



**JOINT PARKS AND RECREATION BOARD
MEETING NOTICE AND AGENDA**

Wednesday, October 9, 2024

6:30 PM

Pewaukee City Hall ~ Common Council Chambers

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1. Call to Order and Pledge of Allegiance
 2. Public Comment - Please limit your comments to 2 minutes, if further time for discussion is needed please contact the Director prior to the meeting.
 3. Approval of meeting minutes from September 11 meeting.
 4. Update regarding Pewaukee Sports Complex baseball diamonds synthetic field turf installation.
 5. Discussion, direction and possible action regarding 2025 Brewfinity Brewing beer gardens at Pewaukee Parks.
 6. Discussion and possible action regarding a proposal from The Tap Yard to operate future beer garden style ventures in Pewaukee, starting in 2025.
 7. Adjournment

Nick Phalin, CPRP
Parks & Recreation Director

October 4, 2024

NOTICE

It is possible that members of other governmental bodies of the municipality may be in attendance to gather information that may form a quorum. At the above stated meeting, no action will be taken by any governmental body other than the governmental body specifically referred to above in this notice.

Any person who has a qualifying disability under the Americans with Disabilities Act that requires the meeting or materials at the meeting to be in an accessible format must contact the Park and Recreation Director at (262) 691-7275 by 2:00 p.m. the Monday prior to the meeting so that arrangements may be made to accommodate your request.

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 3.**

DATE: October 9, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Approval of meeting minutes from September 11 meeting.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Minutes

MEETING MINUTES
Wednesday, September 11, 2024
6:30 PM

Pewaukee City Hall ~ Common Council Chambers

In attendance:

D. Linsmeier, G. Majeskie, D. Kaatz, Trustee K. Kreuser.

Also Present:

Director of Parks and Recreation N. Phalin.

1. Call to Order and Pledge of Allegiance
2. Public Comment
3. Approval of the minutes from August 14, 2024 meeting.

A motion was made and seconded, (Dave Linsmeier, Gary Majeskie) to approve meeting minutes from August 14, 2024. Motion Passed: 4-For, 0-Against.

4. Discussion and possible action regarding Pewaukee Youth Baseball's proposal to add permanent dugout structures to Pewaukee Sports Complex baseball diamonds.

A motion was made and seconded, (Gary Majeskie, Kristen Kreuser) to approve Pewaukee Youth Baseball's approval to purchase and have eight permanent dugout structures installed at Pewaukee Sports Complex, with recommendation to recognize as part of the \$100,000 over 5-year agreement amendment, with any logos to be submitted to Parks and Recreation Board for review. Motion Passed: 4-For, 0-Against.

5. Discussion and update regarding summer day camp 2024 and comparison to neighboring communities fee structure.
6. Update, discussion and possible action regarding Bell Tower Memorial project at Kiwanis Village Park.

A motion was made and seconded, (Dave Linsmeier, Gary Majeskie) to recommend reconsideration for the Bell Tower Memorial project and concern of a phased project at Kiwanis Village Park, specifically citing lack of the Bell Tower being present in phase one and potential project viability in the future; also to reconsider potential relocation to the Pewaukee Public Library per Library Director and facility access and use. Motion Passed: 4-For, 0-Against.

7. Update regarding Lake Country Football Club's use of Pewaukee Parks for the fall 2024 season.
8. Discussion and possible action regarding Laimon Park financials for August 2024.

to pass on to the Village Board

A motion was made and seconded, (Dave Linsmeier, Kristen Kreuser) to approve the Laimon Park financials for August 2024. Motion Passed: 4-For, 0-Against.

9. Discussion and possible action regarding the 2025 proposed budget.

A motion was made and seconded, (Dave Linsmeier, Kristen Kreuser) to approve the 2025 budget as proposed and recommend to the Common Council and Village Board. Motion Passed: 4-For, 0-Against.

10. Update regarding Pewaukee Sports Complex synthetic field turf project.

11. Discussion and possible action regarding Joint Parks and Recreation Board meeting start times.

A motion was made and seconded, (Dave Linsmeier, Gary Majeskie) to utilize a 6pm start time in November 2024 for trial period in November moving forward with potential change of time in spring 2025. Motion Passed: 0-For, 0-Against.

12. Adjournment

A motion was made and seconded, (Kristen Kreuser, Dave Linsmeier) to adjourn. Motion Passed: 4-For, 0-Against.

Respectfully Submitted,
Nick Phalin, CPRP
Parks & Recreation Director

September 9, 2024

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 4.**

DATE: October 9, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY:

SUBJECT:

Update regarding Pewaukee Sports Complex baseball diamonds synthetic field turf installation.

BACKGROUND:

FINANCIAL IMPACT:

RECOMMENDED MOTION:

**CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 5.**

DATE: October 9, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion, direction and possible action regarding 2025 Brewfinity Brewing beer gardens at Pewaukee Parks.

BACKGROUND:

Brewfinity Brewing joined our parks with mobile beer gardens during the 2024 year. They were approved in June to host beer gardens in July-September.

FINANCIAL IMPACT:

RECOMMENDED MOTION:

ATTACHMENTS:

Description

Brewfinity Financials

Brewfinity 2024 Recap

2024 Brewfinity Contributions		All include 5% sales tax				
Date	Park	Municipality	Park Fee	Paid	Village Donation	City Donation
7/12/2024	Kiwanis Village Park	Village	\$ 100.00	\$ 100.00	\$ 150.00	
7/26/2024	Springdale Park	City	\$ 100.00	\$ 100.00		\$ 150.00
8/2/2024	Kiwanis Village Park	Village	\$ 100.00	\$ 100.00	\$ 100.00	
8/13/2024	Kiwanis Village Park	Village	\$ 50.00	\$ 50.00	\$ 100.00	
8/23/2024	Springdale Park	City	\$ 100.00	\$ 100.00		\$ 100.00
9/13/2024	Kiwanis Village Park	Village	\$ 100.00	\$ 100.00		
9/20/2024	Kiwanis Village	Village	\$ 100.00	\$ 100.00		
		Total Fees		\$ 650.00		
			Total Donations		\$ 350.00	\$ 250.00
					Village	City



2024 Pewaukee Beer Garden Recap

Recap

This last year we were following the beer garden schedule for The Beergo, and discovered there was a “gap” in beer gardens being offered in Pewaukee during the months of July and August. I approached Nick Phalin in late March to see if there would be interest in partnering with Brewfinitly to fill those gaps and allow us to operate a beer garden during those months.

During the month of July, the Beergo unfortunately took a catastrophic failure and they were unable to perform any of their future beer gardens including the water ski shows with Pewaukee. In working both with the Beergo, the ski club, and Pewaukee Parks and Rec, we were able to take all of the existing Beergo events over and continue them as scheduled.

Review of 2024

At the time we approached the Pewaukee Parks and Rec and got our approvals, we encountered numerous challenges. These challenges were related to the short amount of time to properly plan these beer gardens, get food trucks lined up as well as music, and also make the community aware our beer gardens were happening. We did know this was going to be an issue going into these events and this was expected.

As a result, turnout to the Brewfinitly beer gardens had low attendance, we had some food trucks not be available or not show up, and music performers were typically booked last minute. Financially the beer gardens weren't great and in some cases we broke even on the event. All this can be addressed in the future and we are excited about the potential that comes with Pewaukee.

Suggested Changes

We needed to be several months ahead of where we were this last year. This would allow Brewfinitly to get communications out with a beer garden schedule, notify local media outlets that it is occurring, and have a set list of dates well in advance. If there is a means to engage the community and get their “ownership” and support for these events, we should investigate this also. It might be as simple as putting a survey out to the community to see what parks they want the beer gardens at, or maybe even pick a more permanent location and not move the beer garden around so people know where it will always be.

As members of the Parks and Recreation Board, part of this discussion should include what your thoughts for these events should be?



2024 Pewaukee Beer Garden Recap

Conclusion

We are still very enthusiastic about working with Pewaukee and look forward to the opportunity going forward and growing these events into the potential they have.

CITY OF PEWAUKEE
JOINT PARK AND RECREATION BOARD AGENDA ITEM 6.

DATE: October 9, 2024

DEPARTMENT: Parks and Recreation

PROVIDED BY: Nick Phalin

SUBJECT:

Discussion and possible action regarding a proposal from The Tap Yard to operate future beer garden style ventures in Pewaukee, starting in 2025.

BACKGROUND:

The attached proposal is from the Tap Yard. Director Phalin met owner, Nick Marking, at Lakefront Park to show him the indoor concession space, grounds, and discuss previous concerns and opportunities we have visited with other ventures.

Their business model utilizes Waukesha county parks and operations throughout the state with formal rental/usage fees.

Nick Marking believes that this proposal would not impact other potential beer garden ventures in Pewaukee, such as Brewfinity Brewing.

Any motion forward would be a recommendation to the Village Board.

FINANCIAL IMPACT:

A rental rate would need to be established, and could potentially utilize similar rental agreements that the Tap Yard has in place with county parks.

RECOMMENDED MOTION: