



Milwaukee County

County Courthouse
901 N. 9th Street, Rm. 105
Milwaukee, WI 53233

Meeting Minutes Milwaukee County Parks Advisory Commission

Chairperson: Cheri Briscoe, 414-239-7883
Clerk: Alexis Gassenhuber, 278-4225

Tuesday, April 29, 2014

4:00 PM

Meeting Location:
Greenfield Park Pavilion, 2028 South 124th Street,
West Allis, WI 53227

Call To Order

Present: 4 - Gurda, Hamilton III, Pritchard Thompson, and Briscoe

Excused: 3 - Acevedo Jr., Holt, and Moran

PRESENTATION - 1

- 1 14-281 From the Public Policy Forum, presenting a report entitled "The Show Must Go On? Exploring dedicated funding possibilities for Milwaukee's cultural and entertainment assets."

Attachments: [LINK TO REPORT](#)
[PRESENTATION](#)

APPEARANCE:

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

Rob Henken, President, Public Policy Forum (PPF), appeared and spoke regarding this item. Mr. Henken delivered an electronic presentation which is attached to this file. He responded to questions from Commissioners and the public.

The Commissioners stopped to consider other items and then resumed discussion of this presentation.

Commissioner Hamilton suggested that the Commission adopt a position on possible public funding of an arena, convention center, and other entities, noting that only parks a) are free and open to the public and b) have secured public support for a sales tax in a referendum.

The Commissioners discussed possibly holding a public hearing regarding public funding of these entities. Commissioner Gurda stated that any public hearing should be structured, not an open-ended conversation. Chairwoman Briscoe began to formulate the public hearing's focus: Should a sales tax for public cultural and entertainment entities be broadened to include parks?

Commissioner Gurda requested time to digest the presentation. He suggested a future agenda item to determine which funding model the Commission

favors, balancing what is good for the community and the parks. Chairwoman Briscoe drew attention to the presentation's final slides, which she finds are critical.

Commissioner Hamilton asked how the Commission could have a voice in discussions of the Cultural and Entertainment Capital Needs Task Force. There was consensus that Chairwoman Briscoe should request a seat on that Task Force.

This Presentation was DISCUSSED WITH NO ACTION TAKEN.

DEPARTMENT OF PARKS, RECREATION, AND CULTURE - 2

- 2 14-341 From the Department of Parks, Recreation, and Culture, providing a verbal report regarding strategic planning efforts.

Attachments: [STRATEGIC PLANNING LONG-TERM GOALS](#)

APPEARANCE:

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

Dr. Angela Allen, Community, Natural Resources, and Economic Development Educator, Milwaukee County Cooperative University of Wisconsin-Extension, appeared and spoke regarding this item. She distributed a long-term goals list which is attached to this file.

This Informational Report was DISCUSSED WITH NO ACTION TAKEN.

- 3 14-353 From the Department of Parks, Recreation, and Culture, providing a verbal report on the Parks Amenities Matching Fund and the 2014 Milwaukee County Innovation Fund.

APPEARANCES:

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

Rayna Andrews, Director of Community Relations, Office of the County Executive

This Informational Report was DISCUSSED WITH NO ACTION TAKEN.

OTHER BUSINESS - 4

- 4 14-342 Approval of Minutes from the March 20, 2014, Parks Advisory Commission.

Attachments: [DRAFT MCPAC MINUTES 03/20/2014](#)
 [MCPAC MINUTES 03/20/2014](#)

A motion was made by Commissioner Pritchard Thompson to APPROVE the minutes from the March 20, 2014, Parks Advisory Commission meeting. The motion was seconded by Commissioner Gurda. The motion PREVAILED by the following vote:

Ayes: 4 - Gurda, Hamilton III, Pritchard Thompson and Briscoe

Excused: 3 - Acevedo Jr., Holt and Moran

5 14-354 Mission Statement of the Commission.

Attachments: [DRAFT MISSION STATEMENT 03/20/2014](#)
 [DRAFT MISSION STATEMENT 04/29/2014](#)
 [FILE NO. 07-107 \(Resolution that created the Commission\)](#)

Commissioner Pritchard Thompson distributed a draft mission statement which is attached to this file. She asked for additional time and collaboration among Commissioners to develop the mission statement.

Commissioner Gurda liked the phrase "first line of ideas."

Commissioner Gurda requested that the clerk provide Commissioners with a copy of the 2007 resolution that created the Commission. That resolution is attached to this file.

Commissioners discussed the mission and scope of the Commission.

Commissioner Pritchard Thompson stated that Commissioners would revise the statement and incorporate the 2007 resolution.

The Mission Statement was DISCUSSED WITH NO ACTION TAKEN.

6 14-343 Future Meeting Date, Location, and Topics.

Commissioner Pritchard Thompson will be unavailable on Tuesdays this summer.

There was consensus to identify available dates via email.

Commissioner Hamilton offered a timeline. If the Cultural and Entertainment Capital Needs Task Force will issue recommendations in November 2014, the Commission should provide input before the Task Force begins drafting those recommendations. Commissioner Hamilton asked that the Commission use its next meeting to set a public hearing date.

This Informational Report was DISCUSSED WITH NO ACTION TAKEN.

7 14-344 Other Updates and Announcements.

APPEARANCES:

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

Rayna Andrews, Director of Community Relations, Office of the County Executive

Chairwoman Briscoe updated the Commission on discussions from the April 2014 Committees on Parks, Energy, and Environment and Finance, Personnel,

and Audit.

This Informational Report was DISCUSSED WITH NO ACTION TAKEN.

ADJOURNMENT

A motion was made by Commissioner Pritchard Thompson to ADJOURN this meeting at 6:36 p.m. The motion was seconded by Commissioner Hamilton. The motion PREVAILED by the following vote:

Ayes: 4 - Gurda, Hamilton III, Pritchard Thompson and Briscoe

Excused: 3 - Acevedo Jr., Holt and Moran

The foregoing items were not necessarily considered in agenda order.

Length of Meeting: 4:15 p.m. to 6:36 p.m.

**Adjourned,
Alexis Gassenhuber
Committee Clerk
Parks Advisory Commission**