

City of Wyoming Parks & Recreation Commission

MINUTES FOR THE MEETING OF November 9, 2016 @ Wyoming City Hall in West Conf. Room, First Floor

Present: Doug Broek, Robert Cook, Ed McGregor, Dave Skinner, Megan Harley, Aaron Velthouse, Lillian L. Cummings-Pulliams,

Absent: Doug Wustman (Chair), Rich Pastoor (City Council Liaison), Kathryn Crow-DeYoung

Guest: None

Staff Present: Rebecca Rynbrandt, Director of Community Services
Nicole Batcke, Secretary

- A. **Call to order of the Parks and Recreation Commission** – Bob Cook called the meeting to order at 7:02 pm.
- B. **Approval of Agenda** – A motion was made by Doug Broek to approve the agenda and was seconded by Lillian Cummings-Pulliams. Motion carried.
- C. **Approval of the Parks and Recreation minutes from October 12, 2016 Meeting** – Bob Cook made motion to approve the minutes from the October 12, 2016 meeting and was seconded by Dave Skinner. Motion carried.
- D. **Public Comment on Agenda Item (limit to 3 minutes)** – None
- E. **Community 5-Year Recreation Master Plan Review**- The Community 5-Year Recreation Master Plan is good through the end of Fiscal Year 2018. A link to the plan is located on the City's website. Start out by going to the City's website at www.wyomingmi.gov. Select the "Departments" tab and then down arrow to the Parks & Recreation Department and select. This will take you to the Parks & Recreation Department's main page. On the left hand side, you will see the Community Master Plan listed as one of the options. Click on the words and it will open the PDF copy of the large Community 5-Year Recreation Master Plan so you can review it.
- http://www.wyomingmi.gov/ParksRec/documents/COW_Community_Recreation_Plan_2013-2017.pdf

Becky provided a brief background about the plan and then pulled up the PDF version to review with commission. During the review, it was noted that there are bookmarks within the document that will assist in maneuvering through the large plan. Doug Broek commented that the 5-Year Recreation Master Plan is very extensive and evolved.

Other discussions arose during the review, including the following things. If the Library millage expansion to include park capital vote is approved in the May election; Ideal, Ferrand, Gezon and Jackson Parks were identified by Council as the locations that would receive the first funds. The NRTF Grant for Ideal Park should be decided on any day and we will be notified of that decision at any time. The re-drafting of the room rental policies for the Wyoming Library has begun. This change is in order to better serve the community by allowing a little more access to citizens and organizations.

Lillian had a question pertaining to the ADA standards. She works with autistic kids and other special needs children. Lillian said that sometimes the families have a difficult time finding safe, fun, family-friendly places to take the children. Becky said that we are ADA compliant and if any

child or adult wants to participate in any program, accommodations will be made regardless. Megan brought up that Frog Hollow was basically built for children and adults with disabilities. There are ramps, rails, brail, and fencing around the park. The number one item that people love about Frog Hollow is that it is fenced in, said Becky.

F. Informational Updates/Materials

- **Marketing, Advertising, Branding materials & touchpoints** – A great place to start with this subject is our website. There are quick links directly on the primary splash page that will take you to specific Parks & Recreation events and news. Then you can go to the designated Parks & Recreation page which has links to different activities and information. Becky brought in some hard copies of brochures and pamphlets that are currently being used for marketing, promotional, and informational pamphlets. Becky brought up the various brochures/pamphlets on the website. There are a lot of touchpoints on the website. Becky had the recreation staff brainstorm for this meeting on how we market and get our information out to the public. A review of a spreadsheet noting all the efforts was made. Different marketing efforts are the brochure, fun guide, e-newsletters, Instagram, direct mailings, e-notify, media releases, Facebook-WSC, Facebook-Parks & Rec, Twitter, South Godwin Neighborhood Assoc., Kelloggsville Comm. Celebration, WPS High School Sports Program, Gordon Food Service Health Fair, Special Event brochure, postcards, 28th Street billboard, Facebook-Sponsored posts, El Informador, Posters, City Facebook Page, Latino media, cross-market with different entities, Wyoming gives back and other various places.

If your school or community is hosting any type of event that you would like to have someone from our department there, Becky said that we will make it happen. We like to be out in the community and expose those who may not know about our programs to the information and give them the opportunity to ask questions as well.

Hopefully the items above give you a sense of the different aspects of how we market and get information out to the community. We try to work with the school districts to get information into the school newsletters. Megan said that she gave Becky's name to the Hand-2-Hand person tied to the Grandville school district.

H. Commissioner Concerns and Suggestions – None

I. Public Comment in General (limit to 3 minutes) – None

K. Motion to Adjourn the Meeting – Ed McGregor made a motion to adjourn the meeting and Megan Harley seconded. Motion carried. The meeting adjourned at 8:05 p.m.

Next meeting of the Parks and Recreation Commission: **December 14, 2016.**

Recorded by 
Nicole M. Batcke
Recording Secretary