

PARKS AND RECREATION COMMITTEE

July 22, 2008

3:45 P.M.

Councilman Shockley, Chairman, called the meeting of the Parks and Recreation Committee to order with Councilmen Rico, Benson, Berz, Page, Bennett, Pierce, Gaines, and Robinson present. City Attorney Randall Nelson and Shirley Crownover, Assistant Clerk to the Council, were also present.

Others present included Larry Zehnder, Rachel Hildebrandt, Dan Johnson, Richard Beeland, Barry Bennett, and Daisy Madison.

Chairman Shockley turned the meeting over to Adm. Zehnder, who handed out an Agenda, in booklet form, which is made a part of this minute material.

The first item was a Resolution that is on tonight's agenda that authorizes a donation of free carousel tickets to the Chattanooga-Hamilton County Bicentennial Library in support of its Summer Reading Program to be given to all young readers who complete their reading goals. Adm. Zehnder explained that there would be three tickets in the package.

Councilman Page asked the amount? Adm. Zehnder explained that there was not an amount; that they were printing 2,000 tickets @ \$1.00 a ticket; that probably 1500 of the tickets would be used—that the students would have until the end of the year to use them.

The next item concerned the Public Art Program. Adm. Zehnder stated that we had with us Rachel Hildebrandt, who would share a proposal on what we plan to do, showing what other communities are doing.

Ms. Hildebrandt explained that we have to diversify and make the program more sustainable; that this will encourage more private money, which is an interesting model. It will be called the Chattanooga Sculpture Walk and will be located either in Renaissance Park or along the Riverwalk and will be for exhibits and sales. She noted that one nice feature was the People's Choice Award that would engage the public—the winner will be purchased to add to the city's collection (up to \$15,000), or will be given a \$5,000 18-month lease contract for relocation to another part of the city. There will be a 25% commission on sold or leased works. She explained that this was a fund-raising effort, and there will be mechanics to try to defray costs. This will not come out of city money, but we will create a pool of private money. She went on to explain similar endeavors in Sioux Falls, South Dakota; Columbus, Georgia; Asheville, North Carolina; and Winfield Kansas.

Adm. Zehnder added that we would put together an exhibit at a somewhat prestigious location and others will pay us to come under this piece of art sales; that other models have been successful, and he would suggest something like this to sustain our Public Art and bring more private money to the table.

Councilman Page inquired as to the entity doing the initiative—would it be a 501.C3 organization or the City of Chattanooga?

Mr. Zehnder responded that it would go through the Community Foundation, with us partnering—that we would have them act in this capacity. Ms. Hildebrandt added that it is 501.C3.

Adm. Zehnder stated that they just wanted to bring this to the Council’s attention—that they had not decided to go forward with this yet. Ms. Hildebrandt added that this was very brief—as far as sites go.

Councilman Pierce asked if they were looking for approval and expected approval tonight? Adm. Zehnder responded that there was nothing formal—they just wanted the Council’s consensus. Councilman Pierce asked if it would be okay if he just nodded his head? Councilwoman Bennett stated that the Council could speak in favor of something without actually voting.

Adm. Zehnder added that Rachel Hildebrandt was doing a super job, and she was just part-time, even though she often worked a full-time schedule on part-time pay.

Councilwoman Berz stated that she thought this was a great idea to bring public and private buyers together. She asked regardless if it were a public or private buyer, did we still get a commission, and the answer was “yes”.

Adm. Zehnder stated that this just adds to what we are already doing, with Ms. Hildebrandt noting that it was an active attempt to bring private money in. Adm. Zehnder noted that people would just come to one location and that would be us. Ms. Hildebrandt added that the sky was the limit and that the one in Asheville was opening September 1st, and she hoped to attend this.

The next item was a Trust for Public Land Resolution that will come in about three weeks. Mr. Zehnder was able to share a copy of the Contract, with Councilman Benson noting that it was the same agreement and Councilwoman Gaines acknowledging that this was just housekeeping.

The last item would authorize the acceptance of a permanent easement located at 1401 Mueller Ave. from the Trust for Public Land to be used as part of the South Chickamauga Greenway. Adm. Zehnder explained that this would be pulled into our inventory, and he provided a map for this area, showing the section of the trail. He noted that this now belongs to Mueller Co. and will be given at no cost to the City. He stated that this would be coming in two weeks.

Councilman Page stated that he could not visualize where this is. Mr. Zehnder agreed to show him a map.

Councilwoman Berz inquired if there could be any education as to the total Greenway Program? Adm. Zehnder agreed that this would be helpful and that he would be happy to have the Trust for Public Land give the Council a summary. Councilwoman Berz wanted to know where the South Chickamauga Greenway is located, with Adm. Zehnder explaining that part of this is the levee. Councilwoman Berz stated that people can't get their arms around this, verifying that it starts at East Ridge and wanting to know how far it goes? She was told that it starts at Camp Jordan and passes Brainerd Road and goes all the way to Shallowford Rd., which is the end. Adm. Zehnder went on to say that we plan to connect the Tennessee River and will add 3-4 miles to this project; that he would ask that the Council be brought up to speed, with Councilwoman Berz stating that that would be great!

The meeting ended at 4:00 P.M.