

## **MCRF Executive Board Minutes 7-7-2021**

*MCRF Executive Board present:* Kim Aalbers, Ben Boeke, Joe Crookham, Scottie Moore, Bob Morris, Jennifer Peterson, John Pothoven, Todd Roach, Nik Rule, Heidi Scholes, Chuck Webb, Paula Wright, Sherry Vavra. Also present: MCRF staff members, MaKenzie McCarty and Morgan McClendon; additional "economic impact" committee members Beth Danowski and Choua Sayaxang

John Pothoven called the meeting to order at 6:01 p.m.

Sherry introduced the Hotel/motel board representative Kim Aalbers.

John called for approval of the Jan. 14<sup>th</sup>, 2021 minutes. Joe made a motion/Todd 2nd to approve. Motion carried.

John gave treasurer's report. Handouts were given: Annual banking summary (*2021 annual income & expenditures by category*) and all checks/savings transactions to date in 2021. John asked for questions, none stated. Nik made a motion to accept, Scottie seconded. Treasurer's report passed. Unanimous.

Paula reported for the schools, stating that the ticket booths from the old stadium were moved to the stadium at Lacey Complex. Joe added that they will have the roof restored to original design and the booths will be operational by the fall season. Nik noted that the booths will allow south entrance to be used and a ramp will be built to the 2<sup>nd</sup> level; Paula added that the school is cleaning up the old stadium including east and south entrances and cement has been poured where the ticket booths were removed. Paula further reported that the school will install an outdoor classroom space and are discussing adding a trail corridor from the trail to the middle school outdoor classroom. Construction is at the middle and high school and there will be musical additions. Bob M asked if there were plans for a crossing at the south entrance of the stadium at Lacey. Nik said there are parkers with wands at WP events and Joe added that markers be added. Paula added that the Early Childhood should start to move preschool into the YMCA building in August. The rec side will take a longer. Joe sated that he has toured the building several times and said that it is sustainable for the long-term future/ The beginning opening may have small things to work out but it is clearly a valuable resource to our community for the future.

Scottie Moore reported for the city. She shared that the city would have four openings for Council at the next elections. She asked if anyone knew of any civic minded people let them know.

Chuck Webb gave the report for the county stating that the county will do a study for the broad band in Mahaska County MCG will install and service. County is working with the city on the SE connector, certified site, to reconnect to Hwy 163S, making the entire loop N of 163. Also, the Railroad venture to tie into the 500-acre site is a priority. The project is needed to take some traffic/truck traffic from downtown and Chuck added that New Castle will add 100 trucks a day to the travel. Beth added that the Rise grant could give 6.5 million to the project.

Kim Aalbers, Fairfield Hotel manager, stated that the hotel has been busy, is sold out this weekend and has been several times this season. Sherry added that many from Lacey tournaments have stayed. William Penn and MCRF will grow events and tournaments in the future.

Joe gave a report for Daily Trust, stating that the market has been good, and funding for George Daily has been good. General community requests are ongoing.

Sherry introduced an "Economic impact" project that is currently a collaboration with Musco, MCRF, and William Penn, also introducing all team members. Morgan and Kenzie shared a power point showing the different data input and spending that the sports events are bringing into the community. The report showed examples of William Penn events and MCRF sports events and the data from the players/spectators coming to Lacey. The results are obtained from surveys asking questions such as where they are from/where they eat/where they stay, etc. The Economic Development team has assigned formulas of spending to correlate with survey results entered in the Power BI computer program thus giving a good estimate of spending in the community. The committee asked for ideas of how to get more surveys completed though the results are only used if the required 10% of attendees take the survey. Nik shared that William Penn will put out a news release next week showing the expected \$ form William Penn events in a regular year to be \$450,000. We will have full results of seasonal events at the end of the season that we can share. Nik stated that the study has shown that Recreation is Vital and thanked the team and Morgan and MaKenzie for all the data entry. Sherry stated that the study has been amazing, even showing that a one-day (not overnight) semi local event has brought \$15,000 spending into the community. She said that she would like to see this measured for

other events in town such as the sweet corn serenade or art on the square in the future. Joe added that Musco is in the process of working out how to create analysis, and technology is being put in fields on a national basis with the idea of how to create more satisfaction for what people want. He added that this will be valuable information and what is being done with this study here will be valuable to the process. Nik also stated that the team are consistently using the same formulas and if something has to be tweaked because of new information, all entities are staying consistent to make the same changes. Choua added thanks to the team and his intern at Musco. Beth reminded the board that we are using the 10%-20% surveys returned for data, but we will likely find more spending if we have more surveys completed so findings could be a low estimate. Joe reminded all that Casey's several years ago started asking for schedules of tournaments because of the crowds into town. Sherry stated others have also asked and we now send schedules to local businesses impacted by the crowds.

Sherry gave a report for the Progress Report (handout given) and committee updates. Developmental projects include 3 new baseball fields currently being built to host the "in-between" ages; handicap parking spaces were poured for youth soccer parking lot; and a 20' X 20' concrete slab is planned to house aggregate near the office. For operations, cameras have been installed at all five fields at the 5-plex and now are streaming games; and there was a policy change that MCRF is chalking only every other game now with an option to pay a more for every game or bring volunteers. Promotions and fundraising is gearing up for the bowling fundraiser in February 2022. And youth fulfillment has given 62 play it forward items to date this year but expect to give over 100.

Sherry gave the trail update stating a trail corridor from Fairfield Hotel to the gazebo was completed and a 21,000 grant was received. The grant includes a bike rack and bicycles to be located at the hotel. Sherry asked if MCRF could purchase, board agreed, she will order this piece as a next step. For maintenance, MCRF has been working with Jeff and a contractor will be on the trail next week to begin repairs. Joe added that Carl has also been working on the trail a lot. Sherry stated that one person has come to the city to register his ATV vehicle as a handicap vehicle and we (city and MCRF) have allowed this with a registered vehicle, sticker included, and forms have been created for him to sign and agree to terms. Sherry will forward signed forms to the city. To date he has not signed forms. It was noted that ATV are not generally allowed, and that traffic has increased on the trail. Nik suggested signage at the trailhead and some places could assist in slowing traffic. Bob Morris stated that Elliot Nelson, eagle scout, has recently added informational signage along the trail. Joe stated that there is potential for video on the trail in the future which can help make it easier to set policies.

Joe updated the solar system project sharing that the planets are built and painted and will be installed yet this year. There are plans for screen stations along the path that will share information. Also placed at earth will be LED lights that will light up and 'travel' for the length of time that it takes from earth to sun traveling at the speed of light (about 8 minutes). The bridge from Pluto across the north road of the complex has been changed and instead MCRF will relocate N Road around Pluto. Bob and Nik shared are being asked about the SunDome and the solar walkway will be great project when complete.

MaKenzie gave the report for trams, stating 224 2<sup>nd</sup> graders rode tours in May as well as 232 people on 29 trips! In June 25 tours took 176 people out, and already 21 people have ridden in July. We have taken one lunch tour to date and collected \$179 in donations. 23 people from out of state toured including states of California, Florida, Illinois, Kansas, Missouri, and Texas. Tours are opened back up and going well!

In old business Bob Morris shared that the soccer families are really excited to use the new concessions stand restrooms facility the parents love it. He has heard numerous positive comments.

### New Business

Sherry shared that families have requested splash pad at the 5-plex. Sherry will research further.

John shared that he would resign the board in August as he is relocating to Ottumwa. He thanked the board for support in his years serving. Scottie thanked John for all he has done on the board and Sherry added a personal thanks for the support he had lent to the MCRF team.

Sherry shared that the executive committee had discussed downsizing the board from 15 to 9 so we may not replace Carl, John and Bob who have left the board thus year. Joe stated that we do need to have a YMCA board representative.

Having no additional new business, John adjourned meeting at 7:31 PM.

Sherry will send a reminder via email for next meeting, *tentatively membership meeting in January.*  
Svavra, MCRF, 1-9-2021