

Newton Park Board Meeting Minutes

Wednesday, November 17, 2021 – 6:15 pm

Council Chambers, City Hall
101 W 4th Street S
Newton, Iowa

AGENDA

Americans with Disabilities Act Compliance:

Is there anyone present that may require special assistance in being able to participate in this public meeting?

- 1) Call to order at 6:15 pm by Board Vice-Chair Heitman
- 2) Americans with Disabilities Act Compliance statement read by Board Vice-Chair Heitman
- 3) Roll Call – present: Heitman, Caldwell, Tipton, and Osby; absent – Humphrey
- 4) Certification of Iowa Open Meetings Law confirmed by Community Services Director Brian Laube
- 5) Citizen Participation or Comments: none
- 6) Review and approve minutes from October 20, 2021 meeting: Motion to approve by Caldwell, second by Tipton – no discussion – approved by 4-0 vote.
- 7) Westwood Clubhouse Project - Community Services Director Brian Laube gave a brief presentation sharing the following on efforts to move this project forward:
 - a. City Council has ranked the new Westwood Clubhouse their highest priority in their recent annual goal setting exercise.
 - b. To make this happen, possible options include (assuming a cost of \$1 million dollars for the project):
 - i. Option 1 – Jasper County approves an Urban Renewal Area that includes the Westwood location, as Westwood is outside the City limits. The City would then bond for the improvements in their normal manner. At this time it does not appear that the County Board of Supervisors will take such action.
 - ii. Option 2 – At least \$300,001 in private funds are raised, and the City can bond for the remaining \$699,999. This option is subject to the reverse referendum process if citizens want to stop this project.
 - iii. Option 3 – The City uses funds on hand to raise the first \$300,001, and again bonds for the remaining \$699,999. This option is also subject to the reverse referendum process, but is likely not preferred due to appearances of trying to

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work around the rules.

- iv. Option 4 – A Park Bond Referendum is proposed:
 - 1. City Council would take action to initiate this process.
 - 2. Possible 2022 election dates include March 1st, June 7th, Sept. 13th, or Nov. 8th (these will be verified).
 - 3. The ballot issue could include 3 park projects chosen by council. Staff proposes that they include:
 - i. Westwood Clubhouse improvements
 - ii. Maytag Pool Upgrades
 - iii. Third project such as hike & bike trail improvements, pickleball courts, an inclusive playground, Sunset Park upgrades, or other.
- c. Brian Laube also shared that staff has met with a small group of local citizens and business people, and found that there appears to be support for private fundraising.
- d. Brian Laube then spoke on a proposed timeline:
 - i. Staff intends to propose a Park Bond Referendum discussion item for the Dec. 6th council agenda.
 - ii. Council could then take action at a following meeting to start the referendum process.
 - iii. The private group would then work to secure funds, and also take the lead with promoting the ballot issue.
- e. In closing the presentation on this item, Brian Laube stated that what he was seeking from the Park Board is a vote of support or recommendation that City Council move forward with consideration of the park bond referendum option four noted above.
- f. Following a motion to by Caldwell, and seconded by Osby, on vote of recommendation that City Council move forward with this project, discussion followed:
 - i. Board member Caldwell stated that she likes Option 4 above, the park bond referendum, even if they don't know what the third project may be.
 - ii. Vice-Chair Heitman inquired about the potential total cost, to which Brian Laube shared that the maximum bonding amount appears to be \$1.6 million. Laube added that any potential private donations could increase the available amount, but the referendum's purpose must be spelled out ahead of the vote. Brian Laube also shared that staff is working on updated cost estimates, so the costs of individual proposed projects is not defined yet.
 - iii. Vice-Chair Heitman added that Sunset Park was a recent priority of the Park Board and it should be considered.
 - iv. Board member Osby stated that option 4 (referendum) should be done as soon as possible, and that the Westwood clubhouse and the proposed pool

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improvements should be included.

- v. Board member Caldwell asked about what happens if there is a park bond referendum in March 2022 and it fails, to which Brian Laube replied that staff would then review other options. More would be known by then on private fundraising efforts, so that should help decide which direction staff could then pursue. Brian Laube did add that he was in favor of having it voted upon sooner than later, so as to know sooner if it is a go or if staff needs to change plans.
 - vi. Board member Caldwell wanted to clarify what they were actually considering voting on tonight, to which Brian Laube share that it was a vote of recommendation or support that council moves forward with the Westwood Clubhouse project sooner than later, and also include it in a park bond referendum with pool improvements and one other project. That third project would not need to be recommended tonight; instead they could do so at the next Park Board meeting possibly.
 - g. After discussion ended, Board Vice-Chair Heitman then restated the motion on the table to recommend that City Council move forward with the Westwood Clubhouse Project utilizing the park bond referendum option four as soon as possible, and a vote was taken. The motion carried 4-0.
- 8) Downtown Splash Park – Splash Park committee member Jon Dunwell gave a brief presentation updating all on this project, including the proposed donor recognition plan the committee is seeking approval on.
- a. Mr. Dunwell's presentation included:
 - i. Highlighting some of the improvements in Newton including the Legacy Plaza/Park improvements, the Jasper County Admin. Building, the Iowa Speedway and events returning there, the PGI convention in 2022, and the Project Fastpitch.
 - ii. Touching on the importance of the connection between Legacy Plaza & Downtown Newton, and the need to make it an "Excursion Experience" where visitors could come and spend a few hours.
 - iii. Highlighted the need to build attractions such as the splash pad to attract young families to Newton and make it a destination experience.
 - iv. Shared that the committee members meet weekly with businesses' and potential donors; spelling out their goal to raise \$400K, with the City contributing the rest needed to finish the project.
 - v. Stated that the committee has secured \$245K in commitments to-date, and would like to be able to break ground in 2022 and open in 2023.
 - vi. Shared a hand-out spelling out the donor recognition plan developed by the

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committee, of which they would be seeking City Council approval of it so they can use it in their fundraising efforts (see attachment).

- b. Following Mr. Dunwell's presentation, a motion was made by Osby, and seconded by Tipton, to support the proposed donor recognition plan prepared by the committee.
- c. The following discussions included:
 - i. After being asked by Board member Caldwell; Bryce Heitman and Brian Laube confirmed that the proposed lot at 224 W 3rd ST N is owned by the City, and that if approved by City Council and is constructed, the Splash Pad Park would be owned and operated by the City.
 - ii. Bryce Heitman stated that the committee has worked with the City, and that the City has provided input on design features and systems due to their potential ownership and operation of the Splash Pad.
 - iii. Jeff Osby asked if the money being raised is just for the initial construction. Bryce Heitman confirmed this. Brian Laube added that the City estimates at least \$20K in additional budget funds would be needed to operate the splash pad and park annually.
 - iv. Jon Dunwell, representing the committee, added that in recent meetings DMACC representatives had stated that they wouldn't mind if this project was built in their greenspace. Bryce Heitman added that in doing so some of the donations or grants for the project could be put in jeopardy. No further discussion was had on this idea.
 - v. Jeff Osby stated that he struggles with the proposed location because of parking nearby, kids playing near parking and the streets, the project taking away a potential commercial development lot in downtown, and the idea of adding another park to the system for City staff to maintain.
 - vi. Miranda Caldwell inquired about the proposed sidewalk or walkway by or through the proposed splashpad site, increasing the walkability between Legacy Plaza and downtown, and whether it was a City effort as part of this project. Brian Laube shared that it was not.
 - vii. Miranda Caldwell also inquired whether downtown businesses are in favor of this project, to which Jon Dunwell responded that the committee is currently reaching out to them for their input and support.
- d. Board Vice-Chair Heitman then reminded the board that this agenda item was for a vote of support for the proposed donor recognition plan listed on the handout. Nick Cummins, Parks Operations Supt., then added that everyone should remember that donation plaques or recognition should not be considered permanent, as the City would at some point need to replace old or broken features with others that don't match the

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original donation intent.

- e. Following the end of discussion, a roll call vote was taken on the earlier motion of support of the proposed donor recognition plan prepared by the committee. Motion carried 4-0.

9) Old Business: none

10) New Business:

- a. Board member Caldwell inquired about the City's willingness to clear snow in Agnes Patterson Park for the proposed walking path this winter. Brian Laube shared that he has proposed a plan to staff seeking their comments, and will have more to share soon.
- b. Board member Osby asked if the City was going to promote the sledding hill in Agnes Patterson Park this winter. Brian Laube answered that they are not yet ready to do so, as there is a watering hydrant still present at the base of the north slope.
- c. Board member Osby asked about the Holiday Light Display at Maytag Park. Jamie Murphy, Assistant Parks Operations Supt., replied that there will be a soft opening the evening of Wednesday, November 24th, followed by the main opening at 6 pm on Saturday, November 27th.
- d. Board Vice-Chair Heitman commented on the recent Halloween event at Maytag Park, and how it was great. Miranda Caldwell added that she liked how it started earlier, which was good for little kids. Brian Laube added that staff intends to make this a new, annual tradition in Newton.
- e. Board Vice-Chair Heitman commented that he had visited with a couple people using the zip-line in Aurora Park, and they had told him they came from Des Moines to use it. He added that having these neat features in our parks was important.

11) Adjourn – motioned by Caldwell to adjourn, seconded by Tipton, motion carried 4-0 – meeting adjourned at 7:13 pm

BJL

11-18-2021

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Invest in the Future of Newton Downtown Splash Pad!

PROPOSED SPLASH PAD



Plan created by Bolton Menk and Water Odyssey in collaboration with Newton Splash Pad Committee and City of Newton

Bridging the Gap



PROPOSED LOCATION
Between Main Street
District and Legacy
Plaza at the corner of N
3rd Ave & W 3rd St N



SPLASH PAD BENEFITS THE COMMUNITY

Supports Local Businesses
Family Recreation
Drives Economic Vitality
Creates Foot Traffic
Gathering Place
Attraction for Young Families

We need the community help to bring it to life

\$600k = \$400k + \$200k

Total Fundraising Goal

**Asking Community and
Local Business Support**

Angel Donor Match

Invest in the Future of Newton Downtown Splash Pad!

Investor Levels

Please Select the Level You'd Like to Invest at:

- ☐ **\$1K - \$1,999** **SPLASH INVESTOR**
- Small logo or name listed on investor board displayed at splash pad
- ☐ **\$2K- \$4,999** **WATERFALL INVESTOR**
- Medium logo or name listed on investor board displayed at splash pad
- ☐ **\$5K- \$9,999** **TIDAL INVESTOR**
- Large logo or name listed on investor board displayed at splash pad
 - Recognition on social media
- ☐ **\$10K- \$19,999** **HURRICANE INVESTOR**
(limit of 7)
- Everything from Tidal Investor plus:
 - Name on small water feature
 - Recognition in Newton Daily News and on social media with large check photo opp.
 - Recognized at ribbon cutting
- ☐ **\$20K+ TSUNAMI INVESTOR**
(limit of 3)
- Everything from Tidal Investor plus:
 - Name on large water feature
 - Recognition in Newton Daily News and on social media with large check photo opp.
 - Recognized at ribbon cutting
- ☐ **\$_____ OTHER**

INVESTMENT INFORMATION

YES, I would like to support the Newton Downtown Splash Pad at the investor level I indicated in the "Investor Levels" section of this form.

I would like to make an investment in the name of:

INVESTOR INFORMATION

Name:

Business/ Organization:

Phone Number:

E-Mail:

Mailing Address:

PAYMENT INFORMATION

Please Select One of the Following:

- ☐ Enclosed is a check for my investment of \$_____
- ☐ Enclosed is a check for my investment of \$_____ and I pledge an additional donation of \$_____ in 2022
- ☐ Mail invoice of \$_____ to investor address listed in investor information section

**PLEASE COMPLETE
FORM AND RETURN TO:**

NEWTON MAIN STREET
122 1ST ST N
NEWTON, IOWA 50208

Make checks payable to: Newton Main Street