

**Parks and Recreation Board  
of the City of Onalaska**

Monday, June 24, 2019

1

1 The Meeting of the Parks & Recreation Board of the City of Onalaska was called to order at 5:16  
2 p.m. on Monday, June 24, 2019 at City Hall. It was noted that the meeting had been announced  
3 and a notice posted at City Hall.

4

5 Roll call was taken with the following members present: Ald. Dan Stevens, Patric McGuane,  
6 Andrea Benco, Brian Udermann, Ohbe Johnson

7

8 Also Present: City Administrator Eric Rindfleisch, Parks and Recreation Director Dan Wick,  
9 Parks Supervisor Mark Hanson, Buildings Manager Brian Babiash, Ald. Diane Wulf

10

11 Excused Absences: Steven Nott, Dennis Aspenson

12

13 **Item 2 – Approval of minutes from the previous meeting**

14

15 Motion by Ohbe, second by Brian Udermann, to approve the minutes from the previous meeting  
16 as printed and on file in the City Clerk’s Office.

17

18 On voice vote, motion carried.

19

20 **Item 3 – Public Input (Limited to 3 minutes/individual)**

21

22 Andrea called three times for anyone wishing to provide public input and closed that portion of  
23 the meeting.

24

25 **Consideration and possible action on the following items:**

26

27 **Item 4 – Approve bid for installation of water line main in the Fire Department to Coulee**  
28 **Region Mechanical at a cost not to exceed \$9,800**

29

30 Brian Babiash told board members none of the vendors who had submitted bids for the water  
31 softeners had not informed staff about filling the fire trucks going through a softener. Brian told  
32 board members the firefighters were not concerned at that time. However, the firefighters are  
33 typically filling the fire trucks with water from the building rather than the fire hydrant outside of  
34 it. Brian said there used to be a four-inch line that ran from the watermain to the Fire  
35 Department. The size of that line decreased to two inches by the time the water reached the Fire  
36 Department. Brian told board members, “We pretty much shut down the rest of the building  
37 when they’re filling the fire trucks, and it happens much more regularly now. This would hook a  
38 four-inch line past the rest of the building, and the Fire Department would continue to have what  
39 they originally had in the building, which was a four-inch line to them. They have a softener  
40 over there that we’re going to revamp so that it will continue to service their living quarters and  
41 wash spaces.”

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42  
43 Andrea said she assumes there must be a significant amount of salt consumption.

44  
45 Brian Babiash said, “It just bypasses everything because just so much water goes through. It  
46 doesn’t get softened.”

47  
48 Dan noted all the water in the upstairs restrooms is lost and said, “It sucks us dry.”

49  
50 Ald. Stevens asked, “How long are we offline when that happens?”

51  
52 Brian Babiash said it can be up to 30 minutes.

53  
54 Motion by Brian Udermann, second by Ald. Stevens, to approve a bid for installation of water  
55 line main in the Fire Department to Coulee Region Mechanical at a cost not to exceed \$9,800.

56  
57 On voice vote, motion carried.

58  
59 **Item 5 – Approve bid for City Hall parking lot sealcoating and lining to B&D Sealcoating**  
60 **at a cost not to exceed \$5,900**

61  
62 Brian Babiash told board members there was a little more than \$10,000 budgeted for this item in  
63 the 2019 Capital Improvements Budget. Brian also told board members City Engineer Jarrod  
64 Holter had directed Fahrner Asphalt Sealers, which is performing maintenance on the city’s  
65 streets, to fill the cracks in the City Hall parking lot. Brian said B&D Sealcoating, which had  
66 submitted a bid comparable to that of the bid Fahrner had submitted, intended to both fill the  
67 cracks and sealcoat the parking lot. However, Brian said he had told B&D Sealcoating the  
68 sealcoating bids had to be the same as Fahrner would fill the cracks. B&D Sealcoating  
69 submitted a revised bid of \$5,900 to sealcoat the parking lot, while Fahrner’s bid to perform the  
70 same work was \$8,543. Brian complimented B&D Sealcoating’s work.

71  
72 Motion by Ohbe, second by Brian Udermann, to approve a bid for City Hall parking lot  
73 sealcoating and lining to B&D Sealcoating at a cost not to exceed \$5,900.

74  
75 Ald. Stevens said the City Hall parking lot appears to be in good condition, and he asked if  
76 sealcoating the lot will help the city avoid spending more on repairs at a later date.

77  
78 Brian Babiash said yes.

79  
80 Andrea asked how often the parking lot is sealcoated.

81  
82 Brian Babiash told Andrea every two to three years, depending on what type of weather

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83 conditions occur during the winter. Brian also noted plowing snow causes a significant amount  
84 of damage to the parking lot.

85

86 On voice vote, motion carried.

87

88 **Item 6 – Approve bid for Omni Center concessions arena cabinets to Central Restaurant**  
89 **Products at cost not to exceed \$15,975.85**

90

91 Dan said funds have been budgeted to replace the cabinetry in the Arena No. 1 concession stand,  
92 which is original to the building. Several of the cabinet doors no longer close. Dan told board  
93 members the La Crosse County Health Department, which has cited the city the last two years  
94 due to the condition of the countertops and cabinets, recently conducted an inspection, and he  
95 said he had informed the inspector the cabinets would be replaced. Dan said he had asked the  
96 inspector for input, and the inspector recommended installing stainless steel. Dan said he and  
97 Brian Babiash found two companies (Webstraurantstore and Central Restaurant Products) that  
98 sell the same stainless-steel workstations. The workstations will have lockable doors; a new sink  
99 will be installed in the front concession stand; and with the exception of the sink, castor wheels  
100 will be installed on all the units. Dan said this will allow one of the units to be pushed into  
101 Arena No. 1 for events, upon request.

102

103 Dan said that while some of the online companies have “fluid websites” that provide sufficient  
104 information, they sometimes do not submit quotes on a timely basis. Dan told board members  
105 Central Restaurant Products had submitted its prices Thursday, June 20, and he did not see a bid  
106 from Webstraurantstore – which requires users to log in and create an account before receiving a  
107 quote – until the evening of Saturday, June 22. Dan noted Central Restaurant Products had  
108 submitted the lone bid when the Parks and Recreation Board meeting agenda was sent out. Dan  
109 also noted Webstraurantstore had significantly reduced its prices compared to what was  
110 advertised on its website. Dan referred to a document he had distributed to board members and  
111 pointed out Webstraurantstore had submitted a quote of \$15,044.12. This includes shipping  
112 costs of approximately \$1,000. Dan told board members he is recommending that they approve  
113 Webstraurantstore’s bid of \$15,044.12, and he noted more than \$17,000 has been budgeted for  
114 this project.

115

116 Brian Udermann asked for clarification on the shipping costs.

117

118 Dan told Brian shipping costs are included. Dan also noted there are a few stainless steel tables  
119 at the Omni Center that were constructed by Webstraurantstore and still are in good condition.

120

121 Ald. Stevens asked Dan how much additional usage he believes will be gained by the mobility.

122

123 Dan said he believes there will be additional opportunities to be more mobile. Dan also said

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124 there are “a handful” of events where organizers request a bar for inside the concession stand.  
125 Staff currently utilizes folding tables, and Dan said the increased mobility will allow staff to push  
126 out a 36-by-60 inch cabinet with lockable drawers. Dan said, “The presentation would be much  
127 better than a folding table.”

128

129 City Administrator Rindfleisch told board members if they wish to approve Webstaurantstore’s  
130 bid, they must make a motion to reject Central Restaurant Products’ bid and accept  
131 Webstaurantstore’s bid as dated June 21, 2019.

132

133 Dan told board members he and Brian Babiash had wanted to wait until July to bring forward  
134 this item. However, Webstaurantstore’s products would not be delivered for six to eight weeks.  
135 Dan said the goal is to install the new equipment in August in preparation for ice season.

136

137 Motion by Ald. Stevens, second by Brian Udermann, to reject the bid for Omni Center  
138 concessions arena cabinets to Central Restaurant Products at a cost not to exceed \$15,975.85,  
139 and accept a bid for Omni Center concessions arena cabinets to Webstaurantstore at a cost not to  
140 exceed \$15,044.12, per a revised bid submitted June 21, 2019.

141

142 Patric noted he had attended the National Restaurant Association Show in May and told board  
143 members Webstaurantstore’s bid is “solid.”

144

145 On voice vote, motion carried.

146

147 **Item 7 – Approve the Omni Center Reorganization and job descriptions of the following**  
148 **positions:**

149

- 150 a. Sales Manager
- 151 b. Event Coordinator

152

153 Dan noted he had distributed job descriptions for both positions and told board members the  
154 Omni Center’s Building Coordinator had resigned. Dan said he is proposing what he called “a  
155 minor reorganization” of the department by hiring both a Sales Manager and an Event  
156 Coordinator at the Omni Center. Dan referred to the proposed Parks and Recreation Department  
157 organizational chart included in board members’ packets and noted the following:

158

- 159 • Brian Babiash is the Buildings Manager, and he oversees a Building Supervisor at the  
160 Omni Center (Mike McCaffrey), and a Building Supervisor at both City Hall and the  
161 library (Lee Johnson).
- 162 • Mark Hanson is the Parks Supervisor, and he oversees two Parks Laborer positions  
163 currently held by Scott Bahr and Lane Zahrte.
- 164 • Kraig Koelbl is the Recreation Supervisor, and he would oversee the Aquatic Center

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165 Specialist (Ashlee Gordon) and the Recreation Coordinator (Tyler Ketterhagen).

166  
167 Dan said staff is proposing to hire a full-time Sales Manager for the Omni Center who would  
168 “sell the building.” Dan said, “I believe the position of a Building Coordinator that we had, our  
169 expectations of the position were too much. We had other staff bringing on more roles that we  
170 had for that position. That’s why we’re looking at putting it into two [positions]. The Building  
171 Coordinator would have to sell the building, and would need to be there to work the event.  
172 There weren’t enough hours in the day to try to give that person some time off with it. Other  
173 staff would have to pick it up, and it was a snowball that was continuing to get larger.”

174  
175 Dan referred back to the job descriptions and noted Human Resource Director Hope Burchell  
176 had examined both of them. The person hired for the Sales Manager position would be  
177 responsible for billing, accounts receivable, and sales. He/she would coordinate both Craft Fairs  
178 held at the facility, as well as other shows, and he/she also would attempt to attract new business.  
179 Dan noted the city has a strong relationship with the La Crosse County Convention and Visitors  
180 Bureau and said the Sales Manager would be the city’s primary contact with the LCCVB. Dan  
181 next addressed the Event Coordinator position and said this person would address to the Sales  
182 Manager, and he/she would assist with events held at the Omni Center. Dan told board members  
183 that when the individual who had served as Building Coordinator would work Wednesday  
184 through Sunday, individuals who called either Monday and Tuesday and inquire about utilizing  
185 the Omni Center would look elsewhere when they did not receive a response. Dan noted staff  
186 has had extensive conversations about having a manager on duty and said adding these two full-  
187 time positions “gives us more bodies and gives us a way to work with the schedules to give  
188 everybody adequate time away from their job.” Dan also noted the Event Coordinator would  
189 oversee concessions both at the Omni Center and the Aquatic Center.

190  
191 Andrea said she believes having a full-time Sales Manager is essential, noting there has been a  
192 longtime struggle with having someone available from 8 a.m. to 5 p.m. Monday through Friday.

193  
194 Ald. Stevens noted the LCCVB recently had conducted a study at the La Crosse Center, and he  
195 told board members one of the criticisms was the La Crosse Center had a similar structure to  
196 what the Omni Center currently has. Ald. Stevens said asking someone to do both sales and  
197 manage events is detrimental and prevents someone from bringing new business to the Omni  
198 Center. Ald. Stevens said he believes the expectations of the Sales Manager position should be  
199 reviewed, and he stated, “Eventually this should get to the point where hopefully it would pay for  
200 itself. It will take time to get to that, but if we’re level to where we are now, we might want to  
201 look at that salary again or accept that we would have to increase the budget for the salary. I  
202 would think that over time if we have the right person in there, it should be cost-positive to the  
203 city. I’m hoping that Hope or somebody would put that in the – if it’s not already in the job  
204 description – that we’d want to know what the business that they would bring into the Omni  
205 Center is. It could be that if it goes really well, we might need more staff.”

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206  
207 Motion by Ald. Stevens, second by Brian Udermann, to approve the Omni Center  
208 Reorganization and job descriptions of the Sales Manager and the Event Coordinator positions.  
209  
210 Patric, who serves as the Director of Family & Morale, Welfare & Recreation at Fort McCoy,  
211 suggested perhaps incentivizing sales instead of only paying a flat salary.  
212  
213 City Administrator Rindfleisch noted the Room Tax Commission would be the funding source  
214 for the position and said it is necessary to identify the available amount of funding for  
215 incentivizing sales. City Administrator Rindfleisch told board members there already has been a  
216 conversation with both Hope and Dan regarding this topic, and he said the city must know  
217 exactly how much money to set aside for incentives in the future. City Administrator  
218 Rindfleisch also said incentivization funding currently is not available.  
219  
220 Ald. Stevens asked City Administrator Rindfleisch if, sometime in the future, the Sales Manager  
221 could earn incentives if sales were to exceed a certain level.  
222  
223 City Administrator Rindfleisch told Ald. Stevens the city will need to examine in the future how  
224 the position is faring as well as developing incentives and the funding source for those  
225 incentives. City Administrator Rindfleisch noted, “We’re on an annual budget basis.”  
226  
227 Dan said, “If the goal statements that we have, if we want to say an increase of 3 percent or 4  
228 percent or whatever – a number that may be driven through the review process with the staff  
229 member there are goals set. And they are reviewed based on the goals they are given and had. If  
230 they achieve those goals, then they are given a step increase through the process.”  
231  
232 Ald. Stevens noted individuals who work in sales tend to perform best when they are driven by  
233 their own interest and incentives. Ald. Stevens said, “I really like this, but how does that work  
234 with this not being a corporate entity? It’s a municipality. I would like to leave the door open to  
235 look at that, but for now I’m OK with this as it is.”  
236  
237 Dan told Ald. Stevens he agrees with him and said staff has an opportunity to do some research.  
238 Dan said board members can devise goals based on the sales reports they receive – the Sales  
239 Manager could be told the city wishes to see a certain percentage increase in sales, and he/she  
240 can be asked what his/her sales goals are.  
241  
242 City Administrator Rindfleisch suggested perhaps there could be incentives per booking, but he  
243 also reminded board members the exact amount for incentivization must be known so the city is  
244 able to budget for it.  
245  
246 Andrea asked if incentivization would be part of the Parks and Recreation budget.

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247

248 City Administrator Rindfleisch said it would be “100 percent” part of the Room Tax  
249 Commission budget.

250

251 Ohbe asked if the Sales Manager would be for both the Omni Center and the Aquatic Center, and  
252 if this individual could sell anything, including park shelters.

253

254 Dan told Ohbe the Sales Manager could direct a potential client toward a park shelter if the Omni  
255 Center is booked. Dan said the goal of the Sales Manager position is to have someone out in the  
256 community, getting involved with organizations, and letting people know they can host their  
257 events at the Omni Center.

258

259 Ald. Stevens noted the salary for the Sales Manager position currently is set at a grade level and  
260 said it will be difficult to change once it has been established. Ald. Stevens said he believes it is  
261 necessary to consider lowering the pay grade and incentivizing sales, noting individuals who  
262 work in sales and work purely on salary typically do not perform as well as individuals who must  
263 work harder. Ald. Stevens told City Administrator Rindfleisch that while he understands the  
264 position must be budgeted for, he also asked, “How malleable is this position in terms of  
265 compensation down the road? Once we have this down, is that it?”

266

267 City Administrator Rindfleisch told Ald. Stevens no and said, “I would say this would be hired  
268 as the base, and then compensation above and beyond. ... Based on performance, I would expect  
269 that the recognition and rewards would be above and beyond this.”

270

271 Andrea asked if perhaps this could be negotiated during the hiring process.

272

273 The first half of City Administrator Rindfleisch’s answer was inaudible on the recording, but in  
274 referring to the hiring process he said, “Don’t make promises you can’t keep.”

275

276 Ald. Stevens said he believes it will be difficult to make changes in the future if the city commits  
277 to what is being presented.

278

279 City Administrator Rindfleisch said, “I wouldn’t change it now. I would offer rewards above and  
280 beyond.”

281

282 Brian Udermann asked if the city is adding one full-time position.

283

284 Dan said yes.

285

286 Ald. Stevens said he believes everyone on the board agrees the full-time Sales Manager position  
287 is necessary, and that the compensation is a discussion to be had by another committee.

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288  
289 City Administrator Rindfleisch said the Finance and Personnel Committee would discuss the  
290 matter as its members are more familiar with the comp plan and procedures.

291  
292 Andrea asked if the process could continue if the board removed the pay grade level and  
293 forwarded this item to the Finance and Personnel Committee to discuss compensation. Andrea  
294 also asked if doing so would give the board flexibility to create some type of incentivization.

295  
296 Dan told Andrea that time is a concern and the city must recruit this position. Dan said, “If we  
297 put it on hold, you’re probably talking 60 to 90 days to go through our compensation plan to  
298 figure out how we’re going to do it. It’s stalling everything. We won’t have anybody until the  
299 first of November. ... The individual, if goals are set and goals are met, they’re able to get a step  
300 increase along with a COLA. There are mechanisms in place with the step right now that we  
301 have.”

302  
303 On voice vote, motion carried.

304  
305 **Item 8 – Report from Blufflands Coalition**

306  
307 Dan said no meeting had been held this month.

308  
309 **Item 9 – Report from Onalaska Enhancement Foundation**

310  
311 Dan noted the OEF will meet in July, and that Celebrate Onalaska was held last weekend.

312  
313 **Item 10 – Report from Great River Landing Committee**

314  
315 The Great River Landing Committee has been dissolved. Dan said this item will not appear on  
316 the July 22 Parks and Recreation Board meeting agenda.

317  
318 **Item 11 – Director’s Report**

319  
320 **a. Parks Update**

321  
322 Mark reported the following:

- 323  
324
  - Staff is mowing as well as maintaining the park shelters and Aquatic Center.
  - 325 • Staff is assisting with repairing logs for the log rolling program.
  - 326 • Staff is installing a scoreboard at the Jimmy Olson Field, new shading at the skate park in  
327 Rowe Park.
  - 328 • Staff is working on park-related items related to the 2020 budget.

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329  
330 Ald. Stevens asked Mark how the above-average rainfall has affected mowing operations.

331  
332 Mark told Ald. Stevens everything is mowed at least once a week, and the baseball and softball  
333 fields are mowed twice a week.

334  
335 **b. Recreation Update**

336  
337 Dan reported the following:

- 338
- 339 • The Jimmy Olson Baseball Tournament was held June 7-8.
  - 340 • The home track meet will be held July 12 at Onalaska High School.
  - 341 • The end of the year softball tournament is scheduled for July 19-20.
  - 342 • “Ballapalooza” will be held July 24.

343  
344 **c. Aquatic Center Update**

345  
346 Dan reported that a boat race was held as part of “Celebrate Onalaska.”

347  
348 **d. Omni Center Update**

349  
350 Dan and Brian Babiash reported the following:

- 351
- 352 • The Omni Center was the host site for the Coulee Region Rock Show, the Mississippi  
353 Mayhem Roller Derby, two youth basketball camps, a 700-person graduation party, a  
354 200-person wedding, and a 17-team volleyball tournament.
  - 355 • Ice rental began June 9.
  - 356 • The enclosed shelter has been installed. There have been discussions about having year-  
357 round activities in this space such as batting cages, soccer, and/or a shooting gallery.
  - 358 • Staff is organizing an agriculture and farm show, which is a new event and would be held  
359 in early March 2020.

360  
361 **Adjournment**

362  
363 Motion by Ald. Stevens to adjourn.

364  
365 Andrea adjourned the meeting at 5:54 p.m.

366  
367  
368 Recorded by:

369  
370 Kirk Bey

Reviewed 6/26/19 by Dan Wick