

CITY OF BURTON
PARKS AND RECREATION COMMISSION MEETING MINUTES
DECEMBER 4, 2013, 5:30 P.M., COUNCIL CHAMBERS
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The meeting was called to order by Chairman Steve Heffner at 5:43 p.m.

Commission Member James Craig led the Pledge of Allegiance.

MEMBERS PRESENT: Heffner, Craig, Luxton, Dunsmore, Spose and Miron.

MEMBERS ABSENT: Bauldry and Moore.

OTHERS PRESENT: B. Bigsby, Parks & Recreation Director, Sandra Talbot and M. Kimball, Clerk Typist.

PURPOSE OF THE MEETING: Discussion and possible recommendations for the following:

- 1. Veteran's Honor Run Wrap Up**
- 2. Christmas at Courtland Wrap Up**
- 3. Christmas Parade**
- 4. Events for 2014**

AUDIENCE PARTICIPATION: None.

ADMINISTRATIVE REPORT:

Mrs. Bigsby stated I would like to introduce and welcome Sandra Talbot tonight. Ms. Talbot would like to be our new Atherton School representative on the Parks & Recreation Committee. This will be voted on at the council meeting on December 16, 2013. Christmas at Courtland on November 23rd was a very good and positive event.

COMMISSION DISCUSSION:

Mr. Craig spoke regarding the Veteran's Honor Run event on November 9, 2013. Our revenue from this event came to \$12,497.00. Our expenses were \$8,871.00. We will be able to use some of these expenses again next year such as the directional signs and extra medals leftover. This leaves us with a profit of \$3,625.60. The Disabled American Veterans will receive 80% or \$2,900.40 with 20% or \$725.00 going to Burton Parks & Recreation. This is including the \$2,000.00 donated from Elga Credit Union. We had a total of 294 runners. Over a third of these runners signed up for the 11k race. These runners came from all over like Grayling, Milan, Battle Creek and Monroe. The 5k runners and the 11k runners loved the route and especially loved running through the Fire Station. The Burton Police and Fire Department did an excellent job in traffic control. We received many positive e-mails and feedback after the race. Everyone was very impressed with the camouflage race bibs, medals, shirts and race route.

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Mr. Craig stated further we had about twenty five volunteers from Powers High School and five cheerleaders from Davison High School. They were encouraging the veteran's at the end of the race. Mrs. Ellenburg had a roster with each person's name and their race number and when the runners came around they would yell out their names for encouragement. This added a very nice, personal touch for the runners. I think we will have 50% if not 100% more registrants next year with minimal effort. We are working with an affiliation now with the Memorial Day Race, Grace to Grace, Hot Chocolate Run and our Veteran's Honor Run. This is just a loose affiliation to cross promote our races so that each race does better. At each event we will have advertising and marketing for the other races. We are discussing giving a medal for those that run three out of four races in 2014. This will give people the incentive to participate in all the races. It was a success thanks to the great team effort between the Parks & Recreation committee, the director Mrs. Bigsby, all the volunteers, Mrs. Miron from the Burton Historical Society, and the staff at Bubba's. Mrs. Bigsby did a great job with processing all the registrations, working with the Police and Fire Department and dealing with the road issues.

Mr. Spose said although I was unable to attend, I would just like to say that I am impressed with how well the race turned out. Everyone did a great job. I would like to see the bicyclist's involved by having a bicycle race in 2015. Maybe we could put a 25, 50 and 75 mile race and team up with Grand Blanc, Flint and Davison.

Mrs. Bigsby stated I would like to add a 11k race in July. I think a 11k race would be a great training race for the Crim and the runners will be gearing up. I have been asked to have a tot trot before the Christmas parade next year.

Mr. Craig said when we put on an event I think we should have a fundraiser along with it for some kind of good cause. For example if we have a race in July the fundraiser could be Christmas in July or Toys for Tots. This way we are tying in the beneficiary with the purpose.

Mr. Heffner stated at the council meeting on December 16, 2013 at 7:00 p.m. we will be presenting a check to the Disabled American Veterans. We would like everyone on the committee to be present. The Christmas at Courtland event this year was spread throughout the mall this year instead of in one room. The reason for this was so that they would have more foot traffic in the mall.

Mr. Craig said he didn't think it looked like an event; it just looked like a lot of things were happening at that particular time. It didn't seem coordinated or like it was a controlled environment event.

Ms. Luxton asked who sponsored the pancake breakfast. She stated there were no signs to say who sponsored what so the public was probably thinking that Courtland Center put on the whole event. At the next event we should have more signs.

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Mr. Spose stated when you walked into the room last year, you knew it was an event. With the event spread throughout the mall and no signs, I am sure the public was confused. I feel that since this event is a Christmas event it should be done after Thanksgiving.

Mrs. Bigsby stated we will need approval for \$500.00 for the Christmas at Courtland event.

Mr. Heffner suggested we take pictures of the kids with Santa at the Christmas Parade. He said Parks & Recreation used to have their own camera and printer. We used to be able to print out the picture right then. At the Christmas at Courtland event, taking pictures with your own cell phone or camera was not allowed.

Mrs. Bigsby spoke regarding the Christmas Parade. We have had about ten parade entries turned in so far. Last year we had twenty nine entries. Many came in at the last minute. I have sent the parade applications to the committee member's e-mail and hopefully everyone is promoting the parade. Creekwood Dental's entry came in. I sent New Testament Church an entry form and am waiting to hear from them. I have not heard from any other churches as of yet.

Ms. Luxton suggested setting up an area for picture taking with Santa and let people take pictures with their own camera. She said I have a list of everything I need for the float. I should only need about \$500.00 for supplies. We can also use our float from last year and have two floats in the parade. I found a Santa sleigh and nine wooden reindeer for sale that we could purchase for the float that I am working on. The reindeer is \$60.00 and the sleigh is \$30.00. Another option would be to buy blow up reindeer for \$30.00 each. The wooden reindeer will need to be painted. I would like to do a winter wonderland theme with Santa, reindeer and sleigh. I will need a generator for the lights and a fan to blow the potato buds in the air to make it look like it is snowing. The float will be at 2211 Brady St. in Burton if anyone can help with it.

Mr. Spose said I like the wooden reindeer better. This is something we could use year after year so our fixed cost will go down. I can paint them and Mr. Heffner and I could pick them up.

Mr. Heffner stated we will probably need \$1,500.00 from the budget for the supplies needed for both floats.

Mrs. Bigsby said that everyone will meet by Rockies at 2:30 p.m. the day of the parade. Last year Back to the Bricks put on the downtown decorating contest through the Downtown Development Authority. When I went to the D.D.A. meeting I reminded them of their contest this year but I have not seen anything yet on this. They have a traveling trophy each year for the winner. I did visit all of the business's along the parade route in November and told them about this contest. I can send letters to all of the business's reminding them to decorate their store front and possibly pass something out to the public. The Chamber of Commerce will be in the parade but I have not heard from the D.D.A. yet.

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Mrs. Bigsby stated further the list she has passed out of the 2014 Events are just the events that we normally do every year. We can add more fundraiser events to this list but only as many as everyone wants to work. Does anyone want to have the Easter Egg Hunt event next year? Easter is April 20, 2014. We would probably host this event on April 12, 2014. I would like to see more events held at Bendle School if possible.

Mr. Heffner suggested adding a kick ball event in January on Kelly Lake if it is frozen. He said if it is not frozen we could have the event on the field. I would like to keep the Easter Egg Hunt event on Burton city property if possible. We would have to figure out the parking issue if we held this event at Kelly Lake.

Mr. Craig would like to add the Veteran's Honor Run event. This was a great fundraiser. I suggest rotating this event between the schools every year. This would get the schools involved.

Mr. Spose would like to add Memorial Day Events, Trick or Treat Trail, and the Three on Three Basketball Event. If we get volunteers on a consistent basis set up then we can do what we are best at which is organizing and facilitating.

Ms. Dunsmore stated Bentley school has enough parking but does not have the land available for an event. I don't think they would want us to use the football fields or softball fields but I will ask at our next school board meeting.

Mrs. Bigsby suggested holding this event at Atherton School where we have the Burton Youth League Baseball every year.

Mr. Heffner stated the next Parks & Recreation meeting will be the second Wednesday in January at 5:30 p.m. as normal.

COMMISSION RECOMMENDATIONS AND/OR ACTION:

Moved by Miron and seconded by Dunsmore to approve the following motion:

1. Approve and authorize the Parks & Recreation to allocate \$500.00 for the Christmas at Courtland Event.

Motion carried 6-0.

Moved by Dunsmore and seconded by Miron to approve the following motion:

2. Approve and authorize the Parks & Recreation Commission to allocate \$1,500.00 to the Christmas Parade event.

Motion carried 6-0.

Meeting adjourned at 6:40 p.m.

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