CITY OF STOUGHTON

Parks and Recreation Department

MEMORANDUM

Date: 02/23/10

To: Laurie Sullivan

From: Tom Lynch

RE: Items for Finance

From the minutes of 2-15-10

4. Fence Advertising Agreement with Stoughton Baseball Improvement

Erik Veum represented SBI with a plan to advertise on ball park fences as a way to raise money for baseball field improvements. Lynch and Brusegar felt this was the best way to improve field conditions without having to add staff.

Motion by Chenoweth, seconded by Swangstu to recommend to Finance to accept a contract with Stoughton Baseball Improvement that allows for advertising on outfield fence lines on Norse Park and Lowell Park baseball fields, contingent on approval of an exception to the signage regulations. Motion passed 2-0 w/o quorum.

381 E. Main Street, Stoughton, WI 53589 608.873.6677 fax 608.873.5519

PARKS AND RECREATION COMMITTEE MEETING MINUTES

Monday, February 15, 2010
Recreation Department

Present: Alderpersons Sonny Swangstu, Carl Chenoweth and Parks and Recreation Director Tom Lynch
Absent and Excused: Rollie Odland
Absent: Paul Lawrence
Guests: Sean Brusegar, Erik Veum

1. Call to Order
Meeting called to order by Swangstu at 6:00 PM.

2. Approval of Minutes for January 18, 2010
Motion by Chenoweth, seconded by Swangstu, to approve the minutes from January 18, 2010. Motion passed 2-0 w/o quorum.

3. Communications

4. Fence Advertising Agreement with Stoughton Baseball Improvement
Erik Veum represented SBI with a plan to advertise on ball park fences as a way to raise money for baseball field improvements. Lynch and Brusegar felt this was the best way to improve field conditions without having to add staff.

Motion by Chenoweth, seconded by Swangstu to recommend to Finance to accept a contract with Stoughton Baseball Improvement that allows for advertising on outfield fence lines on Norse Park and Lowell Park baseball fields, contingent on approval of an exception to the signage regulations. Motion passed 2-0 w/o quorum.

5. Community Garden
Motion made by Chenoweth, seconded by Swangstu to approve the contract with the United Methodist Church and use $3500 from the park development fund for signage and a water source to enable the City develop and operate a community garden at that location, contingent on a conditional use approval. Motion passed 2-0 w/o quorum.

6. Pool Shelter Future
The pool shelter needs a new roof and repairs to the east end wall and concrete floor. $10,000 was placed in the 2010 budget. Staff discussions led to a better long term solution of tearing down the existing east end and re-building a smaller addition that matches the look of the west end.

Motion by Chenoweth, seconded by Swangstu, to recommend to Public Works to pursue the project to re-construct the east end of the pool shelter using budgeted and Park Development Funds as needed. Motion passed 2-0 w/o quorum.

7. Future Projects and Agenda Items
Sport group contracts

8. Adjornment
Motion to by Chenoweth, seconded by Swangstu adjourn at 6:30 PM. Motion passed 2-0 w/o quorum.

February 8, 2010

Stoughton Baseball Improvement Organization

Stoughton Baseball Improvement (SBI) was started in 1992 by a small group of concerned citizens desiring to make improvements to the SHS baseball field. Over the years this group has raised and donated monies for upkeep and various projects at SHS. Due to the groups early and on-going efforts, the SHS faciltiy is considered among the best fields in Dane County.

In 2005 SBI had an influx of new leadership who decided to expand the scope of SBI to include other baseball diamonds in Stoughton. Among the projects completed in the last 5 years are:

- Funding and installation of an underground irrigation system and new infield at Norse Park – valued at about $18,000
- Funding of the batting cage expansion at SHS – valued at about $11,000
- Purchase of riding lawn mowers at SHS and Norse Park - $2,500
- New storage sheds at Norse and Lowell Parks - $2,000
- Material and to raise the infield level at SHS - $6,000
- New pitching mounds built at SHS, Norse and Lowell - $1,800
- Safety fence topping at Norse Park - $500

These projects are in addition to diamond materials and maintenance labor provided at SHS and Norse Parks at an annual cost of about $5,000. SBI also provides hundreds of hours in volunteer labor in conjunction with City projects.

SBI funding has come for concession revenue, donations and an annual baseball banquet. These funding sources are thinning and SBI has a need for a new revenue source to keep providing support to the City for diamond upkeep.

We are looking to expand into a traditional baseball revenue source in outfield fence advertising at Norse and Lowell parks. This form of advertising revenue is commonplace at all levels of baseball and evident at parks all over Dane County.

The partnership between SBI and the City of Stoughton is dependent upon a strong SBI financial base and we need this revenue source.

AGREEMENT FOR SERVICES

This Agreement is by and between the City of Stoughton ("City"), 381 E. Main Street, Stoughton, Wisconsin, 53589, and Stoughton Baseball Improvement ("SBI"), _____, Stoughton, Wisconsin, 53589, a nonprofit organization.

The City of Stoughton and SBI agree as follows:

1. The City has assumed certain responsibilities regarding the maintenance and operation of athletic fields owned by the Stoughton Area School District pursuant to an agreement between the School District and the City dated February __, 2010.

2. The City agrees to assign and SBI agrees to assume certain rights and responsibilities established by the City's agreement with the Stoughton Area School District for the maintenance, operation, and scheduling of the Stoughton High School baseball diamond ("Premises")

3. Beginning with the City's use period in 2010 and continuing until the termination of this Agreement, SBI shall:

   a. Operate all concession operations at the Premises. SBI shall determine the hours of concession operation and retain all revenue generated from said operations.

   b. SBI shall clean the restrooms at the Premises, change trash bags as necessary.

   c. SBI shall schedule use of the baseball field at the Premises for the Home Talent League, American Legion, and VFW baseball games. The City shall approve fees to be collected by SBI for field use and preparation.

   d. SBI shall not alter the Premises or fields without written permission from the Stoughton Area School District.

   e. SBI shall pay for any replacement or repairs of the lights in the field lighting system at the Stoughton High School Athletic Field.

   f. SBI shall maintain and mow the infield grass area during the periods of its use.

4. The City shall pay the utility bills for usage of the Premises' field lighting system and for water use.

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5. SBI shall be permitted to advertise on the field side of outfield fences at Norse Park and Lowell Park during the usage periods. The City must approve the design, size and content before the signs are placed. The City is not responsible for the condition of the signs. The City may remove any sign that is in poor condition. Revenue produced by the signs will be used to upgrade baseball fields in the City.

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6. This agreement may be terminated by either party giving written notice to the other party between the end of any City use period and the following April 1st. This Agreement shall also automatically terminate upon the termination of the agreement between the City and Stoughton Area School District regarding use of the Premises.

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Dated this ___ day of _____, 2010.

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CITY OF STOUGHTON	STOUGHTON BASEBALL IMPROVEMENT
_____	_____
Jim Griffin, Mayor	
_____	_____
Luann Alme, Clerk	
_____	
Laurie Sullivan, Finance Director	

Deleted: Helen Johnson,

Deleted: John Neal

Deleted: _____ __¶
Mike Haas, City Attorney¶

Examples of Baseball Fence Advertising