

**Staff Comments**

**Common Council Meeting**

**February 20, 2014**

**Date Prepared:** February 14, 2014

**Item # on Agenda:** Consent - 1(A.)

**Item Description:** Approve a Memorandum of Understanding between the Parks, Recreation & Forestry Department and the Waukesha Downtown Business Association mutually supporting community activities such as the Waukesha Janboree, Carl Zach Cycling Classic, Farmers Market, Downtown Planter Program and other similar programs.

**Staff Recommendation:**

Staff recommends approval (Parks, Recreation & Forestry Board unanimous recommendation)

**Committee(s) Recommendation(s) and Date of Recommendation:**

Parks, Recreation and Forestry 2/3/14

**Policy Issue:**

Is an exception to existing policy or a change in policy required?

No, conforms with PRF Board Fees & Charges Policy regarding partnerships.

What is the Policy issue to be decided?

N/A

**Motion: (Should you wish to make a motion to support this request the appropriate language would be as follows:)**

**I move to approve the proposed Memorandum of Understanding between the Parks, Recreation & Forestry Department and the Downtown Business Association.**

**Background Information:**

With the loss of the BID, a variety of significant community events, programs and downtown initiatives were loss as well. It is felt that the proposed MOU with the WDBA goes a long way toward formally addressing the indicated void and fosters a positive model to further build upon. By design, the MOU is not a legally binding document. The intent of the MOU is to clearly identify the primary responsibilities, procedures and expectations of each party. The MOU is subject to annual review and revision and/or/termination.

**Budget Impact:**

Is this item currently budgeted? If not, what source of revenue is being recommended?  
Consider short-term and long-term impacts.

Request that indicated MOU monetary contributions received be placed into a dedicated fund/account toward Riverwalk/Frame Park improvements/upkeep.

**Additional Information:**

None

**Attachments:**

1) Proposed MOU document

**Prepared By:**

Ron Grall, Parks, Director of Parks, Recreation & Forestry

**Reviewed By:**

- Attorney's Office
  - City Administrator
  - Finance
  - Human Resources
  - Information Technology
  - Other Department(s) Impacted, If Applicable Mayor
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PROPOSED DRAFT – 2/3/14



MEMORANDUM OF UNDERSTANDING (MOU)
Between



Waukesha Parks, Recreation & Forestry Department (WPRF)
and
Waukesha Downtown Business Association, Inc. (WDBA)

Purpose & Scope: The purpose of this MOU is to clearly identify the roles and responsibilities of each party as they relate to partnering to provide programs and services to further make our community a desirable place to "live, work and play", whereas partnerships foster and demonstrate community-wide benefits and mutual cost sharing of organizational finances, resources, and/or contributions to program services and/or capital improvements.

Term: It is mutually understood and agreed by the parties the term of this agreement is for three years (2014-16) and will be evaluated annually in December with options for mutually agreed upon revisions. Either party reserves the right to terminate this MOU at the conclusion of each year end period.

- 1. WPRF responsibilities:
a. Continue to assist in the facilitation of the Adopt a Planter Program in downtown Waukesha.
b. Provide WPRF Activity Guide space (maximum of one page, of which may need to be formatted in 1/2 and/or 1/4 page segments in order to accommodate available space) in each program season guide (winter/spring, summer, and fall). Limited to promoting mutually agreed upon community events/programs only. Activity guides (30,000+) are delivered to every City of Waukesha household.
c. Provide access to park facilities for WDBA events, with typically, no fees assessed to WDBA as a partner. Only events that demonstrate a mutually agreed upon "community benefit" (benefits the community as a whole) will be eligible for facility use consideration under this agreement.
d. All facility requests will be considered on an individual basis, following adopted WPRF Fees & Charges policy.
e. Provide clean, safe and maintained park facilities as related to use by WDBA.
f. Coordinate the Waukesha JanBoree as a community-wide special event with specific downtown events.
2. WDBA responsibilities:
a. Officially endorse and serve as sponsor of the Adopt a Planter Program in downtown Waukesha.
b. Coordinate/sponsor mutually identified Waukesha JanBoree downtown event(s)
c. Provide support and promotion of the Carl Zach Cycling and Kiddie Classic special events.
d. Complete all facility requests (i.e. parks, open space, buildings, and public events) according to WPRF policies and procedures (including proof of required insurance associated with events/programs) and submittal to Recreation Facilities Coordinator.
e. Coordinate all seasonal Activity Guide program promotional materials to Customer & Administration Services Manager in accordance to prescribed submittal deadlines.
f. Provide a Farmers Market space at no charge for WPRF public relations and promotional purposes.
g. By December 1st of each year, make a minimal annual contribution (donation) to the City of Waukesha Parks, Recreation & Forestry Department of \$5,000 dedicated toward Riverwalk/Frame Park improvements/upkeep.
3. Effective Date and Signature: This MOU shall be effective upon the signature of WPRF and WDBA authorized officials. It shall be in force from February 3, 2014 to December 31, 2016.

WDBA Authorized Name

WDBA Signature Date

WPRF Authorized Name

WPRF Signature Date