



PLATTEVILLE AQUATIC RECREATION SUBCOMMITTEE
Monday, August 5, 2024, 6:00 PM
Meeting will be held in person.
Police Department, Training Room, 165 N. 4th St, Platteville, WI

- 1. Call to Order/Verify Quorum**

- 2. Appoint a Chairperson, Vice Chair and Secretary**

- 3. Schedule of meetings**

- 4. Review attachments**
 - a. Charter**

 - b. City Manager's Letter of recommendations**

 - c. Review questions and compile list of recent pool constructions**

- 5. Identify Goals and assignments to be completed before next meeting**

- 6. Adjournment**

If attendance requires special accommodation, please contact (608) 348-9741

PLATTEVILLE AQUATIC RECREATION SUB-COMMITTEE

DEFINING PURPOSE AND EXPECTATIONS

The Platteville Aquatic Center experienced catastrophic damages leaving the current pool inoperable; and

The Parks, Forestry, and Recreation Committee was formed to develop a well-coordinated system of Parks within the City of Platteville and to develop and implement meaningful recreational activities for the citizens of the Community, and

The Platteville Parks, Forestry, and Recreation Committee has authority, in certain circumstances, to determine that it is necessary to form a sub-committee to study a particular matter relating to that body in some detail; and

The Parks, Forestry, and Recreation Committee has determined a need to form an Aquatic Recreation Sub-Committee to study the current Platteville Community desires in aquatic recreation, assess the current resources and limitations of the city and community partners, and present a report with recommendations on a concept-vision for future aquatic recreation to the Parks, Forestry, and Recreation Committee for their consideration, by no later than February 17th 2025; and

This sub-committee will be composed of 8 voting members:

2 x representatives of the Parks, Forestry, and Recreation Committee,

1 x representative of the City Council,

5 x at-large representatives of the community

- advisory and support members may be appointed but will not be considered voting members in satisfying a quorum or voting on action items
- sub-committee chair will be appointed by vote of the sub-committee
- sub-committee positions are volunteer in nature with no per diem provided

Recreation Director and/or City Manager to serve as an advisor to the sub-committee.

Interested applicants will be asked to submit a letter of interest to the City of Platteville. Posting of the sub-committee vacancies will begin on July 1, 2024 and remain open until July 21, 2024, or at such time it is determined that an extension of time is necessary to receive qualified applicants.

All interested Platteville residents are invited to apply. Preference may be given to applicants with experiences in pool management, aquatic recreation, engineering, parks experience, local government, fund raising or grant writing, local and regional networking, and time availability (as it is intended that members will be able to support this project with

time invested into research, planning and developing a vision-concept recommendation).

It is intended that the sub-committee will meet in open session at least once monthly, and sometimes more frequently, as determined to be necessary by the Chairperson of the Subcommittee and/or the Director of Recreation to ensure the February deadline is met, and that a monthly report be delivered to the Parks, Forestry, and Recreation Committee at their monthly business meetings. The City Manager will make staff available for agenda posting, publishing minutes, and supporting information requests.

The sub-committee will be charged with developing three distinct courses of action and making a recommendation to the Parks, Forestry, and Recreation Committee on the future concept-vision of aquatic recreation. These three courses of action should be focused on the following elements:

- A. Functions – engaging with community members and partners in assessing the aquatic recreational needs, wants, and desires, at a functional level. (Examples look like = Aerobic Exercise, Lap Swimming, Sun Deck, Diving Well, Slides and Water Features, Accessibility, other functions; and less like = “The water slide in Dubuque, the splash features in Verona, the locker room benches in Lancaster.” This level of detail would come in future phases.)
- B. Location – assessment of a location for an aquatic recreation facility. (The sub-committee may have to work with staff on necessary ground studies to assess suitability, ground integrity, land acquisition, etc. or make recommendations pending such studies and land acquisition.)
- C. Cost to Build the Concept-Vision – very basic estimate in the million-dollar range. (Based on available information)
- D. Cost to Operate and Maintain – very basic estimate of annual operation expenses in staffing and maintenance to operate the concept – vision through the anticipated lifespan. (Based on available information)
- E. Revenues and Funding Sources – understanding of necessary funding for a project with consideration for tax levy support, city borrowing, grants, partners, fund-raising, etc. It is anticipated that the recommendation will include a feasible financial plan to fund the project (with possible contingent resources).
- F. Time to Complete – estimated timeline on achieving project completion with consideration of contingent funding and further design development.
- G. Other Significant Factors – as the sub-committee begins to evaluate, other significant factors of consideration may emerge.

It is anticipated that the final report and recommendation to the Parks, Forestry, and Recreation Committee will be presented with a decision-matrix comparing the three, distinct options to the identified elements above. This study may serve as the base document for forming a future request for proposals in engaging with a pool engineering firm to design. The recommendation should include a general process with recommended next actions.

The City Manager will be developing a concept-vision that may meet community needs without the need for construction of a new swimming pool. This may be considered an economic default option, and it will be presented to the sub-committee, copied to the Parks, Forestry, and Recreation Committee, for their consideration in making a final recommendation.

Financial resources for further studies, or contracted technical support, may become available as the project progresses and city staff will communicate with the sub-committee on such availability.

The Aquatic Recreation Sub-Committee will dissolve after the delivery of the recommendation to the Parks, Forestry, and Recreation Committee.

PASSED BY THE PARKS, FORESTRY, AND RECREATION COMMITTEE on the day of June 2024.

CHAIRPERSON

Debi Sigwarth, Chair

ATTEST:

Colette Steffen, City Clerk

To: PLATTEVILLE AQUATIC RECREATION SUB-COMMITTEE

Subject: Recommendations from the City Manager

Dear Sub-Committee Members,

I want to extend a profound thank you to each of you for accepting an appointment to the Platteville Aquatic Recreation Sub-Committee. We are embarking on a significant and exciting project, and I deeply appreciate your dedication and willingness to invest your time and expertise into this endeavor. Your collective experience and knowledge are invaluable as we work towards exploring solutions to meet our community's aquatic recreation needs. I have full confidence that with your skills and insights, we will be able to make informed decisions that will benefit our community for years to come.

Effective leadership will be crucial as we navigate this project. I trust that each of you will bring your leadership qualities to the table, whether that is through guiding discussions, providing strategic direction, or fostering collaboration. Together, we can ensure that our efforts are focused, purposeful, and impactful.

Through this letter it is my intention to share with you the many questions, concepts, resources, talking points, and recommendations that have come my way regarding this project so far. I do not mean to be authoritative, and I fully respect the sub-committee's right to arrive at a process and recommendation at their discretion, I only wish to educate and provide guidance that may foster a successful process.

Question that may drive the process:

- What plan is the sub-committee going to follow? (Goal #1)

We have successfully appointed members and now we need directions and a course. Please reference Appendix A below as a starting point for discussion on tasks and order of events.

- What types of aquatic recreation do Platteville City Residents desire? = Goal 2

As part of the assessment, we need to gather community feedback in conjunction with insights from staff, elected officials, and our own advisory members. A public

hearing may be an option and/or a public survey that may utilize questions like the ones found in Appendix B.

-What are the options in providing services to meet that desire? = Goal 3

There are many components to answering this question. Hopefully, the sub-committee can explore and identify the many variables that will be involved and group complementary elements into distinct concept-visions.

-What is the sub-committee's recommendation? = Goal 4

As charged, "The Parks, Forestry and Recreation Committee has determined a need to form an Aquatic Recreation Sub-Committee to study the current Platteville Community desires in aquatic recreation, assess the current resources and limitations of the city and community partners, and present a report with recommendations on a concept-vision for future aquatic recreation to the Parks, Forestry and Recreation Committee for their consideration, by no later than February 17th 2025."

I would recommend using a timeline (checklist) like Appendix A for keeping the group on task and "rowing in the same direction." I (City Manager Langreck), PFR Director Robert Lowe, and/or Rec and Com Events Coordinator Adam Bartels will make ourselves available at meetings to help and assist where we can.

Good luck and thank you again.



Clinton Langreck
City Manager

Appendix A – **Proposed** Process:

Part 1: Initial Assessment and Planning

1. Kick-off Meeting

- Introduce committee members and conduct orientation.
- Election of a sub-committee chair (vice-chair and secretary as needed).
- Review project goals and objectives and create a timeline. **(Goal #1)**
- Set expectations and communication protocols.

2. Community Needs Assessment (Goal #2)

- Develop and distribute a community survey?
- Host a public hearing with the committee?
- Collect and analyze feedback on current and desired aquatic recreation facilities.

3. Review of Existing Facilities and Resources

- Assess current aquatic facility's features, location, and integrity.
- Identify existing resources, constraints, opportunities, and alternate site locations.
- Identify and engage with stakeholders.

4. Draft Initial Report and Frame Options

- Compile findings from the community survey and facility review.
- Develop framing for three distinct concept-visions to research and develop.
- Organize committee members to develop the three concept-visions.

Part 2: Concept Vision Development:

- Utilize findings and review work to develop concept-visions.
- Utilize available subject matter experts, agencies, and resources.
- Work with community stakeholders to determine support capacities and gather feedback on developments.
- Assess elements based off resolution: functions, location, cost to build, cost to operate and maintain, revenues and funding sources, time to complete, and other significant factors.
- Determine budget and financial options for the project.

Part 3: Finalize and Present Concept-Vision to PFR Committee (Goal #3)

- Reference community desires in the final proposal.
- Incorporate stakeholder feedback into the final proposals.
- Prepare refined concept-vision and report.

- Together, the sub-committee assesses the vision-concepts in context of the elements of functions, location, cost to build, cost to operate and maintain, revenues and funding sources, time to complete, and other significant factors in a rubric fashion.
- The sub-committee makes a recommendation to the PFR Committee on a general concept-vision (Goal #4)

Appendix B – **Proposed** Sample Survey Questions:

Creating a community survey to understand residents' desires for aquatic recreation may help tailor offerings to meet local needs and preferences. Here are some survey questions you might consider:

Demographic Information

1. What is your age?

- Under eighteen
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2. Do you have children under the age of eighteen living in your household?

- Yes
- No

3. How long have you lived in the community?

- Less than 1 year
- 1-5 years
- 6-10 years
- More than 10 years

Current Usage and Preferences

4. How often do you participate in aquatic recreational activities?

- Daily
- Weekly
- Monthly
- Rarely
- Never

5. What types of aquatic recreation activities (and pool features) do you currently participate in or would like to participate in? (Select all that apply)

- Swimming
- Water aerobics
- Swimming lessons
- Water slides/Playgrounds
- Competitive swimming
- Sun deck

- splashpad
 - Other (please specify)
6. **What are your preferred locations for aquatic recreation? (Select all that apply)**
- Public swimming pools
 - Lakes, rivers ponds
 - Community center
 - UW-Platteville
 - Other (please specify)

Facilities and Features

7. **What features or amenities are most important to you in an aquatic recreation facility? (Rank in order of importance)**
- Cleanliness and maintenance
 - Safety and lifeguard presence
 - Accessibility (e.g., ramps, changing rooms)
 - Shade and seating areas
 - Concessions or food services
 - Variety of activities and equipment
 - Parking availability
 - Others
8. **What type of aquatic facility would you prefer to see developed or improved in our community?**
- Indoor swimming pool
 - Outdoor swimming pool
 - Splash Park
 - Natural lake, river, or pond.
 - Fitness-oriented aquatic center

Feedback and Suggestions

9. **What improvements or changes would you like to see a new aquatic center have in comparison to our existing aquatic recreation facilities?**
- [Open-ended response]
10. **Are there any additional aquatic recreation activities or facilities you would like to see introduced?**
- [Open-ended response]
11. **What barriers or challenges do you face when accessing aquatic recreation facilities? (Select all that apply)**
- Location/Distance
 - Cost

- Lack of amenities
- Safety concerns
- Accessibility issues
- Limited hours of operation
- Other (please specify)

12. How do you feel about the following questions (yes, no, maybe)

- I am comfortable paying more property taxes if it means having a new aquatic facility.
- I am comfortable paying more admission fees if it means having a new aquatic center.

13. Do you have any additional comments or suggestions regarding aquatic recreation in our community?

- [Open-ended response]

Participation and Engagement

13. Would you be interested in participating in focus groups or community meetings to discuss aquatic recreation further?

- Yes
- No
- Maybe

14. How would you prefer to receive information about updates and opportunities related to aquatic recreation? (Select all that apply)

- Email
- Community website
- Social media
- Local newspaper
- Flyers or posters
- Other (please specify)

These questions aim to gather comprehensive feedback on current aquatic recreational activities, desired improvements, and overall community preferences. Please make necessary adjustments based on the specific context and goals of your survey.

[For later consideration]

When the sub-committee approaches a part 1-3 “Review Existing Facilities and Resources” (or comparable step) the following thoughts may be considered, as have been brought to my attention through previous conversations:

1. “I like what we had. Can we rebuild there?” Director Lowe is working with our property insurance company to conduct a Geotech study on the ground integrity under and around the current swimming pool. The report should help the sub-committee understand the conditions of considering a new facility on the same site. The question may be, “at what cost can we rebuild there?”
2. “The swimming pool is a community amenity supported heavily by city taxpayers within the city. There should be tax support from extended community members outside the city.” We cannot directly set up a special taxing jurisdiction. The closest we may be able to get to an expanded “community” tax support is by the development of a partner owned pool in a TID and replicating the success with our library project. Please keep in mind that a hotel is typically more profitable than a pool.
3. “This is an opportunity to partner and incorporate other desired services.” This concept can get very big, very quickly. Discussions on incorporating a community center, childcare center, YMCA, sports dome, adjoining hotel, and amenities, etc. may warrant an exciting discussion but may be unfeasible without significant funding support from grants and partners. If community feedback or sub-committee desires merit the exploration of a larger project like this, I would recommend starting discussions with Southwest Health CEO Dan Rohrbach, Regional WEDC Director Ela Kakde, Dubuque YMCA CEO Tony Calabrese.
4. “The city should partner with our school district and UW-P on a new facility.” We are currently partnering with UW-P in using their pool and hope this relationship can continue. Support through the school district’s ability to tax through a Fund 80 does not seem desirable at this time, based on the community’s recent referendum vote. Conversations with these partners are most appropriate, but it is important to remember that they have many other projects in motion at present.

Topics for Swimming Pool Interviews

Pool: _____
City: _____ Population: _____
Contact: _____ Email/Phone: _____

1. Architect/Engineer
2. Construction Cost
3. Who was responsible for building it? City, county, townships, etc.
4. Who oversaw the construction and how long did it take to build?
5. Were community members consulted regarding the need for and design of the pool? How?
6. Did you hire a marketing firm? (Who? Cost? Was it beneficial?)
7. How was it funded? (Taxes, grants, private donations, etc.)
8. Grants (Which grants? From whom? Dollar amount of grant?)
9. Special fund-raising efforts
10. Number of taxing authorities
11. Referendum? (For what amount? Did it pass on the first try?)
12. Size of pool (dimensions and depth)
13. How many lifeguards does it take to cover the pool?
14. Number of daily users
15. Amenities: Lap lanes (# and length), diving board(s), splash pad, slide, kiddie slide, deep end, zero-degree entrance, tot pool, shade structures, snack bar
16. Functions it serves: lap swim, competitions, diving, recreation
17. Activities: lessons, competitions, aerobics, yoga, zumba, etc.
18. Projected yearly operating costs
19. Ongoing maintenance costs
20. Are there plans for renovations or upgrades in the future? Was the pool designed with future expansion in mind?