



# CITY OF BURTON

## BURTON PARK AND RECREATION COMMISSION MEETING

DECEMBER 11, 2019

### MINUTES

Community Room

Regular Meeting

5:30 PM

4303 S. CENTER ROAD  
BURTON, MI 48519

This meeting was opened by Chairperson James Craig at 5:30 PM.

#### THIS MEETING WAS OPENED BY

#### PLEDGE OF ALLEGIANCE DEBRA DUNSMORE

#### A. CALL TO ORDER

| Attendee Name    | Title            | Status  | Arrived |
|------------------|------------------|---------|---------|
| Toby Bauldry     | Commissioner     | Absent  |         |
| Sandra Talbot    | Commissioner     | Present |         |
| James Craig      | Chairperson      | Present |         |
| Debra Dunsmore   | Commissioner     | Present |         |
| Robert Wilson    | Vice Chairperson | Present |         |
| Christina Conley | Councilwoman     | Present |         |
| Jeremy Scharrer  | Commissioner     | Present |         |
| Joseph Fallis    | Commissioner     | Absent  |         |
| William Owens    | Commissioner     | Present |         |

#### B. STAFF PRESENT

Amy Clous, Parks and Recreation Director  
Lindsey Bice, Records Tech

#### C. ADMINISTRATIVE REPORT

None.

#### D. APPROVAL OF MINUTES

1. Parks & Recreation Commission - Trick or Treat Trail - Aug 28, 2019 5:00 PM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Debra Dunsmore, Commissioner                             |
| <b>SECONDER:</b> | Robert Wilson, Vice Chairperson                          |
| <b>AYES:</b>     | Talbot, Craig, Dunsmore, Wilson, Conley, Scharrer, Owens |
| <b>ABSENT:</b>   | Bauldry, Fallis                                          |

2. Parks & Recreation Commission - Regular Meeting - Sep 11, 2019 5:30 PM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Sandra Talbot, Commissioner                              |
| <b>SECONDER:</b> | Debra Dunsmore, Commissioner                             |
| <b>AYES:</b>     | Talbot, Craig, Dunsmore, Wilson, Conley, Scharrer, Owens |
| <b>ABSENT:</b>   | Bauldry, Fallis                                          |

3. Veterans Honor Run Committee - Regular - Oct 1, 2019 12:00 AM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Sandra Talbot, Commissioner                              |
| <b>SECONDER:</b> | Debra Dunsmore, Commissioner                             |
| <b>AYES:</b>     | Talbot, Craig, Dunsmore, Wilson, Conley, Scharrer, Owens |
| <b>ABSENT:</b>   | Bauldry, Fallis                                          |

4. Parks & Recreation Commission - Regular Meeting - Oct 9, 2019 5:30 PM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Sandra Talbot, Commissioner                              |
| <b>SECONDER:</b> | Debra Dunsmore, Commissioner                             |
| <b>AYES:</b>     | Talbot, Craig, Dunsmore, Wilson, Conley, Scharrer, Owens |
| <b>ABSENT:</b>   | Bauldry, Fallis                                          |

5. Parks & Recreation Commission - Trick or Treat Trail - Oct 22, 2019 4:45 PM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Sandra Talbot, Commissioner                              |
| <b>SECONDER:</b> | Debra Dunsmore, Commissioner                             |
| <b>AYES:</b>     | Talbot, Craig, Dunsmore, Wilson, Conley, Scharrer, Owens |
| <b>ABSENT:</b>   | Bauldry, Fallis                                          |

6. Parks & Recreation Commission - Regular Meeting - Nov 13, 2019 5:30 PM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Sandra Talbot, Commissioner                              |
| <b>SECONDER:</b> | Debra Dunsmore, Commissioner                             |
| <b>AYES:</b>     | Talbot, Craig, Dunsmore, Wilson, Conley, Scharrer, Owens |
| <b>ABSENT:</b>   | Bauldry, Fallis                                          |

7. Parks & Recreation Commission - Special Meeting - Nov 25, 2019 5:30 PM

|                  |                                                          |
|------------------|----------------------------------------------------------|
| <b>RESULT:</b>   | <b>ACCEPTED [UNANIMOUS]</b>                              |
| <b>MOVER:</b>    | Sandra Talbot, Commissioner                              |
| <b>SECONDER:</b> | Debra Dunsmore, Commissioner                             |
| <b>AYES:</b>     | Talbot, Craig, Dunsmore, Wilson, Conley, Scharrer, Owens |
| <b>ABSENT:</b>   | Bauldry, Fallis                                          |

## E. PURPOSE OF THE MEETING

### 1. Christmas Tree Lighting Ceremony Recap

Mr. Scharrer stated the Christmas Tree Lighting Ceremony went so much better than he had anticipated. The amount of people that actually showed up was unexpected, we thought half of that would be there. We believe there were upward of 400 people there. Gary Gould took a picture from upstairs of all the attendees, getting an oversight of the whole thing. It was packed. It was such a great feeling to see all the people in our park when we did the tree lighting. That was the whole goal, to bring the community together and bring people into our park. No body has messed with any of the lights.

Mrs. Dunsmore stated that's what you call taking pride in your park.

Mr. Scharrer stated I have had to put things back up a few times now because of the wind but no other issues. Next year, we were thinking about a bigger event area but the DDA is a big part of this and there isn't many other options in down town. The DDA donated \$2,000.00 to our event this year so we have to stay in the down town area. There are other ideas to make the space work for the event. We could pull the truck in a different area and use the entire parking lot and we could put some of the stations outside. If you hear any ideas from people please feel free to share them with us. We can use tents to put things outside. All in all everything went great. We will begin taking the decor down the first couple weeks of January. The tree can stay up until spring. I was asked if anyone got a video of the tree being lit?

Mrs. Clous stated she had one on her Facebook.

Mr. Scharrer stated he has not seen one circulating on Facebook yet but would like to. The next day there was an issue with a couple GFI's and some of the lights were out due to the rain and snow after the event. We have to keep the lights on the front fence as well as the sleigh turned off because of this. People were very happy with the amount of light we had, the issue is getting power to the lights. The day before Mrs. Clous had to run out to buy more extension cords. There is a path we cannot run the cords over so it becomes tricky trying to get them all lit.

Mr. Craig stated I wonder if we could run an outlet in the park from the station.

Mr. Scharrer stated for next year he was thinking of talking with Winns Lighting. This year they donated a box of lights and helped my dad with the switch, they may be able to help with ideas on how to get power to all the lights in the park. Any other ideas you hear now is the time to start planning and write them down while it is still fresh. I went up to the Victorian Sleigh Bells Parade this weekend, they have been

doing it for 31 years in Manistee. I tried to pay attention and take little ideas here and there from them to incorporate into our event for next year.

Mr. Wilson stated another community to get some ideas from would be Rochester.

Mr. Scharrer stated he cannot go there this weekend but he can the weekend after that. He has heard a lot about what they do and would like to see it.

Mr. Craig stated he has done the Jingle Bell Run through their town and the set-up is very nice.

Mr. Scharrer stated one of the smallest things we did at the Tree Lighting Ceremony was the fire in the parking lot but it was the thing he received the most comments about. It went over very well with the attendees and seemed to be one of the favorites of the event.

Mr. Craig stated I think it was good you didn't try to go overboard the first year. It can be a danger to do everything all at once and not have anything to grow on or add to in the years following. You want to keep it fresh every year. I have already received messages from people in the area asking if they can volunteer to help for next year. It is good to put on a quality even the first year then add on.

Mr. Scharrer stated I am glad we pushed it. It gave an experience that first year and showed people that we are going to put the work into this and make it something special. We drove it to the point of showing them that we are serious about the event and wanted it to be special.

Mr. Craig suggested having different groups or organizations adopting a tree within the park to decorate. Make it a friendly contest between the schools. You could put a little plaque next to the tree with the name of the organization that decorated it.

Mr. Scharrer stated they actually had talked about that when they were decorating the trees.

## 2. Pizza with Santa Recap

Mrs. Dunsmore stated the Pizza with Santa was a very nice event. They had a great turn out.

Mrs. Talbot asked how did the gifts go?

Mrs. Dunsmore stated that was a problem. There was an administration change in the middle of planning the event which put us behind. We had to cancel the gift purchasing part of this event for this year. We did hear a lot of people make comments about not having the store and kids wishing they could have got a gift for their family member to attach to their card. We told the attendees we will have the store next year.

Mrs. Talbot stated we have done different things for the gifts, it hasn't always been the store. Last year was the first year for the store.

Mrs. Dunsmore stated one year Tina gave a bunch of stuffed animals, you had 15 minutes to claim it, if not we drew another name. We would have them all lined up on the stage.

Mrs. Talbot stated it was a big thing but it got a little crazy. Too many people did not want to listen in the beginning when we were pricing things. We appreciated all of the donated gifts but some of the prices were set too low for what they were able to take home.

Mr. Craig stated he saw some kids were able to get way too many tickets also.

Mrs. Dunsmore stated some of the brothers and sisters would put their tickets together so they could get their mom a better gift. What was unique this year was how we incorporated some music. We had band members playing music down each hall and it turned out really nice. There was no problems and the janitor said that was the best he has ever had to clean up. Next year we would like to have the Santa shop. Just so I know, we will always do this event the first weekend of December? That way I can have the athletic director put it on the calendar every year.

Mrs. Clous stated yes that will work. I have the date as December 5th.

Mr. Craig stated he liked the Pizza with Santa event back to back with the Tree Lighting Ceremony.

Mr. Scharrer stated having the Christmas Tree Lighting the weekend after Thanksgiving worked out great because we aren't competing with any other cities.

Mr. Craig stated he likes the first weekend of December, the weeks before Christmas people have too many family events going on.

Mrs. Dunsmore stated the school athletic directors have too many events also later on in the month so we could also lose the facility. We will go with the same time. Everyone try to pick up little trinkets, gloves or even nail polish.

Mr. Scharrer stated something we pushed this year with the salvation army was hygiene supplies.

Mrs. Talbot stated that might not be items we want for presents.

Mr. Scharrer stated he is more surprised by how many children do not have these items and need them.

Mrs. Talbot stated she would prefer to see something like that placed where they can take the items if they need it not used as items to purchase for presents.

Mr. Craig suggested we could do a drive at the tree lighting event for items like that.

Mrs. Dunsmore stated you would be surprised how things like that go over. For our first football game, we call it our military game, we through together almost overnight an event like that and we got a lot of stuff.

Mr. Owens stated Bob knows we got a lot of stuff, all that stuff we donated.

Mr. Craig stated we did that with the Veterans Honor Run. A participant sent an e-mail asking if they could fill their ruck sack with ten pounds of canned foods to donate to the veterans instead of ten pounds of weight. So we posted it on Facebook that morning and ended up with a huge donation for the Veterans. We had a lot of people ask if they could do that next year. Sometimes your best ideas come from your participants. We want to incorporate that into as many of our events as possible. We could look into doing a school supply donation at the Trick or Treat Trail. Excellent job Debbie and thank you Billy for being there to help out as well. Amy, how were your first two events?

Mrs. Clous stated they were good. I was tired after them but they were a lot of fun.

Mr. Craig stated you did a great job getting everything we needed. You kind of got thrown into the fire but handled everything very well.

Mrs. Clous said, thank you.

### 3. 2020 Events

February 15, 2020- Hot Fudge Run

April 4, 2020- Easter Egg Hunt

May 16, 2020- Race 2 Grace

May 25, 2020- Memorial Day Run

May 25, 2020 Memorial Day Festivities

June 2020- Burton Youth League/Remote Control Race

November 7, 2020- Veterans Honor Run

November 11, 2020- Veterans Ceremony at the Memorial at 11:11am

November 28, 2020- Christmas Tree Lighting

December 5, 2020- Pizza with Santa

## F. AUDIENCE PARTICIPATION

Vaughn Smith of Burton stated Mr. Heffner and I went to San Antonio Texas to the National League of Cities. We went there because this coming year there will be a Census. In 2010, the City of Burton ended up with 29,999 residents who responded to their census making us one person short of receiving millions of dollars for our city. This money is used for roads, schools, police department, fire department, etc. The people we spoke to there have shared with us suggestions on how to get residents to respond to the Census for areas that have what they call a low response rate. The Census will be done a little different this time. First you will receive a card in the mail, approximately 80% of people will respond to that. If you don't respond they begin making phone calls and then send someone to your residence. The low response rate is due to people being scared this is a Government conspiracy. This information is kept confidential for 70 plus years. By law, no other government entities can get a hold of that information. We need your help on this, you are leaders in our community. This will help the kids, seniors, the roads you drive on, every facet of your life in the city. You can go to [Census.gov/roam](https://www.census.gov/roam) which is a new tool that came out in 2018 and it lets you see how this operates. This will allow you to see all the demographics, education levels, income levels, how many kids, languages spoken, it is all there for you to use. It shows the areas where we have low response rates and need help getting the word out. It

also shows the areas where response rates are higher. Mrs. Dunsmore we need you and anyone you know in the south end, this is where we need your help.

Mrs. Dunsmore stated she heard about this at the board meeting Monday night.

Mrs. Conley asked if the low response rate in the area could be because of renters?

Mr. Smith stated yes. Renters do have a bad history with responding to this. He grew up on the North side of Burton, he has been very fortunate to meet a lot of people from the south end. The south end is so close, his area was scattered all over. The south end has a community within the community.

Mrs. Dunsmore stated we are a two and a half square mile radius.

Mr. Smith stated that is one of the biggest areas that we need help with getting responses for the Census. We want to get everybody throughout the city but certain areas with the low response rates we have to pay a little more attention to. The people feel most comfortable talking to their own neighbors so that is why we are asking for your help getting the word out. I would be happy, or any other council member would be happy, to come out and share this information with them. This is our chance to make a difference in the community.

Mrs. Conley stated it provides money for the parks.

Mr. Craig stated the money from the Census goes further and even county wide, it will also help the food bank.

Mr. Heffner stated we will be sending out an invite to a breakfast brunch that will be put on to help educate the residents on the importance on this.

Mr. Craig asked if he wants him to try to contact the Census people he knows in the area to be at the brunch on this.

Mr. Heffner stated yes. We need everyone we can get.

Mr. Smith stated we have a short period of time to do this. They will start calling in March.

Mr. Heffner stated the Census is paying \$25.00 per hour, go to [census.com/jobs](https://census.com/jobs) to apply to be come a census worker and become an employee of the Federal Government. Growing up we never thought it was anyone's business who lived in our home and how much we made. But this impacts us all. It is a difference between a bumpy Bristol Road and a newly redone Bristol Road.

Mr. Craig stated we can post this on our Facebook groups that we are part of to help get the word out as well.

Mr. Smith stated there is a Facebook group called United States Census 2020. They go in that group and talk about ideas on how to get the word out and how to reach residents about the importance of the Census.

Mr. Heffner stated in Gary Indiana they had the same issue as us, missing their goal by just a couple people. So they put on a free concert and had everyone sign commitment cards before entering the concert. This brought their numbers up tremendously.

Mr. Smith stated any events that are going on, we need to have a presence there. I looked online last night, there are materials on that group. Please help share the videos that are posted.

Mr. Heffner stated this is done April 1st. We don't have much time.

**G. COMMITTEE DISCUSSION AND OR ACTION**

Board discussion regarding positions on the Parks and Recreation Committee.

**THE NEXT REGULARLY SCHEDULED MEETING WILL BE HELD ON WEDNESDAY,  
JANUARY 8TH, 2020 AT 5:30 PM.**

Meeting was adjourned at 6:47 PM.

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