CITY OF BURLINGTON, VERMONT
CITY COUNCIL PARKS, ARTS & CULTURE COMMITTEE
c/o Department of Parks and Recreation
645 Pine St., Suite B • Burlington, VT 05401
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www.cedoburlington.org • www.enjoyburlington.com

Councilor Karen Paul, Chair, Ward 6
Councilor Vince Brennan, Ward 3
Councilor Bryan Aubin, Ward 4

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MINUTES

Park, Arts and Culture Committee Meeting

Tuesday, March 25, 2014
5:00-5:45 PM
Contois Auditorium, City Hall

Participants

Committee Members:	Councilor Karen Paul, Ward 6 (KP) Councilor Vince Brennan, Ward 3 (VB) (phone) Councilor Bryan Aubin, Ward 4 (BA) (not present)
Staff:	Kirsten Merriman Shapiro, Special Projects Manager, CEDO (KMS) Nate Wildfire, Assistant Director, CEDO (NW) Jesse Bridges, Director of Parks & Recreation, DPR (JB) Jen Francis, Parks Planner, DPR (JF) Barbara Shatara, Library (BS) Doreen Kraft, BCA (DK)
Others:	John Bossange, P&R Commission (JBS) Jim Lockridge (JL) Maxx Vick Vienna Tartaglia Tiphanie Noble Travis Joyal

1) Approval of agenda & draft minutes from 1/9/14

- Meeting came to order at 5:07 PM
- No vote on draft minutes as Karen was not at the January meeting
- Agenda approved as is

2) Public Forum

- Jim Lockridge: crew from BHW present to acclimate to what a PACC meeting is like

3) Naming Policy (Bossange)

- JB: The naming policy stems from P&R which would allow the city to name assets in honor of significant financial contributions which is a common policy across the country. This resolution was developed and revised specifically for Burlington. This effort relates specifically to naming parks amenities within specific parks. Naming opportunities are

relevant to the city's fundraising efforts and the Bike Path Rehabilitation project currently underway.

- JBS: This was the result of the Parks Foundation MOU with the city, which included developing a resolution for naming rights.
- VB: Concern with policy on page in relation to large entities with naming rights (ie. Coke).
- JB: This resolution is written to protect these scenarios and give the city some control in determining names.
- VB: What about Moran?
- JB: That project is outside of P&R.
- JBS: One of the filters for naming will be the Foundation itself and follow the spirit of the resolution language with a focus on local donors. Board members discussed this component extensively and included language in the resolution that will protect this interest.
- KP: Are the PACC councilors willing to sponsor?
- VB: Makes motion to move resolution forward.
- KP: Seconds that motion with the idea that this is a city department policy that can be amended if needed in the future.
- **Motion to move the naming resolution forward through PACC passed.**
- KP/JB: This can be an agenda on the consent agenda because the Foundation went through the deliberative agenda previously.

4) PIAP Update (Wildfire)

- NW: The first step is coordinating with each project. Each project is independent with different milestones that need to be met. The city will retain ownership of all of these parcels. First kick-off meeting with the Sailing Center has already happened, the Marina and New Moran kick-off meetings are next week, with the ECHO kick-off meeting the third week of April. In all of these cases, it is important to recognize the WAN project, which includes infrastructural components, in relation to the PIAP projects. The first item the Council can expect is a draft MOU with the Sailing Center.
- KMS: It would be helpful to bring the Sailing Center MOU to the PACC in April, prior to the WAN bid and prior to the Council summer break.
- NW: The other projects will follow the same steps as the Sailing Center, but with a later time frame.
- JL: How will the Skatepark be represented in this process?
- VB: Let's keep this flowing as we get into the construction season, not let the schedule slip after the voter's approval.

5) WAN Update (Shapiro)

- KMS: The Skatepark is part of WAN, hoping to bid the project in early May and bid the project in June. It is a two-season construction project and we will not have a detailed construction schedule until the contractor is secured. After the Skatepark is completed, the facility will be turned over to Parks & Recreation to manage.
- JL: Concerns with cooperative development in terms of Skatepark, WAN and future PIAP projects. Will New Moran welcome access to the Skatepark?
- NW: The New Moran team is among the most collaborate partners we have.
- JL: Who will represent the Skatepark within these conversations?
- KMS: There were two different Skatepark groups and will consider how to engage them. The Skatepark design/siting is in place. We can put you in touch with the New Moran team.
- JB: PIAP partners will want to be involved with the Skatepark as an attraction.
- JL: Interest in how we can continue to bring energy to the project.

- KP: Kirsten really worked hard to make sure that this happened and defended that position at the Waterfront.
- KMS: Will provide a schedule update at next PACC meeting. Goal of going to Council June 2 pending the current plan review.

6) Parks Project Update (Bridges)

- JB: Preliminary list of projects for FY15 has been drafted. We have blown through the back log of past projects - this year we have our regular budget amount of approximately $350k. We are integrating funding opportunities beyond PFP… Park Impact Fees, CIP, etc.
- JB: Calahan most likely opening in June. Communications have been made, along with plans for interim field space.
- VB: "Carryover" in PFP… can some of this be directed to Roosevelt and the B&G Club?
- JB: We are working directly with Center City Little League on a storage facility for this spring and looking at a dugout reconstruction for next fall. We are also working with Youthbuild and service opportunities.

7) Other items

- None

8) Confirmation of next meeting date

- Will schedule next meeting after PACC committee is identified.

9) Adjournment

- Meeting adjourned at 5:49 PM

City of Burlington
Department of Parks & Recreation
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Parks and Recreation Naming Policy

Date: February 26, 2014

Background

In September 2013, the Parks Foundation of Burlington entered into a Memorandum of Understanding with the City of Burlington through City Council resolution. The resolution identified that a naming policy would be created in collaboration with the Foundation. This policy will offer prospective donors the opportunity to name, dedicate, or rename Burlington Parks' assets appropriately in return for significant financial contributions.

In order that requests for the naming, renaming, or dedication of parks and park assets are responded to appropriately the Parks Foundation Board, Parks Department Staff and City need a policy that:

1) Clarifies which assets can and cannot be named, renamed or dedicated,
2) Outlines the criteria for making those decisions,
3) Provides prospective donors with minimum suggested contribution amounts
4) Defines the oversight and approval responsibilities of the Foundation Board, Parks Commission and City Council.

The naming or renaming of parks and recreational facilities is a complex and sometimes emotionally evocative process since assigning a name is a powerful identity for a public place and/or facility. The naming and renaming of parks and/or recreational facilities often requires significant resources in terms of changing names on signs, maps, and literature. In addition, excessive and constant name changing can be the source of confusion to the public. The purpose of this policy is to provide guidance to those that have an interest in the naming and or renaming of the City's parks and/or recreational assets.

Policy Statement

Burlington Parks and Recreation parks and recreational facilities within parks are generally named for a geographic area, natural historic feature or appropriate outstanding individual; as appropriate parks and areas and facilities within parks may be named to reflect significant historic, cultural, material or financial contributions to the Parks Foundation or the City of Burlington. Additionally, individuals or groups of individuals who have contributed significantly to civic service may be honored through naming opportunities. New or existing parks and recreational facilities within parks may be dedicated or renamed to acknowledge exceptional civic service or in return for significant financial contributions that will further the capacity to address the needs of Burlington Parks and Recreation.

Consistent with the existing MOU between the Parks Foundation of Burlington and the City of Burlington, the process for naming, renaming, or dedicating parks or park facilities as outlined in this policy and approved jointly by the Parks Foundation and City. Any changes to this policy must also be approved by both parties.

Recognition

Markers may be placed in parks and on park facilities to recognize those individuals or groups' individuals being honored or memorialized. These identifications shall be approved by the Parks Department's Director and Parks Planner and conform to the policy on signage and way finding. All recognition must be in keeping with the Parks character as defined by the comprehensive Parks Master Plan and any individual Park planning documents.

Additional memorial recognition is available through the Parks Department's *Recognition Park Bench Donation Policy.*

Exceptions

Exceptions to the financial contributions requirement will be considered in cases where the proposed individual being honored has provided historic or exceptional civic service to the City.

Naming Opportunities

Naming for Major Donations
Minimum gift will be set by the Parks and Recreation Director, in consultation with the Parks Foundation of Burlington, whether financial or in-kind contribution (land or otherwise). To be considered for naming the following must be taken into account:

- Land for the majority of the park was deeded to the city.
- Contribution of a significant portion of the costs associated with developing the park/recreational facility.
- Provision of an endowment for the continued maintenance and/or programming of the park/recreational facility.

Renaming a park and/or recreational facility
Proposals to rename parks and/or recreational facilities whether for a major gift or community request are not encouraged. Likewise, names that have become widely accepted by the community will not be abandoned unless there are compelling reasons and strong public sentiment from the broader community for doing so. Historical or commonly used place names will be preserved wherever possible.

To minimize confusion, parks will not be subdivided for the purpose of naming unless there are readily identifiable physical divisions such as roads, waterways or defined pause places. However, naming of specific major recreational facilities within parks will be permitted. Under these circumstances such names should be different to the park name to avoid user confusion. (e.g. Paquette Arena at Leddy Park)

Named Physical Divisions within parks, pause places, overlooks, pocket parks
These spaces to be defined by the Director of Parks and Recreation and Parks Commission

Naming Recreational Facilities within parks (Examples of but not limited to…)

Neighborhood Playground
Regional Playground
Universal Playground
Playfields (Soccer, Lacrosse, Baseball, Other at Discretion)
Courts (Tennis, Basketball, Bocce, Other at Discretion)
Dog Parks
Shelters
Park Buildings

Named Scholarship or Program Endowments

Endowed Event
Endowed Program
Endowed Scholarship

Procedures & Guidelines
The naming, renaming, or dedication of Park assets and the amounts of the contributions necessary shall be determined by the Parks Foundation of Burlington in collaboration with the Parks and Recreation Director or his/her designee and the Parks Commission. Financial contributions associated with naming rights or dedications shall be held by the Parks Foundation of Burlington until naming agreement has been reached. Endowment funds will remain with the Parks Foundation and be appropriated annually for maintenance and/or program support.

The following procedures and guidelines have been established to ensure that the naming or renaming of parks and/or recreational facilities is approached in a consistent manner.

Requests for naming/renaming of parks and/or recreational facilities

All requests for the naming or renaming, whether for major gift of citizen request, of a park and/or recreational facility shall be made in writing to the Director of Burlington Parks and Recreation.

Requests should contain the following minimum information:

- The proposed name
- Reasons for the proposed name
- Written documentation indicating community support for the proposed name
- If proposing to rename a park or facility, include justification for changing an established name.
- If proposing to name a park or facility after an outstanding person, include documentation of that person's significance and good reputation in the City's, State's or Nation's history.

Process

Non-donation based naming decisions will be forwarded by the Director of Parks and Recreation to the Parks Commission for approval. City Council can also extend naming rights for a geographic area, natural historic feature or appropriate outstanding individual.

Major donation based naming decisions will be forwarded by the Parks Foundation of Burlington in collaboration with the Director of Parks and Recreation to Parks Commission.

The City Burlington Parks and Recreation Department will have final approval on all wording of plaques, press releases, and any and all factors and details of the Facilities or program naming.

Business Naming Policy

1. Where facility, building, landscape area, programs, or other related Park and Recreation asset is named for a corporate entity, the name used should normally be the shortest name possible.
2. Where the naming rights purchased are for a corporate entity or business, the naming rights shall be limited to not longer than the life of the corporate entity.

3. Benefits which may violate other City policies or the Sign Ordinance will not be included in any agreement.
4. The Parks Foundation, through the City of Burlington Parks and Recreation Department, reserves the right to reject any corporate naming or presentation sponsorship request. The following criteria must be met for any corporate entity or business or corporate naming or presentation sponsorships:
    a. Does not discriminate against any person, employee, member, or volunteer on the basis of race, color, creed, religion, gender, sexual preference, age, marital status, ancestry, national origin, or physical or mental disability, in compliance with all federal, state, and local laws and statutes; and
    b. Name does not have connotations that by contemporary community standards are derogatory or offensive.
    c. Does not promote environmental, work, or other practices that, if they took place in the City, would violate U.S. or state law (i.e., dumping of hazardous waste, exploitation of child labor, etc.).
    d. Does not promote drugs, alcohol, or tobacco.
    e. Does not constitute violations of law.
    f. Does not participate in unethical business practices as determined by a court of law.
    g. Does not exploit participants or staff members of the Department.

Sponsorship Policy

Citizens, organizations, businesses or other that wish to sponsor a park, program, event or asset within a park may receive named recognition for that work upon recommendation of the Director of Parks and Recreation. Sponsorship levels are determined by the Parks and Recreation Department as needed.

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PARKS PROJECTS: FY14 REMAINING & FY15 PROPOSED - DRAFT

PFP, CIP, PIF, TIF & BPIMF

Rev. 20140307

(PFP) PENNY FOR PARKS FY14 - EMERGENT PROJECTS			
NO.	**LOCATION**	**PROJECT REQUEST**	**ESTIMATE**
1	North Beach	Restroom Repairs	$6,000
2	Discovery Garden	Expansion	$10,000
		SUB-TOTAL	**$16,000**
		AVAILABLE RESERVE BUDGET	**$37,766**
		BALANCE	**$21,766**
		ESTIMATED FY14 CARRYOVER	**$8,400**

(PFP) PENNY FOR PARKS FY15 - PROJECT LIST			
NO.	**LOCATION**	**PROJECT REQUEST**	**ESTIMATE**
1	Avant Garden	Replacement Wooden Picket Fence (public request)	$1,000
2	Bike Path	Bike Path Rehabilitation Design	$20,000
3	Boathouse	Exterior Maintenance & Repairs	$5,000
4	City Hall Park	Stormwater Improvements	$5,000
5	Cluster Application	Bike Racks (public request)	$5,000
6	Cluster Application	Playground Equipment & Wood fiber Replacement	$12,000
7	Cluster Application	Parks Standard Lighting Efficiency Upgrade	$20,000
8	Cluster Application	Tennis & Basketball Court Maintenance (includes one set of standards)	$26,000
9	Cluster Application	Standard Equipment Replacement (benches, trash, picnic)	$20,000
10	Cluster Application	Athletic Field Maintenance	$5,000
11	Leddy Park	New Maintenance Storage Facility/Parking Remediation Design Scoping Study	$20,000
12	North Beach	Parking Lot Road Regrading	$25,000
13	Oakledge Park	Restroom Renovation	$50,000
14	System-wide	Recycling Compliance Plan & Implementation	$20,000
15	System-wide	Roadway Repairs (design and/or construction)	$20,000
-	Project Management Support Staff	APPC Position (through June 2015)	$55,000
-	FY14 Reserve Fund	Supports emergent projects/project completion	$42,832
		SUB-TOTAL	**$351,832**
		BUDGET	**$351,832**
		BALANCE	**$0**

(PIF) PARK IMPACT FEES FY14 & 15 - PROJECT LIST			
NO.	**LOCATION**	**PROJECT REQUEST**	**ESTIMATE**
1	System-wide Master Plan	(FY14) Parks Master Plan	$54,000
2	System-wide Branding	(FY14) Department	$25,000
3	Oakledge Park	(FY14) Park Siting Study & Accessible Playground Design	$40,000
4	Lakeview Cemetery	(FY14) Columbarium	$15,000
5	Miller Center	(FY14) Automatic Door Openers	$5,000
6	Pease Parking Lot	(FY14) Pease Multi-space Meter	$15,000
7	Community Boathouse	(FY14) Boathouse Window Replacement	$10,000
8	Community Boathouse	(FY14) Pump-out Upgrade	$4,000
9	Starr Farm	(FY15) Park Redesign (public request)	$30,000
10	System-wide	(FY15) Wayfinding & Signage Design	$50,000
		SUB-TOTAL	**$248,000**
		BUDGET	**$248,000**
		BALANCE	**$0**

(CIP) CAPITAL IMPROVEMENT PROGRAM FY14 & 15 - PROJECT LIST			
NO.	**LOCATION**	**PROJECT REQUEST**	**ESTIMATE**
1	Leddy Arena	(FY14) Building Improvements	$50,000
2	Memorial Auditorium	(FY14) Roof Repairs	$25,000
3	Miller Community Center	(FY14) Roof Repairs & Chimney Removal	$160,000
4	North Beach	(FY14) Overpass Design	$100,000
5	Perkins Pier	(FY14) Sea Wall Repair	$75,000
6	City Hall Park	(FY14/15) Park Redesign: Design Development	$60,000
7	Miller Community Center	(FY15) Sidewalk & Landscape Stormwater Improvements	$56,000
8	Leddy Park*	(FY15) Leddy Road Replacement	TBD
9	North Beach*	(FY15) Entry Repaving	$30,000
10	Oakledge Park*	(FY15) Accessible Playground Construction	$100,000
11	Perkins Pier*	(FY15) Elevation Renovation Design & Engineering	$150,000
12	Site TBD*	(FY15) RecRink Design	$50,000
	**Requested but not confirmed*	**SUB-TOTAL**	**$856,000**
		BUDGET	**TBD**

(BPIMF) BIKE PATH IMPROVEMENT & MAINTENANCE FUND FY14 & 15 - PROJECT LIST			
NO.	**LOCATION**	**PROJECT REQUEST**	**ESTIMATE**
1	Bike Path Rehabilitation	(FY14) Design & Engineering	$120,000
2	Bike Path Rehabilitation	(FY15) Design & Engineering	$100,000
		SUB-TOTAL	**$220,000**

(TIF) TAX INCREMENT FINANCING FY14 & 15 - PROJECT LIST			
NO.	**LOCATION**	**PROJECT REQUEST**	**ESTIMATE**
1	Bike Path Rehabilitation	(FY14) Design & Engineering Request 1	$250,000
2	Bike Path Rehabilitation	(FY15) Construction - Perkins to North Beach	$2,320,000
3	Waterfront Park	(FY15) Park Improvements (electrical, lighting, water, grounds upgrades)	$800,000
		SUB-TOTAL	**$3,370,000**

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AGENDA

Park, Arts and Culture Committee Meeting

Tuesday, March 25, 2014
5:00-6:15 PM
Contois Auditorium, City Hall

1)	Approval of agenda & draft minutes from 2/13/14	(5 min)
2)	Public Forum	(10 min)
3)	Naming Policy (Bridges)	(15 min)
4)	PIAP Update (Wildfire)	(10 min)
5)	WAN Update (Shapiro)	(10 min)
6)	Parks Project Update (Francis)	(10 min)
7)	Other items	(10 min)
8)	Confirmation of next meeting date	(5 min)
9)	Adjournment	

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