



## PARKS & RECREATION COMMISSION

### REGULAR MEETING • MINUTES

City Hall Council Chambers, 33 East Broadway Avenue, Meridian, Idaho  
Wednesday, July 14, 2021 • 5:30 p.m.

*The Meridian Parks & Recreation Commission is a volunteer citizens' group that is created and empowered to advise the City on issues relating to park facilities and recreation programs of the City. Their mission is to gather input from staff and other qualified personnel on issues relating to the creation and design of public parks and open spaces; to listen to public input; and to provide advice and recommendations on parks and recreation related matters to the Mayor and City Council.*

#### Roll-Call Attendance

Commission President Jo Greer called the meeting to order at approximately 5:35 p.m. MPR Administrative Assistant II Rachel Myers took roll-call attendance as follows:

<u>X</u> Jo Greer, President	<u>O</u> Albert Kang
<u>X</u> Keith Bevan, Vice President*	<u>O</u> John Nesmith
<u>X</u> Dom Gelsomino	<u>X</u> Autumn Short**
<u>X</u> Jennifer Bobo	<u>X</u> Jessica West
<u>X</u> Camden Hyde	<u>O</u> Jessica Perrault, City Council Ex-Officio

\*arrived at approx. 5:43 p.m.      \*\*departed at approx. 6:36 p.m.

Others present were: MPR Department staff—Parks & Recreation Director Steve Siddoway, Parks Superintendent Mike Barton, Recreation Manager Garrett White, Marketing Coordinator Shelly Houston, Pathways Project Manager Kim Warren, and Arts & Culture Coordinator Audrey Belnap; Deputy City Attorney Emily Kane; and National Golf Foundation Director of Consulting Services Ed Getherall.

#### Adoption of the Agenda

*Commission President Jo Greer entertained a motion to approve the agenda as presented. Commissioner Dom Gelsomino moved to adopt the agenda. Commissioner Camden Hyde seconded. All were in favor of the motion.*

#### Approval of the Minutes

##### 1. June 9, 2021 Regular Meeting – Jo Greer

*Commission President Jo Greer entertained a motion to adopt the minutes as presented. Commissioner Dom Gelsomino moved to approve the minutes. Commissioner Camden Hyde seconded. All were in favor of the motion.*

#### Announcements

**Parks & Recreation Commission Meeting Minutes – July 14, 2021**

Persons desiring accommodation for disabilities related to documents and/or hearings:  
Please contact the City Clerk's Office at 888-4433 at least 48 hours prior to the meeting.

## 2. Upcoming Events – Shelly Houston

MPR Marketing Coordinator Shelly Houston provided an Upcoming Events flyer and highlighted the events noted, which is attached to these meeting minutes.

## Old Business ~ NONE

## New Business

### 3. Lakeview Golf Club Draft Master Plan – Ed Getherall

Ed Getherall, National Golf Foundation Director of Consulting Services, provided a PowerPoint presentation concerning the Lakeview Golf Club Master Plan draft and provided highlights of the study they conducted. Copies of his slides are attached to these meeting minutes. The full report will be provided electronically to the Commission within the coming week for review, feedback, and any questions they may have.

#### Commission Feedback:

- **Dom Gelsomino** – Would there be enough property, square footage, and a budget for Lakeview Golf Club to have a potentially small section of foot golf like at Ridgecrest? *Foot golf is typically built into the existing short course and would be tricky to construct. Ed does not believe it is worth adding foot golf from a revenue perspective but may be worth looking into/studying from the engagement perspective of the community. Commissioner Gelsomino's point is well taken.*  
How often does Lakeview Golf Club host junior golf tournaments for 18 and under in a year? *There are many camps, junior clinics, and lessons held primarily during the summer. He was unable to speak to the actual numbers at this time.*
- **Jessica West** – After all of the capital improvements are made to the facility, what will make Lakeview Golf Club unique and stand out? *To a certain extent, it will still have to be a valued golf course. With new greens, a new irrigation system, and looking aesthetically better, there is always going to be a price point that will bring people to the facility. This is what needs to be done to stay in business and be competitive.*  
How will the City be providing golf to all age groups? *They recommended two specific things for kids: 1) adding a forward tee (family tee for juniors, beginners, and other short hitters), and 2) the enhancement of the practice facility and the addition of a "Zenger" short course. There is already a current, active programming component for other ages.*  
During a recent tour of the golf course, she noticed one bridge that is a safety hazard. During which phase will the bridge be repaired/replaced? *This will be a Tier 1 improvement, the highest priority. Mike Barton added staff reinforced the bridge, but the plan is to install a culvert in the ponds (once they have dried up in the fall) and make a wide crossing; there will no longer be a bridge.*  
Will all pathways be paved? *This is in the capital improvement plan a couple of years down the road to either add concrete or asphalt to the cart paths at the tee and around each green at high-traffic areas.*
- **Jo Greer** – Regarding renovations to the clubhouse, will the actual structure itself be improved? *Not at this time because the actual structure is a 50-year building. Many cosmetic improvements can be made to the exterior with paint colors, enhancements to the curb appeal to the building and interior renovations.*

#### 4. Ten Mile Trailhub Artist Selection – Audrey Belnap

Audrey Belnap, MPR Arts & Culture Coordinator, provided a PowerPoint about the Ten Mile trailhead public art installation. Copies of her slides are attached to these meeting minutes.

##### Commission Feedback:

- **Jo Greer** – She likes the art design and that it is in close proximity of the Reta Huskey Park, which also has a flower theme.
- **Dom Gelsomino** – It is a beautiful art piece. With the lighting that will illuminate the piece itself and a potential light for the integrated educational element as well, is there an electrical source already there? Or is there the possibility of putting solar panels on the leaves to autogenerate power? *They haven't investigated that far into it. They have just had the suggestion and preliminary discussion about including light. Mike Barton added the plan is to install a restroom at the trailhead, which would require power and would have to come from the neighborhood to the south. If there is a need for lighting, they would go ahead and allow for it but then bring power at a later date (if the confirmed location of the art piece is at the restroom/trailhead and not the nearby Five Mile Creek Pathway). The details TBD.*
- **Jessica West** – She noted it is important to reinforce the theme and suggested planting actual Elkhorn Clarkia flowers. *Although this mountain flower is not native to this region, it is a good idea. They will look into the possibility.*
- **Camden Hyde** – He stressed the importance of placing the art piece at a location where it can be seen from Ten Mile Road and could be an educational learning opportunity for families so that it is not missed when driving by. *Good feedback! They are investigating all opportunities to make it as visible as possible to all passersby, including those on the pathway, on Ten Mile Road, and people who come through the parking lot.*

#### Workshop ~ NONE

#### Staff Reports

##### 5. MPR Staff

Parks & Recreation Director Steve Siddoway reported on the following:

- FY2022 Budget – The budget season has been a big part of this past month. He made a presentation to the MPR Commission last month of the anticipated budget requests. City staff and dignitaries wrapped up the second workshop last week. Next week the maximum budget number gets set based on those presentations. The actual budget hearing where the final decision is made is in August. He expects all of the requests that he presented last month to be in the draft proposed budget that is moving forward.
- Lakeview Golf Club Master Plan – The master plan has been a recent focus. MPR staff has been working diligently with Ed Getherall (see agenda item #3 above).
- Discovery Park – There has been 2 or 3 recent articles that have featured Discovery Park in a fun and exciting way. In addition, he noted other cities are bringing their summer camp kids to the park.
- Strategic Plan – This City-wide effort is well under way for updating. This could become a future presentation.
- YMCA Pool – The South Meridian YMCA swimming pool opened. He recommends going by and seeing it. He received a tour on opening day and expressed his excitement for a new pool facility.

- AED Recognition- The MPR Department was recently recognized for its efforts in getting AEDs out into Meridian parks. Kudos to MPR staff members who helped with a cost-effective way to save a lot of money over what it would have cost to purchase them.

Parks Superintendent Mike Barton reported on the following:

- Discovery Park Phase 2 – MPR staff is currently in the design process of Phase 2. They submitted for a Certificate of Zoning Compliance a couple of weeks ago and then on to ACHD for approval. In the meantime, they are finishing design and going through and siting drinking fountains, concessions stand power outlets, etc. They did an RFP for design build contractors for both the skate park, bike park, and pump track area and had a favorable response. Staff will evaluate those proposals and then get the contracts going.
- Heroes Park Parking Lot – The new parking lot on the west side where the basketball courts were finished. Landscaping tasks still need to be completed. Crews have started on the east side digging it out and prepping for base, curb and gutter, and parking there.

Pathways Manager Kim Warren reported on the following:

- Fairview Avenue Connection – Construction has been sluggish. Crews handled some challenges with the subsurface drainage gallery, which has now been backfilled. Curb and gutter are next on the contractor's list to work on.
- Ten Mile Trailhub – She spent time handling some warranty issues with the construction elements. She expressed it was great to be involved with the art selection process (see agenda item #4 above).
- 13 Pathway Projects – These pathway infill projects were narrowed down to approximately six which seem feasible for construction. These were included in the MPR Department's budget requests. There are either task order requests submitted, or they are in the process of signing task orders with consultants for five of the six.
- Other – She has been doing a lot of plan review in this development climate. Some of this involves pathways.

On behalf of Recreation Manager Garrett White, Steve Siddoway reported on the following:

- Staffing Interviews – The Department lost a couple more part-time staff at the Homecourt; therefore, they are really short-staffed at that facility. Vicki Wagner also recently retired who was the front counter Administrative Assistant. MPR staff members are presently conducting interviews and are moving forward through the process.
- Events – The annual July 4<sup>th</sup> celebration was a success. It was nice having everyone back in Storey Park again for the fireworks show.
- Summer Camps – These are in full swing, very busy, and half way through them.
- Volunteers – There are lots going on with volunteers and also getting a new volunteer program set up for the golf course, as well as Park Ambassadors and others at City Hall.
- Sports – The Spring/Summer Softball season either just wrapped up or is ending. The Fall season will be kicking off soon.

## **Adjourn**

*Commission President Jo Greer entertained a motion to adjourn the meeting. Commissioner Dom Gelsomino moved to adjourn. Commissioner Camden Hyde seconded. The vote was unanimous and in favor of the motion.*

There being no further business, the meeting adjourned at approximately 7:05 p.m.

(AUDIO & VIDEO ON FILE OF THESE PROCEEDINGS)

APPROVED:

\_\_\_\_\_  
JO GREER, PRESIDENT

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
DATE

\_\_\_\_\_  
KEITH BEVAN, VICE PRESIDENT

/rem

Attachments:

- 1) Flyer: Upcoming Events (1 page)
- 2) Flyer: Teen Night (1 page)
- 3) PowerPoint: Lakeview Golf Club Strategic Master Plan Study (8 pages)
- 4) PowerPoint: Ten Mile Trailhead Public Art Installation (4 pages)



### **Meridian Main Street Market**

*Every Saturday, 9:00 am—2:00 pm, Meridian City Hall Outdoor Plaza*

Local vendors, entertainment, food & beverages, and community information  
[meridianmainstreetmarket.com](http://meridianmainstreetmarket.com)

### **Sparklight Movie Night in Meridian**

*Friday Nights, June 11—August 20, Movies Begin at Dusk, Settlers Park, Free*

Enjoy free family-friendly outdoor movies in Meridian's Settlers Park! Attendees are encouraged to bring folding chairs, lawn blankets, snacks and their movie-loving friends and neighbors. Find additional information and the movie schedule online at: [meridianty.org/movienight](http://meridianty.org/movienight).

### **Teen Nights at the Meridian Homecourt**

NEW! We're offering several opportunities for Meridian's teens to meet, mingle and play at the Meridian Homecourt, the City's hardwood court facility located at 936 Taylor Avenue.

Friday Nights 7:00—10:00 pm, August 6, 13, and 20

Admission is free; Pizza will be provided to the first 50 attendees (or while supplies last)

### **National Night Out**

Tuesday, August 3 — Plan a neighborhood gathering to get to know your neighbors and show solidarity against neighborhood crime and vandalism. A BBQ party, potluck dinner, ice cream social, a bike parade! Register your event at <https://meridianty.org/police/nno-registration>.

### **New Art Exhibit and Artist's Reception in Initial Point Gallery**

A new art exhibit featuring works by Wendy Blickenstaff, Clare Nelson, and Lauri Borer opens Friday, August 6 in Initial Point Gallery located on the third floor of Meridian City Hall. It will remain on display until September 2. The gallery is free and open to the public during the building's regular business hours. The public is also invited to view the art and meet the artists at a free Artist's Reception on August 6, from 4:30 – 7:00 pm.

### **Concerts on Broadway Live Music Series**

Saturday, August 28 (Kings of Swing)

Saturday, September 11 (Billy Blues Band)

Saturday, September 25 (To Be Announced)

Live concerts return the Meridian City Hall's outdoor plaza. Each free outdoor concert will begin with an opening act at 6:30 pm and the headliners will take the stage at 7:00 pm. Bring folding chairs!

### **Meridian Art Week featuring a Meridian Symphony Concert in the Park**

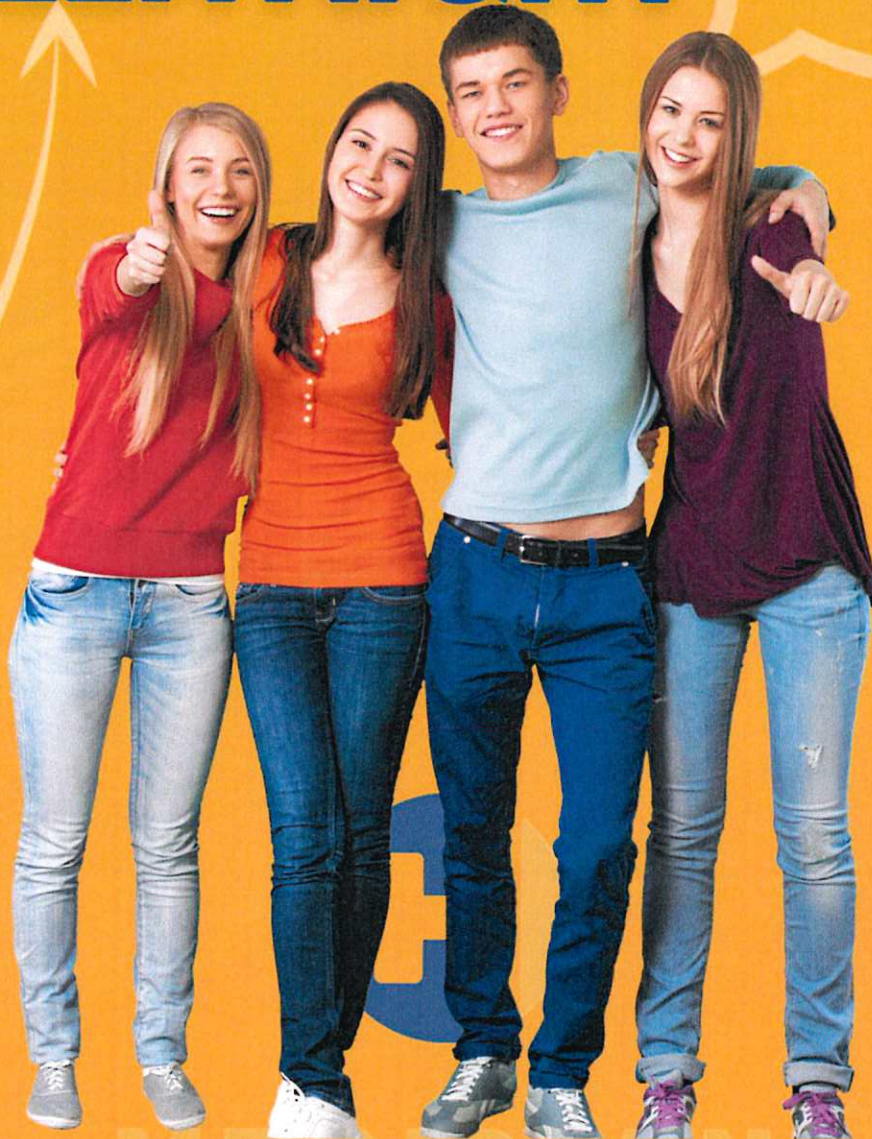
Meridian Art Week will be celebrated September 8—11 with a variety of public events, including a free outdoor concert by the Meridian Symphony Orchestra on Friday, September 10, at 6:30 pm, at the Kleiner Park Amphitheatre. Find the full schedule of events at: [meridianty.org/artweek](http://meridianty.org/artweek).

Visit Meridian's Community Calendar at: [www.meridianty.org/calendar](http://www.meridianty.org/calendar)

# TEEN NIGHT TEEN NIGHT TEEN NIGHT

Meridian  
IDAHO

# FREE



**Fridays**  
**August 6**  
**August 13**  
**August 20**

**7:00 –**  
**10:00 pm**

Free pizza to the  
first 50 (or while  
supplies last)



VR GAMES, VOLLEYBALL, PICKLEBALL, BASKETBALL, BOARD GAMES

# HOMECOURT

**936 Taylor Avenue in Meridian (off Franklin Road)**

Meridian Parks & Recreation Call (208) 888-3579 or visit [meridiacity.org/movenight](http://meridiacity.org/movenight)

## Lakeview GC Strategic Master Plan Study

Prepared for



Presented by:

Ed Getherall  
Director of Consulting  
National Golf Foundation Consulting, Inc.

NGF - KEEPING GOLF BUSINESSES AHEAD OF THE GAME SINCE 1936  
501 NORTH HIGHWAY A1A, JUPITER, FL 33477  
PHONE: 561-744-6006 · FAX: 561-744-9085 · www.NGF.org

### Purpose and Key Objectives

- Identify strategies that will help Lakeview Golf Club attain financial sustainability (maximum cost recovery) while providing a high-quality recreation amenity for Meridian:
  - Develop a prioritized facility improvement plan that addresses infrastructure and deferred maintenance deficiencies and enhances Lakeview GC's marketability
  - Provide strategic guidance on key areas such as:
    - Short- and long-term management structure
    - Playing fees / market positioning
    - Food and Beverage operations
    - Marketing
    - Ways to engage non-golfers
  - Gauge community / stakeholder opinions



## Study Components

- Situation Analysis
- Physical Evaluation and Recommendations (CIP)
- Operations Review and Recommendations
  - "Big Picture" Strategic Focus
  - Best Practices
- Assistance with Budgeting
- Market Analysis
  - National Overview and Trends
  - Local / Regional Market – Demo/Econ + Competitive
- Extensive Public / Stakeholder Engagement

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## Market Analysis - National Trends

- Attrition among infrequent golfers
- Golf course closures continue to greatly outpace openings
- Surge in capital investment for existing facilities
- Increasing diversity of junior participants and beginners
- Increase in 'off-course' participation (Topgolf)
- Large pool of interested prospects
- Impacts of Covid-19 pandemic – 2020-21
  - Large surge in participation and demand; pricing power
  - Inflation and labor difficulties

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## Market Analysis - Local / Regional Findings

- Among fastest growing markets – 4 X national growth rate
- Robust, diverse economy and favorable climate
- Lakeview GC 10-mile primary trade area has 61% more golfing households per 18 holes of public golf than the overall nation
- Estimated average of 38,000+ annual rounds per 18 regulation holes, competitive subset compares favorably to national average of ~ 31,500
- High-quality public competitors, including City of Nampa's Ridgecrest and Centennial; Banbury GC; Falcon Crest GC
- Despite high quality, very affordable rates
- Opportunity, after improvements, to differentiate on playability, walkability, sense of community, and by offering "something for everyone"

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## Public / Stakeholder Engagement

- Golfer Survey
- Phone and Video Interviews / Focus Groups with:
  - Current and former public officials – including Mayor Simison, City Council members, Parks & Recreation commissioners, WARD Chairman, and City staff
  - Golf Course Focus Group
  - Lakeview GC Men's and Ladies' Golf Associations
  - HOA representatives
- Community Online Survey
- 'Town Hall' meeting held at Lakeview GC

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## Public / Stakeholder Engagement

- Most happy about City decision to take over Lakeview
- Represents exciting opportunity
- Golf course suffered from years of neglect and needs a lot of work
- Behavior on course, "trespassing" need to be addressed
- Clubhouse (esp. patio) is a very nice community gathering place, but also needs refreshing

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## Key Areas of NGF Study

- Four key master plan areas of focus for Executive Summary:
  - 1) Long-Term Management Structure;
  - 2) Preliminary Capital Improvement Plan;
  - 3) Golf Playing Fees; and
  - 4) Food and Beverage Service

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### Key Areas of Study – Management Structure

- Extensive narrative about most common municipal golf operating structures in report
- Self-Operation (public employees)
- Management Contract
- Operating Lease
- Concession Agreements

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### Key Areas of Study – Management Structure

- Extensive narrative about most common municipal golf operating structures in report
- Self-Operation (public employees):
  - Maximum City level of control
  - Lack of expertise
- Management Contract:
  - Expertise; savings on labor expense
  - Obligation of management fee regardless of facility economics
- Operating Lease:
  - Shed operating risk; perhaps some private capital
  - Near-complete loss of control of operation
- Concession Agreements: most typically Pro Shop, F&B.

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### Key Areas of Study – Management Structure

- Recommendation:
  - On balance, management contract appears to be best fit, at least for short term.
  - Extend the term with current operator.
  - City can re-evaluate options after the operation stabilizes.
  - Management with a variable compensation component may be negotiable and desirable at that time.

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### Key Areas of Study – Capital Improvement Plan

- Evaluation by Forrest Richardson, current president of the American Society of Golf Course Architects
- Preliminary CIP in five tiers:
  - Start-Up Costs – Maintenance equipment and golf carts
  - Tier 1 Capital Replacements
  - Tier 2 Capital Replacements / Improvements
  - Tier 3 Capital Replacements / Improvements
  - Long-Range Capital Enhancements

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### Key Areas of Study – Capital Improvement Plan

- Tier 1: Includes irrigations system replacement and new ground water well; renovation of existing back 9 restroom. Est. Cost = ~\$3.6 million.
- Tier 2: Includes drainage solution for fairways and roughs; tee reconstruction; allowance for cart paths. Est. Cost = ~\$900K.
- Tier 3: Includes continued construction of infrastructure, including greens and bunkers; new clubhouse roof and replacement of 3 HVAC units. Est. Cost = ~\$840K.
- Long-Range Capital Enhancements
  - Lake / aqua range construction solution
  - Construction of new accessible restroom near #5 Tee
  - Short game practice area relocation and enhancement
  - 9-Hole "Zenger" Practice Course
  - Est. Cost = ~\$2.2 million

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### Key Areas of Study – Golf Playing Fees

- Keep basic structure for short term, but consider inflation-indexed increases after FY 2022
- Emphasis on tee sheet management, reducing discounted fees; utilize pricing power when have it
- Replace VIP Pass program with internal loyalty program
- Concur with \$1 cart fee increase – new fleet; facility may be able to command higher fees as improvement plan is implemented over next several years

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### Key Areas of Study – Food and Beverage Operations

- Because located in residential community, not a “basic” operation like found at majority of municipal golf courses.
- Popular venue in the past, but unclear if made profit on ~\$500,000 in revenue.
- In “normal” environment, potential profit center.
- Difficulties hiring and retaining personnel, including key positions like Kitchen Manager.
- Discussed two primary options:
  - Scaled back – reduced hours, grab-and-go; premade sandwiches; burgers; hot dogs. Highest margins are on alcohol.
  - “Go Big” – requires labor market to normalize and facility to be able to charge enough for appropriate margins. Riskier.
- Potential third option – private concession.

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## Ten Mile Trailhead Public Art Installation



*Arts*  
Meridian Commission  
in partnership with  
Meridian Parks &  
Recreation

## Purpose & Preferences

- ▶ Create theming element(s) to give identity or sense of place
- ▶ A “gateway” to the Five Mile Pathway
- ▶ Highly visible to park users and passersby
- ▶ Functional aspects

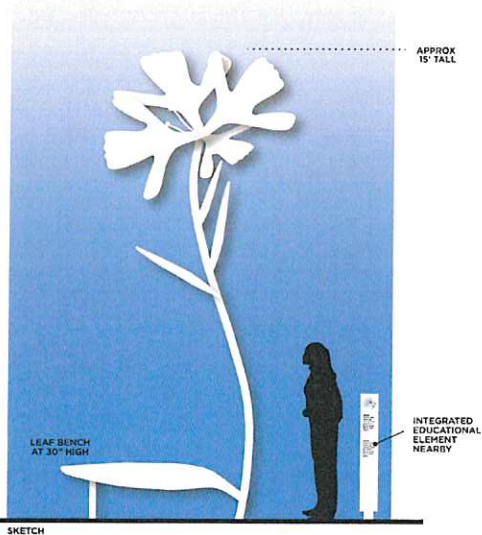




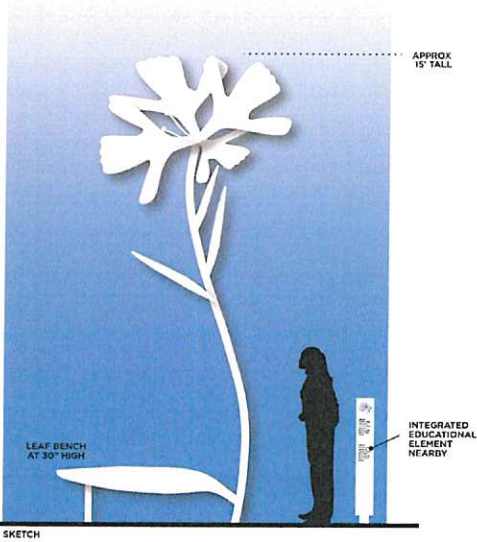
## Basis for Selection

- ▶ Adherence to RFP (10 points)
- ▶ Prior Experience and References (20 points)
- ▶ Understanding of Project Objective (50 points)
- ▶ Timeline and Cost (10 points)
- ▶ Presentations (10 points)

## *Elkhorn Clarkia* by Stephanie Inman

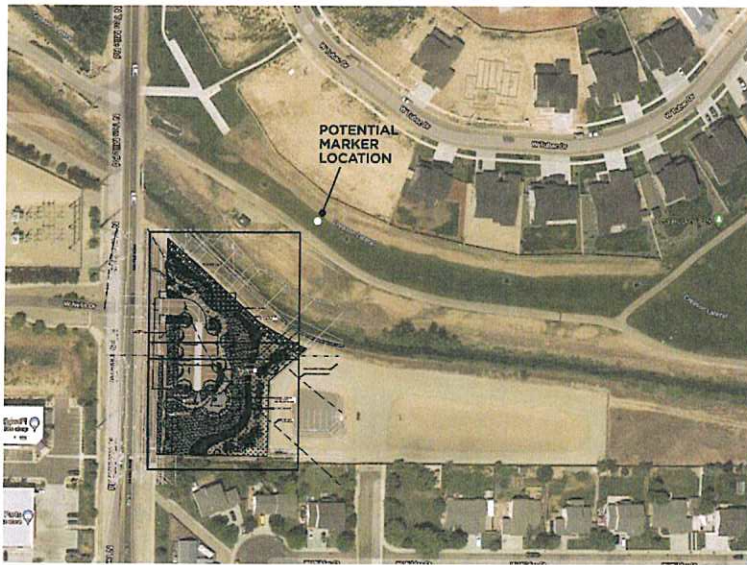


# Elkhorn Clarkia by Stephanie Inman

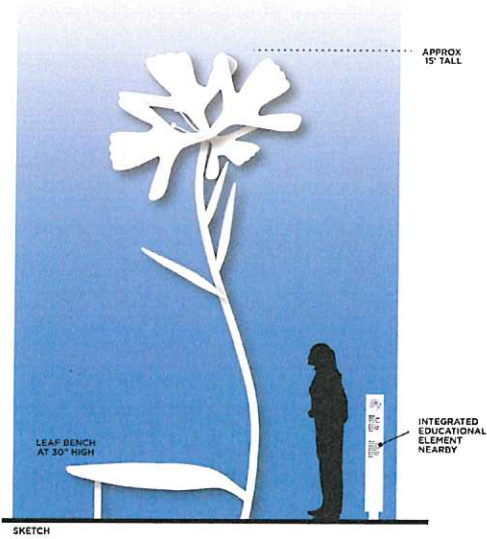


Turner Photographics

# Elkhorn Clarkia by Stephanie Inman



## *Elkhorn Clarkia* by Stephanie Inman



### Materials:

- powder-coated steel for tall cylinder stem
- Powder-coated aluminum for petals and leaves

Total budget: \$35,000  
Funded by MAPS Ordinance

Estimated completion:  
Spring 2022