



Parks Commission
Minutes
January 8, 2019 5:30 P.M.

Village Hall
3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order.

The meeting was called to order at 5:33 p.m.

Members present: Kathy Yanoff, Mark Schill, Lybra Loest and Bonnie Pedraza

Others Present: Assistant Village Manager Tyler Burkart, Trustee Wesley Warren, Trustee Michael Maher, Kae Donlevy with the Shorewood Waters Project

Not present: Jenny Vulpas, Ellen Eckman, and Jaime Jacoby

2. Consider Minutes from Meeting on December 11, 2018

Ms. Pedraza moved to approve the December 11, 2018 minutes. The motion was seconded by Ms. Loest. Motion approved by 4-0 vote.

3. Staff Updates

Mr. Burkart informed the Board that Ms. Eckman and Ms. Loest will represent the Commission on the upcoming ad hoc committee meeting for Atwater Beach. An update will be presented at the next Parks Commission. Eventually the Commission will consider a proposal to recommend to the Village Board. Ms. Eckman as the Chair of the Parks Commission will be invited to a February meeting of all committee chairs to discuss the upcoming prioritization process and collaborate with other committees.

4. Update on Marketing and Communication Strategies for Dogs in Parks and Beach

Ms. Donlevy was in attendance to provide an update on the Shorewood Loves Dogs campaign. Ms. Donlevy mentioned the plan is to rollout the campaign starting this Thursday. The Commission reviewed the dog mascot contest rules and materials that will be used to promote the campaign. Mr. Burkart informed the Commission that an article on the campaign will be included in their March issue. There was discussion about reaching out to other businesses besides Bentley's Pet Stuff to help sponsor awards or participate in the program in some way. Ms. Donlevy will reach out to other possible businesses dog-related in Shorewood. Commission members should send any additional feedback to Ms. Donlevy. The Commission will judge the applicants at their March 12 meeting and will announce a winner a few days afterwards.

5. Discuss Creating Question for Community Survey on Vendors in Atwater Park

The Commission worked on finalizing the proposed question for the upcoming community survey. Mr. Burkart will use the question identified in the December minutes to include in the community survey draft.

6. Adjournment.

Mr. Schill moved, seconded by Ms. Loest to adjourn the meeting. Motion approved by 4-0 vote. Meeting adjourned at 6:12 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager