



Recreation Commission MEETING AGENDA

September 25, 2023 - 5:00 PM
Council Chambers
3805 S. Casper Drive

Published: 9/22/2023

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE**
3. **APPROVAL OF MINUTES**
 - A. July 24, 2023 Meeting Minutes
4. **NEW BUSINESS**
 - A. Update on Recreation Division Structure / Introductions
 - B. Discussion and possible action to recommend to the Common Council approval of the ARC Hours of Operation.
 - C. Discussion and possible action to recommend to the Common Council approval of the proposed ARC Membership Scale / Options.
 - D. Discussion and possible action to recommend to the Common Council approval of the request for new Recreation Division positions.
 - E. ARC Construction Update
5. **ADJOURN**

Supplemental Information:

- The meeting agenda and agenda packet are available online at www.NewBerlin.org. The minutes are published online and are approved at the next regularly scheduled meeting.
- It is possible that action will be taken on any of the items on the agenda and that the agenda may be discussed in any order.
- You may provide comments to the City Clerk via email at CitizenComments@NewBerlin.org. Comments will be forwarded to the Mayor and members of the governing body. Emailed comments are not read during the meeting.
- The City of New Berlin strives to host inclusive, accessible meetings that enable all individuals to engage and participate fully. Any person who has a qualifying disability under the Americans with Disabilities Act that requires that the meeting be accessible, please contact City Clerk Rubina R. Medina at (262) 786-8610 or via email at CityClerk@NewBerlinWI.gov at least 48 hours before the scheduled meeting time. Efforts will be made to accommodate the needs of disabled individuals through appropriate aids and/or services.
- It is also possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to in the above notice.



Recreation Commission MEETING MINUTES

July 24, 2023 - 6:00 PM
Council Chambers
3805 S. Casper Drive

Please note: Minutes are unofficial until approved at the next regular scheduled meeting.

MINUTES

1. CALL TO ORDER

Alderman Harenda called the meeting to order at 6:05PM

2. ROLL CALL; DECLARATION OF QUORUM; PUBLIC NOTICE

Alderman Harenda took the roll call as follows:

Present: Commissioner Woida, Commissioner Oelschlaeger, Commissioner Napoli,
Alderman Harenda

Excused: Commissioner Prei

Staff Present: Erin Cross - Recreation Manager

3. APPROVAL OF MINUTES

A. May 22, 2023 Meeting Minutes

MOTION: Motion to Approve Minutes

VOTE: Motion by: Commissioner Napoli
Second by: Commissioner Woida
Motion Passes 4-0

4. NEW BUSINESS

A. Review and Discussion of In Progress Draft of Fall Recreation Brochure

Fall brochure discussion (all changes needed by July 26th publishing)

- Birthday parties changing to 2 hours - feedback from those renting that the original time was too long and many left before the time was up
- Once ARC Phase 2 done will add a second slot for birthday parties

B. 2023 Six month department budget update

- Revenue is up
- Expenses stabilized after the 2022 wage increase

C. Summer Events and Programs Update

Day Camp

- 25% increase in day camp
- 60 at ARC and 60 at Community Center
- 4 weeks left

Events

- Beer Gardens start soon
- Drive-in movies starting
- Backyard bash August 12th

D. ARC Phase Two Construction Update

- Track decking up - concrete to be poured soon
- March grand opening anticipated

Nothing on the agenda for an August meeting so far

E. Review and discussion of In Progress draft of Athletic Facility Rental Information

5. **ADJOURN**

MOTION: Motion to Adjourn at 6:35PM

VOTE: Motion by: Commissioner Woida
Second by: Commissioner Napoli
Motion Passes 4-0

*Respectfully Submitted,
Dave Oelschlaeger, Commissioner*

REQUESTED ACTION STATEMENT

TO: Common Council
Mayor Dave Ament
Recreation Commission

FROM: Gregory Kessler, AICP – Director of Community Development 

RE: Requested Action Statement (RAS) for the approval of the proposed Hours of Operation for the Activity and Recreation Center (ARC).

DATE: September 21, 2023

REQUESTED ACTION: Requested Action Statement for the recommendation of approval to the Common Council for the proposed Hours of Operation for the Activity and Recreation Center (ARC).

FISCAL IMPACT: Not Applicable

SOURCE OF FUNDS: Not Applicable

RATIONALE / BACKGROUND: This request is a referral from staff to the Recreation Commission for a recommendation to the Common Council. The City's new Activity and Recreation Center (ARC) is expected to open in early 2024. The proposed defined hours of operation are as follows:

ARC Proposed Hours of Operation:

Proposed Hours of Operation (Fall/Spring/Winter) – 92 Hours		
	Hours of Operation	Staffing Hours
Monday - Friday	6:00AM – 9:00PM	5:30AM – 9:30PM
Saturday	7:00AM – 6:00PM	6:30AM – 6:30PM
Sunday	10:00AM – 4:00PM	9:30AM – 4:30PM

Proposed Hours of Operation (Summer) – 74 Hours		
	Hours of Operation	Staffing Hours
Monday - Thursday	7:00AM – 9:00PM*	6:30AM – 9:30PM
Friday	7:00AM – 6:00PM	6:30AM – 6:30PM

Saturday	9:00AM – 4:00PM	8:30AM – 4:30PM
Sunday	Closed**	Closed

*Gym closes at 8:00PM, while program run until 9:00PM.

**Open for tournaments only.

The City of New Berlin Recreation Department has a long history of providing a variety of quality recreational programming and experiences. However, the lack of indoor space was limiting the delivery of services. As such, in 2020, the City of New Berlin Mayor and Common Council authorized the purchase of a portion of the old vacant Walmart located generally in the southeast quadrant of the Moorland Road and National Avenue intersection. To effectuate this purchase, the city partnered with Burghardts Sporting Goods on the adaptive re-use of not only the vacated building but the site as well. For the City, Phase 1, which was a remodeling project, updated approximately 25,000 square feet of the existing building in order to continue to provide programming for “existing” recreation programs only. This new facility is called “The Activity and Recreation Center” (ARC). The rehab was completed in 2021. The city approved Phase 2 in 2021 which included the construction of approximately 40,000 square feet of “new” space that would allow for the expansion of recreation program offerings in addition to providing a venue for outside organizations to hold sporting events ranging from tournaments for basketball, pickle ball and volleyball. A concession stand will be available as well as an above ground mezzanine track for running and walking. The anticipated completion date of Phase 2 is sometime in early 2024.

Because of this significant investment that the city has made it is essential that the ARC be open and available to the public as much as possible and during convenient times. The DCD - Recreation Division’s ability to staff these proposed hours is a relevant and a critical element to implementation. As such, additional positions are being requested in a separate Requested Action Statement (RAS). Staff have already created a staffing schedule which is included with the RAS that will be dynamic and change as trends, demands and/or staffing needs arise or change.

Keys to Success:

With regards to the keys to success for the ARC, the following important elements have been identified and would require support across multiple spectrums:

- 1) Programming that matches current recreation trends and demographics.
- 2) Superior customer service.
- 3) Environment: providing a clean, upscale, enjoyable environment conducive to providing programming.
- 4) Convenience: Offering customers a wide range of services in one environment.
- 5) Location: Providing an easily accessible location for customers.
- 6) Reputation: Credibility, integrity and 100% dedication.
- 7) Indoor activities for year-round recreation programming.
- 8) Facility scheduled and programming designed to curb overcrowding.
- 9) Strong management team.

As the ARC opens and programming ramps up staff will continue working on a business and operating plan to project revenues and expenses to meet demands and trends. Emphasis will be placed on the concept of "Value on Investment" (VOI) due to the very nature of municipal recreational programming and their inherent value to a community due to their amenity, lifestyle and health related benefits rather than purely financial. These investments help to bring vital recreational services to our community and improve the physical, social and mental health & well-being of residents.

To this end, the ARC should be easily accessible to residents and participants during a variety of times, seasons, activities and/or programming. The proposed Hours of Operations provides for this with the appropriate staffing levels.



REQUESTED ACTION STATEMENT

TO: Common Council
Mayor Dave Ament
Recreation Commission

FROM: Gregory Kessler, AICP – Director of Community Development 

RE: Requested Action Statement for the approval of Membership Scale / Program for the Activity and Recreation Center (ARC).

DATE: September 21, 2023

REQUESTED ACTION: Requested Action Statement for the recommendation of approval to the Common Council of a Membership Scale / Program for the Activity and Recreation Center (ARC).

FISCAL IMPACT: The attached membership handout identifies the various membership levels that would be available for residents and non-residents. It is expected that these levels and/or pricing may change based upon demand and trends. Due to this being a new facility in New Berlin and with no clear understanding of demand yet a fiscal projection has not been completed. Revenues will be closely monitored and evaluated frequently to ensure the best value for our customers and that there is appropriate financial program support to ensure a positive and continued “Value on Investment” (VOI).

SOURCE OF FUNDS: Account. #: 1010400 44341 Recreation Center-Membership Fees

RATIONALE / BACKGROUND: The initial proposed membership program outlines both resident and non-resident fees for various age levels, including a family plan. The duration of membership can also be annually, monthly or daily. At this point, there would be two types of memberships available – one that includes access to the track and gym and another with access to the playground only. One could buy both memberships to gain access to all ARC amenities if they so

choose. Future options for membership may include a Pickleball "specific" membership but this will depend upon demand.

Amenities available under a membership would include access to the track and a divided gym for volleyball, basketball and/or pickleball. Additional amenities would include, based upon budget availability, exercise bikes, treadmills, golf simulator and / or free weights.

NEW BERLIN ACTIVITY & RECREATION CENTER

PASS OPTIONS

Become an ARC Pass member at the New Berlin Activity and Recreation Center. ARC Track and Gym Pass Members have access to our open gym times and walking track. ARC Playground Pass members have access to our indoor playground.

Classes (fitness, sports, enrichment, are available for an additional fee).

FACILITY HOURS	
FALL/SPRING/WINTER	
MONDAY-FRIDAY	6:00AM-9:00PM
SATURDAY	7:00AM-6:00PM
SUNDAY	10:00AM-4:00PM
SUMMER	
MONDAY-FRIDAY	6:00AM-9:00PM
FRIDAY	7:00AM-6:00PM
SATURDAY	10:00AM-4:00PM
SUNDAY	CLOSED

Open Gym, Track, and Playground hours change monthly and are available at www.newberlin.org/162/recreation

CONTACT US

262-797-2442

recreation@newberlin.org



ARC TRACK AND GYM PASS		
	RESIDENT	NON-RESIDENT
ANNUAL PASS		
YOUTH (14-17)	\$120 (\$10/MONTH)	\$180 (\$15/MONTH)
OLDER ADULT (55+)	\$120 (\$10/MONTH)	\$180 (\$15/MONTH)
ADULT (18-54)	\$204 (\$17/MONTH)	\$300 (\$25/MONTH)
FAMILY	\$396 (\$33/MONTH)	\$600 (\$50/MONTH)

MONTH PASS		
YOUTH (14-17)	\$18	\$29
OLDER ADULT (55+)	\$18	\$29
ADULT (18-54)	\$30	\$48
FAMILY	\$60	\$96

DAILY PASS		
YOUTH (14-17)	\$3	\$5
OLDER ADULT (55+)	\$3	\$5
ADULT (18-54)	\$5	\$8
FAMILY	\$10	\$16

ARC PLAYGROUND PASS		
	RESIDENT	NON-RESIDENT
ANNUAL PASS		
SINGLE CHILD (12 and under)	\$120 (\$10/MONTH)	\$180 (\$15/MONTH)
FAMILY	\$204 (\$17/MONTH)	\$264 (\$22/MONTH)

MONTH PASS		
SINGLE CHILD (12 and under)	\$18	\$29
FAMILY	\$23	\$34

DAILY PASS		
SINGLE CHILD (12 and under)	\$3	\$5
FAMILY	\$5	\$7



REQUESTED ACTION STATEMENT

TO: Common Council
Mayor Dave Ament
Recreation Commission

FROM: Gregory Kessler, AICP – Director of Community Development 

RE: Requested Action Statement for the approval of the creation of two (2) Recreation Coordinator positions and one (1) Office Assistant position for the Department of Community Development – Recreation Division.

DATE: September 19, 2023

REQUESTED ACTION: Requested Action Statement for the recommendation of approval to the Common Council of the creation of two (2) Recreation Coordinator positions and one (1) Office Assistant position for the Department of Community Development – Recreation Division.

FISCAL IMPACT: Per Finance, the 2024 budget impact is anticipated to be, based upon their choice of benefits for health insurance, in the range from \$218,636 to \$249,850.

SOURCE OF FUNDS: Account. #: 1010400 44341 Recreation Center-Membership Fees

RATIONALE / BACKGROUND: This request is a referral from staff to the Recreation Commission for a recommendation to the Common Council. The City's new Activity and Recreation Center (ARC) is expected to open in early 2024. The defined hours of operation are as follows:

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Friday	7:00AM – 6:00PM	6:30AM – 6:30PM
Saturday	9:00AM – 4:00PM	8:30AM – 4:30PM
Sunday	Closed**	Closed

*Gym closes at 8:00PM, while program run until 9:00PM.

**Open for tournaments only.

In order to accommodate the above schedule additional Recreation staff are essential and required. The Recreation Coordinators will be responsible for overseeing, implementing, instructing and evaluating a variety of recreation programming in conjunction with programs and events scheduled at the ARC and elsewhere.

The Office Assistant will provide full-time front desk support for the ARC and help to define the initial “user experience” and guidance for all entering the ARC for programs. Their duties will include reception, clerical services, recordkeeping and support activities for the ARC such as membership check-in.

Combining these positions along with existing Recreation staff will allow our department to staff and operate the ARC during open hours and provide coverage for programs and for overall facility & event monitoring.



CITY OF NEW BERLIN
JOB DESCRIPTION
Updated

POSITION: Office Assistant

SUPERVISOR: Recreation Manager

SALARY RANGE: \$19.78 - \$26.68

FLSA: Non-Exempt

LOCATION/DEPARTMENT: Community
Development – Recreation Division

CALENDAR: Year round

DAYS/HOURS: FT / Mon-Fri

DIRECT REPORTS: None

POSITION SUMMARY

Provides excellent customer service through professional, effective, and efficient administrative, reception, and clerical services, recordkeeping, and support activities at the City's Activity and Recreation Center (ARC). Serves the public and both the DCD – Recreation Division.

ESSENTIAL DUTIES

- Will serve as the primary receptionist for the ARC, serving as the first point-of-contact, directing residents to appropriate locations within the ARC and/or resources, appropriately routing calls, checking voicemail and directing the inquiry to the appropriate staff person, sorting and distributing mail, and ordering/stocking general office supplies.
- Under the direction of the Recreation Manager will provide across the board office support for all Recreation Division staff.
- Responsible for data entry, class registrations, intake of payments, scanning applications and associated materials into the City's Content Management System, ActiveNet Software and/or other computer programs.
- Schedules various inspections and appointments on behalf of staff.
- Maintains and files department records.
- Helps to ensure appropriate and orderly flow of department inquiries and communications between staff and the public.
- Researches and prepares reports, forms, lists, and manuals as required to satisfy department needs, as requested.
- Aids in maintenance department/divisional web page(s) and social media sites and handouts.
- Types correspondences, reports, and documents prepared by the Department.
- Prepare and distribute mailings as assigned.

- All other duties as assigned

KNOWLEDGE, SKILLS AND ABILITIES

- Proficient in the use of Microsoft Office Products including Word, Excel, Publisher & Power Point.
- Strong knowledge of computer programs and/or the ability to learn programs such as, but not limited to, Munis, IAS M-Files & ActiveNet.
- Ability to accurately perform a wide variety of office duties and meet deadlines.
- Ability to communicate effectively with the public and other City personnel both verbally and in writing in a pleasant and professional manner.
- Ability to serve as confidential administrative support to the Director and other department members.
- Excellent organizational, coordination and tracking skills.
- Ability to self-motivate and work independently.
- Understanding of modern office methods, procedures, and equipment.
 - Ability to present a positive image of the department and the City.

MINIMUM QUALIFICATIONS

- High school diploma with specific vocational course work in clerical and word processing

PREFERRED QUALIFICATIONS

- An Associate's Degree in Administrative Assistance/Secretarial Science, Business Administration, or a related field is preferred.
 - A minimum of two years' experience in a Community Development Department, Recreation or front office environment for a government agency preferred.
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PHYSICAL REQUIREMENTS

- Task involves active work. Exerting up to 50 pounds of force occasionally and/or 10 pounds of force frequently and/or a negligible amount of force frequently or constantly to climb, balance, stoop, kneel, crouch, reach, stand, walk, lift, carry, push, pull, finger, grasp or otherwise move objects, including the human body.

ENVIRONMENTAL REQUIREMENTS

- This position is regularly subject to both environmental conditions. Work activities occur inside and outside.

SENSORY REQUIREMENTS

- The task requires close visual acuity to perform various activities.
- The task requires oral communications ability.
- The task requires sound perception and discrimination.

This description has been prepared to assist in evaluating various classes of responsibilities, skills, and working conditions. It indicates the kinds of tasks and levels of work difficulty required of positions given this classification. It is not intended as a complete list of specific duties and responsibilities. Nor is it intended to limit or modify the right of any supervisor to assign, direct, and control the work of employees under supervision. Nothing contained herein is intended or shall be construed to create or constitute a contract of employment between any employee and group of employees and the City. The City retains and reserves any and all rights to change, modify, amend, add to or delete from any section of this document as it deems, in its judgement, to be proper.

NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY

The City of New Berlin does not discriminate on the basis of the protected classes of age, race, color, creed, religion, disability, handicap, marital or parental status, sex, sexual orientation, gender identity national original, ancestry, citizenship, political affiliation, arrest or conviction record not substantially related to a person's job, pregnancy, membership in the military, or use or nonuse of lawful products off City property during non-work hours or any other reason prohibited by state or federal laws.



CITY OF NEW BERLIN
JOB DESCRIPTION
Updated

POSITION: Recreation Coordinator

SUPERVISOR: Recreation Specialist

SALARY RANGE: \$22.64 - \$30.57

FLSA: Non-Exempt

LOCATION/DEPARTMENT: ARC/Community Development – Recreation Division

CALENDAR: Year-Round

DAYS/HOURS: FT / Tues-Fri and weekend hours

DIRECT REPORTS: None

POSITION SUMMARY

The New Berlin Recreation Coordinator is responsible for overseeing, implementing, instructing, and evaluating a variety of New Berlin Recreation programs and events such as Youth Sports, Summer Day Camp, Adult Softball, Pickleball, Winterfest, Touch-a-Truck, etc.

In addition, the Recreation Coordinator provides professional, effective, and efficient clerical services to the public by performing a variety of clerical and administrative duties including receptionist responsibilities for a portion of the workday.

This is an hourly position, not-to-exceed 40 hours per week. The position's hours are as follows: Tuesday through Friday: 12:00pm-8:30pm and weekends (to include Saturdays 9:00am-5:00pm and variable Sunday hours), but hours can vary based on program needs.

ESSENTIAL DUTIES

- Provides direct program supervision and leadership of assigned activities. Additionally, this position will provide facility supervision for the New Berlin Activity and Recreation Center as well as for other off-site program locations.
- Works in conjunction with the Recreation Specialists in planning and supervision of assigned programs including developing new and expanded program services.
- Processes Parks & Recreation registrations/reservations, answers related questions, collects associated fees, and processes credit card payments including daily balancing, and processing of refunds.
- Creates newsletters, flyers, email correspondences, and other department documents, by utilizing Microsoft, Google, and graphic design software programs.
- Prepares purchase orders, processes and tracks invoices including follow-up with vendors and preparation of necessary monthly reports.
- Assists with the preparation of program materials and schedules.
- Answers incoming calls, responds to division emails, and assists with social media accounts.
- Assists Recreation Specialists in planning and supervision of assigned programs. Makes recommendations regarding program content, facility/equipment needs, and program evaluation.

- Assists Recreation Specialists in personnel planning and training for assigned programs. Conducts training for designated staff. Interviews and recommends for hiring, supervises, and evaluates assigned recreation program staff as required.
- Recommends purchases of necessary program supplies and equipment and maintains related Division inventories. Makes purchases for the Division within respective program budget limitations, as authorized by the Recreation Specialists and according to Department and Division policies.
- Assists Recreation Specialists in assuring appropriate facility and equipment uses, and implements necessary controls and coordination for assigned program facility sites.
- Maintains good public relations with staff and the public at all times. Assists in developing and maintaining excellent customer service efforts.
- Submits invoices, requisitions, and revenues to the Recreation Specialists. Assists Specialists in maintaining appropriate program revenue controls for assigned programs. Submits other related program records and reports as required.
- Performs any other duty related to assigned programs as may be required by the Recreation Specialists.

KNOWLEDGE, SKILLS AND ABILITIES

- Excellent organizational, coordination, and tracking skills.
- Ability to work with customers and other employees under pressure and deadlines.
- Proficient in the use of Microsoft Office Products including Word, Excel, Publisher, & Power Point.
- Proven mathematical aptitude to perform general bookkeeping functions.
- Knowledge of assigned recreation program areas and related organization techniques.
- Related leadership experience.
- Knowledge of related equipment and facilities necessary for recreation programs.
- Ability to plan and supervise the work of others.
- Ability to organize, coordinate, and evaluate recreation programs and maintain good customer service.
- Ability to present a positive image of the department and the city.
- Ability to self-motivate and work independently.

MINIMUM QUALIFICATIONS

- Associate degree in Recreation Administration or related field
- Minimum one year experience in recreation program planning and supervision
- Valid Wisconsin Driver's License

PHYSICAL REQUIREMENTS

- Task involves active work. Exerting up to 50 pounds of force occasionally and/or 10 pounds of force frequently and/or a negligible amount of force frequently or constantly to climb, balance, stoop, kneel, crouch, reach, stand, walk, lift, carry, push, pull, finger, grasp or otherwise move objects, including the human body.

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