



ADVISORY BOARD MEETING AGENDA

Tuesday, November 22, 2016

6:00 PM

Irene B. French Community Center Conference Room

- |                                                    |               |
|----------------------------------------------------|---------------|
| 1. Roll Call/Attendance                            | Kathy Stull   |
| 2. Public Comments                                 | Kathy Stull   |
| 3. Approval of October 25, 2016 Minutes            | Kathy Stull   |
| 4. Staff Reports                                   |               |
| a. Director's Report                               |               |
| i. Facilities Master Plan Update                   | Anna Slocum   |
| b. Assistant Director's Report                     | Dave Smothers |
| i. Reports                                         |               |
| 1. Farmers' Market Wrap-Up Report                  |               |
| ii. Upcoming Events                                |               |
| 1. High School Art Show                            |               |
| c. Recreation Supervisor Report                    | Sara Thompson |
| i. Reports                                         |               |
| 1. Halloween Happening Report                      |               |
| ii. Upcoming Events                                |               |
| 1. Breakfast with Santa                            |               |
| 2. Sundown with Santa                              |               |
| 5. Old Business                                    | Anna Slocum   |
| a. Aquatic Center Operation Policies               |               |
| i. Hours of Operation                              |               |
| 6. New Business                                    |               |
| a. Election of Officers                            | Anna Slocum   |
| b. 2017 Operating Schedule Merriam Farmers' Market |               |
| 7. Other Business                                  |               |
| 8. Adjournment                                     |               |

Distribution:

Board Members: Leary, Downey, Howard, Heffron, Stull, Fowler

Mayor Sissom

City Council Members

Chris Engel

City Clerk

Anna Slocum

Dave Smothers

Sara Thompson

Ingrid Berg

CITY OF MERRIAM PARK AND RECREATION  
ADVISORY BOARD MEETING MINUTES  
Tuesday, October 25th, 2016  
6:00PM

**Roll Call**

The October meeting of the Merriam Parks & Recreation Advisory Board was called to order at 6:03 pm, by Chairperson Kathy Stull. Board members in attendance included: Tom Heffron, LaVera Howard, Suzanne Downey, Thelma Fowler and Katie Leary. Staff members in attendance included: Anna Slocum, Director; Dave Smothers, Assistant Director; Sara Thompson, Recreation Supervisor, and Ingrid Berg, Assistant Program Coordinator.

**Public Comments**

There was no one present for public comments.

**Approval of Meeting Minutes**

Tom Heffron made a motion to accept the September meeting minutes and Thelma Fowler seconded the motion; motion was approved unanimously.

**Staff Reports**

**Director's Report**

Car Show Report

Car Show Registration was down this year. Rain several days before and the pavement being wet the morning of event may have deterred owners from entering. Otherwise it was a great day with great weather. Day of registration works great and volunteerism is very good. Having a dedicated photographer for calendar pics will help with better quality for next year's final product. The printing of this year's calendar was donated which helped with expenses. There were some communication issues with opening the lot, at end of day removing barricades and an accident at north barricade of Merriam and 57<sup>th</sup> as the police car was stationed at wrong end. These will be corrected for next year. Staff is considering making SPCA the annual recipient of People's Choice and possibly moving Farmers' Market to MAC for better traffic flow. Staff will work on: written directions for Grand Prize and Young Gun, as entries have not followed protocol the last two years; having a volunteer meeting before each shift to ensure everyone has radios, vests, meal tickets etc. Staff will also work on an Action Plan for the event specifically due to changes occurring within PD. It needs to be that anyone can pick up the plan and know what to do for their shift.

Summer Recreation Report

Comparison of 2015 to 2016 – numbers appear to be lower as in 2016 the session dates did not begin until June based on how the session calendar sectioned out. For a fair comparison staff looked at Winter/Spring + Summer for all sessions. The numbers indicate that there was an increase in participation of 1,821 over 2015. Even though the time frame for this season is one month shorter there are still positive variances in a few programs such as private swim lessons, belly dancing, KI Society, Ageless Yoga, Senior Wii. When comparing the variances from Winter/spring youth programs were down, adult fitness was up for Winter/Spring, but when adding in the Summer time frame the variance would be negative, senior programs would be positive, special events would be neutral, rentals would be positive, and daily visits would be positive for the year.

Aquatic Center Season End Report

Although not all invoices have been paid the majority of all expenses have been recorded. At this time staff is anticipating the best cost recovery to date with almost 58%. Keep in mind there have been no major expenditures or improvements. This will be the operational approach until a decision is made regarding which option will be taken from

the studies that are being completed. Annual visits were 23,885 excluding swim lessons and swim team. Daily fees, non-resident passes, rental fees, and concessions exceeded budgeted revenue. Staff estimates that approximately 85% of the expense budget (excluding salaries) was expended for the season. These two factors, higher than budgeted revenues and lower than expected expenses are a great combination to provide for the higher cost recovery for the season.

### Facilities Master Plan Update

On Monday, October 24, City Council and Steering Committee members boarded a 15-passenger bus with staff and consultants and toured 5 facilities to help provide perspective on amenities that were listed as most favorable in the survey. It also provided insight on things that might have been considered a good idea or changes that they would recommend now that the buildings have been operational for a period of time. There will be a joint meeting on November 2<sup>nd</sup> at 7 pm in the Hocker Grove Room at IBFCC. This is a public meeting, but no comment will be allowed. Park Board is invited to come and listen to the information being shared on the various concepts associated with building new facilities that have been proposed. The goal is at the end of the joint meeting the concepts will be reduced to one.

### **Assistant Director's Report**

#### **Reports**

##### Farmers' Market Report

The market had a record breaking year with attendance at 17,454. Although vendor participation was lower, it appears that Find It KC had a positive effect on attendance. Kelsey (with Find It KC) took weekly pictures at the market as well as coordinated weekly giveaways with various participating vendors. The end of the season vendor meeting is scheduled for Thursday, November 10<sup>th</sup>.

##### Quail Creek Adopt-a-Park

Discovery Soccer Academy has applied to adopt and help maintain Quail Creek Park.

#### **Upcoming Events**

##### Gallery Opening Reception

The opening night reception for the next show titled "Oil and Water Do Mix" is Thursday, November 3<sup>rd</sup> from 7:00-8:30 pm. Artists include: Cathy Thompson, Cathy Kline and Darla Zook.

### **Recreation Supervisor's Report**

#### **Reports**

##### Call for Musicians

Applications went out in mid-September and 29 have already been submitted. In 2017, there are numerous events that have live music (Turkey Creek Festival, Volunteer Reception, Summer Sundays, Party in Your Park, Pool Party, Fun Day Sunday, Saturday Farmers' Market). Bands will be chosen in December with agreements sent in late February.

#### **Upcoming Events**

##### Halloween Happening

This event is scheduled for Saturday, October 29<sup>th</sup> from 2:00-3:30 pm at Merriam Marketplace. The theme this year is "The Great Pumpkin". Activities include games, inflatables, roaming magic show, craft, photo booth, costume contest and storytelling with Johnson County Library. This is a FREE event.

### Super Hero Party

This event is scheduled for Friday, November 11<sup>th</sup> from 6:00-8:00 pm in Jenk's Gym. Dinner will be served, not sure of menu yet, and there will be goofy, games, family challenges, door prizes and more. Cost is \$6 // person with the registration deadline of Thursday, November 10<sup>th</sup>.

### **Old Business**

There was no old business

### **New Business**

#### Student Representative recommended change

Included in the packet is information regarding the Park Board student representative. After a brief discussion with the city attorney today there might be more changes required regarding quorum if the student is retained as a voting representative. The goal is to not increase quorum as that would defeat the purpose of the change. The recommendation would be to have the student be a non-voting member which would not impact quorum. This will require additional wording changes in the ordinance and the by-laws, but would provide the simplest approach when thinking long term. LaVera Howard moved to add a seventh adult at large member and change "student" representative to "youth" (18 and under) representative serving in a non-voting capacity and living within three miles of Merriam corporate city limits. Katie Leary seconded; motion was approved unanimously.

#### Annual Review of Fees

Every year staff is tasked with reviewing fees. This year the fees most affected are rental fees as the formula for these fees involve staff salaries. In addition, a new set of fees is being proposed to consider after hour package rates as those rates had not been defined as to when they were available, so this clarifies a before and after hour rate similar to what is available for single rooms. Marketplace fees have never been adjusted, so staff chose to raise to the next increment of 5 to cover increase in staff wages for facility preparation/cleaning as well as increase in utilities. Farmers' Market added a discounted Saturday/Wednesday fee. For MAC Season Pass fees, Adult/youth and senior passes were adjusted a few dollars and the Non-Resident fee increased by \$14 which is still within market of all Superpass cities with these proposed rate changes. Superpass household fees were recommended by the committee to increase. Individual passes will be evaluated next season. A proposed increase of pool rental fees based on a similar formula used for determining costs associated with room rentals. This increase is substantial, but fees have not been increased since this program was implemented. Katie Leary moved to approve proposed fees and Tom Heffron seconded; motion was approved unanimously.

#### Annual Aquatic Operational Policies

**Interlocal SuperPass Program**— increased visits, increased revenue - \$939.05 in visits/ \$1,497.50 in passes – expenses are minimal since staff is already selling a pass. Our patrons visit other facilities less than other cities visit the MAC. Suzanne Downey moved to approve to continue this program and LaVera Howard seconded; motion was approved unanimously.

**Interlocal Swim Meet Agreement** – ensures patrons have a pool to visit at no additional cost when meets are held at the MAC – no revenue, but generated 1,678 visits. Tom Heffron moved to continue this program and Katie Leary seconded; motion was approved unanimously.

**Hours of Operation** – If staff is going to continue to offer private parties (typically held Friday/ Saturday and Sunday evenings) there is a need to address safety of the pool lighting. Private pool parties are a significant source of revenue

generating almost \$5,300 for the 2016 season. In addition, attendance after 5 pm continues to significantly fall off each season. The proposed operational schedule would basically eliminate 7 hours per week from the operating schedule (1 hour Monday – Friday and 2 hours on Sunday). Discussion and approval of this proposal was tabled to the November meeting. It was requested that information on evening hours' attendance and the private pool party schedule be available and members will talk about other options.

**Other Business**

There was no other business.

**Adjournment**

Katie Leary moved to adjourn the meeting at 7:50 pm and LaVera Howard seconded; motion was approved unanimously.

# MERRIAM FARMERS' MARKET

## 2016 Market Attendance

### Shoppers

	Sat	Wed
<b>2014</b>	16,290	1695
<b>2015</b>	16,119	2004
<b>2016</b>	17,454	2539

<b>Market Revenue</b>	<b>2015</b>	<b>2016</b>
Saturday Market Revenue	\$11,295	\$12,852
Wednesday Market Revenue	\$ 740	\$ 980
Rentals & Misc.	\$ 2,024	\$ 1,240
<b>Total Revenue</b>	<b>\$14,059</b>	<b>\$15,072</b>

<b>Market Expenditures</b>	<b>2015</b>	<b>2016</b>
Staff	\$ 3,162	\$ 3,284
Program Services	\$ 4,125	\$ 5,010
Utilities	\$ 4,639	\$ 7,382
Advertising	\$ 7,181	\$ 8,245
Building maintenance	\$ 3,920	\$ 9,436
Misc.	\$ 447	\$ 1,398
<b>Total Expenditures</b>	<b>\$23,474</b>	<b>\$34,755</b>



## **MERRIAM FARMERS' MARKET - End of the Season Meeting - Minutes**

**Tuesday November 10, 2016**

Irene B. French Community Center - Kessler Room (2<sup>nd</sup> floor)

6:00pm- 7:00pm

### **1. Welcome and Introductions – 6:00pm**

Dave welcomed the vendors and invited them to Anna's Chicken Chili. Those in attendance were: Doug & Jeannie Doering, Diane Monroe, Tom Gist, Neil Hartel, Jim & Lynn Hayes, Andy & Wendy Nowachek, Cathy Cain, Susan Paul, Laura Bailey, Mark Flory, Patsy Brown, Priscella Turrel, Debbie Martin, Debbie Elrod, Dylan Lehrbaum, David Gall, Alan Hoffman, Amy Goldman, Joe Steineger & Christy Haycraft **(23)**

### **2. Attendance Figures (2016) – 17,454 (Record setting year)**

Alan Hoffman questioned how the attendance numbers were gathered. He thought attendance was down from two years ago. Dave explained that staff counted people every 30 minutes and we have counted that way for the past 16 years. Dave said that he will send out the running total count that compares the last six years worth of data.

### **3. Advertising / Budget**

#### **a. Facebook – Agreement with Find it KC**

Dave presented the Farmers Market Facebook Page increase 449 new followers in 7 months time. This year we had around 282,000 reaches and average of 33,000 each month. Dave explained Kelsey's role and thanked those who participated in the giveaways. Some voiced the lack of follow up with contest winners and some still had the gift that did not get picked up. Mike King offered a suggestion of providing some training on Facebook and getting vendors set up to help cross market the Farmers' Market.

#### **b. Billboard – I-35 South bound before Johnson Dr – Southbound –**

Susan Paul asked if we could have a billboard going north bound on I35. Dave mentioned that it would cost around \$1200 extra dollars

#### **c. Print Ads – Kansas City Gardener**

Dave presented what kind of print advertising was used this year. Ad in Kansas City Gardener, In house Farmers Market & Farmers & Food Truck Fliers. Debbie Elrod asked if those fliers could be distributed to all area businesses next year.

#### **d. Yelp Ads – May, June, July**

New this year was advertising with Yelp. Dave presented the graph on

growth of “reaches” on Yelp in July as high as 750 for the month.

- e. Shopping Bags
- f. Other – Vendor Giveaway(s)
4. **Fee:** Full Season vs. Daily Vendor
  - a. Season - \$15.65 per day - \$360
  - b. Daily - \$25 (May, Sept, Oct) / \$40 (June, July, August)
  - c. Wednesday Market Season \$100, Drop in \$20
  - d. Wednesday Market 50% off with paid Saturday market

Dave announced that the fee would stay the same and introduced the Wed market special that the vendors liked. Discussion followed on the Wednesday market and they would like to see more Food Truck events (weekly) However Dave said that probably twice a month is more realistic. Dave stated that if we don't get more vendors to participate this might be the last year for Wednesday nights.
5. **Dates for 2016 –**
  - a. Saturday Farmers Market ...May 6 – October 14 (25 weeks) 7am-1pm
  - b. Wednesday Market –June 7 – August 30 (13 weeks) 4-7pm
  - c. Flags 4 Freedom – July 1 – July 8, 2016
  - d. Car Show – Saturday September 9, 2017

Dave presented the dates for 2017 – Mark Flory posted the question should the hours be changed to 7am-noon. Many vendors like the 1pm ending time (even though sales are weak that last hour) and many thought that vendors should not leave early and even staff not packing up before 1pm
6. **Rules and Regulations – (Any Changes) –**
  - a. Dance Groups – Work to make sure they groups aren't too loud. Parents rarely buy anything.
  - b. Dogs at the Market – (control) Dave talked about being alert to dogs on a leash and making sure owners are paying attention. Vendors love that we are a dog friendly market
  - c. **Kansas State Registering of Farmers Market** – We will continue to register our famers market with the State of Kansas
7. **Entertainment Schedule**
  - a. Chef Demos – Discontinue, especially no niece!
  - b. Flags 4 Freedom – Vendors like the flags 4 Freedom event
  - c. Weekly Entertainment – Too loud...Don't need entertainment every week only acoustical groups no amp. Patsy provided a list of those bands to invite back and those bands not to invite back. Use the money for more advertising. Especially outside Merriam to attract more shoppers
  - d. Farmers & Food Trucks - Love them, more, more, more
8. **Questions**

Dave asked the vendors if they had a better/worse year than 2015 and if they were new vendors did the market meet your expectations high or low

Dour Doering – Sales were lower that he had anticipated – 1<sup>st</sup> year  
Neil Hartel – Better than 2015 especially new vendor on Wednesday  
Jim & Lynn Hayes – Better than 2015, especially jewelry did very well on Wednesdays  
Cathy Cain – About the same as last year

Laura Bailey – Best year since coming to the market!!!  
Mark Flory – Better than anticipated – 1<sup>st</sup> year  
Patsy Brown – Lower than last year  
Priscilla Turrel – Better than she anticipated – 1<sup>st</sup> year  
Debbie Elrod – Sales were alright – need to add double down senior food stamps to increase sales  
David Gall (Fresh & Tasty Catering) Thought they did OK  
Alan Hoffman - lower than last year noticed a different demographic of shopper  
Joe Steinegar – lower than last year but only due to starting late & different stall.  
Susan Paul - about the same as last year, more dog treats than bakery  
Amy Goldman – They did better than they had anticipated – 1<sup>st</sup> year.

**9. Adjournment – 8:05pm**

Merriam Farmers Market  
Advertising Campaign  
2016



I-35 Billboard—Southbound  
April, May & June  
\$1,275

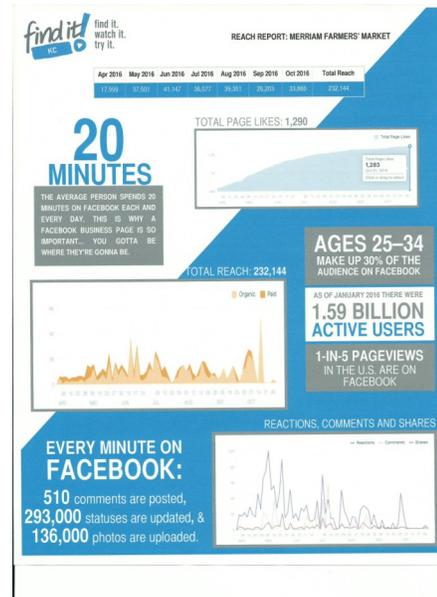


KC Gardner Magazine  
April, May June  
\$1,140

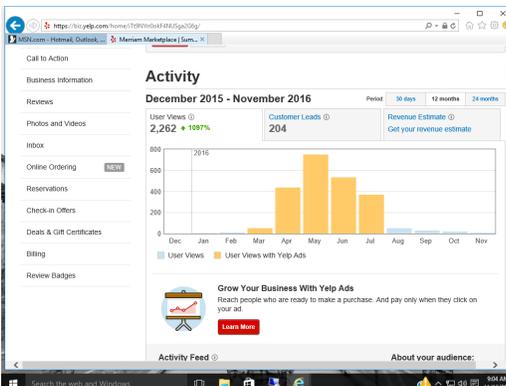
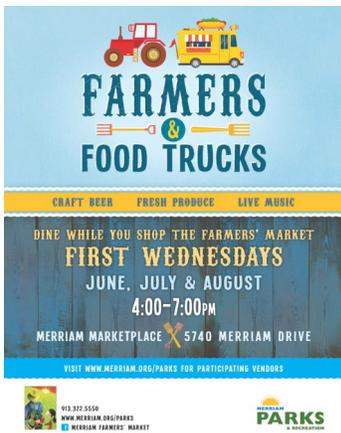
Find it KC—Social Media  
April, May June, July, August,  
September, October  
\$2,000



Farmers Market Flyer  
In-House Graphic Design  
June, July, August



Farmers Market Flyer  
In-House Graphic Design  
June, July, August



Yelp Internet Marketing  
April, May, June, July  
\$1,205

# 20<sup>th</sup> Annual High School Visual Arts Competition



**2015 WINNERS:**

Olivia Rogers Cornerstone Academy  
Ahna Valdez Olathe East High School

Laura Phillips Lawrence Free State  
Kyle Carnes Desoto High School

**OPENING NIGHT RECEPTION**

**Thursday, December 1, 2016 from 7:00PM–8:30PM**

**GALLERY HOURS**

Monday-Thursday 8:00AM-9:00PM  
Friday 8:00AM-5:00PM  
Saturday 8:00AM-4:00PM  
Sunday 1:00PM-5:00PM

SPONSORED BY City of Merriam and the Merriam Parks, Recreation and Community Center Foundation  
IRENE B. FRENCH COMMUNITY CENTER // 5701 Merriam Drive // Merriam, KS 66203  
VISIT THE SHOW ONLINE AT [www.merriam.org/park](http://www.merriam.org/park) // 913.322.5550



## Special Event Evaluation Form



Event Name: Halloween Happenings

Date: Saturday, October 29, 2016 Location: Merriam Marketplace

Number of Registrants: n/a Number of participants: 325

Ages: 2-9 Cost of Event: FREE

Revenues: N/A

Total Revenues: NA

Expenses:	Walmart (gift bags, cups)	\$ 15.95
	Creative Carnival (inflatables-2)	\$495.00
	Joann's (photo booth supplies)	\$ 16.98
	Hobby Lobby (paint, paper craft)	\$ 27.43
	Dollar Tree (Candy, goodie bags)	\$100.00
	Sam's Club (chips, sauce, cheese)	\$ 68.24
	Target (prizes for costume winners)	\$ 19.74
	Gene the Magician	<u>\$150.00</u>
	<b>Total Expenses:</b>	<b>\$893.34</b>

**Special Items Needed:** sound system, tables, craft and game supplies, cones, Halloween decorations, trash cans, liners etc.

**Modes of Publicity:** Fall Highlights, flier at parks, flier sent to; PTO groups, Healthy Futures, Joco Library, City Employees, City Council, foundation, Seaboard, Lee Jeans, Bayer and Shawnee Mission Medical Center, Community Calendars Channels 4 & 41, Shawnee Mission Post, Outdoor sign, 4 x 4 sign at driveway of Market, poster at Community Center, lobby TV, Facebook®, website, Macaroni Kid.

**Committees/Volunteer/Staff:** *Volunteers:* Grant Gotzblok, Rosy Jenneman, Maryann Matthews, Janine Myer  
*Staff:* Beth Cullum, Michelle Schmidt, Rose Taylor and Sara Thompson.

**Strengths:** Great Pumpkin Photo booth well received by families. Weather was warm and people appreciated the walking tacos for a snack and the frosty pops.

**Weaknesses:** Wind made craft project a struggle.

**Opportunities:** Storytelling and magic were good large group activities and the inflatables had lines the entire time

**Thoughts:** Activities included: witch pitch, pumpkin hoola hoops, ghost craft, fire truck inflatable slide and super hero moon walk, storytelling with Library, traveling magic, photo booth and refreshments. At the beginning of the school year we had a possible theatre group from North willing to create a skit and/or Halloween song. Unfortunately, they had a competition scheduled for the same day.

Get your Santa photo without the mall crowd!

# BREAKFAST *with* SANTA



**SATURDAY, DECEMBER 3  
10-11:15AM**

**IRENE B. FRENCH COMMUNITY CENTER  
5701 MERRIAM DRIVE**

*Join all the other reindeer as we laugh  
and play reindeer games!*

**FACE PAINTING \* CRAFT \* BREAKFAST  
STORY TIME WITH JOHNSON COUNTY LIBRARY  
PLUS ONE-ON-ONE VISIT WITH SANTA!**



**\$5//ADULT CHILDREN FREE WITH PAYING ADULT**

REGISTRATION DEADLINE: December 2. CLASS #340205B2

 /MerriamParks • 913.322.5550 • [www.merriam.org/events](http://www.merriam.org/events)

**JOHNSON COUNTY**  
KANSAS  
Library

  
**MERRIAM  
PARKS**  
& RECREATION

*Sundown with Santa*  
— AND —  
**MAYOR'S TREE LIGHTING**

**SATURDAY, DECEMBER 3 AT 5:30PM**  
**MERRIAM MARKETPLACE**  
**5740 MERRIAM DRIVE**



**HOLIDAY GAMES \* HOT COCOA \* TREE LIGHTING \* PHOTOS WITH SANTA**  
**MUSIC BY 7<sup>TH</sup> GRADE HOCKER GROVE CHOIR**

**FREE** ALL AGES

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**MERRIAM**  
**PARKS**  
& RECREATION



**To:** Merriam Parks and Recreation Advisory Board  
**From:** Anna Slocum, Director of Parks and Recreation  
**Subject:** Merriam Aquatic Center Operational Policies  
**Date:** November 22, 2016

At the October 25, 2016 Park Board meeting, the advisory board requested more information regarding the proposal to reduce the hours of operation of the Merriam Aquatic Center. Below is a summary of the proposed hours from the October meeting followed by data from the 2016 season.

### Hours of Operation

Attached to this memo is the proposed 2017 Aquatic Center Policies, including the proposed days and hours of operation of the Aquatic Center that Park Board recommends to City Council for approval. For the 2017 season, staff would like to discuss the possibility of restructuring operating hours.

The 2016 operating schedule for the facility was 12 – 8 daily with the exception of July 4 and Labor Day. For the 2016 season, lifeguard staffing was a struggle. During the winter and spring, staff is taking measures to try and recruit and train new staff but finding qualified staff is difficult. In addition to an eight-hour operating day, the pool is staffed for swim team and swim lessons in the morning and private parties after close. These additional programs extend the operation of the Aquatic Center by four to six hours per day. Due to the failure of the pool lighting system, it is becoming a safety issue for late swimming, yet in 2016 there were 12 private parties generating close to \$3,000 in revenue. Since attendance dips significantly after 5 pm on the weekends, staff would like to propose the following operating schedule in order to continue to offer private parties since they are a highly successful program.

Monday – Friday	Noon – 7 pm
Saturday	10 am – 6 pm
Sunday	Noon – 6 pm

During the 2016 season, visits to the Merriam Aquatic Center can be broken down in hour increments. Total visits for the season were 23,875. This chart is a season breakdown by hour.

Hour Increments of Operation	Visits per hour	Percentage of Total
10 a – 11 a	233	0.01%
11 a – 12 p	235	0.01%
12 p – 1 p	2,526	10.6%
1 p – 2 p	2,615	11%
2 p – 3 p	9,780	41%
3 p – 4 p	2,330	9.8%
4 p – 5 p	1,849	7.7%
5 p – 6 p	1,750	7.3%
6 p – 7 p	1,826	7.6%
7 p – 8 p	729	3.1%

With the proposal being to reduce hours at the end of the day and lengthen hours on Saturday, staff looked at data associated with the proposed times. There were 2,555 visits, approximately 10.7%, during 2016

that occurred after 6 pm for the season. This chart shows the total visits for the season by day of the week and then broken down into visits/hour.

Day of Week	Total Visits	Avg. Visits	Total Visits 6 p – 7 p	Avg. Visits 6 p – 7 p	Total Visits 7 p – 8 p	Avg. Visits 7 p – 8 p
Monday	365	36.5	277	27.7	88	8.8
Tuesday	404	40.4	308	30.8	96	9.6
Wednesday	441	44.1	323	32.3	118	11.8
Thursday	328	32.8	239	23.9	89	8.9
Friday*	430	43	256	25.6	174	17.4
(Without Special Event)	244	27.1	182	18.2	62	6.2
Saturday	333	23.8	239	17.1	94	6.7
Sunday	254	23.1	184	13.1	70	5

\*Special Event on 7/22 attracted 186 visits during time frame studied.

With the proposal to extend Saturday hours by opening earlier, staff thought it would be beneficial to study the entry pattern on Saturday's to see if the peak entry time is earlier than during the week. For the season, 2,556 visits occurred on Saturday. Comparing Saturday to the overall season, the majority of patrons are entering the first 4 hours of operation. The significant drop is after 7 pm.

Time of Day	Total Visits	Percentage of Total
10 a -11 a	9	0.03%
11 a – 12 p	26	0.1%
12 p – 1 p	324	12.7%
1 p – 2 p	501	19.6%
2 p – 3 p	355	13.9%
3 p – 4 p	403	15.8%
4 p -5 p	336	13.1%
5 p – 6 p	269	10.5%
6 p -7 p	239	9.4%
7 p – 8 p	94	3.7%

Staff also thought it would be beneficial to determine who is utilizing the facility during the recommended affected times. Out of the 2,555 visits, 1,826 of the visits are between 6 p – 7 p. Of the 2,555 visits, 1,478 or 57.8% are by resident family pass holders. Of those 1,826 visits between 6 p – 7 p, 1,036 or 56.7% are resident family pass holders. The next largest group of visitors were non-resident family pass holders with 419 total visits or 16.4%.

Pass Type	Visits between 6 p – 7 p	Visits between 7 p – 8 p	Total Visits
Daily Merriam	149	30	179
Resident Family	1,036	442	1,478
Non-Resident Family	312	107	419
Super Pass Mission	48	10	58
Super Pass Roeland Park	25	11	36
Super Pass Fairway	14	9	23
Super Pass Leawood	4	3	7
Super Pass Prairie Village	55	16	71
Employee / Retired	42	29	71
Board member	61	30	91
Resident Adult	5	14	19
Non-Resident Youth	2	1	3
Non-Resident Adult	8	10	18
Non-Resident Senior	2	1	3
Drury Inn*	47	16	63
Non-Resident IKEA	5	0	5
Non-Resident Punch Visit	11	0	11

\*Drury Inn was a special pass offered only in 2016 during pool renovations.

During the 2016 season, the Merriam Aquatic Center hosted twelve after-hour private parties. The breakdown of days for these parties were:

Monday	1
Thursday	1
Friday	6
Saturday	4
Sunday	0

If a change in hours is approved, private parties will only be allowed on Friday, Saturday and Sunday.

Lastly, staff thought it would be beneficial to compare pool hours of neighboring facilities prior to reduced hours when school starts.

Fairway	11 am – 8 pm daily
Shawnee*	10:30 – Noon (Baby Pool) 12:30 – 8 pm Monday – Friday 12:30 – 6 pm Saturday and Sunday
Mission	Noon – 8 pm daily
Prairie Village	11 am – 8:30 pm with various amenities closed during these times
Leawood	Noon – 8 pm daily
Lenexa	Noon – 8 pm daily (Indian Trails / Flat Rock Creek) Noon – 8 pm Monday – Saturday (Ad Astra) Noon – 6 pm Sunday (Ad Astra)
Overland Park	Noon – 8 pm (all 6 pools)
Roeland Park	6 am – 7:30 pm (lap swimming (Monday – Friday) 12 – 7:30 pm (Recreation Swim Monday – Saturday) 12 – 6:00 pm (Sunday all amenities) 9 am – 7 pm (Monday – Friday Baby Pool)

\*Shawnee has an action before City Council to consider changing pool hours for 2017 season. No other entities have actions drafted at time of the inquiry. Many stated they closely review operational hours as they have noticed a significant decline in evening pool use.

**Action Required:** Staff requires a recommendation to present to City Council regarding the seasonal operational schedule of the Merriam Aquatic Center. This needs to include days and hours of operation for adoption for the 2017 season.

# City of Merriam 2017 Aquatic Center Policies

Aquatic Center phone numbers  
To page a pool patron: 913-322-5518  
For inclement weather/pool closing information: 913-322-5518

Merriam Aquatic Center policies and rules are designed to promote a safe, healthy, family-oriented atmosphere for your recreational pleasure. Please do your part by obeying the rules and keeping our facility clean!

## 2017 Regular Season Schedule May 28- August 13

Regular Operating Hours:  
**Monday – Friday Noon – 7:00 pm**  
**Saturday 10 am – 6:00 pm**  
**Sunday Noon – 6:00 pm**

May 28: Noon – 6:00 pm (Free Admission for Merriam & Johnson County Residents)  
May 30: Memorial Day, Open Noon - 6:00pm  
June 10 & 17: Possible late open (Pre-Competitive Home Swim Meet)  
June 15 & 22: Close at 4:00 pm\*\* (Competitive Home Swim Meet)\*\*  
July 4: Open 10:00am-6:00pm

Please note that home dive meets are scheduled on June 13, June 20, and June 27. The facility will be open for swimming but the diving boards will be closed beginning at 5 pm through the duration of the meet.

## End of Season Schedule August 14 – September 4

August 14-18: Closed  
August 19: Regular Hours, 10:00 am – 6:00 pm  
August 20: Noon - 6:00 pm  
August 21-25: Closed  
August 26: Regular Hours, 10:00 am – 6:00 pm  
August 27: Noon - 6:00 pm  
August 28-September 1: Closed  
September 2: Regular Hours, 10:00 am – 6:00 pm  
September 3: Regular Hours, Noon - 6:00pm  
September 4: Labor Day, Noon – 6:00 pm  
September 6: Pooch Paddle 5:30 pm - 7:45 pm

Zero-depth pool will open at 10:30 am during morning group swim lessons for families with children age 8 and under.  
REGULAR ADMISSION POLICIES APPLY.

Morning swim lessons are scheduled:  
Monday-Thursday, June 12 - July 20

\*The aquatic center may be closed or hours shortened due to Recreational Water Illnesses, weather conditions, availability of lifeguards, or scheduled competitive swim meets. The concession stand may also be closed periodically due to low attendance or inclement weather.

\*\*On competitive home swim meet days when Merriam Aquatic Center closes early, Season Pass Holders may visit Fairway, Mission, Leawood, Roeland Park, or Prairie Village pools at no additional charge.

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**ADMISSION POLICY:**

Admission fee or season pass will be required for all patrons, including non-swimmers.

**Season passes** are available to Merriam residents and non-residents and are sold at Irene B. French Community Center, beginning April 3. Photo identification passes are required for each season pass holder. It is unlawful for a pass holder to transfer, give, loan, or sell passes to another person. **PLEASE RETAIN SEASON PASS CARD FOR FUTURE SEASON USE.**

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**Daily fee rates** are available for Merriam residents and non-residents. Photo driver's license is required as proof of residency to receive the reduced daily admission fees. If unable to produce photo identification, residency verification must be completed at the Irene B. French Community Center. A general identification card may be purchased for \$5 and will substitute for the photo driver's license. The general identification card must be renewed annually. No other proof is accepted and the non-resident rate will apply. All patrons visiting the pool for the day will be required to sign the daily attendance log in the event of an emergency. Children under one-year old are free.

**Punch cards** are available for Merriam residences and non-residents. Photo driver's license is required as proof of residency for purchase of Merriam resident punch card.

The Merriam City Council shall have the authority to waive regular admission policies for after-hours special events.

**Refund requests:**

The total fee charged for each membership is calculated based on the average number of weeks the membership is valid. The refund will be based using a formula to calculate the number of weeks that have lapsed at point of notification for refund. The amount refunded will be for the balance of weeks remaining in the valid pass. At the discretion of the participant, the entire balance can be placed on a "household account" or a refund processed. If choosing a refund, a \$10 processing fee will be deducted. **There are no refunds for daily fees.**

**Resident season pass information:**

Merriam residency is defined as persons whose permanent residence is within Merriam city limits. To qualify for this pass, proof of residency is required with a valid photo driver's license. Household membership is defined as more than one person living permanently within the same residence/address. Proof of residency is required for all adults age 18 and over. A valid photo driver's license is required as proof prior to ID card being produced.

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**Non-resident season pass information:**

Non-residents may include no more than 6 household members on a household season pass. "Add-on" passes may be purchased at a cost of \$20.00 per person for households with more than 6 members. Household membership is defined as more than one person living permanently within the same residence/address. Proof of address is required for all adults age 18 and over with a valid photo driver's license for prior to ID card being produced.

**OPERATION POLICTY:**

The manager or his/her designee shall have the authority to delay the opening of the facility or close early due to inclement weather, as a result of health concerns or deny access to the facility whenever the manager determines the crowd level has reached physical or staff ratio capacity. If inclement weather delays the normal opening time, an attempt will be made to open at 4:00 PM for the remainder of the day.

**RECRETIONAL WATER ILLNESSES:**

The manager or her designee shall have the authority to close the facility due to an outbreak of Cryptosporidiosis or other recreational water illnesses.

**GENERAL RULES:**

The City of Merriam reserves the right to revoke any membership for persons that have falsified information regarding household address. Memberships and daily admissions may be revoked for not abiding with the pool rules and regulations. Any attempt to transfer membership or membership cards will result in membership revocation.

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1. Patrons will be provided one warning by staff if in violation of any rules. Continual violation of rules will result in written documentation of the behavior and expulsion for the day. Future behavior issues will result in permanent season expulsion.
2. Any form of vandalism will be cause for permanent ejection from the Merriam Aquatic Center. No refunds will be issued.
3. Boisterousness, loitering, profanity, and roughhousing are not permitted within Aquatic Center complex or parking lot.
4. The Aquatic Center manager or authorized personnel shall enforce all rules, settle disputes, and if necessary, shall have authority to expel violators.
5. To enter the Aquatic Center complex, children under age ten (10) must be accompanied by someone fourteen (14) years of age or older.
6. Swim suits must be worn by all patrons while in the water. Non-swimming patrons will be permitted to wear street clothes on deck. Shorts and cut-off jean shorts are not permitted in the water. White, solid colored T-shirts may be worn in the water for health reasons.
7. Adult swim will occur on the hour for a period of ten minutes in the 50-meter pool. All persons under the age of 18 are required to leave the water.
8. All persons using the swimming pool shall take a cleansing shower before entering the pool. A bather leaving the pool to use the toilet shall take a second cleansing shower before returning to the pool. Any person having an infectious or communicable disease shall be excluded from the pool. (Johnson County Environmental Sanitary Code 0008-04.)
9. Infants and toddlers who are not toilet trained are required to wear swim diaper products such as "Little Swimmers" underneath swimsuits. Children wearing non-swim diapers are not permitted in the water. Diapers must be changed in restrooms.
10. Food and drinks may be purchased at the concession stand and must be consumed within the concession area. **Patrons are not permitted to bring in their own refreshments.**
11. The use of tobacco products and electronic cigarettes are not permitted within the aquatic center grounds or facility.
12. The placement of deck furniture on the pyramid is not permitted.
13. Unnecessary conversation with lifeguards or attendants on duty is not permitted.
14. A basket checkroom is provided as a service to Aquatic Center patrons. The city will not be responsible for loss or theft of personal items left on city property.
15. Birthday parties and birthday packages are scheduled through the Irene B. French Community Center. **Organizations wishing to plan large group activities for participants must contact the pool manager to coordinate.** Group activities must provide 1 adult chaperone for every 8 children.
16. The manager or his/her designee is authorized, directed, and empowered to refuse admission to any person who is intoxicated or under the influence of drugs or opiates, or any person having infectious or contagious disease, open sores, or cuts.
17. Aquatic Center safety rules will apply to all special event or rental group activities.
18. Persons wishing to take photographs inside the pool facility must obtain permission from the manager. The use of cell phone cameras or any other type of camera is not permitted in the locker rooms.

**50 Meter Pool:**

19. Children age 6 and under must be accompanied by and be within arms reach of a person age 14 or older.
20. Lifeguards and management shall have the authority to restrict the use of the diving area during crowded conditions.
21. The following flotation devices will be permitted in the 50-meter pool: Coast guard approved life vests (child wearing life vest must be accompanied by and within arms reach of person age 14 or older)
22. The following toys will be permitted in the 50-meter pool: "noodles," masks, fins, snorkels, and foam, round "Nerf" balls (balls must be 4" or smaller.) Management shall have the authority to restrict usage of permitted toys, aids, and flotation devices during crowded conditions.

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23. Lifeguards and managers shall have the authority to request proof of swimming proficiency for patrons who wish to swim in deep water or use diving boards.
24. The diving board fulcrum must remain in the forward (least bouncy) position during normal operating hours.

**Zero depth pool:**

25. Zero depth pool amenities are designed for children age 8 and under.
26. Children age 8 and under entering the zero depth pool must be accompanied by a person age 14 or older.
27. Use of the following toys, flotation devices and swim aids is permitted in the zero depth pool: swim rings, arm floats, inflatable toys, and small plastic toys. The manager or his/her designee shall have the authority to restrict the use of permissible toys during crowded conditions.
28. Rules for small water slides will be posted at zero depth pool. Slide manufacturer recommendation for all safety rules will be enforced. A maximum height requirement of 41" will be enforced on the themed slide to protect the safety of the child.

**Water Slides:**

Slide manufacturer recommendation for all safety rules will be enforced. Slide attendants will not be responsible for personal property. Failure to follow rules can result in serious injury.

29. All riders must be 42" tall in order to ride the waterslide.
30. No combs or foreign objects are allowed in pockets and no jewelry can be worn while riding the slide. Riders must enter the slide in a sitting position and wait for instructions from the attendant stationed at the slide starter tub.
31. All riders must ride feet first while lying on their back with arms crossed across their chest or hands clasped behind their head and legs crossed at the ankles.
32. Only one rider at a time. Absolutely no trains or chains of riders are permitted. Lifeguards will not catch riders as they exit the slides.
33. No tubes, mats, or life jackets are permitted on the waterslide.
34. The waiting line will form on the deck with one rider on each landing and one rider in the starter tub. Riders must follow the instructions of the slide attendant.
35. Riders must be in good health. Pregnant women or individuals with heart or back conditions should not use this ride.
36. No running, standing, kneeling, rotating, tumbling or stopping in the flume. Arms and hands must remain inside the flume.
37. No diving from the slides.
38. Leave the plunge pool promptly after entering.



**To:** Merriam Parks and Recreation Advisory Board  
**From:** Anna Slocum, Director of Parks and Recreation  
**Subject:** Merriam Farmers' Market 2017 Operational Policies  
**Date:** November 22, 2016

In preparation for the 2017 Farmers' Market season, it is necessary to review the operational policies. This memo outlines the proposed operational schedule for 2017 and other operational changes based on the evaluation of the season.

### **Recommended Operational Changes**

Staff recommends that the operation Merriam Farmers' Market not change for 2017. The Saturday season begins on the first Saturday in May concluding in Mid-October from 7 am – 1 pm. The Wednesday season begins the first Wednesday in June through the last Wednesday in August operating from 4 pm – 7 pm. For 2017 these dates would be:

Saturdays	May 6 – October 14
Wednesdays	June 7 – August 30

In order to continue to raise awareness to the Wednesday market, it is staff's goal to promote those nights to be a Farmers' and Food Truck event. Although it would be the goal to have food trucks each Wednesday, alcohol would only be served the first Wednesday, if a caterer can be secured. Those dates would be June 7, July 5, and August 2. These dates require City Council approval per the code that was adopted last year.

A suggestion was made after the Turkey Creek Car and Motorcycle Show to eliminate the Farmers' Market as it is very congested. Staff is going to explore the opportunity of moving the Farmers' Market that day to the Aquatic Center. Discussions regarding this change will occur in the spring at the pre-season meeting to get vendor feedback.

**Action Required:** Staff requires a recommendation to present to City Council regarding the 2017 seasonal operational schedule of the Merriam Farmers' Market.