be doing and the work they have done in the past, have all been superb work. Ms. Valentine stated “great”, she just wanted a little history thank you. Chairman Williams asked if there were any other questions from the Board. There were none.

A motion was duly made by Mr. Wynns, seconded by Ms. Valentine, and unanimously passed to approve Agenda Item #47, 2013.

2. Agenda Item #48, 2013 – The Department of parks and Recreation requests the Board of Parks for the Consolidated City of Indianapolis, Indiana authorize the Director of Indy parks land acquisition of three parcels for park land (#2005594, #2007133 and #2008367 located at 6004, 6020 and 6030 Valley Lane, Indianapolis, Indiana.

Mr. Paul Smith stated that as we were speaking about spending money on land... Mr. Wynns stated that this is the point he is trying to make. You have to have a land fund and when you are selling land that is where the money needs to go because here again you are talking about buying land and you have to think through that process. Paul thanked Mr. Wynns and proceeded to present is agenda item pointing to the overhead screen picture stating that this is a situation where back in 1999 he was fortunate enough to work with Don Colvin and the folks in charge back then and they were asked to purchase all the property from High School Road, which is to the west on the overhead screen, and this is just north of carson park and this property is all to the north. There are 12 parcels along there that the Parks Department purchased back in 1999 and the only reason that they didn’t keep going is because the money ran out. We stopped at the 12th parcel and we really didn’t have any interest in purchasing any more unless we could do it at a decent price. The fella that owns the two properties that are outlined in red on the overhead screen came to the the department and said “hey, I have these properties and I will sell them to you at a reasonable price”. Paul gave him an appraisal on them and the appraised value on those properties is around $22,600. This Fella was willing to sell all three of those for $20,000 and was well within the necessary values of appraisals and with obtaining these parcels the Department will be able to add to our assemblage as part of Carson Park and additionally the fella also has some control over the parcels in the middle. Probably next year he will come back to us again and maybe we will have a chance to buy those last two and that will give the department everything along the north end. This particular photograph you have up here to look at is old enough that it doesn’t show recent construction and Don tell the folks what is going on up at the north side already.
Mr. Colvin stated that as part of our partnership with the Department of Public Works and Indy Parks the whole section is fully under development right now where we have a mega playground structure, there is going to be a comfort station that has been ordered and not received yet, a water sprayground and a picnic shelter has been added to this. This will allow them to eliminate the playground that is kind of out in the middle by the ball diamonds are. We will consolidate that all along Valley Lane Drive and they are also adding additional parking to service the shelter and playground and water spray park area. Just under a million dollar investment on just those lots. Paul added that he was down there just a few days ago and it looks fabulous and he believes it is going to be a great asset for the kids in the area to be able to enjoy. Paul stated for Ms. Valentine’s benefit, our land acquisition policy we are not interested in buying anything less than 5 acres if we have the money to be able to buy unless the land we are looking at is adjacent to an existing park, which is the case here. In total this is less than an acre of land but because it is adjacent to existing Carson Park it becomes attractive to us that way. We don’t generally go out and look for property, but this was an opportunity that we knew we could take advantage of and thought it would make sense for the department. Paul stated that he would be happy to answer any questions that you might have. Chairman Williams asked if there were any other questions or comments from the Board. There were none.

A motion was duly made by Ms. Valentine, seconded by Mr. Wynns, and unanimously passed to approve Agenda Item #48, 2013.

3. Agenda Item #49, 2013 – Justification for Award of Professional Service Contract to PROS Consulting, LLC for marketing support and consulting services in the amount not to exceed $60,000.00 beginning from the time of Board approval until October 32, 2014.

Andy Stephens greeted the Board and introduced himself. Andy stated that at the beginning of 2013 Indy Parks went through a reorganization and as part of that he has moved from an Operations Analyst position to the Marketing position and during that time they reassessed their overall marketing strategy as far as how the department looks to attract new customers and what they found was that the department was working off of an older advertising marketing model and they wanted to take some time and try to begin to move towards a current model and utilize more aggressive social media and aggressive e-advertising, etc. At the beginning of the year we did not refresh or fund a contract that was in place prior to that for advertising and design. They held back to see what we could do as to what abilities we had and as we came to the end of the year we knew that we want to bring into our portfolio the ability to do larger sports management, larger scale events. So what we are hoping will work with PROS to do is build a template that we can use in the future to replicate as we need to do these rational and international activities on some of our properties. A little bit of background on PROS, PROS team worked on more than 700 projects over 46 states and numerous projects internationally in seven countries. Management consulting and planning services also include specialized experience with parks and recreation, tourism, planning and development, sports, municipal utilities, public works, transportation, general civic planning and development and government and administrative services. The reason that they are really looking at PROS the way they are is because they are a national leader in what they do. They understand the sports management side and they understand parks and recreation and they are pretty unique in that circumstance. Nelay is the principal that we will be working with through this process and he has a very interesting CV... He has experience working with multiple Olympics and he was on staff at ESPN Wild World of Sports and being a frequent presenter at the NRPA (National Parks and Recreation Association) annual Congress. We are looking to bring them on and he is going to do most of his work in December and January so that we have these items in place going into 2014. We are asking for a contract in the amount of $60,000.00. Chairman Williams asked if there were any questions from the Board. Ms. Valentine again stated that she has a question and probably would
know the answer to what she is going to ask if she had been on the Board longer. Ms. Valentine asked who was the prior contract with. Andy stated that the prior design contract was, and Andy stated that he worked with them but not in his current position and asked Jen Pittman, Deputy Director to answer that question. Ms. Pittman came up to the answer. Ms. Pittman stated that the prior contract was a traditional advertising and marketing procurement and that was with Caldwell VanRiper. Before that: the Parks Department contracted with Willow Marketing and a few others, kind of a two year turn and this year typically would have been the second year of that cycle but as Andy said they held that back because we have some new people in place and we wanted to see what we could do with kind of a leaner and meaner environment and this is a step down in terms of a contract of what we had before. Mr. Stephens stated that is is about half. Ms. Valentine asked what some of the more specific work did Caldwell VanRiper do before that is being done in house, and she gets that PROS consulting is going to focus more on the big sports management type of things. Ms. Pittman stated that when we restructured the department we set ourselves up to have some in-house design capabilities, some in-house messaging. Andy mentioned and social media strategy, those types of things, and before we didn’t have any capability to do that at any decent level, so we have built that into the system and those are the things that we don’t think we need to bid out at this point but we do need someone to help us get a little bit slicker in how we push some of this out in terms of applications, website and other social media. Ms. Valentine asked if they have seen and been able to track the success of the shift now and see the difference in terms of traffic. Ms. Pittman stated that they have and asked Andy if he wants to talk about his social media growth. Andy stated that the social media growth that he actual presented at Indy Stat and unfortunately he doesn’t have the numbers right of the top of his head, but we are nearing 9,000 followers on Facebook and we have about 5,000 followers Twitter and we have been implementing younger demographic focused social media platform, that would be like Instagram and Pinterest and for any body out there we are located @indyparksandrecreation. Ms. Valentine asked that she was just going to ask, thank you. Facebook is: Facebook.com/indyparks4rec. You can also find us on Instagram and he believes we are just @indypark.re. Ms. Pittman stated that when they started that process we had about 7 or 8 hundred followers and we have just watched that trend line go up and what we are tracking is that we are getting new interests and we are not just seeing the same group of people reiterating the same messages over and over again. We are continuing to see that trend go up and we are bringing on new users. Mr. Stephens stated that even on our Facebook platform and what we have been able to do is work with our park managers, so instead of having a very centralized social media role, the park managers have the ability to maintain their own pages for each of their parks. If you have some body say, I really love going to BroadRipple Park then you can follow BroadRipple Park individually. Each park manager has the capability to push out what events are happening at their facility individually, instead of one person managing the whole Indy Park Department facilities as a whole. We have really been able to expand our social media in-house capabilities to close to 120 Facebook pages. Ms. Valentine stated that this is great and she wanted to make sure of the history and she thinks it sounds like a good direction to be heading. Chairman Williams asked if there were any other questions from the Board. Mr. Wynns stated that he just has a comment and stated that PROS is really good. They do this nationally and they are all over and this is what they specialize in. Ms. Pittman stated that our staff traveled to Houston for the NRPA Conference and discovered that most of the sessions were being held by people who were 2 blocks away from us here. Mr. Wynns stated that he is anticipating seeing the final product. Chairman Williams stated that he thinks it is embarking upon a new day if you will because of where we are with the budget and all and we said before the overall contract is about half of what it had been in the past and we try to grow capacity within staff to make sure that we are taking full advantage of the things that we can do in house and the things that we can’t we want to make sure that we have the strategic partners in place, like PROS to get things done and hopefully the right way so that we will have those returns on investments that everyone will be proud of. Mr. Wynns also stated that he would caution one thing as you work with your consultant, be sure that he understands that there is an urban core and the marketing strategy has to be adaptable to all audiences because we are a Uni-gov form of government and a lot of the
Facebook and Twitter and all that, he means he is still trying to figure e-mail out, and he just wants to make sure that when the consultant looks at the total package on how we do this he is aware that there is an urban core that needs to access this information as well. A lot of time the consults come in and they have the model and don’t let them forget the urban core in the process. Ms. Pittman replied that they will keep that in their conversations with them. Mr. Wynns thanked her and Ms. Pittman and thanked Mr. Wynns. Chairman Williams asked if there was any other questions from the Board. There were not.

A motion was duly made by Mr. Wynns, seconded by Ms. Valentine, and unanimously passed to approve Agenda Item #49, 2013.

Mr. Stephens stated that he wouldn’t be a good marketing person if he didn’t sit down and pitch something to you, so he will take a a brief second and let you know that we are going to be doing a big push on the Indy Parks Fun Card coming up over the Thanksgiving holiday black Friday weekend and into the holiday season so hopefully you will be seeing some of that advertisement out there. The Fun Cards are gift cards that allows families to give the gift of play to their children and grandchildren so we hope you take advantage of that. Chairman Williams thanked Andy.

4. Agenda Item 15A, 2013 – Amendment #1 to the original service agreement with Infrastructure Engineering for the design and construction documents of the bank Erosion Mitigation at Garfield Park which includes the extension to the scope of work 260 feet east beyond the existing pedestrian bridge on Bean Creek north of the Burrello Center and additional work will include new area soil sampling of the northern overbank area in the lump sum amount of $41,200.00.

David Teachout greeted the Board and stated that he takes care of the all the construction for the Parks Department and basically this is an expansion of the current contract that we have with Infrastructure Engineering and we are expanding the actual further beyond where this original contract was. We have determined that if we don’t expand further, there will be more erosion along Bean Creek and what they are trying to do is stop the erosion from continuing and stop it from happening any further. What this amendment does is it allows them to hit areas that will repair everything in that area along Bean Creek. Mr. Wynns asked David where is DPW flood control in this process? Mr. Wynns asked if the picture shown is of the bridge that Don Colvin put across Bean Creek. Don answered with a joke, stating “now don’t try to blame me for that”. Everyone laughed. Mr. Wynns replied that he is trying to get familiar. Mr. Wynns stated that this is a major flood control issue and his question would be that since DPW has the engineering capacity and all those skill sets are they looking to make a contribution here. This will move all the way into this park. Mr. Wynns stated that he just asked the question since this is what DPW is experts at, flood control, restoration and stuff like that. How do they fit into this project? Don Colvin stated that they have met with the flood control folks in DPW and brought them out on site and they are working with us on the team. Infrastructure works for DPW. They did all the Coffin Golf Course mitigation along that embankment so this is their expertise and they also just repaired the trail up on Fall Creek. Don stated that this is thorough work and Infrastructure is very knowledgeable on how to mitigate these stream banks, so working closely with DPW they are actually going to try a new technique here. Instead of just armouring the sides of this embankment they are going to use natural vegetation tree stumps and push those into, they call them tree toe applications where you push the trees into the embankment and you fill in the back of them. We haven’t told you the projected price for this but it is very, very expensive to make the repair and we are hoping that DPW will assist us on that side of the ledger. In order for them to invest their stormwater dollars we have to show this is decreasing flood in the immediate area or it is taking sediment loads out of the water system and this is how we have to work this into their projects. They are at the table and they are working closely with us and advising us and we are kinda doing this as a team and we are paying for the upfront design. Obviously what
happened with these flash floods that we have been experiencing, we started this project out with a very simple repair and they had a couple major flash floods and it has almost doubled the size of the impact. You will probably like this Joe, one of the proposals is that they actually dig back out where the original pond was and turn that back into a flood basin so when we do have a flash flood the water actually has some place to go. When it floods out over the low land there and then it redeposits back on the natural situation instead of dramatically cutting into that bank. If we do nothing, we will lose the trail and the basketball court and the parking lot will be next. They pointed to the overhead pictures. Joe asked how many trees have we lost already? David answered, that this is a fast erosion problem and they just lost a big tree that they felt would not have a problem for a while and it is gone already. Because this is Garfield Park they will spend a little bit more than they normally would if this was a stream piece in the back of the side of the properties 40 acres and because this is strongly visible we want to use a very specialized technique here and use it for Environmental Education Projects because it is very easy for guests coming into the park and they will be able to look down and show a proper way of restoring a natural stream within a park. This is just one of many of our streams that have this problem. Mr. Wyans asked where the water eventually wind up? Don stated that it eventually ends up in White River. Don stated that this is a very reasonable project that we should be looking at correcting. Mr. Wyans asked if this additional money is for design only. Don stated yes. Chairman Williams asked if there were any other questions from the Board. There were none.

A motion was duly made by Mr. Wyans, seconded by Ms. Valentine, and unanimously passed to approve Agenda Item #15A, 2013.

David thanked the Board and asked them to have a very happy Thanksgiving. Mr. Wyans told David good luck.

**Presentation:** CIP - Don Colvin

Don gave a little presentation about Capital Resources and Development. Don stated that first of all he wanted to put a thank you out there to all the folks who actually worked on the Capital Improvement Program. On this years project we received 3.477 million dollars to do projects and on this years list there are over 90 activities. Don stated that he calls them activities because within each project there are multiple layers of work required by various folks in the agency. Whether that means bringing a contract to the Board like we are doing today and we get the benefits of Suzanne and Louvenia and Doug and their expertise in reviewing it, it is working with the financial team who actually creates the requisitions and P.O.'s and makes sure that the budgets are in place, it is working closely with the recreational staff to make sure that the project that we are doing is appropriate at their facilities and it is actually enhancing their program opportunities or improving their building, the support of the director, that allows the projects to go forward works with his staff and it is working closely with the Indianapolis Parks Foundation and the resources that they bring to the table and the various partners like Citizens Energy, IPL, the Pacers. It really takes a large family to make all these projects work so instead of going over the actual spreadsheet, and he didn't mention, Paul Smith, as you saw today he brings a lot of the real estate components to help as well as David Teachout and Danny Swails who actually run the projects after they go into construction. Ben Jackson and Andre Denman who work very closely on all the designs and do the community meetings and so forth. He really wants to emphasize that it does take a family effort and basically take 3.477 million and spend it down as close to 0 as we can get. He thought it best to bring pictures which would help describe the process and tell the story easier.
Don continued with showing the Board pictures and describing each to them individually.

- Greenways Master Plan
- Pennsy Trail
- South White River Trail
- Olin Park Project (IPL Day of Service)
- Spades & Eagle Creek Beach
- Thatcher Park (Partnership – Basketball Court Program)
- HVAC at Brockside Upgrade
- Garfield Re-roofing
- Kuntz Soccer Repair due to vehicle accident
- Douglass Park – Pool System
- Huge Improvement at Indy Island – HVAC System Installation
- Riverside – New Compressor and Condensing Units on Roof
- Indianapolis Park Foundation Partnership – Riverside & O’Bannon Soccer Fields
- Garfield Sunken Garden Fountain Restoration
- Landstewardship (3) people have had many days of services – Washington and Duberry Parks
- Partnership – Municipal Gardens Partnership with Indy Parks Foundation, and United Water – New Sprayground

Don stated that he is very proud of the family coming together as a team with all these projects and really every year it amazes him how we can do so much with so little resources.

Don also brought along a list of the 2014 CIP which tentatively at this point how they are thinking they will spend the 3.576 million which he raised because he has taken the Landstewardship dollars and the Greenway dollars and combined them into one budget which is really how it will be over at DPW.

Adjournment

A motion was duly made by Mr. Wynns for adjournment, seconded by Chairman Williams, and unanimously passed to adjourn.

The next Board of Parks and Recreation meeting is scheduled for December 19, 2013 at 3:45 p.m. to 5:00 p.m. in Room 260 of the City-County Building, 200 East Washington Street, Indianapolis, Indiana 46204.

SUBMITTED:  

[Signature]
Louvenia Holstein, Board Secretary

APPROVED:

[Signature]
John W. Williams, Chairman
Board of Parks and Recreation

[Date]
12/19/13