



ADVISORY BOARD
Meeting Minutes – October 11, 2016 - 5:30 p.m.
Leawood City Hall – Maple Room

Board members in attendance: Karen Ward Reimer (Chair), Amy Vlastic, Lorrie Hamilton, Gary Swanson, Steve McGurren, and Bob Wright

Board Members absent: Doug Stevens

Council Liaison present: Dr. Steven Kaster

Council Liaison absent: Julie Cain

Staff members present: April Bishop, Brian Anderson, Chris Claxton, Kim Curran and Dalnita Holland

Karen Ward Reimer called the meeting to order at 5:37 p.m.

Lorrie Hamilton made a motion to approve the September 13, 2016 meeting minutes. Amy Vlastic seconded the motion. The minutes were approved unanimously.

I. Special Business

A. Introduction of New Council Liaison- Dr. Steve Kaster

Current board members introduced themselves to Dr. Kaster.

II. Old Business

A. Naming Rights and Sponsorship “Final Draft”

Chris asked if the Board had a chance to read the “draft” she sent. If they recall from the last meeting the main contents and policies are larger. The gift section has morphed a bit. The biggest things are the guidelines for acceptance and definitions referring to: naming rights, corporate sponsorships policies and maybe the authority. The overlapping of naming right sponsorships has not been done and is not as significant.

Once we make this recommendation, the process will be similar to what was done with the fee policies establishing our cost pricing. It will go to the City Attorney for review and then move on to the Council for their approval. Normally after the Council approves the policy there will not be a need to go back to them; if we stay within the guidelines.

The preamble indicates the what and why we have the policy. Naming rights generally hasn’t been necessary or a prudent thing to do in Leawood. Gezer Playground, and the Dog Park are examples of receiving significant \$50,000 plus donations. The Wylie Trust didn’t care about naming rights or where the money was used, other than \$10,000 for the Dog Park. Variety KC is a different story; they do want naming rights in lieu of a \$125,000 donation. The playground will be named “Variety KC Children’s Playground”. There is a difference between putting a banner on a fence like a sponsorship and someone giving you \$125,000 to \$200,000.

Amy asked where do you draw the line with a minimum dollar amount or is it always 51% of a donation.

Chris responded it does depend on what the gift is. What is the definition of a “gift”? It is different than the naming rights. It is more if the donor is asking to be recognized, but we should have a recommendation from the Park Board. If approved by Council it will become a policy.

The philosophy is we have benefited from gifts. The Lions have built the restroom in back of the shelter, and a fountain. The Leawood Foundation did the playground at Gezer and is now working on this one. The Historical Commission, Arts Council and the Foundation joined together to provide the art piece at Ironwoods. The mission of the Foundation is to provide financial resources to build or purchase something we couldn't or wouldn't pay for within our normal budget operations. An operating budget is approved annually to accept, implement, and maintain the gift. An operating endowment is seen more in the naming rights with different categories as a point of reference. Meaningful gift ideas in the document would be trees, benches, bike racks, and other amenities. A gift then becomes the property of Leawood. We are not obligated to replace it other than its useful life. The useful life is to be identified at the time of the donation.

The City Attorney, Patty Bennett, will want to look at the policy before it goes to the Council. She may think it prudent to identify some constraints.

Brian added that is something he had thought of especially with religious or political organizations.

Chris commented that is why alcohol is in red. She is not sure if we want to prohibit this. They can be great sponsors if it is the right event.

Chair Ward Reimer asked if the Jewish Community Center wanted to give to Gezer would we be able to accept this type of gift? Is this what we mean by religious organizations?

Council Liaison Kaster added there needs to be an exception of, or at the discretion of the Mayor. Patty will be the best person to clarify.

April questioned aren't all big gifts approved by the Council.

Chris answered it would be similar as it is with art. Yes, large gifts should be approved by the council. She does agree with Brian the need to figure out how to present certain situations in the policy. Council prefers to have a policy that defines the parameters. She agrees the need to be able to say that without being exclusive. She did add at the discretion of the Governing Body, but would rather have something that is a disclaimer of some sort.

Steve questioned does he remember correctly this document is a combination of several similar size or larger cities, plus all of her thoughts. Do many of them exclude alcohol? Do they have exceptions?

Chris responded this is the best of what she has seen. There hasn't been anything this detailed at presented at the National Parks and Recreation annual conference. It would be a good place for feedback. It might become a session at a future conference, national or state.

Steve asked what does that mean.

Chris reported it might be an education session or opportunity for her to present at the NRPA meeting in the future. Last week at the area directors meeting she was surprised that no one else had a significant plan in place.

Bob expressed his concern more about protected classes, hate groups, and people trying to make political statements, more than alcohol. Veto rights should be available.

Council Liaison Kaster suggested a clause to rescind the naming rights similar to what happen with Lance Armstrong and Armstrong Park. The naming rights can be revoked by the Governing Body.

Bob added naming rights taken away with certain violations.

Chris stated we always need to ask "why" we want to do this and who else is doing it with all our programs and events. Naming rights and the priority of preferred access is another thing that Variety KC wanted to have. They requested programing time, but didn't require exclusive access. She did reach out to Blue Valley Recreation Commission since it has a Special Pops Division and asked if they would like to utilize the space. They could do programing for their clients with our structure. This would be an excellent way to work with Blue Valley Rec.

Some things are subject to condition and time limits. There are donors who want to know: what is your plan, who else has donated and how much? Former Councilmember Lou Rasmussen wanted to have some sort of a tie in to The Foundation as part of the document. The primary reason to go through the Foundation is to get the tax deduction however; it is also to show collaboration between the two of us and emphasize the importance in the community of the Foundation . A real property gift is subject to fees and interest. There might be a lien on the property. Basically suggesting any gift that requires action by another agency, it is important to know what you own. The location of some gifts may need approval of the Planning commission.

Brian added that having a defining dollar amount is something to think about, maybe \$5000 or less.

Chris responded you will see it addressed on page 5.

Amy asked is there a monetary limit if someone gives \$500 to bring it to the Council. Or if they give \$10,000 or \$50,000 does it need Council approval.

Chris answered it depends on what it is; real or personal property must be approved by the Governing Body. The caveat to that is a dollar amount. Gifts of art work is identified in the Art Policy and it has a specific process. If someone wants the tax benefit they contact the Leawood Foundation directly for tax clarification purposes.

Lorrie asked do most people give checks, and do not care about the tax consequences.

Chris answered the bigger amounts typically go through the Foundation. Currently they still are under the umbrella of the Greater KC Community Foundation. They have applied and are waiting on their 501C approval that should come in the next couple of months. The goal is to recognize gifts in a meaningful way, minimize visual impact, and consider the cost of projects in relationship to statutes and the CIP.

As an example, a donation of \$200,000 for a shelter at Ironwoods. If the project is unfunded in the CIP should it be 100% of the cost?. Amenities could be a lower dollar amount like a drinking fountain. She believes the Council will have some recommendations. In the naming rights issue; if it wasn't even in the unfunded portion of the CIP, you must also consider the costs that can creep up on you like design and engineering fees. This is done for art, previously it was 10%, but we were always behind in the estimates vs. the actual. Now it is 15% to 20% for art projects. Current pieces are costing more to install than previous pieces. Similar to this situation is the request for pickle ball courts. We do not have any funding identified for constructing these. If someone wants to step forward and fund them would we then request 100% of the cost? What is reasonable vs. realistic? We have been using our master plan as the guideline.

Brian commented he likes the idea if it is unfunded maybe something like pickle ball should cover everything including design and engineering.

Chris added people do leave money in their estates all of the time according to other agencies outside of the metro whom she has discussed this with.

Steve asked have you been given something that was never a part of the plan before.

Chris answered it doesn't happen very often. She met someone from an agency at the NRPA conference this year that had been left a house with all of the belongings. They didn't have a plan in place, and had to be reactive instead proactive.

The policy is a 2016 goal of the Governing Body. It will be completed by then and after everyone's has given their input. Let her know if areas need to be condensed, added, combined or deleted.

Chair Ward Reimer commented Chris has really done a good job and it has come a long way since the first draft.

Lorrie questioned do you feel any of this will discourage anyone for making a contribution.

Chris answered the process is not difficult, it is more the percentage. Is it reasonable to expect 51% of the cost for naming rights? This is something she would like the park board to think about.

Brian added we have had some small issues with tree and bench donations. A tree is available for \$600, and it doesn't include the signage of the tree. In one recent instance, the donor only wanted to give \$100 for a tree. Another potential donor wasn't prepared to buy a bench like the ones we have on the Parkway. He decided to go somewhere else because he didn't want to spend \$2,000.

Chris stated we are not going to put in a one inch caliper tree at the cost of \$100 with the chances it isn't going to live. Typically it is best to go with a larger one, which is why we ask for \$600.

Previously a bench donation was accepted at I-Lan. It was not as sturdy as the ones we normally use. It literally fell apart and it ended up being replaced at our cost since a bench was already there. At four times the cost and the donor was then not recognized again.

Amy commented it is nice to have it affordable. You can't always control the amount you have for the donation; your money can be limited. Her bench at Deanna Rose was only about \$500.

April added anyone can donate to the playground. The name might not be listed on the wall, but it shouldn't stop someone from participating.

Amy asked do you have a minimum dollar amount to have your name on the wall.

Chris replied our playground donor wall will have leaves ranging from \$1,000 to \$5,000 and will be attached to the maintenance building. At least that is the plan for the location at this time.

Fifty one percent (51%) of \$5,000 is not near the same dollar amount as 51% of \$100,000 or \$200,000. It may need to be considered by the project and perhaps with a minimum percentage. A sliding scale that is the cost to the donation is unmeasurable. It is a little different since this is the Foundation's project. Bigger gifts might need some leeway. We didn't have the policy in place with Variety KC and their donation wasn't 51% of the project.

Brian added the current tree policy is we have is \$600 for the tree and then \$600 for the plaque. Gary or Council Liaison Cain had mentioned having a tree online recognition on City's website. Or perhaps a tree wall at City Hall and donors could be listed there. Maybe form a tree bank and put donated money there to use later.

Chris stated she would prefer leaves on a tree here that look nice. It is better not having signs everywhere.

Brian commented he was riding his bike on a trail somewhere else and road by a memorial bench. It had been completely decorated, memorial signs, ornaments, etc.

Steve asked was it like something you see along the highway.

Chair Ward Reimer stated it sounds like they were treating it like a gravesite.

Bob suggested similar wording that no special memorials should be placed by or around the tree including park benches.

Lorrie stated it needs to be clear from the get go. We are aiming to making it as clear as it can be. There will always be some gray area.

Chris added many times people try to save money and offer to do the installation, not just on trees.

Lorrie stated it seems best to take the monetary donation and use the money received where deemed appropriate. There is already a price list.

Chris replied it does give us management of the style and quality of a donation.

Steve agreed that is appropriate and then there is consistency.

Chris added we are doing a separate trifold brochure for memorial gifts. It will be available if someone wants to donate a tree, bike rack, picnic table, or bench. We can direct them to our website to look at the PDF or drop the information in the mail.

Steve asked do you incent the donor by giving them a deal if they donate more than one or two items. Maybe a discount could be given to the third item. If it was a business it might be done that way.

Chris responded that isn't a bad idea, but most donations do not come in that way.

Naming or renaming of parks and recreation facilities is basically a section under the big policy. She did leave "park" in the document not wanting to be short-sighted. Not sure if that is right or wrong.

Lorrie commented we already have precedence with Brooke Beatty Park. She thinks it needs to be in document, and it is better to be thinking ahead.

Amy questioned doesn't the City already have a naming policy.

Chris stated the City may have an unwritten prospective on this but no; there is no policy. That is why we have been tasked with this via the Council's goal setting.

Steve asked does Leawood own the land out on Kenneth Road in front of the maintenance facility. He noticed it was for sale.

Brian replied the City doesn't own that land. The maintenance facility belongs to Public Works.

Gary asked is there a provision regarding naming rights of a prominent person. Does the individual need to be deceased? He thinks the city of Mission has a policy like that.

Chris stated naming or renaming can have a powerful and permanent identity for any public space. In addition, there are associated financial aspects and a budgetary impact. Having to change signs, maps, and printed material can be costly. Excessive naming of multiple features within a park can be confusing to the user.

The policy is being established to best serve the City's interests and endure a distinctive legacy. Naming considerations, if adopted, would include the following:

- Exceptional Person - A city leader or person whose name would be recognizable in the community, maybe not just Leawood but the metro area
- Historic Person or Place or Event - Lee Boulevard would be an example of honoring the history of the City. The positive image and significate relationship established with our Sister City Programs. Examples are Gezer and I-Lan Parks.
- Major Gifts-Parks and Recreation has benefited extensively from generous gifts from the community in the form of time, materials, service and money.

Several dog businesses wanted to sponsor the dog waste stations, wanting their logo, address and phone number on the stations. It was considered advertising not sponsorship. Commercialization is not wanted.

Guidelines for consideration: 51% of funded project cost in CIP, in unfunded CIP projects it is 100 % of installation. An unidentified, unfunded project not list in CIP, will be 100% of project, plus installation cost plus, 20% of design and engineering.

Lorrie asked is that what design and engineering normally run about 20% of the cost.

Chris commented yes, they are coming to us for a project not in the master plan, and is not funded it is probably not something that will happen in the near future.

Amy added all that land out south you never know.

Chris stated to please look over and compare with your notes and the previous drafts. The first one was harder; the second doesn't have as many breakdowns. Are there any general comments she needs to make note of?

Bob added it seems pretty comprehensive.

Amy asked is there a time frame on naming rights.

Lorrie stated a time limit is determined by a corporate entity as a part of the negotiating process. Scheel's has a 7 year deal with Overland Park with their soccer complex. At the end of that time period they will have the first option of renewing or right of refusal on the naming rights. It doesn't necessarily need to be put in the policy; it is a part of the buying process. Times are changing, if people or corporations are giving large sums of money they will want their name attached.

Chris added we should have this figured out by the time it goes to the Council. The way the playground is coming together in terms of the donations may help us finalize this process.

Due to the lack of time she will segue into the playground update.

B. Update on Inclusive Playground

Chris reported we did get \$50,000 from the Sunderland Foundation. Originally we were going to ask them for the concrete but the business was sold. The Mayor was successful in securing a monetary donation, for which we are grateful. AMC did give \$10,000 this year, plus their donation from last year. The Foundation still has an ask out several other organizations/foundations. Debby Throckmorton asked Creative Planning to contribute to the project as a pillar and they committed to \$25,000. The signs are up at the park promoting the project. The money is coming in several different ways. Alice Hawk, Foundation Chair, reported receiving a \$2000 donation today.

Steve asked what is the total dollar amount received.

Chris replied she doesn't have the totals with her. She is going have Alice ask Mike Best, the Leawood Foundation Treasurer, if he would run a report with all of the donations when they meet on the 20th. The original amount agreed to be raised by the Foundation was \$400,000 plus or minus 10%. The goal was then pushed up to \$450,000 since there might be a need for tipping fee and \$10,000 for signage. She thinks they are \$40,000 - \$60,000 away and they will continue to fundraise until they can get back to their initial \$50,000 operating amount.

Steve asked what about Royals Charities.

Chris answered they are usually with Variety KC. She reached out to Deborah Wiebrecht and asked if she could assume Royal Charities may be one of their donors and this was confirmed. The Variety KC board will authorize a certain amount to be fundraised. Then they give the executive director the authority to go out seek donations and fundraise.

Game time/Cunningham/Playcore installer Bob Kremers is coming in the next 2 to 3 weeks. They will be meeting and talking about the plan for demolition and installation. The time pressure is on them to complete by the deadline since they are doing the work.

III. Old Business

A. Staff Reports

Brian reported the following:

- His staff did quite a bit of tree work out at the golf course helping them getting ready for the bunker project. The support saved Ironhorse about \$12,000.
- Moved a segment of trail that was getting close to I-Lan's creek bank due to erosion. A patron had called and was concerned. The only thing left to do is to put in a split rail fence to provide a further barrier. Used in house concrete and labor instead of asphalt for the project.

- Seeding various areas throughout the parks and around the new bridge that was built this summer.
- Working on correcting a problem at the Dog Park. The dog bowl plugs up with mud causing the water to puddle and create more mud. We tied on to the drain and are burying a huge drain pipe and extending it into the creek.
- He has been talking with Chris about looking at trail way-finding signage. It will help people at various junctions along the trail; identify where Tomahawk Creek and Indian Creek intersect and which direction it goes.

Kim reported the following:

- Last month RecTrac recreation software migration occurred. Basically they took off the software making it entirely different and then reinstalling it. Our rep came here for week to help and the staff is still training.
- Scott Gamerl, April and Jacinta had a super successful “In to the Night Festival” out at Ironwoods.
- Scott is hosting the Fall Trail /Creek up November 5 from I-Lan to City Park.
- Pop Pilate class is starting in early November and is one of the few in area.
- Class revenues are up \$10,000 for the year over 2015.
- Soccer is almost done as the weather has been cooperating every weekend.
- Cabin reservations are still going strong and will conclude the end of October.

Chris reported the following:

- Clubhouse construction meeting was held today at Ironhorse. Gigantic holes are ready for the pillars that will support the facility.
- First wedding request for December of 2017 has been received at the new clubhouse space. They have some nice boards to show prospective clients for golf and other events. Pricing is similar to the Lodge, but a little more expensive as it probably should be. Can’t bring in alcohol or food but can have your own caterers. The preferred caterers will have agreements for percentages that will go back to Ironhorse. Troon will do the food for golf tournaments.
- Simultaneously the bunker project is underway; they are being redone and relined. The greens were done in 2008 or 2009. We have never done the bunkers to this level. They are working on the back nine. Only nine holes open at a time and play has been slower than expected. Special rates were established for golfers. They can either could play nine or play nine twice.
- Today we talked with Troon about maybe naming the room at the clubhouse: Vista at 154. It does look onto straight out to the fairway. 15400 is the address and it will not change.
- Holiday Lighting at City Hall will be November 21st at 6:00 pm.
- October 24th is the reception for Beth Nybeck, the local artist for the art on loan piece “Point of Defiance”. It will be at 6:00 before the Council Meeting. Drinks and light meal will be available.

B. Next Scheduled Meeting Date

The board came to a consensus that the next meeting would move to November 15 due to the elections.

The next meeting will be held November 15, 5:30 p.m. at Leawood City Hall in the Maple Room.

Amy Vlastic made a motion to adjourn the meeting. Steve McGurren seconded the motion.

The motion was approved unanimously. The meeting adjourned at 6:58 pm.

Respectfully submitted,

Chris Claxton, Director
Parks and Recreation Department