



**TWO
RIVERS**
WISCONSIN

ADVISORY RECREATION BOARD MEETING

Wednesday, January 08, 2025 at 6:00 PM

Koska Room - Community House
1520 17th Street, Two Rivers, WI 54241

MINUTES

1. ROLL CALL

Board Members: Daniel Cortte, Brian Gallagher, Travis Kadow, Erin Lamal, Robert Reed Jr., Jason Scharping, Dorothy Tinkham Delo, Adam Wachowski-Council Rep, Scott Stechmesser-Council Rep

PRESENT

Council Rep Adam Wachowski
Council Rep Scott Stechmesser
Robert Reed
Jason Scharping
Travis Kadow
Dorothy Tinkham Delo

ABSENT

Erin Lamal
Daniel Cortte
Brian Gallagher

2. APPROVAL OF MINUTES

Motion made by Robert Reed, Seconded by Dorothy Tinkham Delo.

3. CORRESPONDENCE

None

4. COMMENTS FOR THE PUBLIC (Limited to 3 minutes each)

None

5. NEW BUSINESS

A. Review Parks and Rec 2025 Staff Goals

Parks and Recreation outlined Goals for 2025 at the year end meeting, focusing on six core competencies: Teamwork & Leadership, Resource Stewardship, Diversity & Belonging, Continuous Learning, Community Impact, and Customer Service. To ensure that the department remains on track to meet these goals throughout the year, bi-weekly meetings were scheduled to track progress and make necessary adjustments. A full list of goals is included in the attached ARB Presentation.

6. OLD BUSINESS

B. Update on past Neshotah Beach paid parking research

A review was conducted on the 2023 research related to the paid parking system at Neshotah Beach, where the feasibility and profitability of such a model were analyzed. The findings of the previous research indicated that establishing a profitable business model for paid parking at the beach would be difficult to attain.

Next Steps: revisit IPS Group kiosk system, explore new vendor with a toll-way style system, possibly pilot and/or do a car count at parking lots. ARB will host a vendor presentation at a future meeting. ARB will host a vendor presentation at a future meeting to further explore options.

7. OTHER BUSINESS

None

8. DIRECTOR'S REPORTS

A. Program & Event Updates

Programs: Pickleball Punch Cards are back and we averaging 10 participants per session. Slow Flow Yoga has a new high of 26 participants. Girls softball December 22 participants, and January 13. Youth Basketball had 20 in session 1 and 26 in session 2. Dance had 30 participants in the first session, and just started session 2.

Upcoming Programs: Prenatal Yoga Class - only one in area from Green Bay to Sheboygan starts 1/5/25. A new dance aerobics class launch - Zumba starts 1/22/25. 2 youth baseball clinics starting 1/10/25. Winter Swim Lessons beginning 2/10/25. Winter Indoor Soccer starts 2/6/25 for Elementary & 3/8/25 for Middle School.

Events: Cool City Christmas was a huge success! Everyone came together for set-up of this amazing community event. Three people were awarded the "Santa at Heart Award" for their commitment to making this event extra special this year by going over and above. 67 families participated in the Candy Land Candy Cane Hunt as part of Cool City Christmas. The Ice Rink is open and ice skate rentals available on Friday, Saturday, & Sundays.

Upcoming Events: Free Family Sledding night 1/17/25. In partnership with the library two TR Teen Nights - Ice Skating 2/21/25, and open gym and golf simulator 4/4/25. Arbor Day celebration 4/26/25. Our summer concert series for Concerts in the Park & Bands on the Beach have all been scheduled and major sponsors have been confirmed. 10 concerts have also been scheduled for the Downtown Friday Nights. Special Events has raised almost \$19,400 in sponsorships for 2025 by the end of December.

Senior Center hosted two Christmas parties in December, collected gifts for Foster Families & Friends, and awarded 3 winners for the Snowman Decorating contest that took place at Cool City Christmas. In December they gave 319 rides, 1240 meals delivered, & 94 people volunteered.

B. Parks & Facilities Updates

We are in the process of adopting a new Productive Parks work order management software to streamline and enhance our operations. Currently, Parks & Rec does not have a formal work order system in place; instead, tasks are tracked through a combination of supervisor knowledge, spreadsheets, and whiteboards. The new system will significantly improve efficiency, allowing us to

better manage workflows and allocate resources. We are excited to implement this solution ahead of the busy summer season, ensuring a smoother and more organized operation.

C. Planning & Grants Updates

Coming soon: Program/Recreation specific community surveys, Feedback from WI Coastal Management for Paddlers Park application, and P&R 2024 Annual Report.

9. ITEMS FOR FUTURE ADVISORY RECREATION BOARD MEETINGS

A. Presentation from vendor about Neshotah Beach parking system.

10. NEXT MEETING

February 12th, 2025

11. ADJOURNMENT

Motion made by Travis Kadow, Seconded by Jason Scharping.

Respectfully Submitted

Laura Hooper, Office Manager



**TWO
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WISCONSIN

Advisory Recreation Board

1/8/25

Mike Mathis, Director of Parks and Recreation

2025 Department Goals

- 15 P&R team members met for two, 2.5-hour planning sessions in December to reflect and plan.
- Some of our conclusions from team sessions;
 - Team moral and culture is strong.
 - Our department has made a lot positive internal organizational improvements.
 - Team members help one another and have faith in each other.
 - We take pride in TR being our home and doing our work.
 - We feel like we are making an impact.
 - Social media and negativity get us down.
 - Vandalism is a frustration.

Core Competency	Teamwork & Leadership - Teamwork and Leadership focus on building strong, collaborative internal teams while inspiring a culture of trust, accountability, and shared goals. We believe that anyone from any position can be a leader and that anyone from any position can be a team member. Externally, this competency highlights the importance of demonstrating leadership within the community, fostering partnerships, and serving as role models for collective success.
All Dept. 1	Host quarterly all employee meetings with shared leadership of activities and reporting.
All Dept. 2	Host 2 year-end reflection meetings with shared leadership of activities and reporting.
All Dept. 3	Host bi-weekly leadership team meetings to discuss progress on goals.
All Dept. 4	Continue weekly Monday morning building meetings.
All Dept. 5	Complete training and adoption of Productive Parks by April 1st.
SC 1	Develop a system to identify senior center members interested in volunteering and connect them to opporuntities.
SC 2	Increase the number of individual senior center volunteers by 3% in 2025.
Rec/SE 1	Write three work instructions for events or programs by the end of 2025.
Parks 1	Execute Spirit Dugout project in partnership with TRHS.
All Dept. 6	Lead quarterly cross-department (city-wide) marketing meetings.
All Dept. 7	Identify opporuntities to engage with WPRA and NRPA by July 1st.
All Dept. 8	Execute four "major" employee appreciation activities throughout the year. (Seasonal employee welcome picnic, middle of summer appreciation, end of season thank you activity, holiday party)
All Dept. 9	Develop a culture of regular appreciation and open communcation on an on-going basis.
Rec/SE 2	Lead the Neshotah Beach Campout event in partnership with TRPS to raise funding for students and families in need.

Core Competency	<p>Resource Stewardship - Stewardship of Resources emphasizes the responsible management of time, finances, and physical assets to support both team efficiency and long-term sustainability with a unique focus on stewarding the well-being of our team members. Externally, it reflects the organization’s commitment to using resources wisely to create meaningful and lasting benefits for the community.</p>
Rec/SE 1	Develop volunteer database for recreation programs and special events by the end of the year.
Rec/SE 2	Develop donor database for recreation programs and special events by the end of the year.
REC/SE 3	Increase special event sponsorships and donations by 5% over 2024, before the end of the concert season.
Rec/SE 4	Monitor 2025 golf simulator rentals and set goals for increasing in 2026.
All Dept. 1	Apply for at least three external grants annually to enhance departmental funding for innovative programs and infrastructure.
Parks 1	Research options for increasing revenue at the cemetery for execution in 2026.
Parks 2	Develop a system for tracking lawn mowing hours and set targets for reduction by Sept. 1st.
All Dept. 2	Adopt and effectively use Productive Parks by April 1st.
Parks 3	Facilitate discussions to improve efficiency of parks and cemetery operations through organizational structure by March 1st.

Core Competency	Diversity & Belonging - Diversity and Belonging focus on creating an inclusive, respectful, and supportive work environment where all team members feel valued and empowered. Externally, it highlights the organization's role in embracing diverse perspectives and fostering a sense of belonging within the community by addressing barriers and promoting equity.
SC 1	Develop system for evaluating financial need and raising funds to support financial aid for senior center memberships.
SC 2	Give out 5 senior center financial aid memberships by the end of 2025.
Rec/SE 1	Develop and implement girls flag football league for fall 2025.
Front Desk 1	Identify opportunities for providing and promoting translation services in writing and on the phone by June 1st.
Rec/SE 2	Develop system for evaluating financial need and raising funds to support financial aid by the fall program season.
Rec/SE 3	Give out financial aid for five individuals in recreation programs in 2025.
All Dept.	Develop recognition and award system for seasonal and part-time employees to be polited during summer 2025.
Rec/SE 4	Execute 5 new kayaking programs that support people of all abilities by the end of 2025.
Front Desk 2	Develop a means for collecting anonymous race and ethnicity data.
SC 3	Continue efforts to support the TRPS Hunger Task Force.

Core Competency

Continuous Learning - Continuous Learning fosters a culture of growth and innovation within the team, encouraging members to seek new knowledge, skills, and perspectives. Externally, it ensures the organization adapts to community needs and stays at the forefront of best practices to deliver impactful and relevant services.

Rec/SE 1

Develop and implement community recreation feedback survey by May 1st.

All Dept. 1

All full-time staff enroll and successfully complete professional development opportunity based on 2024 performance review discussion by the end of 2025.

Front Desk 1

Organize department share drive and digitally store job and task aids by July 1st.

<p>Core Competency</p>	<p>Community Impact - Community Impact highlights the organization’s dedication to making a positive difference in the lives of individuals and groups it serves. Internally, it inspires teams to align their efforts with the broader mission of enhancing community well-being through meaningful initiatives and partnerships.</p>
<p>SC 1</p>	<p>Increase the number of community partners participating in the the back-to-school carnival by two.</p>
<p>Rec/SE 1</p>	<p>Increase overall recreation program participation by 3%.</p>
<p>Rec/SE 2</p>	<p>Make 2 annual visits to each school building to hand out flyers and engage with students.</p>
<p>SC 2</p>	<p>Develop and implement 1 new senior center program by the end of 2025 based on benchmarking and member survey data.</p>
<p>Rec/SE 3</p>	<p>Increase recreation newsletter followers by 5%.</p>
<p>Rec/SE 4</p>	<p>Execute a variety of youth and adult recreational programs. (See 2025 program list.)</p>
<p>Parks 1</p>	<p>Execute major annual park capital improvements and regular maintenance operations. (See improvement list.)</p>

<p>Core Competency</p>	<p>Customer Service - Customer Service centers on delivering exceptional support and experiences for both internal colleagues and external stakeholders. This competency emphasizes active listening, empathy, and responsiveness to meet the needs of the team and the community with professionalism and care.</p>
<p>Front Desk 1</p>	<p>Update the online customer service survey by January 31 so we can establish a baseline for tracking customer satisfaction.</p>
<p>Front Desk 2</p>	<p>Average 5 customer service surveys completed per month.</p>
<p>Rec/SE 1</p>	<p>Create and implement program and event customer feedback survey for 2 programs and 2 events by the end of the year.</p>
<p>Rec/SE 2</p>	<p>Achieve 80% of program/event survey respondents stating that our efforts have met or exceeded expectations.</p>
<p>Parks 1</p>	<p>Provide training and information to seasonal maintenance staff about park updates and events to improve impromptu communications with the public. (June 14th)</p>
<p>SC 1</p>	<p>Review and update front desk processes and evaluate with a pre and post assessment for front desk volunteers by July 1st.</p>

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)



Google

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

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).



New Programs

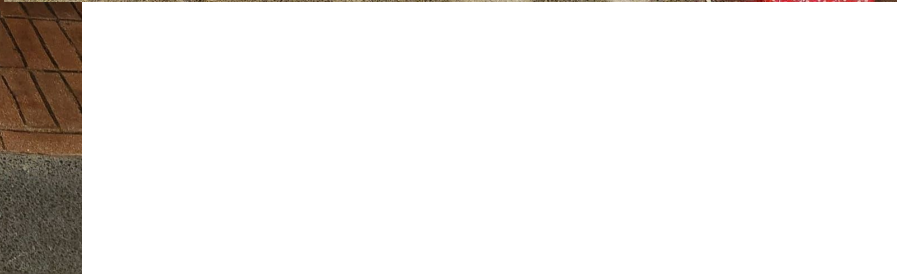
- Arbor Day Celebration, April 26th, 10:00-12:00, Lester Public Library
 - Join us for the Arbor Day Celebration on Saturday, April 26, from 10:00 AM to noon, a fun drop-in event for the whole family! Activities include a tree felling demonstration, planting new trees, creating colorful chalk art, roasting 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)







PARKS AND RECREATION



Family Sledding Night

**Sledding
Fun
Music**

Join us in celebrating the wonderful combination of family, friends and snow! Bring your sleds, snowboards and smiles.



**Friday
17
January**

**Washington Park Two Rivers, WI
6-7:30PM- dress appropriately**

***Free event
is weather and
snow dependent**

secure.recl.com

Swim Lessons Winter Session



Level 1 – Skills include submerging face, blowing bubbles, experiencing buoyancy, supporting front and back float kick, and learning basic water safety rules. **6 PM – 6:35 PM**

Level 2 – Skills include holding breath, rhythmic breathing, orientation to deep water, supine floating and kicking, front and back crawl arm action, combined strokes using kick and arm movement, turning over, and personal safety and rescue. **6:50 PM – 7:25 PM**

Level 3 – Skills include retrieving objects, jumping in and bobbing in deep water, prone and supine glide with push off, coordinating front and back crawl with breathing, and water safety techniques. **6 PM – 6:35 PM**

Level 4 – Skills include deep-water bobbing, rotary breathing, diving from side of pool, sculling on back, front and back crawl, and water safety techniques. **6:50 PM – 7:25 PM**

Level 5 – Skills include refining of all six swimming strokes (i.e. front crawl, back crawl, butterfly, breaststroke, elementary backstroke, and side stroke) as well as building endurance. Tread water longer, and flip/open turns for all strokes. **6:50 PM – 7:25 PM**

Details:

Monday Nights

Feb 10 – Mar 17, 2025

Two Rivers High School Pool

Cost: \$45

Max participants per level – 8

Minimum Age – 5 years

Registration Deadline: February 3, 2025



Scan to register



Register online: <https://secure.recl.com/WI/two-rivers-wi/catalog>

For additional information please call: 920-793-5598 or email rebhan@two-rivers.org

Cost:
\$30

Winter Indoor - Middle School **SOCCER**



Participants will be working on drills for skills development & splitting into teams to play games. This is a great opportunity to improve your skills!

DETAILS:

Saturdays

March 8, 15, 22, & 29

5th - 8th Grades

8:30am - 10:30 am

TWO RIVERS COMMUNITY HOUSE GYM

REGISTER ONLINE:

[HTTPS://SECURE.REC1.COM/WI/TWO-RIVERS-WI/CATALOG](https://secure.rec1.com/wi/two-rivers-wi/catalog)



SCAN THE QR CODE

EMAIL [KENSHI@TWO-RIVERS.ORG](mailto:kenshi@two-rivers.org) OR CALL 920-793-5594 FOR QUESTIONS

ZUMBA

Join our upbeat Zumba class for a fun, calorie-burning workout with experienced

Zumba instructor *Tori*- what to expect:

- Easy-to-follow routines!
- Improve your fitness, and have a blast!
- Upbeat music!
- All levels welcome!

Details:

Two Rivers Community House - Behringer Room

Wednesdays: 5:30 PM - 6:30 PM

Dates: January 22 - March 5

Investment: \$50

Register here:



Registration deadline: 01/21/2025

Maximum Participants: 25


Questions? Contact kenshi@two-rivers.org or 920-793-5594



Central Park Ice Skate Rental Schedule

January 2025

Central Park Ice Skating Loop
1520 17th Street
Two Rivers, WI
Public Skating Hours 6am - 11pm

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 times
 - Average 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



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.

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.