

Chairperson: Cheri Briscoe, 239-7883
Committee Clerk: Alexis Gassenhuber, 278-4225

MILWAUKEE COUNTY
PARKS ADVISORY COMMISSION

Thursday, March 20, 2014, 5:00 P.M.
King Community Center, 1531 West Vliet Street, Milwaukee, WI 53205

MINUTES

PRESENT: Gurda, Holt, Pritchard Thompson, Briscoe (Chair) – 4
EXCUSED: Acevedo, Hamilton, Moran – 3

SCHEDULED ITEMS:

1. Call To Order

APPEARANCES:

Laura Schloesser, Chief of Administration and External Affairs,
Department of Parks, Recreation, and Culture (DPRC)
Valdemetrea McCollum, Manager, King Community Center, DPRC

The meeting was called to order by Chairwoman Briscoe at 5:12 p.m. All members were present, with the exception of Commissioners Acevedo, Hamilton, and Moran.

Ms. McCollum welcomed the Commission to the King Community Center and provided an overview of programs, partnerships, King Advisory, Inc., school supply and Thanksgiving drives, and efforts to change perceptions of King Park.

Commissioner Holt requested information about each location that the Commission will visit. Ms. Schloesser will provide a summary.

Commissioner Holt recommended that the Commission visit McGovern and Wilson Senior Centers.

Chairwoman Briscoe suggested learning more about DPRC's Diversity Committee.

2. **Approval of February 20, 2014, Minutes**

Commissioner Pritchard Thompson moved approval of the February 20, 2014, minutes. The motion was seconded by Commissioner Holt. The motion passed by unanimous voice vote (Gurda, Holt, Pritchard Thompson, Briscoe).

3. **Mission of the Commission**

APPEARANCE:

Laura Schloesser, Chief of Administration and External Affairs,
Department of Parks, Recreation, and Culture

Commissioner Pritchard Thompson offered to refine the statement. Some ideas belong in the vision and guiding principles.

Commissioner Gurda emphasized that the Commission is a creature of the County Board and has a strictly advisory purpose. He suggested removing the words “natural features and recreational and cultural facilities in” as well as the entire second sentence.

4. **Historical Parks Budget Overview**

APPEARANCE:

Laura Schloesser, Chief of Administration and External Affairs,
Department of Parks, Recreation, and Culture

Ms. Schloesser distributed a historical revenue and expenditure comparison, a copy of which is attached to the original minutes of this meeting.

5. **Report on the Core Services Analysis**

APPEARANCE:

Laura Schloesser, Chief of Administration and External Affairs,
Department of Parks, Recreation, and Culture

Ms. Schloesser distributed the Evaluative Criteria for the Core Services Analysis, a copy of which is attached to the original minutes of this meeting.

6. **Discussion and Recommendations Based on the Report [The Show Must Go On? Exploring dedicated funding possibilities for Milwaukee's cultural and entertainment assets](#)**

APPEARANCE:

Laura Schloesser, Chief of Administration and External Affairs,
Department of Parks, Recreation, and Culture

Chairwoman Briscoe briefly discussed the March 18, 2014, meeting of the Cultural and Entertainment Capital Needs Task Force (CECNTF) which included the Public Policy Forum's presentation. She asked Commissioners to identify a date for the Public Policy Forum to deliver its presentation to the Commission.

Commissioners inquired about membership and future meeting dates of the CECNTF. That information has been posted here:

<http://www.culturalneedstaskforce.com/taskforcemembers/>
<http://www.culturalneedstaskforce.com/meeting-minutes/>

7. **Future Meeting Dates, Locations, and Topics**

APPEARANCE:

Laura Schloesser, Chief of Administration and External Affairs,
Department of Parks, Recreation, and Culture (DPRC)

The following people appeared and introduced themselves:

Susan Spoerk, President of the Board, The Park People of Milwaukee County

Stephen Adams, Public Involvement and Outreach Manager,
Southeastern Wisconsin Regional Planning Commission (SEWRPC)

Commissioners considered dates for the presentation by Rob Henken, President of the Public Policy Forum (PPF). They identified Tuesday, April 1, 2014, at 4:30 p.m. for a possible meeting at Greenfield Park. Chairwoman Briscoe will ask Mr. Henken if this date is still convenient for his presentation.

Mr. Adams invited Commissioners to view the [Regional Park and Open Space Plan for Southeastern Wisconsin](#) and [SEWRPC Community Assistance Planning Report No. 132, A Park and Open Space Plan for Milwaukee County](#). Chairwoman Briscoe expressed interest in possibly hearing a presentation by SEWRPC regarding this planning.

Chairwoman Briscoe explained that Southeastern Wisconsin Common Ground is asking for a fair share of funding for school athletic fields and recreation, in the context of possible public funding for a new basketball arena. She suggested that DPRC Director John Dargle, Jr., and Milwaukee Public Schools (MPS) might give a report on existing and potential ways that DPRC and MPS are working and can work together to utilize DPRC athletic fields.

Commissioner Holt suggested that such a discussion might be premature. He would like to focus on parks funding. He hopes that PPF's regional comparisons relate to parks funding in Milwaukee County.

8. **Other Updates and Announcements**

APPEARANCE:

Laura Schloesser, Chief of Administration and External Affairs,
Department of Parks, Recreation, and Culture

Ms. Schloesser distributed the Strategic Plan Content Outline, Strengths / Weaknesses / Opportunities / Challenges Matrix, 2014 Objectives, and a flyer promoting Strategic Planning Public Input Sessions (copies of which are attached to the original minutes of this meeting).

9. **Adjourn**

Commissioner Pritchard Thompson motioned to adjourn the meeting at 7:04 p.m. The motion was seconded by Commissioner Holt.

STAFF PRESENT:

John Dargle, Jr., Director, Department of Parks, Recreation, and Culture (DPRC)
Alexis Gassenhuber, Committee Clerk, Office of the County Clerk
Valdemetreaia McCollum, Manager, King Community Center, DPRC
Laura Schloesser, Chief of Administration and External Affairs, DPRC

The aforementioned items were not necessarily heard in the order in which they appear.

Length of Meeting: 5:12 p.m. – 7:04 p.m.

Adjourned,
Alexis Gassenhuber,
Committee Clerk

This meeting was recorded. Committee files contain copies of any subject reports and communications, which may be reviewed upon request to the Committee Clerk. The official copy of these minutes and the audio recording of this meeting are available in the Office of the County Clerk.

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