

BRANSON ADVISORY PARK BOARD

REGULAR MEETING

October 20, 2020

5:15pm

Branson RecPlex

CALL TO ORDER

ROLL CALL

Board Members Present: Clark Harris, Andrew Brown, Scott Wuest, Julie Wolfe, Mica Farley, Jennifer Holder, David Parrish

Board Members Absent: Candy Sullinger, Jamie Whiteis, Scott McCauley

Staff Present: Cindy Shook, Brien Halterman, Carlie Allison, Marsha Fulton

REGULAR AGENDA ITEMS

1. Approve Minutes

Motion made by Mica Farley and seconded by Andrew Brown to approve the September 15, 2020 minutes as presented. Motion carried.

2. Review of Annual Revenue Contracts - PepsiCo.

Cindy reviewed the contract with PepsiCo with the Board, sharing that this was the first renewal option of a five year agreement. The contract includes a 4% increase in case cost, which is allowable under the agreement. Based on 2019 totals, the anticipated revenue is \$85,745.00. Discussion was held among the board members. Julie Wolfe made a motion to approve the PepsiCo. Contract. Scott Wuest seconded the motion. Motion carried.

3. Budget Update

Cindy provided a review of the September financials with the board, noting COVID had impacted many areas. Cindy highlighted that the expenditure increase in administration was due to Jason Reinsch's payout, in addition to there being three pay periods in September. Discussion was held among the board members. Cindy then went to share some of the budget assumptions and decisions for the City of Branson for the 2021. These include freezing some of the positions that were vacant before the COVID-19 shutdown, no new capital improvements for any department in 2021, and no cost of living increases.

Additionally, Cindy shared that Finance Director Jamie Rouch was budgeting for the 2021 general fund sales tax to be down 22% from fiscal year 2019 actuals, causing everyone to tighten their belts. This projection has resulted in the Parks Department general fund subsidy being reduced by 25% in 2021, which means they will either need to decrease expenditures or increase revenues. There was no discussion or comments

4. Presentation of 2021 Proposed Fee Schedule

Cindy reviewed the proposed fee changes for 2021 that address increased fiscal demands to sustain the current level of service. Cindy reported that new fees are being recommended for youth sports, aquatic fees, field rentals, the Dog Park and the campground. The fee increases represent a multi-year plan designed to off-set the mandated minimum wage increases of \$12.00 in 2023. The fees are designed to cover a phased in wage increases for seasonal workers such as lifeguards, concessionaires and seasonal maintenance workers.

Cindy stated that another big factor, in addition to minimum wage increase, is that the Park's Department is facing a 25% decrease in our subsidy from the General Fund due to a decline in sales tax revenues due to the impact of COVID-19. Therefore, additional fees are necessary to off-set operational expenses. Cindy reviewed the survey of fees from area park's departments and campgrounds with similar amenities.

Discussion was held among the board members. A few board members expressed opinions that the proposed fees for the campground might be too low. Cindy responded that she was proposing an incremental increase at the campground, but was open to varying opinions and indicated that we could relook at fees again next year.

Andrew Brown made a motion to recommend the 2021 fee schedule as presented to the Board of Alderman. Jennifer Holder seconded the motion. Motion unanimously carried.

5. Marketing Presentation

Park Business Supervisor, Carlie Allison, provided a review to the board of our current multi-faceted approach to marketing the department's programs, events and parks. Carlie shared information on facebook analytics that helps to provide feedback as to our marketing efforts.

6. Presentation of new Outdoor Initiatives

Cindy shared with the board information about some new outdoor initiatives that include trails, biking and possible skate park improvements. Carlie provided additional detail to the board about the new 20in20 Hiking Program and her plans to expand the program in 2021.

7. Member's Reports

Julie Wolfe complimented Clark on his leadership during the meeting and Cindy and the Parks Department on everything that they had accomplished.

Mica Farley complimented Carlie and everyone involved on the recent youth flag football program. Mica added that she would like to see the program opened to older ages as well. Mica then brought attention to issues at the Branson North Park and suggested possible outdoor lighting at the park.

Scott Wuest complimented Carlie and the 20in20 Hiking Program and encouraged everyone on the board to participate in the new program and use the hiking trails. Scott also shared his concerns about the tax decrease within the City. Scott commented that he hoped the City's projections of a 20% decline are not correct and remarked that he is aware of several businesses were doing well.

Clark Harris shared with the board that an Arbor Day Celebration had taken place earlier today under the guidance of Amy Jackson. Clark encouraged others to get involved with TreeKeepers and other parks programs.

ADJOURN

Motion was made by Andrew Brown, and seconded by Clark Harris, to adjourn the meeting. All were in favor.

Meeting adjourned 6:37 pm