

December 2025, P& R Department Update

Mike Mathis, Director of Parks and Recreation

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Neshotah Beach Parking

Research by City staff, including Police Chief, DPW Director, and P&R Director in January 2023, resulted in the conclusion that a profitable business model would be hard to attain for several reasons.

- 1. Permits must be issued to residents to ensure they have free parking. However, all the permitting processes charge fees per permit.
- 2. Increase in staff time to process resident permits.
- 3. Increase in staff time to do enforcement.
- 4. Profitability depended on fining people for violations and collecting those fines. This would require a large amount of staff time.
- 5. Up front capital costs varied but could be recovered over time.

Types of Systems Reviewed in 2023

- Gate entry at Pierce and Zlatnik
- Kiosk system per parking lot
- All digital QR code and sign-based system
- Meter system per parking spot or per lot
- License plate scanning system to determine residency (not possible)

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Next Steps

- Revisit IPS Group kiosk system
 - · Discuss automated fine collection system
 - Continue discussion with city leadership about a small seasonal permit fee for residents
- Explore new vendor with toll-way style system
 - https://municipalparkingservices.com/
 - Resident permitting will continue to be a challenge
- Possibly pilot a program and/or do a car count at parking lots
- Host vendor presentation at an ARB meeting

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Programs and Events

- Pickleball Averaging 10 participants per session in December. 24 participants that purchased punch cards for Pickleball.
- TR Teen Night Free skating night on Feb. 21ST, 5:30 7:30
- TR Teen Night Free open gym and simulator on April 4th, 5:30 &;30
- Girls Softball Clinic 22 girls participates in December. 13 girls signed up for the January.
- Slow Flow Yoga 26 participants starting Monday. New high in participants.
- Youth Basketball 20 kids in first session on Thursdays. 26 kids in the second session.
- January Youth Baseball Clinics
 - 1st and 2nd grade will be on Wednesdays(1/15,1/22,1/29) from 4pm to 5:30pm (6 kids signed up).
 - 3rd thru 5th grade clinic on Fridays(1/10,1/17,1/24) from 4pm to 5:30pm(11 kids signed up).



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New Programs

- Arbor Day Celebration, April 26th, 10:00-12:00, Lester Public Library
 - Join us for the Arbor Day Celebration on Saturday, April 26, from 10:00 AM to noon, a fun drop-in event for the whole family! Activities include a tree felling demonstration, planting new trees, creating colorful chalk art, roasting s'mores over a fire, and hands-on educational activities. Participants will learn all about the importance of trees and the invasive insect, Emerald Ash Borer.
- Prenatal Yoga Class This is a new class that is on Sundays 1/5 thru 2/16 from 11am to 12pm We have 5 participants in this class. Brief description below.
 - Prenatal Yoga provides a relaxed and nurturing atmosphere where you can enhance the bonding process
 with your baby while supporting the development and strengthening of your body, mind, and spirit during
 pregnancy. Yoga has been shown to help alleviate many of the common complaints that occur during
 pregnancy such as heartburn, swelling, back pain, and sciatica. This class will help build strength, focus,
 and flexibility through a gentle practice designed especially for the pregnant woman's needs. Prenatal
 yoga classes provide a serene, supportive community energy that will allow one to connect with other
 mothers-to-be. All experience levels are welcome to register for this six-week program. Please bring a
 yoga mat.
- Zumba This is a new dance/work out class that starts Wednesday January 22nd. We have 6
 participants signed up so far. Brief description below.
 - Get ready to shake, shimmy, and sweat at our Zumba class! This is not your average workout—it's a dance
 party in disguise! Zumba will be led by Tori, who has 18 years of experience teaching Zumba! Tori creates
 high-energy routines that make working out feel like a celebration, welcoming ALL fitness levels! Zumba
 combines heart-pumping cardio with moves inspired by salsa, samba, merengue, reggaeton, and hip-hop.
 You'll dance, groove, and have a blast while burning calories and boosting your energy.

Programs and Events

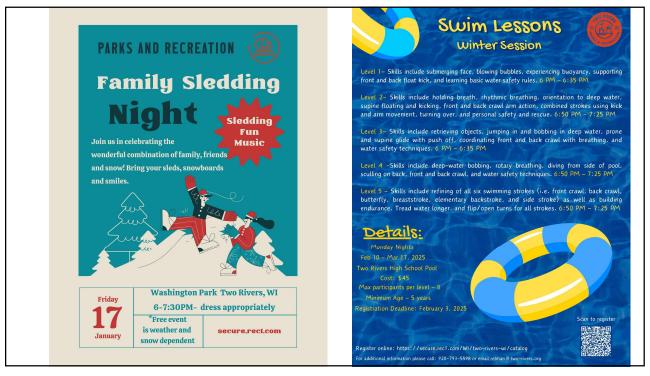
- Dance 30 kids in classes. 1st session ended Dec 17, 2024. New session starting January
- Cool City Xmas December 14, TR Community House and West Central Park another huge Success
- Candy Land Candy Cane Hunt Dec 14, Local Businesses - 67 families participated.
- Letters from Santa- 18 participants
- Received up to end of December almost \$19,400 in sponsorships for Special Events for 2025
- Completed both BOTB and Concerts in the Park schedules and have confirmed major sponsors for both series.
- Completed Downtown Friday Night schedule- (10 concerts added for 2025)

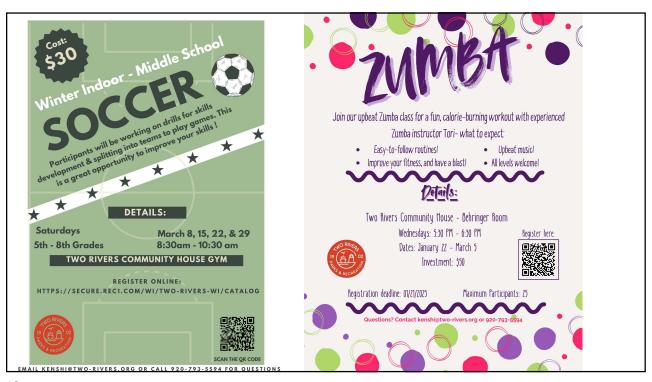


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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3 5 - 8pm	4 10am - 3pm
5 12 - 4pm	6	7	8	9	10 5 - 8pm	11 10am - 3pm
12 12 - 4pm	13	14	15	16	17 5 - 8pm	18 10am - 3pm
19 12 - 4pm	20	21	22	23	24 5 - 8pm	25 10am - 3pm
26 12 - 4pm	27	28	29	30	31 5 - 8pm	Skate Rental Information \$5 per pair 1.5 Hour Rental

Senior Center

- December Senior Center:
 - Rides: 319
 - Meals Delivered: 1,240
 - Volunteers: 94 volunteers, served 373 timesAverage daily attendance: 95.9/day in December
- Two Holiday Parties (Senior Center and Yoga)
- Took collection for Foster Families and Friends for kids gifts
- Snowman Decorating Contest

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Parks and Facilities

- Set-up and clean-up of Cool City Christmas
- Snow plowing and shoveling
- Tree removals in partnership with Electric Dept.
- Adopting new Productive Parks work order management software
- · Usage of built-up vacation and comp. time
- December Rentals from customers (does not include our programming or internal reservations)
 - Behringer Room 4
 - Koska Room 4
 - Gymnasium 13
 - Golf Simulator 10, all positive reviews so far.

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Planning and Grants

- Program/Recreation specific community survey coming soon.
- Feedback from WI Coastal Management coming soon for Paddlers Park application.
- 2024 Annual Report coming soon.