

**VILLAGE OF LAKE ZURICH  
PARK AND RECREATION  
ADVISORY BOARD MEETING**  
**March 11, 2014**

**1. Call to Order**

The meeting was called to order at 6:34 p.m. by Chair Koch.

**2. Roll Call:** *Present* - Chairperson Kevin Koch, Vice-Chair Tim Andrews, Board Members Allen Borg, Greg Weider, Jon Hert and Jeff Carey. *Excused*: Dawn Brazier. *Staff present*: Recreation Manager Dave Peterson.

**3. Approval of Minutes: February 11, 2014**

Allen Borg asked that a correction be made to page 2, Item B. Craft Beer, to reflect that he had a conversation rather than a meeting with Pat Foley of the Lions Club.

MOTION made by Jeff Carey, seconded by Tim Andrews, to approve the minutes of the February 11, 2014 Park Advisory Board meeting as corrected.

Voice vote, AYES have it. MOTION CARRIED.

**4. Public Comments - None**

**5. New Business:**

**A. Park Bench Program – Fee Adjustment**

Recreation Manager Peterson reviewed his memorandum where he recommends the fees for a bench be increased to cover equipment costs for the commemorative park bench program. The cost is currently \$500, and he recommends increasing the cost to purchase a commemorative bench to \$600. Brief discussion followed on the various commemorative options available. He and Public Works manager Brown will perform an inventory of the existing park benches and check their condition.

MOTION made by Allen Borg, seconded by Greg Weider, to recommend the Board of Trustees increase the Park Bench Program fee from \$500 to \$600.

Upon roll call vote

Ayes: 6 Kevin Koch, Tim Andrews, Allen Borg, Greg Weider, Jon Hert and Jeff Carey

Nays: 0

Absent: Dawn Brazier

Motion Carried

**B. Sponsorship Booklet**

Manager Peterson reviewed the proposed draft version of the 2014 Sponsorship Opportunities booklet. Once completed, the booklet or pamphlet will be available for staff

and volunteers to distribute to partners who may be interested in sponsorship opportunities. Comments should be sent to Manager Peterson to be incorporated in the final draft.

### **C. Paulus Park – Special Event Requests for 2014**

Manager Peterson reviewed his memorandum dated March 3, 2014 that lists six special event requests for 2014. With the exception of the YMCA Fun Run on June 21, 2014, there are no new events proposed. He said he met with representatives from each of the groups and reviewed their applications and did not find it necessary to require their appearance before either the Park Advisory Board or the Village Board. Manager Peterson reported that the Iron Girl Event will relocate to Pleasant Prairie, Wisconsin, and will not be using Paulus Park.

MOTION made by Greg Weider, seconded by Jeff Carey, to recommend the Board of Trustees approve the six special event requests for Paulus Park as listed in Manager Peterson memorandum.

Upon roll call vote

Ayes: 6 Kevin Koch, Tim Andrews, Allen Borg, Greg Weider, Jon Hert and Jeff Carey

Nays: 0

Absent: 1 Dawn Brazier

Motion Carried

## **6. Old Business:**

### **A. Paulus Park Playground Replacement**

Hacienda Landscaping intends to begin the playground replacement process on March 17, 2014 weather permitting. Manager Peterson is hoping for a May 1 completion date and a grand opening in late May or early June, 2014. He recommends having a playground naming contest. Tim Andrews suggested the winning name and contest winner be announced at the Fourth of July celebration.

## **7. Treasurer's Report**

The Treasurer's report was presented that included revenue, expenses, and the park improvement fund.

## **8. Advisory Board Member Reports**

### **A. Farmer's Market – Kevin Koch**

Kevin Koch provided an update on the Farmer's Market. He said 17 vendors have verbally committed to return and more are expected. Some vendors may not attend every week due to staffing. He shared ideas on entertainment, special events, and other improvements.

### **B. Craft Beer**

Manager Peterson, Allen Borg, and Greg Weider met earlier this evening with Josh Segal of Blue Dog Productions, LLC, to discuss the possibility of a craft beer festival. They recapped the information Mr. Segal provided. They would need 1,200 attendees, 120-130 volunteers, and a 2-acre site to host the festival with 40-45 brewers. They are considering October 2014 as a possible time for the event or May of 2015 if more time is needed. Discussion will continue to see if this is the type of craft beer festival that would work in Lake Zurich.

**C. Art Fair**

Manager Peterson recapped the discussions with Andur Productions, the firm that coordinates art fairs, events, and festivals. They charge a \$10,000 fee but perform a wide variety of services and full coordination of the event. He said it is possible that funds from the hotel tax might be available for use. Manager Peterson will continue to gather more information about the proposal from Andur Productions.

**D. Golf Outing**

Jeff Carey said the potential sponsor for the golf outing at the Lake Zurich Golf Club is no longer willing to sponsor the event. There was support for a community golf outing with funds raised to be used for the park program scholarships, so he will consider other courses and report back.

**E. Movies in the Park**

Tim Andrews provided an update including the costs for the movies. He is recommending four movie nights possibly following the farmer's market and as part of a family campout. He has already obtained a commitment for a \$500 sponsorship and would like to hold a raffle at the movies as another way to off-set the cost. Kevin Koch suggested certain vendors at the farmer's market move over to the movie area and continue selling their refreshments but split the profits with the Village in return for the opportunity to sell their items to the movie goers.

**F. Community Garden:**

Manager Peterson reported the program is on track and has reserved spots and sponsorships. Construction should begin in early May. More volunteers and sponsorships are wanted.

**G. Car Show**

Jon Hert provided an update on high-end car show proposal. He met with PJ of Fuzzy Dice Productions and was told that local businesses may object to a street closure, which will be necessary if there is a concourse for judging. If the cars are judged, a \$50 entry fee per car must be charged. He will continue to research the proposal and report back.

**9. Director's Report**

A. Monthly Information Report - Reviewed with no comments

**B. Rock the Block Update**

Manager Peterson said the committee will be meeting this Thursday and provided an update. Guidelines for food vendors were created; the number of vendors will increase to 30. They are working on children's entertainment.

**10. Written Communications – Reviewed with no comments****11. Adjournment**

MOTION made by Tim Andrews, seconded by Allen Borg, to adjourn the meeting. Voice vote, all in favor. MOTION CARRIED.

The meeting was adjourned at 8:15 p.m.

Submitted by: *Janet McKay, Recording Secretary*

Approved by:   
*Kevin Koch, Chairman*