

**City of Willard, Missouri  
Park Board Meeting  
January 15, 2026**

The Willard Park Board met on Thursday, January 15, 2026, at the Willard City Hall in Willard, MO. This mid-month meeting was held to discuss options for improving the finances of the Parks Department.

**Board Members Present:**

President Valorie Simpson, Vice President Fred Burk, Secretary Craig Baird, Vanessa Keene, Brooke Jarvis.

**Board Members Absent:** Rachael Mathison, Eric Wilkins.

**Staff Present:** Parks Director Jason Knight, Brenda Pearson (Facilities, Fitness, & Adult Programs Coordinator).

**Visitors Present:** none.

President Simpson called the meeting to order at 5:05 p.m.

**1. Roll Call:**

Valorie Simpson – present, Fred Burk – present, Craig Baird – present, Vanessa Keene – present, Brooke Jarvis – present. A quorum was established.

**2. Approval of the Agenda:**

**Motion:** Craig moved to approve the agenda. Vanessa seconded. The motion passed with 5 votes in favor and 0 votes against.

**3. Citizen's Input:**

None.

Eric Wilkins joined the meeting at 5:15.

**4. Pool:**

Jason and Brenda reviewed the proposed 2026 fee schedule for the aquatic center with the Board, along with proposed modifications to the days and hours of operation. Several adjustments to the fees were discussed.

**Motion:** Eric moved to approve the proposed fee schedule, amended to raise the swim team participation price to \$150 per person. Brooke seconded. The motion passed with 6 votes in favor and 0 votes against.

As amended, the pool operations will result in a net loss of approximately \$13,000 for 2026 (not including bond payments). The Board felt this was acceptable as it is an improvement over past years and also includes the cost of Brenda's hours.

**5. Concessions:**

Jason reviewed the proposed prices for concessions with the Board. The proposed prices match those of Springfield Parks. The Board agreed with the pricing schedule in general but asked that the hot food items be priced slightly higher than proposed.

**Motion:** Fred moved to approve the proposed concession prices, amended to price pretzels, mini-pizzas, and nachos at \$5 per item instead of \$3 per item. Vanessa seconded. The motion passed with 6 votes in favor and 0 votes against.

**6. Nixa Resident/Member Policy:**

Jason reviewed the Nixa policy with the Board and proposed that Willard adopt a similar policy to benefit Rec Center members, whereby non-member patrons would pay a slightly higher fee for any Parks program (an additional \$15 per program registration).

**Motion:** Brooke moved to adopt the proposed policy, amended to require a 3-month minimum on the Rec Center membership to get the discount. Eric seconded. The motion passed with 6 votes in favor and 0 votes against.

**7. Metrics for Programs – Cost Recovery Levels vs Patron Surveys:**

Jason reviewed various ways to evaluate program and event costs vs their benefits for the community. The cost recovery pyramid in the handout was discussed and Jason placed Willard-specific programs and events on the pyramid. The Board also discussed what programs were highest performing (Fitness Center, Aquatic Center) vs those that are lowest performing (single day daycare (cancelled for 2026), sports programs in general).

Jason asked that the Board members review the handout information for further discussion at the next meeting.

**8. Fred's Presentation:**

Fred submitted a proposal to the Board to sell the Frisco Highline Sports Complex (FHSC). The presentation included details on moving the soccer programs to Jackson Street Park (JSP) and using the proceeds from the sale for various improvements at Miller Farm Park and JSP. Changes at JSP to accommodate parking were also addressed. The Board asked that Jason investigate how much revenue that sale of the land would generate. The Board also discussed possibly keeping the FHSC but moving the soccer program to JSP, to reduce maintenance and mowing costs at the FHSC.

**9. Adjourn Meeting:**

**Motion:** Brooke moved to adjourn the meeting. Eric seconded. The motion passed with 6 votes in favor and 0 votes against. The meeting adjourned at 7:15 p.m.

Submitted by Craig Baird, Secretary

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Valorie Simpson, President

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Craig Baird, Secretary

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Courtney Meyers, City Clerk