



## **Agenda**

### **City Council Work Session**

Oelwein City Hall, 20 Second Avenue SW, Oelwein, Iowa

5:30 PM

November 14, 2022

Oelwein, Iowa

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**Mayor:** Brett DeVore

**Mayor Pro Tem:** Lynda Payne

**Council Members:** Karen Seeders, Tom Stewart, Matt Weber, Dave Garrigus, Dave Lenz

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#### **Pledge of Allegiance**

#### **Discussions**

- [1.](#) Discussion on Park and Rec Grant Presentation.

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#### **Adjournment**

In compliance with the Americans with Disabilities Act, those requiring accommodation for Council meetings should notify the City Clerk's Office at least 24 hours prior to the meeting at 319-283-5440



City of Oelwein  
Park and Recreation  
December 2022

Submitted by

Joshua Johnson MA  
Park Superintendent



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**Oelwein Park and Recreation** **Oelwein.fun**

Northeast Iowa Charitable Foundation  
PO BOX 203  
Oelwein IA. 50662

Dear foundation board members:

The City of Oelwein park and recreation department is respectfully requesting a multi-year investment for improvements to the Williams Wellness Center, Oelwein Family Aquatic Center and Oelwein parks. The projects in this proposal will create new and updated additions to city facilities. These amenities are a tremendous asset to this community and will create a destination for our community members that invite visitors from out of town to spend their time and live in Oelwein!

The Oelwein park and recreation commission and city council has approved this proposal as it aligns with the park and rec master plan and is fully supportive of this proposal. The park and recreation department is growing by leaps and bounds because of the support from, city council, community, and this foundation. This is an exciting time that the city is embracing to make this community a wonderful place to live, work and raise a family. The development of the citywide trail system is a tremendous developing achievement that has other communities talking.

Park and recreation departments are leaders in improving the overall health and wellness throughout the nation and play a major role in enhancing the physical, social, behavioral, environmental, and mental health of our communities of all abilities, ages, social-economic backgrounds, and ethnicities. The projects listed in this proposal represent the goals and expectations of the oelwein park and recreation commission in their long-term outlook for these departments.

Please feel free to contact the city at any time with any questions and let us know whether we might meet with you to discuss the merits of this proposal. Thank you for your time and consideration of our request.

Sincerely,

Joshua A. Johnson MA  
Oelwein Parks Superintendent  
319-283-0544  
[jjohnson@cityfoelwein.org](mailto:jjohnson@cityfoelwein.org)

Jessica Burkhart  
Williams Wellness Center & Recreation  
[jburkhart@oelwein.k12.ia.us](mailto:jburkhart@oelwein.k12.ia.us)



2.	<b>Name of Organization</b>	City of Oelwein - Park and Recreation Department
3.	<b>Project Title</b>	Parks and Williams Wellness Center Improvements
4.	<b>Amount Requested</b>	2023 – \$713,750
		2024 - \$749,500
		2025 - \$705,363
		2026 - \$640,000
		2027 - \$670,000
		2028 - <u>\$618,000</u>
		\$4,096,613

#### 5. Intention

It is the intention of the Park and Recreation department to transform the cities facilities for the community and surrounding areas for recreation. These stunning parks are an absolute perfect opportunity to create a facility that has amenities to bring people into this region and spend their money in this community. More importantly this is a huge opportunity for this community to create an area that the whole family can spend an entire day enjoying a leisurely atmosphere participating in a social activities.

Parks are a tangible reflection of the quality of life in a community. They provide identity for citizens and are a major factor in the perception of quality of life in each community. Parks and recreation services are often cited as one of the most important factors in surveys of how livable communities are perceived. Parks have a value to communities that transcend the amount of dollars invested or the revenues gained from fees. Parks provide a sense of public pride and cohesion to every community. Parks are crucial to the healthy development of our city, and should be a major part of any city planning going forward. Parks benefit everyone in the community. Being outside and playing in nature is crucial for the healthy development of children. Learning to play in nature improves hand eye co-ordination. Regular time in nature also improves the child's ability to learn and reduces symptoms of ADHD, training the brain to focus better. Children who spend a significant amount of time in nature also experience better emotional stability and improved mental health.

The nation's public parks and recreation are leaders in improving the overall health and wellness of the nation. They are essential partners in combating some of the most complicated challenges our country faces – poor nutrition, hunger, obesity, and physical inactivity. Park and recreation agencies effectively improve health outcomes and thus should be supported through national and community level funding and policies that enable them to continue to expand their efforts in making a positive change in the health and wellness of our nation.

Public park and recreation agencies create healthy communities and play a fundamental role in enhancing the physical environments in which we live. Through facilities, outdoor settings, and services provided, they support good health for people of all abilities, ages, socio-economic backgrounds, and ethnicities. They foster change through collaborative programs and policies that reach a vast population to:

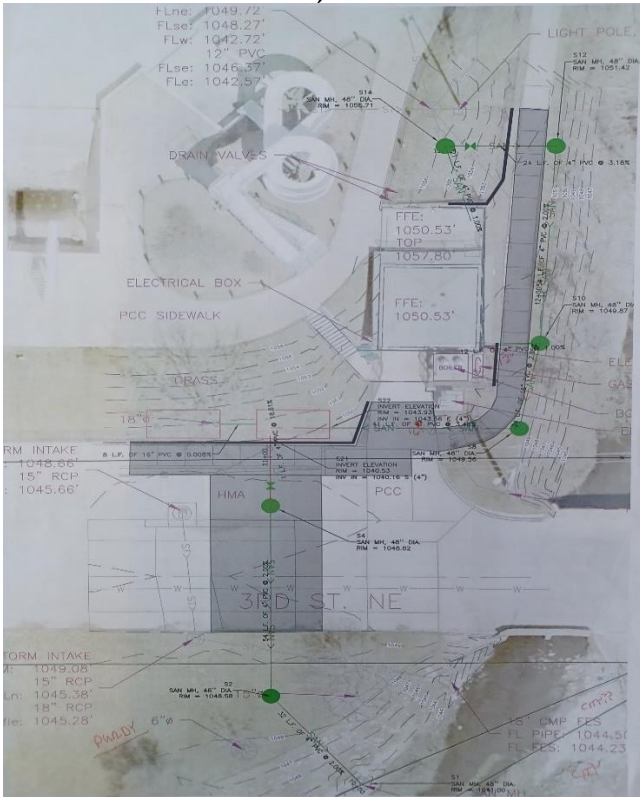
- Help reduce obesity and incidence of chronic disease by providing opportunities to increase rigorous physical activity in a variety of forms.
- Provide a connection to nature which studies demonstrate relieves stress levels, tightens interpersonal relationships, and improves mental health.
- Aid in reducing hunger in America and increasing access to nutritious food options; and
- Foster overall wellness and healthful habits, such as becoming tobacco-free and engaging in enrichment opportunities that add balance to life.

6. Project Detail

## Oelwein Family Aquatic Center Upgrades

With the increases in pricing over the last year the city is requesting assistance to complete the drain, filter and boiler project. The city is rerouting the effluent water from the pool to the sanitary sewer instead of draining to the waterway. The other part of the project is updating the filter and the pool boiler which are at the end of their useful life. The city has bonded for \$250,000 for this project and needs this additional funding to move the project towards completion. The city is applying for a CAT grant to fill this financial gap in January but with the lead time on supplies right now the city would like to secure the funding so the project could be completed before the 2023 pool season.

**Drain Project**



**Filter Replacement**



**Pool Boiler**



## Williams Recreation Pavilion – Wings Park

### Pavilion

This pavilion measures one hundred four feet by thirty two feet in size. The main pavilion will house fifteen eight foot picnic tables with 2 3/8" outer diameter, eleven gauge pipe with a heavy PVC coating seating two hundred persons. Two addition tables will be fastened to the deck outside by the heavy gauge steel fire pits. There will be a four foot sidewalk around the perimeter for access to the bathrooms on the west side of the building. An ADA compliant facility with wheelchair access from 8<sup>th</sup> Avenue NE and paths to both diamonds will complement the pavilion. All lighting throughout the pavilion will be LED with a cupola on the peak with atomic clocks. Steel skin on ceiling, LP diamond coat vertical siding and trims to cover headers, 19-6" can lights in ceiling with switch and time clock, six GFCI protected outlets on interior walls.

The building portion will measure 32 ft x 32 ft with bathrooms, storage, concession, and storm shelter. This includes, full height concrete walls on perimeter, dividing walls wood construction with steel skins, ceiling steel skin, shelving in storage area, two stainless counters and sink in concession area, two rollup counter windows in concession area, one rollup garage door in storage area, women's bathroom two regular stalls, one ADA stall, one sink, one changing table, men's bathroom one ADA stall, three- urinals, one sink, one changing table, electrical outlets, and lighting. The layout will be different from the schematic below to maximize our needs for the facility.

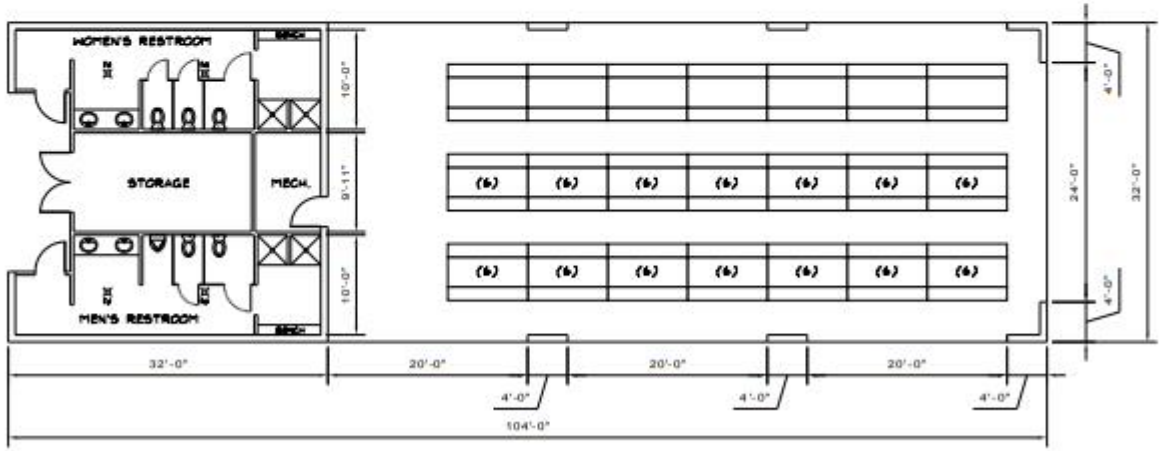
### Exterior

Versetta stone wainscot with cap approximately three feet tall with remainder of siding being LP diamond coat smart siding. Vertical siding and trims (prefinished), soffit and fascia cover, 23-6" LED can lights in soffit. Contractors will install gutters and 4-3x4 downspouts on roof perimeter and connect the downspouts into a 4" underground tile to be run away from the building.

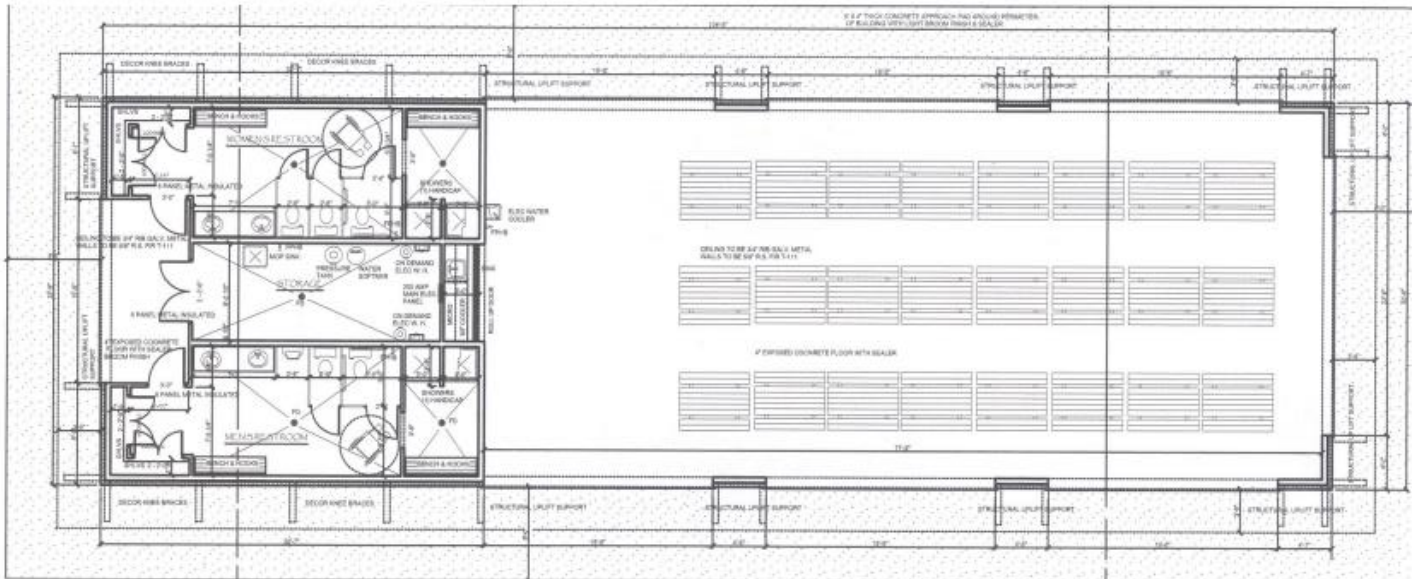
### Electrical

A new meter and underground electrical feed will be installed. Contractors will relocate controls for ball diamond lights from the existing utility pole to the pavilion. Exhaust fans with ducting and exhaust fans will be installed in each bathroom, 2-4 ft wrap around LED 4ft fixtures.





**FLOOR PLAN**  
SCALE: 1/8" = 1'-0"



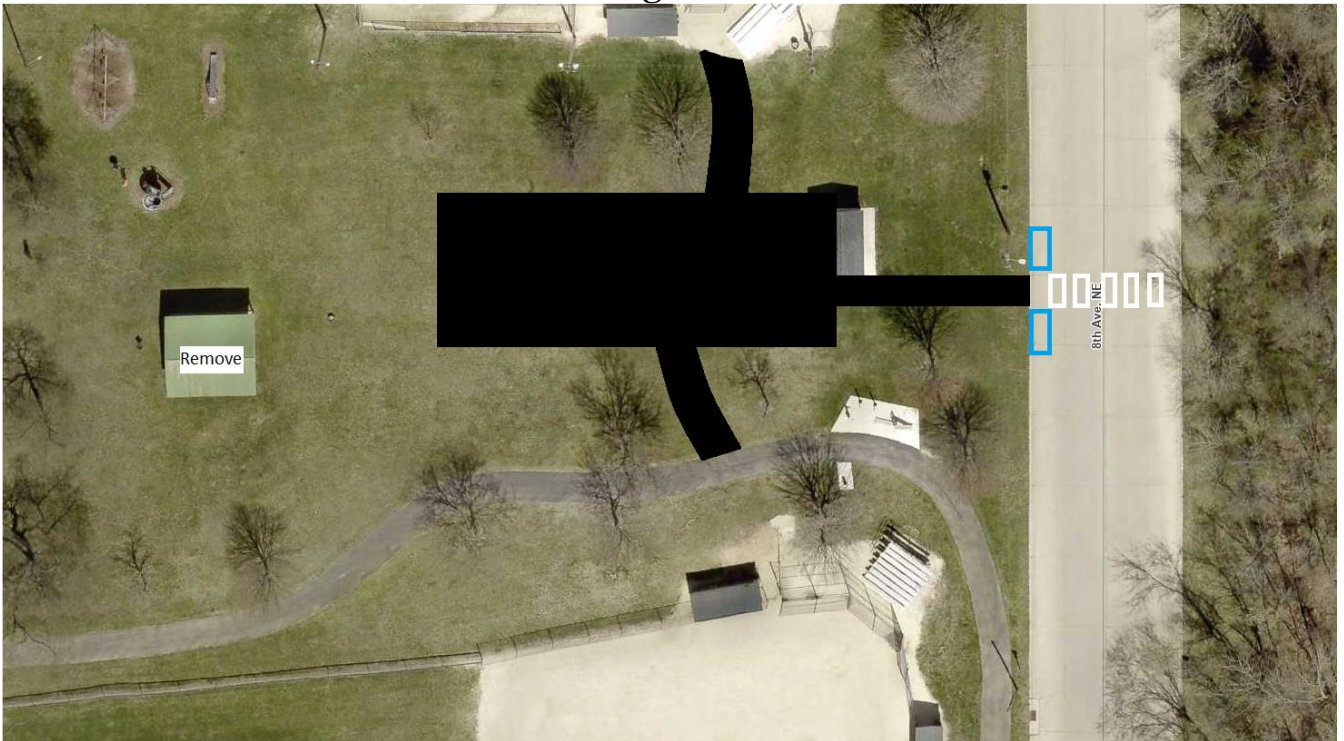


Oelwein Park and Recreation

[www.Oelwein.fun](http://www.Oelwein.fun)



Wings Park



**Gator/Drags**

Purchase a TH 6x4 diesel John Deere gator to drag and maintain the ball diamonds. With its 6-wheel design, the Gator TH is designed to haul materials typical of a turf environment such as rakes, shovels, soil, grass clippings, hoses, and gravel. This model's 16.4 cubic foot (.46 cubic meter) capacity reinforced box includes a gas-assist shock for easier lifting and dumping, pick-up style tailgate, 20 integrated tie-down points, and removable composite side panels and tailgate for flatbed operation.

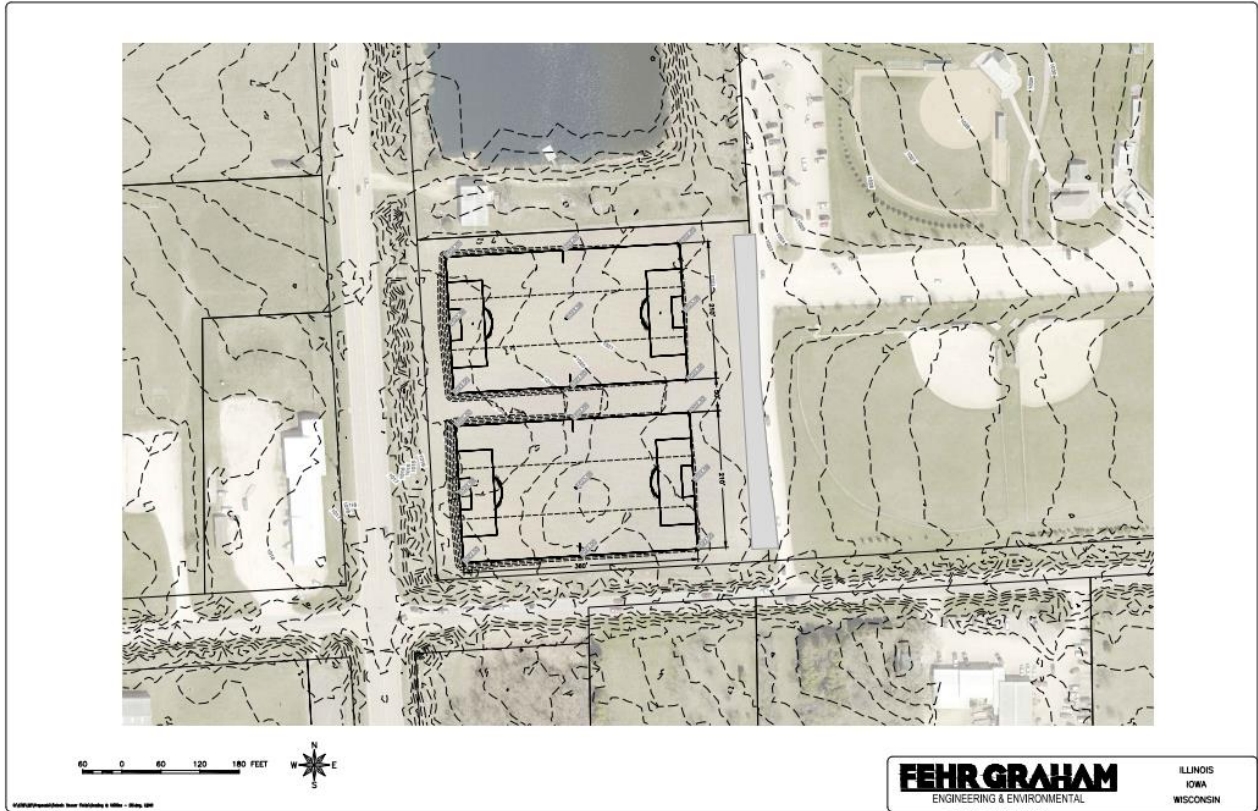


Compliment the gator with a Broyhill ball field finisher with scarifier features rugged construction. Features 45-degree back slope level bar. 12" x 2" rubber strips with pattern grooves for a quality playing surface, 74" wide. A heavy duty 12-volt actuator kit with control box. Acquire a mesh drag the levels with its flat rugged design and a sand rake with finishing broom.



## Veterans Sports Complex Soccer Fields

Convert the existing farm field that the city owns on the corner of highway 150 and 20<sup>th</sup> street SE into two regulation size soccer fields. Additional parking along the east side of the fields with a 10' wide sidewalk along the north end of the fields and drinking fountains installed for each field. Four premier 24' x 8' regulation soccer goals will compliment the facility.



## Reidy Park Playground Equipment

### Sensory Play

Self-led exploration on sensory play panels helps children to further develop their senses. High-touch panels provide multiple ways to grow cognitive, tactile, sensory/motor, emotional/social and language skills, and invite children to play with each other and use their imaginations.

### Swinging

The back-and-forth movement of swinging provides a child's nervous system with a wealth of visual as they learn how their bodies move in space and how much effort it takes to increase or decrease their speed.

### Spinning

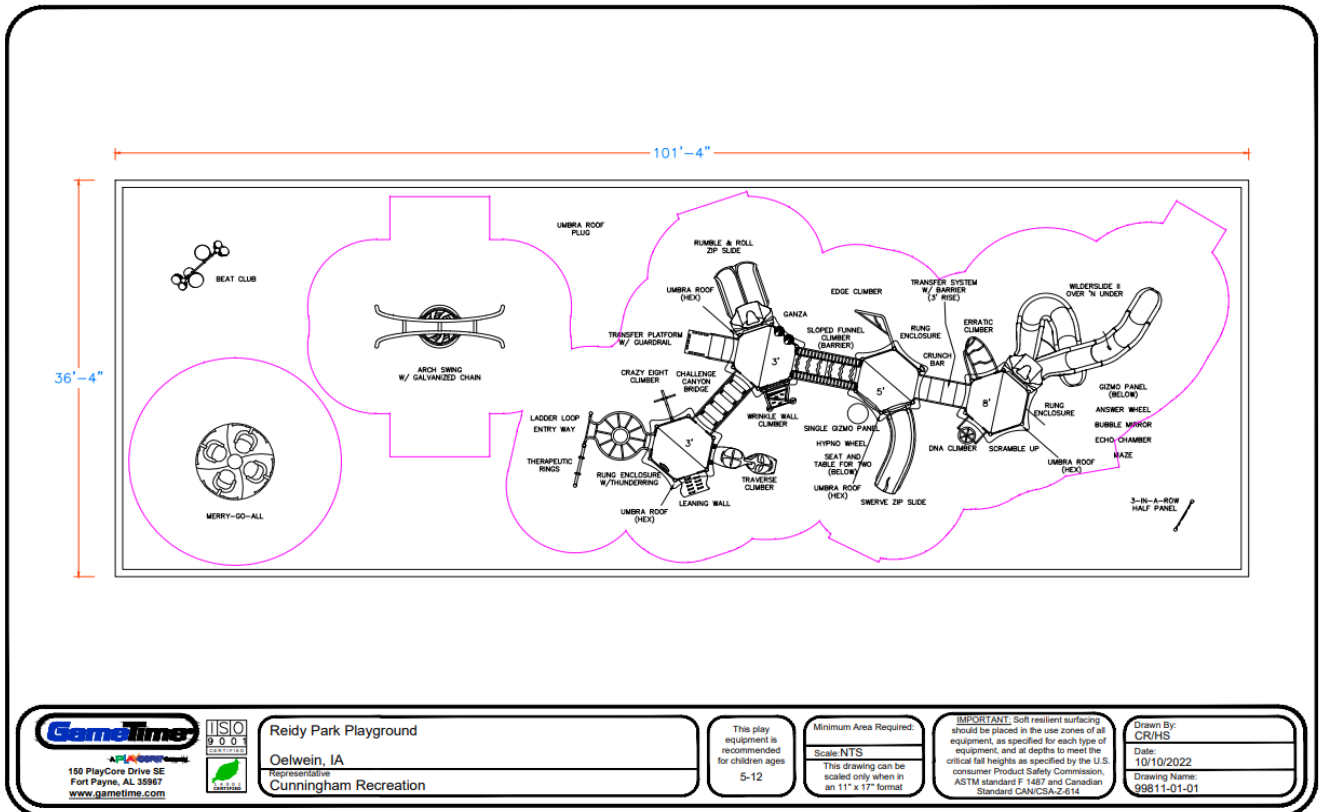
Multi-dimensional movements like spinning and rotating supply children's brains with valuable, complex vestibular information. It connects input from head and body position in space, helping children maintain proper body posture and balance while they play. Our spinners offer optimal opportunities for interchangeable roles and group interaction.

### Social/Imaginative

Whether it's a group playing together or one or a few children finding spaces for a quieter adventure, our playground products provide opportunities for all levels of social interaction.



Replace the existing dated playground equipment with updated amenities that are inclusive. This equipment will utilize interlocking rubber tiles for fall protection. The tiles will give the area a clean appearance that is low maintenance while eliminating and ongoing cost to the city with regards to mulching playground areas.



## Williams Wellness Center Updates

### Gymnasium Painting

All the concrete and gypsum board walls, metal panel walls, steel structural beams and HVAC ductwork will be painted with a high-quality paint surface. All the steel doors, frames, and window frames will also get a new paint surface. The outdated analog score boards from the walls that are no longer utilized will be removed from the facility.



### Gymnasium Flooring

The Gymnasium flooring and track has a twenty-year expectancy lifespan which as of this November the facility turns twenty years old! As the floor has aged over the years it has become more slippery as maintenance efforts are becoming less effective. The new flooring would be an overlay over the existing floor that has held up for the various activities that are held in the gym seven days a week.



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**Track**

A 6 millimeter overlay for the track, gym area, machine weight area fitness classroom and cardio room. This project includes the preparation of the existing flooring to receive the new Mondo overlay and all of court and track markings, disposal of the flooring in the Cardio Room and Fitness classroom. Flooring will be installed in all the workout spaces to have a uniform flooring system throughout the facility like the picture on the right.



**Machine Weight Area**

This machine weight area will receive the new mondo flooring that will be at the exact same height as the new track overlay.



**Cardio Room**

The cardio room has mismatched rubber mats that are not all the same thickness. Also, an uneven surface when you enter the room from the hallway, or the free weight room will be addressed.



**Fitness Classroom**

The fitness classroom has temporary flooring that is at the extent of its useful life. The temporary flooring that has been put into place creates an uneven surface that has the potential for a trip hazard for patrons and staff.



**Corridor Painting and Flooring**

All the existing concrete walls, metal doors & frames, metal window frames and handrails will be painted using a high-quality paint system that will last for years. With a fresh coat of paint and continuous flooring application the facility will have an inviting natural flow to it to welcome guests.





**Oelwein Park and Recreation** [www.Oelwein.fun](http://www.Oelwein.fun)  
**24-Hour Access Control**

The current 24-hour access controller software is not being supported anymore by the manufacturer, and the key fobs are not as accessible to purchase. Currently there are three hundred seventy active fobs that members utilize. The old fobs would no longer work on the new system. The quoted price includes an upgraded access control unit, 500 fobs, and Kantech 1 door controller kit.



**Surveillance System**

The current surveillance system is approaching the end of its technological lifespan and is need of an upgrade. As stewards of this facility it is the cities responsibility to ensure a safe environment for both staff and facility members. The proposed system has an exponentially larger hard drive back up system that would give the city months of digital recordings. This system has been used by the aquatic facility and has a proven track record of high quality digital clarity and very user friendly.



**High Definition Video Surveillance**

- Improve overall safety and security
- Monitor parking lot activity and entrances
- Deter break-ins, theft, and vandalism
- Ensure employee protocol & compliance

**Professional Services:**

- Licensed Installers
- Customized solutions for YOUR application
- Local maintenance & support

**POWERFUL VIDEO ANALYTICS**

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- Line crossing
- Object removed

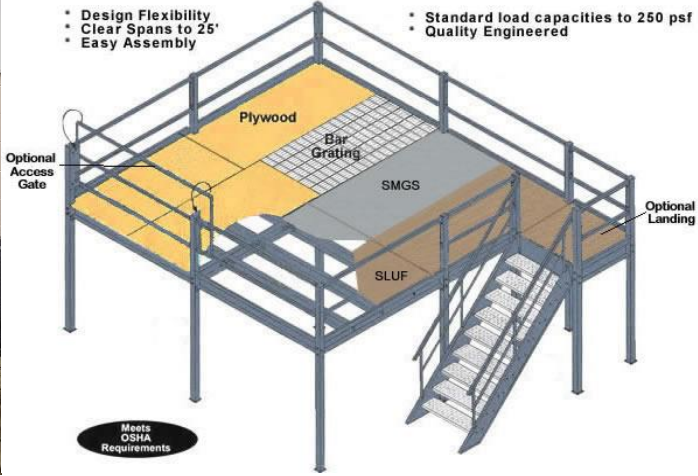
View live & recorded video from your smart phone



**Oelwein Park and Recreation** [www.Oelwein.fun](http://www.Oelwein.fun)

**Storage Room**

The city is proposing to add to the storage capacity of the facility by adding a second level mezzanine to storage space. The city will see a huge return in investment in recreation supplies if the equipment is storing in a climate-controlled environment. Keeping all the recreational equipment in one central location will benefit the department in record keeping and inspections. Equipment will be protected from the dry, cold conditions that shrink and crack equipment and will keep wildlife from chewing on the foam components of the children’s safety gear.



**Front Desk Area**

Turn the front desk area into a functional workspace with two workstations for employees. A well-organized workspace has numerous benefits. Properly laid out workspace helps employees stay clearly focused and define areas for office work. An organized space can literally eliminate distractions and position employees for success, saving time and keeping employees stay productive.



## Wings Park ball diamond LED lighting conversion & fencing

In an effort to reduce the cities carbon footprint we are proposing updating the lighting at the Wings Park ball diamonds. The current lighting at diamonds one and three is not adequate and expensive to operate as they have 1000w incandescent bulbs in the fixtures. Diamond one will receive new updated wiring as the two outfield poles will have their lines trenched to the poles with new LED fixtures. Diamond two which has never had lighting on it will receive six new 40' poles and new fixtures. Diamond three will get new LED fixtures and another pole in the outfield. Along with the new lighting fixtures, the fencing at diamonds one and two will be replaced as they are past their useful life.



Rugged Grade Stadium Lights

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Don't waste your money on fixtures with subpar



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MEAN WELL

**Mean Well HLG Series Driver:**

- ✓ The best driver manufacturer on the market
- ✓ Most critical component of any LED fixture is the driver. low quality drivers lead to premature failure and nobody wants to have a failure 80 feet up on a pole.
- ✓ 0-10v Dimmable for added efficiency

Rugged Grade only uses premium grade components like Meanwell Drivers and Osram LED Modules.

  
Rated for 100,000+ hours

**OSRAM**  
Opto Semiconductors  
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- ✓ Formerly Sylvania, Osram is a name you can trust in lighting
- ✓ High Quality LEDs for Ultra-Efficient LEDs
- ✓ 140 lumens per watt



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**Park Signage**

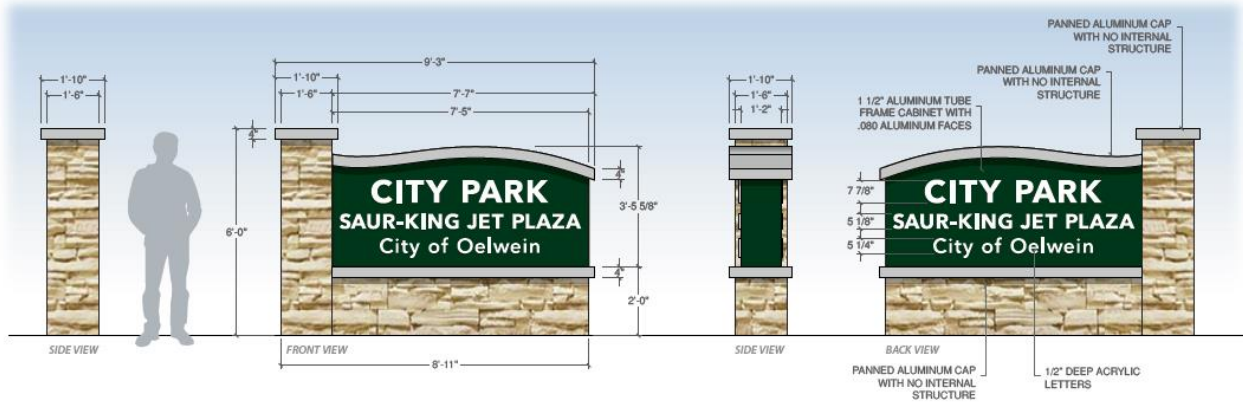
Create universal signage in all the park facilities that are currently an assortment of various designs.



The new signs will continue with the newer design style based with limestone structure as the signage around the community.

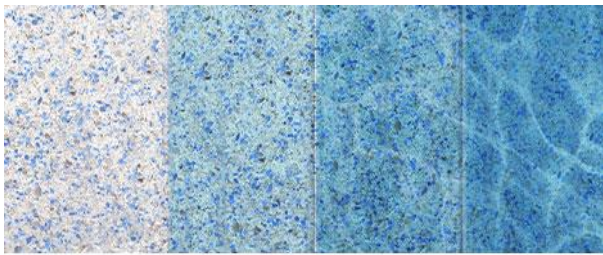


Proposed layout for the new signs in all park facilities.



**Oelwein Park and Recreation** [www.Oelwein.fun](http://www.Oelwein.fun)  
**Diamond Brite Pool Surface**

The City of Oelwein has done a terrific job taking care of the chemistry of the pool water over the past 26 years. This in turn means the pool, piping and components have been well taken care of extending the life of all these components. After all these years under the surface coating is starting to wear and has become rough to the touch and does need replacing. The entire surface of the pool will be removed and new diamond brite material will be replaced on the pool. The tile for the lap lanes will also be replaced as the six lanes run the length of the pool and travels up the ends of the lanes.



## Oelwein Municipal Urban Trail System

The trail system is coming together great as segments 1 & 3 have been installed. Segment 2 is ready for construction in the spring of 2023. Segments 4 & 5 will be the two large segments that will connect the trail to City Park. With increasing costs, and upgrades to the older sections of trails the city is requesting additional funding to complete this tremendous project that has other communities talking.

### Wings Trail Extension



Segment 1 – Great Western Avenue Area NW

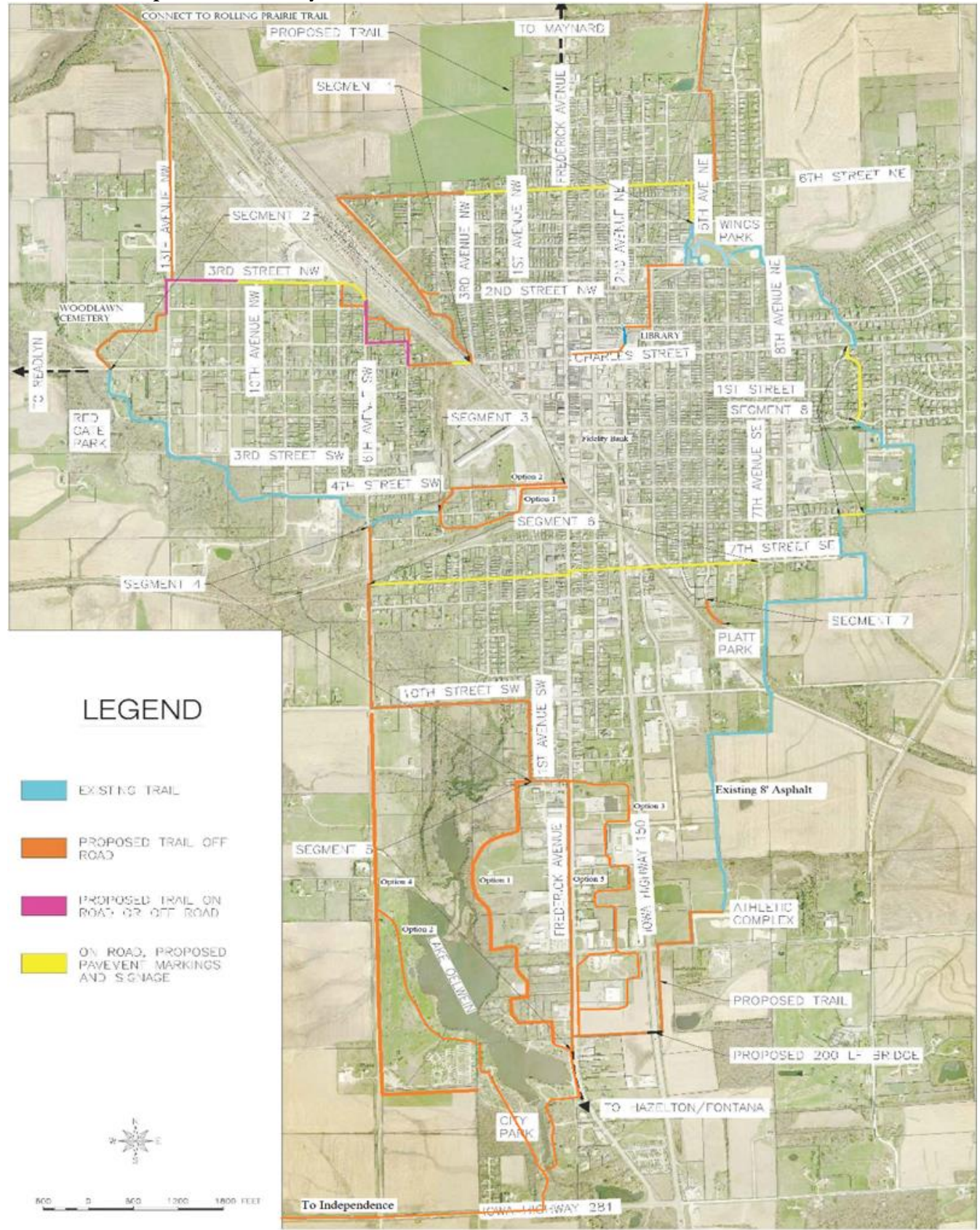


Segment 3 – 4<sup>th</sup> Street SW

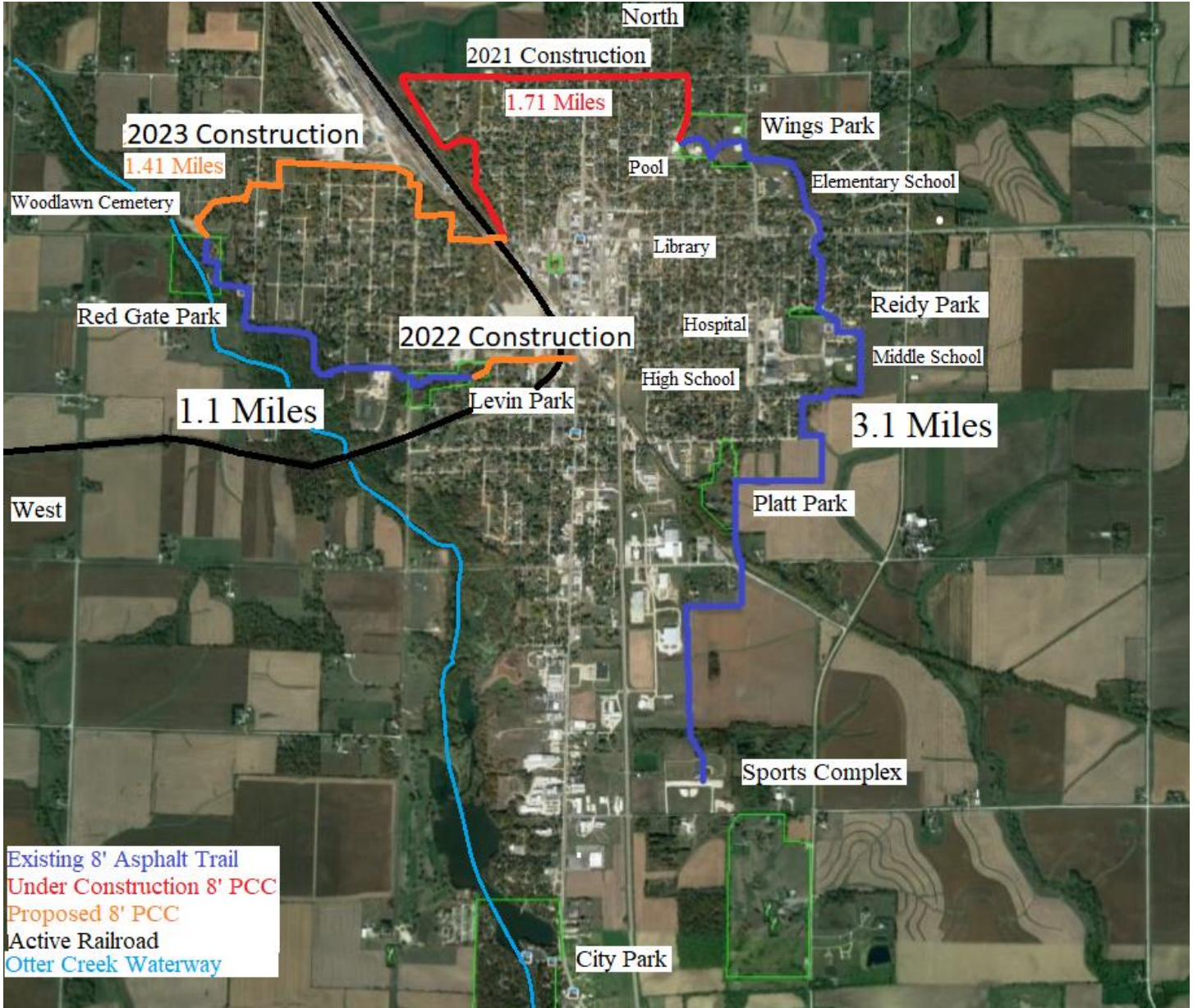




Oelwein Park and Recreation www.Oelwein.fun  
Oelwein Municipal Urban Trail System



### Construction schedule through 2023

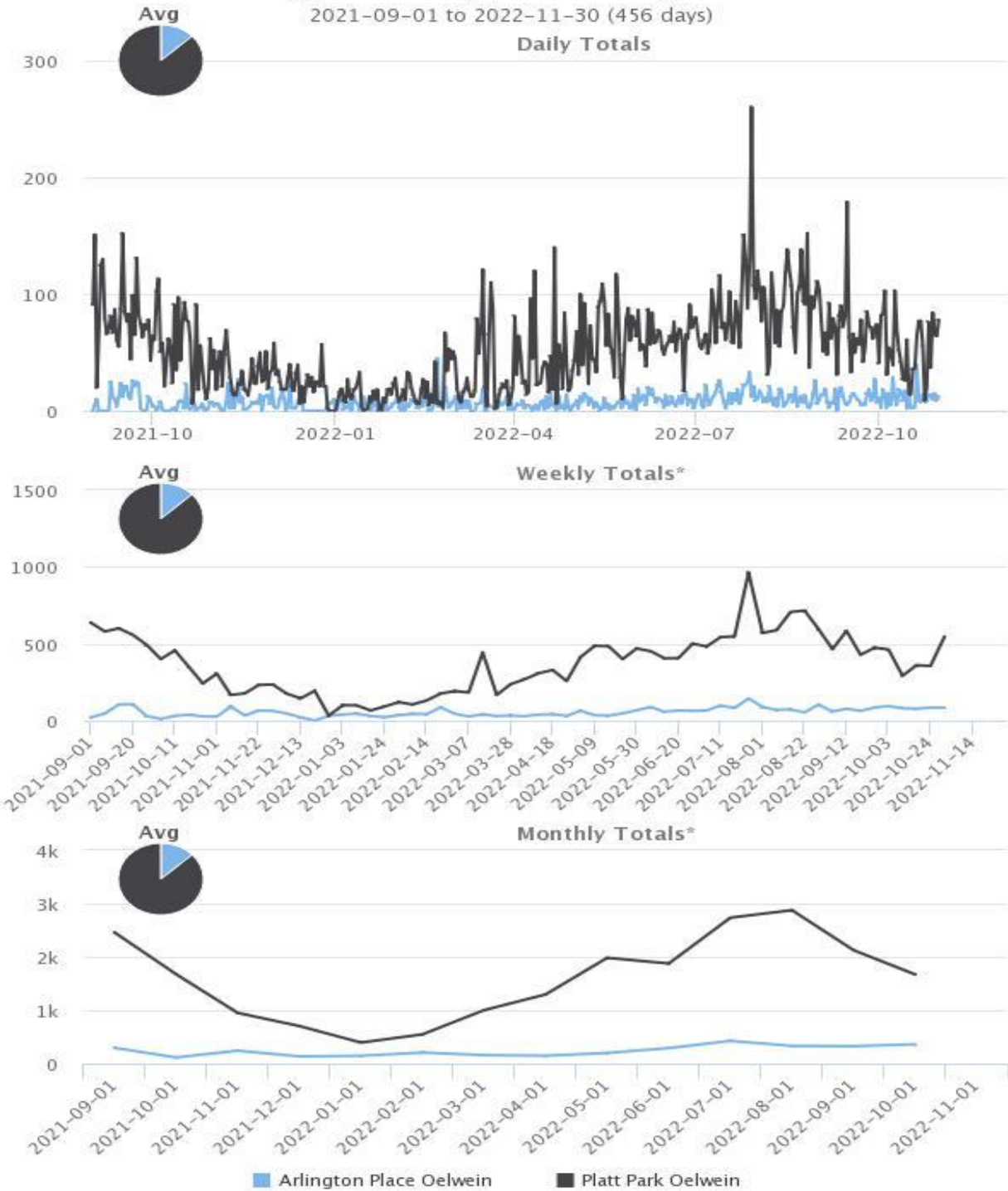






### Daily/Weekly/Monthly totals

2021-09-01 to 2022-11-30 (456 days)



#### 21/22 TRAIL TOTALS

SITE	OCT.	NOV.	DEC.	JAN.	FEB.	MARCH	APRIL	MAY	JUNE	AUGUST	SEPT.	OCT.	TOTAL
Arlington Place	115	242	134	146	207	158	148	199	290	332	327	362	<b>2,660</b>
Platt Park	1676	950	704	394	548	1002	1297	1984	1877	2877	2,127	1,672	<b>17,108</b>
													<b>19,768</b>

**Oelwein Park and Recreation** [www.Oelwein.fun](http://www.Oelwein.fun)

**Skate Park**

Relocate the skate park to an area north of the Aquatic Center. This area will relocate the skate park to an area more suitable for a clean skate park. The area has lighting already that can be put on a timer and would be under the watchful eye of the aquatic center.



This skatepark is designed for riders of all levels. All blended into the environment to compliment a modern skate facility that is low maintenance.



**Oelwein Park and Recreation** [www.Oelwein.fun](http://www.Oelwein.fun)

**Oelwein Family Aquatic Center – Painting**

After 26 seasons, the Oelwein Family Aquatic Center is in need of a fresh coat of paint on the interior of the shower house. Along with the painting the walls, partitions and ceilings the contractors will address the taped joints on the ceilings as well.



The City of Oelwein has vested a lot of time in the past few years to make improvements to the facility to attract as many patrons as possible to the facility.





Oelwein Park and Recreation

www.Oelwein.fun

Park Tree Replacement

These past four years the emerald ash borer has been devastating the urban tree canopy in this community. The park department alone has taken down 131 ash trees this past fall in parks and cemeteries, with more to go. The city is requesting funds to start replanting trees with the help of the tree board in all the parks in town. The oelwein tree board has worked diligently these past years to diversify their tree plantings and would like to add a spring tree planting each year to help repopulate the tree canopy.

Platt Park





**Oelwein Park and Recreation** [www.Oelwein.fun](http://www.Oelwein.fun)

**7. Budget**

**2023**

Project Component	Itemized	Project Cost
<b>Oelwein Family Aquatic Center</b>		
Drain		\$165,000
Filter		\$128,200
Boiler		\$56,000
Engineering		\$27,550
		<b>\$376,750</b>
	City matching	-\$250,000
		<b>\$126,750</b>
<b>Wellness Center</b>		
24-hour Entrance		<b>\$7,500</b>
<b>Little League Maintenance Equipment</b>		
John Deer Gator		\$16,500
Drags		\$4,000
		<b>\$20,500</b>
<b>Park Signage</b>		
		<b>\$156,000</b>
<b>Diamond Lighting</b>		
		<b>\$150,000</b>
<b>Trails Funding</b>		
	Already committed	<b>\$250,000</b>
<b>Park Trees</b>		
		<b>\$3,000</b>
		<b>\$713,750</b>

**2024**

Project Component	Itemized	Project Cost
<b>Williams Recreation Pavilion</b>		
Building		\$450,000
Picnic Tables	17 x 1,916	\$33,000
Grills	2	\$3,900
Drinking Fountains	2 x 1,800	\$3,600
Surveillance/Internet		\$6,000
		<b>\$496,500</b>
<b>Trails Funding</b>		
Segment 4/5	Already committed	<b>\$175,000</b>
	Additional	<b>\$75,000</b>
<b>Park Trees</b>		
		<b>\$3,000</b>
		<b>\$749,500</b>



## 2025

Project Component	Itemized	Project Cost
<b>Wellness Center</b>		
Gymnasium Painting		\$48,000
Hallway Painting		\$12,100
Flooring		\$272,500
Camera System		\$18,500
Hallway/Entrance Flooring		\$50,000
Storage Cubbies		\$4,200
Storage Room	18'x18' x \$112.50 sq. ft.	\$36,450
Front Desk Area	19'x19' x \$112.50 sq. ft.	\$40,613
		<b>\$452,363</b>
<b>Trails Funding</b>		
Segment 4/5		<b>\$250,000</b>
<b>Park Trees</b>		
		<b>\$3,000</b>
		<b>\$705,363</b>

## 2026

Project Component	Itemized	Project Cost
<b>Soccer Fields</b>		
Field Development		\$450,000
Engineering		\$15,000
Goal Nets	4	\$23,000
		<b>\$488,000</b>
<b>Oelwein Family Aquatic Center</b>		
Interior Painting		<b>\$49,000</b>
<b>Trails Funding</b>		
Segment 4/5		<b>\$100,000</b>
<b>Park Trees</b>		
		<b>\$3,000</b>
		<b>\$640,000</b>



## 2027

Project Component	Itemized	Project Cost
<b>Reidy Park</b>		
Inclusive Playground		\$267,000
<b>Oelwein Family Aquatic Center</b>		
Diamond Brite Plaster		\$400,000
<b>Park Trees</b>		\$3,000
		<b>\$670,000</b>

## 2028

Project Component	Itemized	Project Cost
<b>Skate Park</b>		\$550,000
<b>Diamond 1&amp;2 Fencing</b>		\$65,000
<b>Park Trees</b>		\$3,000
		<b>\$618,000</b>



Oelwein Park and Recreation		www.Oelwein.fun
Project Component	Itemized	Project Cost
<b>1. Oelwein Family Aquatic Center</b>		
Drain		\$165,000
Filter		\$128,200
Boiler		\$56,000
Engineering		\$27,550
		<b>\$376,750</b>
	City Matching	-\$250,000
		<b>\$126,750</b>
<b>2. Williams Recreation Pavilion</b>		
Building		\$450,000
Picnic Tables	17 x 1,916	\$33,000
Grills	2	\$3,900
Drinking Fountains	2 x 1,800	\$3,600
Surveillance/Internet		\$6,000
John Deer Gator		\$16,500
Drags		\$4,000
		<b>\$517,000</b>
<b>3. Soccer Fields</b>		
Field Development		\$450,000
Engineering		\$15,000
Goal Nets	4	\$23,000
		<b>\$488,000</b>
<b>4. Reidy Park</b>		
Inclusive Playground		<b>\$267,000</b>
<b>5. Wellness Center</b>		
Gymnasium Painting		\$48,000
Hallway Painting		\$12,100
Flooring		\$272,500
24-hour Entrance		\$7,500
Camera System		\$18,500
Hallway/Entrance Flooring		\$50,000
Storage Cubbies		\$4,200
Storage Room	18'x18' x \$112.50 sq. ft.	\$36,450
Front Desk Area	19'x19' x \$112.50 sq. ft.	\$40,613
		<b>\$459,863</b>
<b>6. Diamond Lighting</b>		
Diamond 1 LED conversion/wiring		\$47,900
Diamond 2 LED install/wiring		\$47,900
Diamond 3 LED conversion/wiring		\$47,900
Alliant Utility Poles	x 10	\$6500
		<b>\$150,000</b>
<b>7. Diamond Brite Plaster</b>		
		<b>\$400,000</b>
<b>8. Oelwein Urban Trail System</b>		
Segments 4 and 5		<b>\$850,000</b>
<b>9. Pool Bathhouse Interior Painting</b>		
Walls, Ceilings and Partitions		<b>\$49,000</b>
<b>10. Skate Park</b>		
Concrete skate park near pool		<b>\$550,000</b>
<b>11. Park Signage</b>		
Uniform Signs Each Park		<b>\$156,000</b>
<b>12. Diamond Fencing 1 &amp; 2</b>		
		<b>\$65,000</b>
<b>13. Park Trees</b>		
		<b>\$18,000</b>
		<b>\$4,096,613</b>





**Oelwein Park and Recreation** [www.Oelwein.fun](http://www.Oelwein.fun)

**Critical Stakeholders:**

- \*Business leaders
- \*School administration
- \*City administration/council
- \*Community agencies and foundations supportive of positive community projects.

**COMMUNITY SUPPORT:**

- |                                   |                               |
|-----------------------------------|-------------------------------|
| Local Businesses                  | Oelwein Rotary                |
| Oelwein Community School District | Oelwein Celebration Committee |
| Pawsitively Oelwein               | Oelwein Chamber of Commerce   |

**8. Board of Trustees:**

- |                 |                    |                                  |
|-----------------|--------------------|----------------------------------|
| Brett Devore    | Mayor              |                                  |
| Dylan Mulfinger | City Administrator | <u>Park and Recreation Board</u> |

City Council

- |               |                      |                  |                |
|---------------|----------------------|------------------|----------------|
| Matt Weber    | 1 <sup>st</sup> Ward | Dave Lenz        | Council Liason |
| Dave Lenz     | 2 <sup>nd</sup> Ward | Dr. Tim Gearhart |                |
| Lynda Payne   | 3 <sup>rd</sup> Ward | Connie Jorgensen |                |
| Dave Garrigus | 4 <sup>th</sup> Ward | Mike Meska       |                |
| Karen Seeders | At Large             | Joe Bouska       |                |
| Tom Stewart   | At Large             | Dan Stasi        |                |

**9. Additional Information**

This is one of many projects that this department has envisioned for the future. We invite you to join the City of Oelwein websites and Facebook pages to see all the projects that this newly invigorated department has completed in the past few years.

**Public Communications**

Marketing communication for Park and Recreation and Wellness Center Improvements.

Audience: Facebook users, online web page users

Strategy: Because we anticipate most of our customers to be college age students, we are focusing primarily on online advertising on the above listed sites/formats. Our message will be similar on each, but tailored as follows:

- Facebook’s new advertising platform will let us target ads and “like” posts.
- Online web page usage is one of our core communication channels for the public. The City of Oelwein utilizes this service to keep the public informed on changes and upcoming projects. The Park and Rec department also utilizes this outlet by posting links to information about their department.
- The local paper will print an article for this community project, The Oelwein Daily Register.

Content: The importance of hiring local contractors to complete this project and create a safer environment for all visitors.

Future formats: We understand the online world changes and fads must be aggressively when relevant. To that end, we will seek out new forms of communicating with the public as we try to be as transparent as possible with the public.

Projected effectiveness: We expect our three-pronged approach to online communication to be successful in such a tech-accepting community as Oelwein.

Closing: This serves as a general guide to our online communications and may change depending on the Cities needs and focus.



**10. Mission Statement**

It is the mission of the Oelwein Parks and Recreation Department to create recreational opportunities and provide consistent, reliable public service; creating diverse programs and services to promote community involvement; and being a leader in recreation and leisure services while preserving our facilities for future generations.

**11. Signature**

November 14, 2022

\_\_\_\_\_  
City Administrator Date

November 14, 2022

\_\_\_\_\_  
Parks Superintendent Date

November 14, 2022

\_\_\_\_\_  
Williams Wellness Center & Recreation Date

**12. Contact Person**

Joshua A. Johnson MA Oelwein Parks Superintendent

**13. Contact Address**

20 2<sup>nd</sup> Ave. SW  
Oelwein, Iowa 50662  
319-283-0544 – Cell  
Email – [jjohnson@cityofuelwein.org](mailto:jjohnson@cityofuelwein.org)

