

**PARKS, RECREATION,
& NATURAL
RESOURCES
COMMITTEE**

Thursday, July 19, 2018

7:00 PM

McFarland Municipal Center
Conference Room A

1. CALL TO ORDER, ROLL CALL.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
 - a. Approval of the June 21, 2018 Meeting Minutes
4. BUSINESS.
 - a. Introduction and discussion regarding the Community Recreation Coordinator Alisha Fix.
 - b. Request from Flower Corner Representatives to discuss two items:
 - Funding source for the purchase of flowers
 - Different watering option
 - c. Discussion on the presence of mobile food carts in Village Parks.
 - d. Discussion and possible recommendation to Village Board to award Aquatic Study project.
 - e. Recommendation for Polco item.
5. SCHEDULE NEXT MEETING DATE.
 - a. August 16, 2018 at 7:00 pm
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us.

Parks, Recreation, and Natural Resources Committee

Meeting Minutes

June 21, 2018

1. CALL TO ORDER, ROLL CALL. Meeting was called to order at 7 p.m. in the Conference Room A of the McFarland Municipal Center by chair Shaun O'Hearn. Roll call: O'Hearn, Felder, Rolfsmeyer, Ruecking, Schkirkie, Tissue, Waldera. Absent: Kolk.

Staff present: Allan Coville, Phil McDade.

Public members present: Eric Dundee, Madison Metropolitan Sewerage District.

2. PUBLIC APPEARANCES. None.

3. APPROVAL OF MINUTES. Rolfsmeyer moved, Waldera seconded, to approve the May 17, 2018 draft minutes. Approved on unanimous voice vote.

4. BUSINESS:

a. **Improvements to McDaniel Park.** Coville reviewed planned improvements at McDaniel Park. An original idea for a large gateway sign has been dropped due to high costs, poor soil conditions and now a more traditional sign similar to municipal government office signs. The village also plans a second shelter at the park, as well as building connecting paths throughout the park. Additional storage space is also planned for the park.

b. **Presentation and possible action regarding the use of Metrogro Biosolids Cakes in Village Parks.** Committee members listened to a presentation from Eric Dundee, Madison Metropolitan Sewerage District (MMSD), regarding bio-solid cakes in village parks. The cakes can be used as a fertilizer. The amendment will be mixed with soil in select Village parks. The committee discussed having the Public Works Department test their use in some low-traffic areas of a village park. Motion by Tissue, second by Feldner, with an amendment by Ruecking to set a three-year limit, to approve the Village enter a partnership with MMSD to use bio-solids in a pilot project in a McFarland park.

c. **Discussion and possible action regarding the repurposing of the train equipment that was removed from the Discovery Garden.** The committee discussed several locations in village parks for the structure, but took no action.

d. **Discussion and possible action regarding Mobile Food Carts in Village Parks.** The committee discussed the use of food carts in village parks. Motion by Tissue, second by Rolfsmeyer, to required food carts be located on hard surfaces in village parks and that any carts located on grassed areas of parks needs a special permit from the village Public Works Department. Passed unanimously on a voice vote.

5. SCHEDULE NEXT MEETING DATE. Next meeting date set for July 19, 2018.

6. ADJOURNMENT. Rolfsmeyer moved, Felder seconded, to adjourn the meeting. Motion approved unanimously at 8:16 p.m.



PARKS, RECREATION, & NATURAL RESOURCES COMMITTEE SUMMARY SHEET

MEETING DATE: Thursday, July 19, 2018

SECTION: Business

DEPARTMENT: Public Works

CONTACT:

AGENDA ITEM: Request from Flower Corner Representatives to discuss two items:
- Funding source for the purchase of flowers
- Different watering option

PREVIOUS ACTION:

ISSUE SUMMARY:

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

ATTACHMENTS:

None

Request for Proposal



Village of McFarland
AQUATICS FEASIBILITY STUDY

May 15, 2018

*WE KNOW
WATER....*

AYRES
ASSOCIATES


ICONICA™



May 15, 2018

Village of McFarland
Attn: Aquatics Feasibility Study
5915 Milwaukee Street
PO Box 110
McFarland, WI 53558

Re: RFP for Aquatics Feasibility Study

Dear Selection Committee:

Thank you for the opportunity to submit a proposal in response to the Request for Proposal for an Aquatics Feasibility Study for the Village of McFarland. We have developed a comprehensive team to address your project. Carrico Aquatics is the Wisconsin leader in public aquatic facility operation and maintenance and providers of municipal pool lifeguard and operational staff training. Iconica has extensive experience in pool and aquatic facility design and construction and is an excellent resource for providing accurate cost analysis. The Ayres Associates staff brings in-depth knowledge of the latest trends in outdoor aquatic facility design and municipal facility funding strategies. We are engaged with communities across the state and around the nation in similar analysis, planning and design projects for new and/or renovated aquatic facilities.

This collective team is currently working with the Cities of Burlington, La Crosse, and Marshfield, and Racine County to complete analysis, concept plans, and construction documents for pool projects very similar to your scenario. The team also provided public outreach and funding planning assistance, including leading a successful referendum process in Burlington. Iconica and Ayres recently completed a very similar process for the State of Wisconsin Department of Natural Resources. In 2013, the team developed a feasibility and concept study for the Blue Mound State Park pool facility and provided construction documents for a complete reconstruction of the pool, addition of an interactive splashpad, and interior renovation to the bath house. The goals of this project were parallel with yours and included ADA compliance upgrades, basic safety improvements, reduction in operation costs, and the creation of a more inviting and aesthetically pleasing community attraction.

Our team is comprised of architects, engineers, landscape architects, and aquatic design specialists. Together, we believe that the combination of Ayres, Iconica, and Carrico provides a strong team to address your specific planning and feasibility study needs and offers the design, estimating, and construction experience needed to enhance the McFarland community recreational offerings.

We look forward to the opportunity to further present our credentials and demonstrate our ability to help the Village find the best solution for your situation. If you have any questions regarding our proposal, please feel free to contact us at your convenience to discuss.

Sincerely,

Ayres Associates Inc



Blake Theisen, PLA, ASLA, CPSI
Landscape Architect

608.255.0800
Direct: 608.441.3569
Cell: 608.886.6808
TheisenB@AyresAssociates.com



Bruce Morrow, PLA, LEED AP
Manager – Landscape Architecture

608.255.0800
Direct: 608.441.3573
Cell: 608.220.0042
MorrowB@AyresAssociates.com

Firm Profiles

Ayres Landscape Architecture Services Include:

Landscape Design

Aquatic Facility Design

Aquatic Facility Assessment

Master Planning

Park Planning/Design

Park Facility Condition Analysis

Community Sensitive Design

Recreation Trails

Playground Assessments

Athletic Fields

Public Process & Consensus

Stormwater Management Facilities

Grant Writing and Funding

Planting Plans

Partnership Assistance

Ayres Associates is a multi-specialty architectural and engineering firm with over 280 employees providing services from a network of 13 offices in five states (Wisconsin, Arizona, Colorado, Florida, and Wyoming). Ayres Associates was founded in 1959 by Owen Ayres, a structural engineer who instituted many of the practices our company follows today. He believed in working with clients as a partner, in offering smart, creative solutions to their needs, and in conducting business with the utmost integrity. He also believed in providing employees not only a challenging work environment but also the opportunity to advance and invest in their own company.

Today, those principles have become core values of Ayres Associates. We are an employee-owned firm that provides innovative, progressive, and intelligent engineering services nationwide to clients we know by name. Our superb project managers build long-term relationships with clients while reliably solving problems, stretching dollars, and navigating regulations.

Ayres Associates is organized by office and technical operations to best focus on clients' needs. Technical operations are based on the project management system. An operation's vice president or manager assigns a project manager to each project, and tracks the progress of that project. The project manager serves as the primary contact with the client, attends meetings, develops project budgets, coordinates work tasks with the project team, and guides the project to completion.

For your project, services will be provided from our Madison office:

Ayres Madison Office

5201 E. Terrace Drive, Suite 200
Madison, WI 53718
608.443.1200

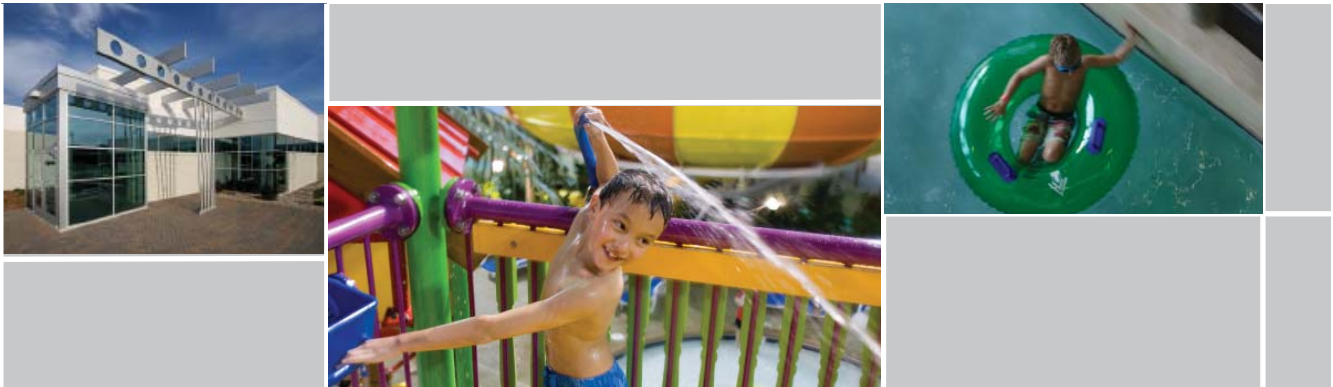
Contact/Project Manager:

Blake Theisen, PLA

Phone: 608.441.3569

Email: TheisenB@AyresAssociates.com

ARCHITECTURE, ENGINEERING, CONSTRUCTION



OWNERSHIP

Iconica is a family business owned by brothers Tom and Jim Pientka. Early on, Tom focused on engineering and Jim on construction. In the years since, they both have gained invaluable experience in design, supervision, contracting and running a business, all of which serves customers well because of their overall understanding of what makes a space functional, affordable, and, most of all, enjoyable.

HISTORY AND EXPERIENCE

Iconica's roots date back to 1973 with the founding of a small architectural firm. In later years, the firm added construction services. Both aspects of the business were successful, but it wasn't until they tried to truly combine the two that they found an entirely better way of doing business. They added engineers, interior designers, and quality control managers, and now all disciplines work together, under one roof, from start to finish. They spent countless hours perfecting their processes to take the headaches out of the building process: the delays, the finger-pointing, and the cost overruns. Now, whether tasked with a project piece or the whole thing, on time and on budget live in harmony.

Iconica has a diverse and expert staff including architects, interior designers, engineers (mechanical, electrical, plumbing and structural), estimators and construction personnel. They are experienced in many building types including office, bioscience, housing, healthcare, retail, and hospitality. Adding it up, the firm has over 300 projects and 7 million square feet designed and built since 1994.

AWARDS AND HONORS

Iconica has been recognized for their creative designs, both inside and out, for the value successful design-build projects bring to their clients, and for their business practices, including leadership and philanthropy.

AGC Build Wisconsin Award

AGC Environmental Excellence Award

ABC Wisconsin – Project of Distinction – Electrical Engineering

Salon of the Year – Salon Today Magazine

Best of Wisconsin Business Award- Corporate Report Magazine

Best in Business Award - In Business Magazine

ASHRAE Technology Award

WGBA SE2 Award of Merit

901 Deming Way
Madison, WI 53717
608.664.3500
www.iconicacreates.com



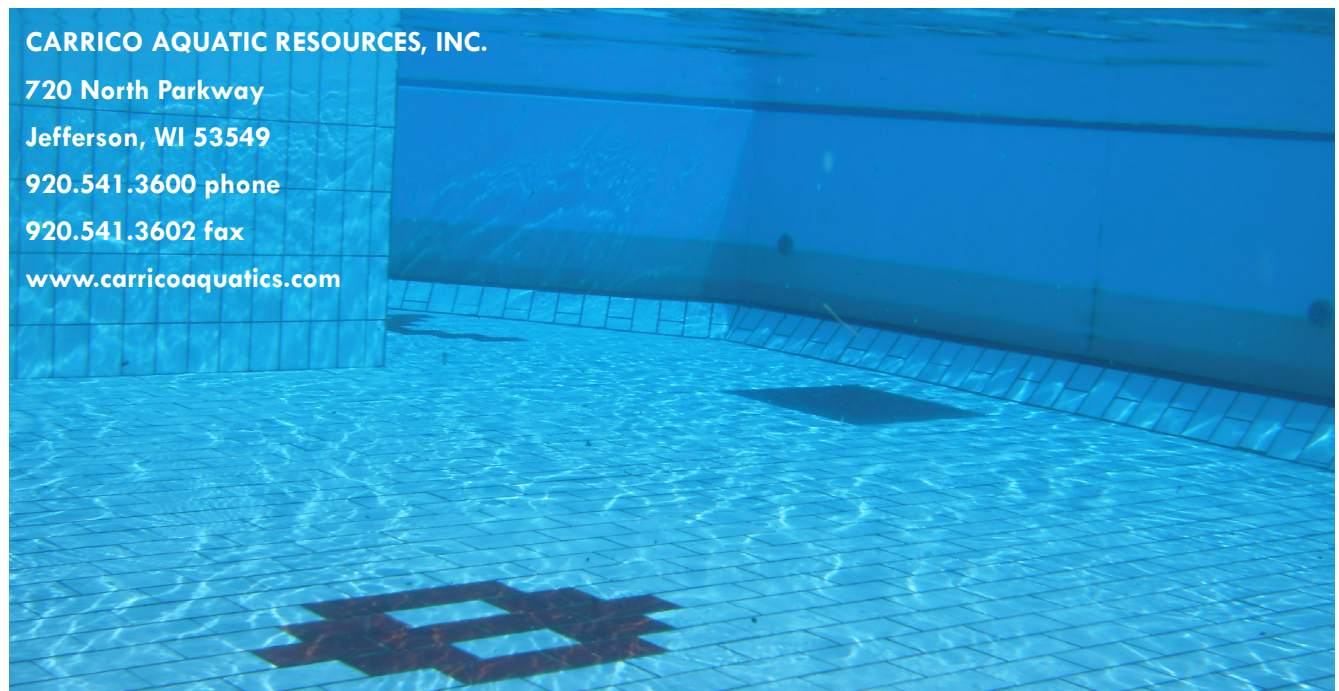
ICONICASM



BACKGROUND HISTORY

In 1993 Tom and Sandy Carrico with over 50 years combined experience in the pool business as lifeguards, competitive swimmers, high school and college teachers, swim coaches and certified pool operator instructors decided the time was right to start Carrico Aquatic Training. Beginning with aquatic education training and consulting for commercial swimming pool operators and owners, Tom originally taught certification classes and focused on swimming pool operational problems and procedures. In 1998 after years of repeated requests from several of their suppliers to move into the pool management operational business in Wisconsin, the business was expanded to a commercial swimming pool company concentrating on the operational management and supplier of water treatment systems to commercial swimming pools in Wisconsin. In 1999 the company was incorporated as Carrico Aquatic Resources, Inc. In 2000 the company opened an office in Milwaukee and added a second AFO instructor to take over the business enterprise of executing water management contracts for the Marcus Corporation. Today, the business has grown to include not only an office in Iowa, but also offices in the Milwaukee and Madison areas, with ten employees.

WPRA 2005 COMMERCIAL MEMBER OF THE YEAR



Project Team

Team Qualifications

Our design professionals have a documented history of delivering successful projects to clients regionwide, and we believe that a “whole” community is based on the strength of the public recreation system. To provide the highest level of service our team will include:

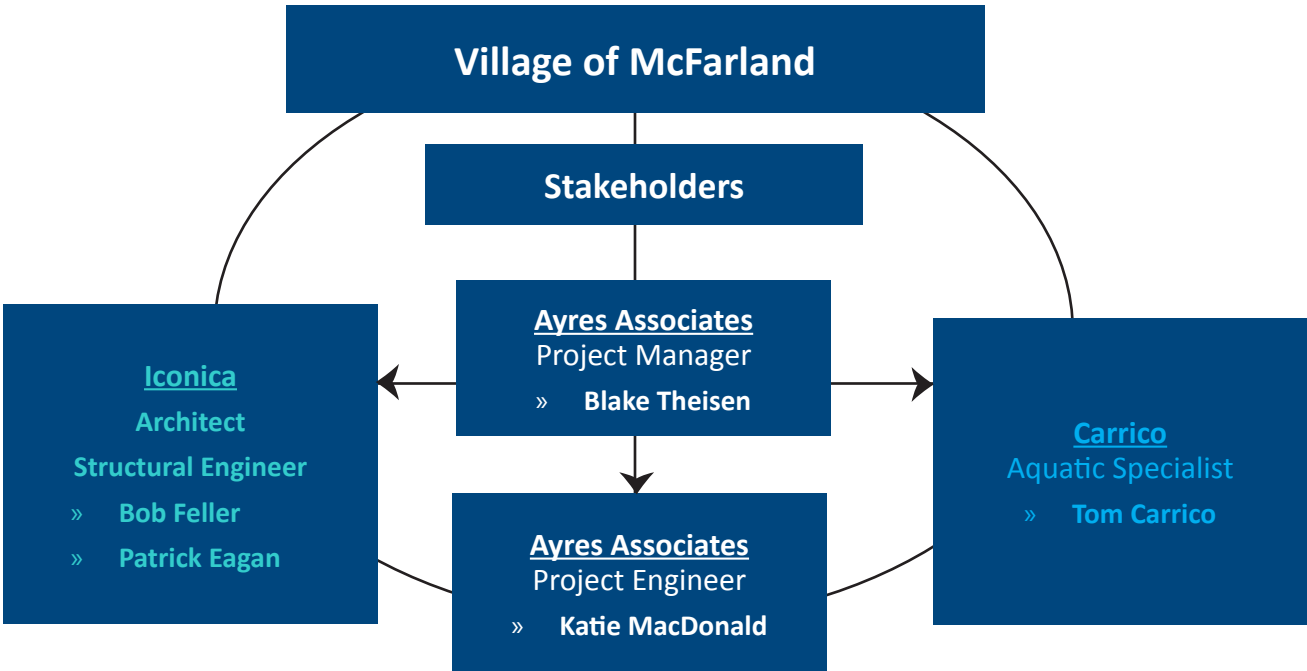
Blake Theisen (Project Manager – Ayres Associates) brings experience with park facility planning, universal and integrated feature design, aquatic facility design, group process, and realistic implementation strategies. Blake, a recognized expert in the field of community park and open space planning, is well-trained in the latest trends, equipment, and coordinated educational programming available to the park and recreation community. He has been responsible for the design and management of 29 pool and splashpad facilities within the last five years in Wisconsin and Illinois. His organizational and public facilitation skills have delivered successful projects to clients for more than 17 years, and he has assisted municipal clients in obtaining more than \$4 million through successful fundraising strategies.

Katie MacDonald (Civil Engineer – Ayres Associates) is an expert in stormwater management, green engineering techniques, and site grading. Her extensive experience with environmental and regulatory permitting will ensure hassle-free coordination with state and local review agencies. Katie also understands the structural requirements of varying soil conditions and associated site design requirements.

Patrick Eagan (Structural Engineer – Iconica) excels in technical design, graphic communication, and facility assessment. His knowledge of the latest construction techniques and material costs provides clients with accurate and dependable forecasting for bidding day. Patrick is responsible for many of the state’s private aquatic facilities.

Bob Feller (Architect – Iconica) offers extensive experience with large-scale aquatic facility design, community activity spaces, and requirements such as impactful design, durability, and cost control, all while meeting the needs of stakeholders. He also specializes in site narrative and barrier-free design.

Tom Carrico (Aquatic Specialist – Carrico) is the owner of Carrico Aquatics Resources, Wisconsin’s largest knowledge-based pool industry firm. Tom consults with 90% of Wisconsin municipal pool owners on operations and management strategies.



Blake Theisen, PLA, ASLA
Project Manager/ Landscape Architect
Ayres Associates

Project management, concept graphics, site design and layout

Blake has been providing exceptional quality experience in recreational facility site analysis, planning, design and implementation since 1999. His start-to-finish involvement ensures that projects are delivered on time and as envisioned. A skilled and visionary project leader, Blake's project expertise includes comprehensive outdoor recreation plans, park master plans, athletic complexes, community water parks, skate parks, and playgrounds. With a background in botany and ecology, he promotes environmental stewardship that informs creativity and preservation throughout facility planning and design.

Registered Landscape Architect: WI, IA, MI, IN, IL, MN, AZ, and CO

Related Experience:

- Pool and Splashpad Feasibility Study, Antigo
- Aquatic Facility Needs Assessment, Tempe, AZ
- Calvin Moody Pool and Splashpad, Milwaukee County
- Blue Mound State Park Pool and Splashpad Renovation, Blue Mounds
- Reston Heights Pool, Madison
- SC Johnson Family Aquatic Center, Racine
- Riverside Park Pool and Splashpad, Janesville
- Monona Community Pool, Monona
- Anderson Pool /Splashpad; Petzke Park Splashpad, Kenosha
- Hefko Pool Replacement, Marshfield
- Burlington Community Pool, Burlington
- Veteran's Memorial Pool and Bathhouse, La Crosse

Katie MacDonald, PE
Project Engineer
Ayres Associates

Civil engineering and site utility engineering

Katie has 15 years experience in the municipal and civil engineering fields. She has an extensive background designing and drafting parks, streets, utilities, and stormwater management systems for parks, private residential developments, municipalities, and commercial sites. Katie is also skilled at conducting traffic studies and creating traffic impact analysis reports.

Licensed Professional Engineer: WI

Related Experience:

- Hefko Pool Replacement, Marshfield
- Burlington Community Pool, Burlington
- SC Johnson Family Aquatic Center, Racine
- Blue Mound State Park Pool and Splashpad Renovation, Blue Mounds
- Calvin Moody Pool and Splashpad, Milwaukee County
- Reston Heights Pool, Madison
- Tank Park Pool and Splashpad Conversion, Green Bay
- Riverside Park Pool and Splashpad, Janesville
- McKee Farms Park Splashpad, Fitchburg
- Anderson Pool Splashpad, Kenosha
- Petzke Park Splashpad, Kenosha
- Wanick Park Splashpad, Sherwood
- Sholem Aquatic Center Renovations, Champaign, IL
- Monona Community Pool, Monona
- Goodrich Square Splashpad, Milton

For the past two years I have worked closely with Blake as his firm was hired to provide park design services for the Milwaukee County Department of Parks, Recreation, and Culture. During this time, I have appreciated Blake's professionalism and attention to detail... We have continued to hire Blake for landscape architecture and project management services because we are pleased with the products he has provided to our parks system.

— Sarah Toomsen,
Landscape Architect
Milwaukee County Department of
Parks, Recreation, and Culture



Bob Feller, AIA, LEED AP, NCARB

Architectural Director

Iconica

Building evaluation, ADA compliance

As architectural director, Bob is responsible for leading and mentoring the design project managers and architectural team in terms of standards, quality, technical aspects, cost control, and integration so project goals are consistently met. Bob is also an asset in guiding clients through project pre-design phases, including site analysis, existing building evaluations, schematic design, programming, and space planning where his experience ensures projects can meet budgetary restrictions and achieve required agency approvals.

Licensed Architect: WI, IL, MN, NC, WA

Related Experience:

- Hefko Pool Replacement, Marshfield
- Burlington Community Pool, Burlington
- Blue Mound State Park Pool and Splashpad Renovation, Blue Mounds
- SC Johnson Family Aquatic Center, Racine
- Veteran's Memorial Pool and Bathhouse, La Crosse
- KeyLime Cove Resort and Waterpark, Gurnee, IL – Hotel units, food service, lobby, arcade, waterpark
- Bemidji High School, Bemidji, MN – Lead architect and project manager; 400,000 sf, swimming pool, classrooms
- South Milwaukee High School, South Milwaukee, WI – Lead architect and project manager; 390,000 sf of new construction plus renovation of classrooms and existing pool

Patrick Eagan, PE, SE

Engineer

Iconica

Structural engineering

As engineering director, Patrick is responsible for overall management of Iconica's mechanical, plumbing, electrical, and structural engineering teams as well as geotechnical and civil consultants. He makes sure the underlying concepts and designs are solid for all aspects of the engineering systems. He also ensures proper detailing and application of materials and is responsible for the quality of the engineering plans and specifications.

Licensed Professional Engineer: WI

Related Experience:

- Hefko Pool Replacement, Marshfield
- Burlington Community Pool, Burlington
- Blue Mound State Park Pool and Splashpad Renovation, Blue Mounds
- SC Johnson Family Aquatic Center, Racine
- Veteran's Memorial Pool and Bathhouse, La Crosse
- Three Rivers Wellness Center, Three Rivers, MI – Structural engineer; 35,000 sf, running track, aerobic/weight-lifting area, therapy and lap pools, nutrition education wing
- Pitt County Wellness Center, Greenville, NC – Structural engineer; 50,000 sf, running track, aerobic/weight-lifting area, therapy and lap pools, nutrition education wing
- KeyLime Cove Resort and Waterpark, Gurnee, IL – Hotel units, food service, lobby, arcade, waterpark
- Danville Public Safety Building, Danville, IL – Structural engineer; 50,000 sf, 5-story cast-in-place concrete building



Tom Carrico

Aquatic Specialist

Carrico Aquatic Resources

Management and operation planning

As chief poolologist, Tom teaches AFO classes for the Wisconsin Parks and Recreation Association and has served on national advisory councils to Stranco (US Filter) and Olin (Arch) Chemicals; has taught national certification courses in Wisconsin, Iowa, Illinois, Michigan, Ohio, Minnesota, California, and Texas; and last year taught the first AFO class to members of the National Spa and Pool Institute of Canada. Tom is a member of Wisconsin's HSF 172 code committee dealing with pool operational codes and the Department of Commerce Com 90 committee dealing with aquatic facility construction codes and design and serves on an advisory subcommittee to the Wisconsin Department of Agriculture regarding restricted pesticide licensing for swimming pools.

Related Experience:

- Burlington Community Pool, Burlington
- SC Johnson Family Aquatic Center, Racine
- Hefko Pool Replacement, Marshfield
- University of Wisconsin Hospitals and Clinics
- Whitewater Aquatic Center
- Timber Ridge Water Park, Lake Geneva
- Goodman Pool, City of Madison
- Various Wading Pools, City of Green Bay
- Burlington Wellness Center
- Moose Mountain Water Park
- Municipal Pool, City of Holmen
- Municipal Pool, City of La Crosse
- Pollock Water Park, City of Oshkosh





AQUATIC FACILITY NEEDS ASSESSMENT, Tempe, AZ

Ayres worked with the City of Tempe to develop a city-wide inventory and analysis of the aquatic recreational facilities. Tempe recognizes the importance of water-based recreation and needed a 5-year vision for development of new aquatic facilities. Ayres established a baseline understanding of existing assets and developed a service area model to identify sectors of the city with the highest need. GIS analysis was integral to the project and provided detailed information overlays of facility types, population densities, growth patterns, and user access barriers. The final plan provided recommendations for several new facilities of varying types located strategically throughout the city and a 10-year capital improvement plan.

Owner: City of Tempe

Reference: Tanya Chavez, Community Services Department
3500 S. Rural Road #201; 480.858.2215
tanya_chavez@tempe.gov



HEFKO POOL REPLACEMENT, Marshfield, WI

The City of Marshfield retained Ayres Associates to complete an analysis of the aquatic-based recreation system in the City and surrounding communities. An existing pool in Marshfield had surpassed the useful lifespan, and the community members requested a new and improved facility. Ayres conducted an in-depth review of the existing facilities and level of service analysis compared with demographic patterns and age cohort distribution. The design team also reviewed the design and types of facilities in the adjacent communities in order to provide Marshfield with a “one-of-a-kind” new aquatic center.

Following the initial study, Ayres developed design plans for the new Aquatic Center and assisted the City with site selection and entitlement process.

Client: City of Marshfield

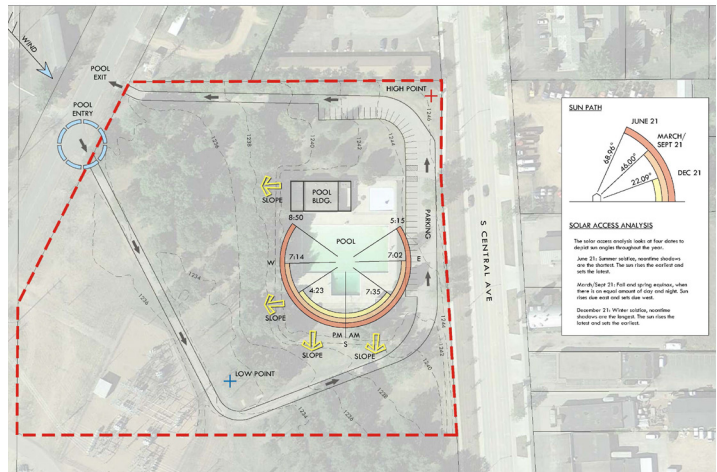
Services: Project Visioning, Analysis, Design Development, Cost Estimation

Reference: Justin Casperson

Parks & Recreation Director

715.384.4642

justin.casperson@ci.marshfield.wi.us





Ayres led a multi-disciplinary team in the development of a new aquatic complex for the City of Burlington. The existing pool had exceeded its life expectancy, and the City desired a new destination facility.

The team completed a site and facility analysis as well as an assessment of mechanical systems and staffing plan. Concepts and cost estimates were developed for the new facility to reflect three levels of development. The design team led the City through a public education and referendum process, followed by completion of construction drawings and bidding documents.

Project elements included a new lap pool, slides, lazy river, and zero-depth zone with spray structure. The project also included a new bath house with community room and concessions, new parking lot, and utility infrastructure replacement.

Client: City of Burlington

Services:

Project Visioning, Analysis, Design Development, Cost Estimation, and Construction Documentation

Reference:

Carina Walters
City Administrator
City of Burlington
300 North Pine St.
Burlington, WI 53105
262.342.1161
cwalters@burlington-wi.gov



WE KNOW WATER....

Ayres Associates is an established leader in interactive aquatic facility design. Our expertise covers a wide range of facility types, from small private pools, to municipal aquatic centers, to resorts. Through development and permitting multiple facilities in the region, the design team has a thorough understanding of recirculation and filtration systems and the regulatory process for facility approval.

We strive to make each facility unique and themed to match their communities, and provide recreational value, visual stimulation, and education for the users.



Recent Pools/Splashpads/Assessment projects completed include:

- River Prairie Splashpad, Altoona, WI
- Central Park East Pool Conversion/Splashpad Analysis, Antigo, WI
- Blue Mound State Park Pool & Splashpad, Blue Mounds, WI
- Burlington Community Pool, Burlington, WI
- Sholem Aquatic Center, Champaign, IL
- Conservancy Commons Sprayground, DeForest, WI
- McKee Farms Park Splashpad, Fitchburg, WI
- Tank Park Pool/Splashpad, Green Bay, WI
- Riverside Park Pool & Splashpad, Janesville, WI
- Veteran's Memorial Pool, La Crosse (In progress)
- Anderson Pool & Splashpad, Kenosha, WI
- Petzke Park Splashpad, Kenosha, WI
- Reston Heights Pool, Madison, WI
- Elver Park Splashpad, Madison, WI
- Hefko Pool, Marshfield, WI
- Monona Community Pool, Monona, WI
- Milwaukee Public Schools Aquatic Facility Needs Assessment, Milwaukee, WI
- Lakeview Park Splashpad, Middleton, WI
- Goodrich Square Splashpad, Milton, WI
- Calvin Moody Pool/Splashpad, Milwaukee, WI
- Heritage Green Park and Splashpad, Milwaukee, WI
- Malone Park Splashpad, New Berlin, WI
- Elk Lake Park Splashpad, Phillips, WI
- SC Johnson Family Aquatic Center, Racine, WI
- Schweibert Park Sprayground, Rock Island, IL
- Franklin Park Splashpad, Shawano, WI
- Memorial Park Splashpad, Shawano, WI
- Wanick Choute Park Splashpad, Sherwood, WI
- Aquatic Facility Needs Assessment, Tempe, AZ

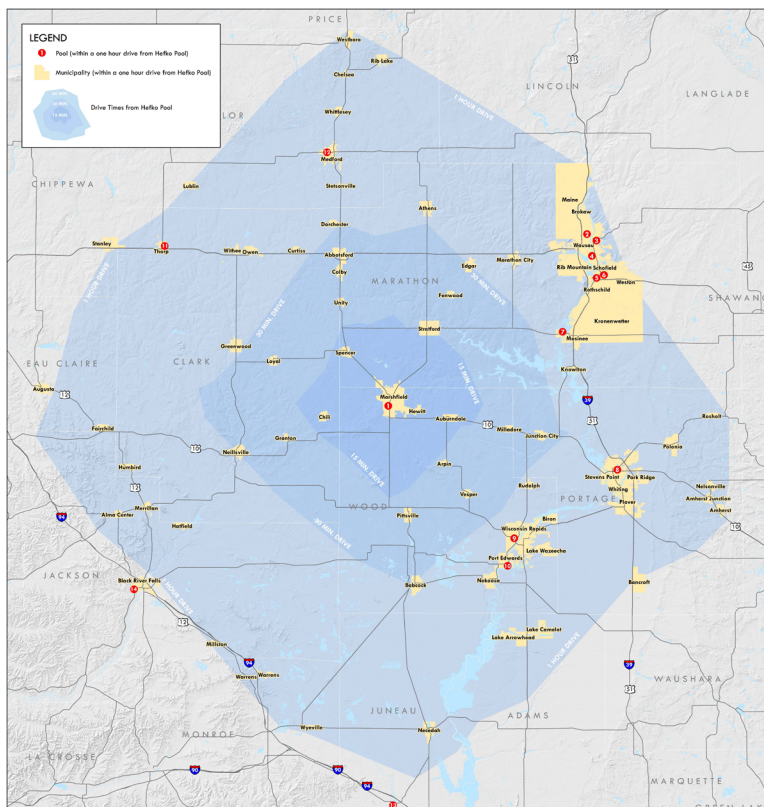
Project Schedule

Ayres proposes the following five-month schedule to complete all tasks required for the Village of McFarland Aquatics Feasibility Study assuming a start time of June 2018. The proposed schedule is flexible and can change if needed to fully meet your expectations. We have no current workload conflicts and are prepared to begin the project immediately.

Significant project milestones will need to be carefully scheduled around other public events to maximize public participation and feedback. Any public meetings should be facilitated outside of prime summer vacation times and avoid the hectic frenzy of back to school. As facilitators of countless public outreach projects, we understand how to capture the optimal audiences and derive meaningful outcomes from our outreach. Site evaluations and analysis should take place during summer months to observe typical traffic patterns, solar angles, and behavior, as well as understand the micro-climates of each potential site.

Our team has distinct strengths to offer you and will each provide lead efforts at different times during the process. Ayres will lead the public outreach and site/market analysis efforts. Iconica will provide lead effort during the schematic design and facility costing task. Carrico will lead the programming and operation pro forma task. All team members will be engaged throughout the process and your main contact will remain Blake Theisen (Ayres).

Regional Market Analysis - Marshfield Pool



Hefko Pool - Nearby Pools



LEGEND



0 5 10 Miles



Approach/Scope

PROJECT UNDERSTANDING

The purpose of this project is to assess the need and market suitability in the Village of McFarland for development of a new aquatics-based recreational facility. We understand that facilities of these types are not inexpensive to build or operate and must be considered thoughtfully. Preliminary probing has yielded varied interests in level of development, and this study will further develop concepts to include these different levels of complexity.

The Village desires to follow a critical path methodology for assessment of this facility and develop a long-term sustainable model of operation and management.

We understand that aquatic facility users desire more than just a pool. The needs of different age groups must be taken into account for a facility to be attractive for multi-generational gatherings. For example, some parents/guardians may prefer to sit in a quiet shaded area out of the main activity zones. A well-designed facility will also offer interactive experiences for pool users of all abilities and interests. Examples could include a combination of lap lanes, dive well, zero depth zone, lazy river, and splashpad.

PROJECT APPROACH

We believe in an open and transparent planning process with pre-established benchmarks for success. Public investment in terms of both time and dollars is respected from day one, and we pride ourselves on developing a high level of trust and confidence with our clients and their constituents. Keys to our success include:

Plan for implementation. A project's implementation begins with developing the partnerships that forge alliances and create a sense of investment in the outcome. Creating strong partnerships and identifying catalytic start-up projects are vital steps in realizing plan objectives.

Design for ease of maintenance. Ongoing maintenance of facilities requires significant resources. As a result, designing and managing public spaces intelligently can yield dramatic dividends. Through ongoing coordination with facility maintenance staff, managers, and others, Ayres designs and recommends strategies to minimize future costs while maximizing ecological value and recreational advantage.

Communicate effectively. We work collaboratively and in the trenches with staff and stakeholders to evolve meaningful plan alternatives and final plan recommendations. Communicating the vision and opportunity afforded by a plan requires verbal, written, and graphic communication to ensure project understanding and inspire imagination.

Our first priority is to listen. We want to hear the history of this community and facility to date so we can understand why certain decisions were made and expectations of the community and stakeholders. The project kickoff meeting should include the key Village staff with the historical knowledge of the project as well as those responsible for future programming and maintenance responsibilities for the new facilities. During this meeting we will also review existing materials, establish project goals, formulate a detailed timeline, and tour the sites. We will provide and review examples of several of the area/regional facilities of similar nature to determine successes and failures.

Our team is also in tune with the political implications of these decisions and will involve the elected officials from the start of the discussions to establish trust in the design team and ownership of the project. We have found that this intimate, face-to-face interaction creates connections and promotes successful partnerships that are beneficial to plan implementation. Our goal is to provide you with a sound and defensible plan and set of recommendations. The results of our analysis will be presented to Village staff, with anticipated operational costs, schematic facility layout, and required support system costs.

A proposed design charrette/workshop will allow staff to discuss perceived opportunities and issues with us. This hands-on meeting allows the stakeholders to be a part of the design process. We can use a wide variety of options from our toolbox to engage the participants. **Sensory experiences** such as 3-D model building with the proposed pool elements illustrate spatial relationships and help participants understand opportunities and limitations. Through special design software, we are able to manipulate shapes and spaces on the presentation screen in real time. The end result is a tangible digital site model created by all meeting participants. The results of this meeting will yield design direction for the pool, bath house, and peripheral support areas.

A large part of our success in developing feasible designs is producing accurate construction cost estimates. Because we facilitate projects across the region, we believe it is important to engage with local contractors to gauge regional pricing structures and material costs. The design team will use the strategic partnerships formed with various Dane County contractors over many years of successful project implementation in the area to complete this task. We also possess bid tabulations from several recent aquatic facility projects and will incorporate these real-world costs into the estimate.

The project manager will provide bi-weekly updates or as needed during this planning process. Assuming a start date of June 2018, we will submit the site analysis and comparative system analysis to the Village by August 15, 2018, and final deliverables by November 2018.

The design team and the proposed schedule are flexible, and we will modify the phased timeline at the request of the Village. Our team is dedicated to producing high-quality, attainable solutions through our design process and has a proven history of delivering completed projects to clients on time and on budget.

Task I. Site Assessment

(Lead – Ayres, Support – Iconica/Carrico)

- Conduct background research and data collection. Acquire and review existing plans, surveys, reports, and maps related to the project.
- Attend kickoff meeting with Village staff **(Meeting #1)**. This meeting will address topics including:
 - Design program and budget
 - Project timeline and meeting dates
 - Priorities and restrictions
- Tour project sites. Ayres will photo-document existing conditions during this visit. Elements to be investigated include:
 - Topography
 - Drainage patterns
 - Development limitations
 - Existing adjacent uses
 - Connectivity patterns and circulation
 - The historic and natural environment
- Complete site analysis for project areas to include ADA issues, utilities, drainage patterns, existing structures, and circulation patterns.
- Conduct regional facility comparative analysis to understand competition and potential market viability. We use GIS technology to compare demographics, population densities, transportation routes, and viable site options to determine the optimal scenario.
- Attend review meeting with Village staff **(Meeting #2)**. The design team will present the findings of the aquatics market and site analysis.
- Communicate on a regular basis (biweekly minimum) with Village staff via conference call and/or email.

Deliverables for Task I:

- One summary memo from kickoff meeting
- One summary of preliminary analysis, findings, and recommendations
- One market analysis memorandum
- One site analysis comparison
- Digital site photographs
- Field notes and observations

Task II. Public Outreach and Schematic Design Development

(Lead – Iconica/Ayres, Support – Carrico)

- Facilitate workshop meeting/design charrette (**Meeting #3**) with Village staff and Steering Committee to determine pool layout options, theming, mechanical and storage enclosure needs, site programming needs, maintenance responsibilities, and other desired amenities.
- Prepare two to three preliminary concept design plans. Elements to be addressed include:
 - Site layout and pool amenity layout
 - Building configuration scenarios
 - Design character images
- Prepare preliminary cost estimate for the schematic drawings. Our team uses current pricing structures from other recent team project bid tabulations, industry standard costs, and input from local contractors.
- Facilitate one presentation/public meeting (**PIM #1**) to present conceptual design direction and gather stakeholder input using interactive methods such as nominal process and visual preference exercises. Topics to discuss include:
 - Theme, equipment, and materials
 - Site amenities (benches, shade structures, etc.)
 - Access and connectivity
 - Seating requirements
 - ADA accessibility
 - Safety issues
 - Environmental impacts (drainage, noise abatement, light spill, parking, etc.)
- Attend review meeting with Village staff to refine final design direction (**Meeting #4**).
- Refine preliminary drawings into the preferred concept option to incorporate public comments and Village staff comments.
- Present and review the final concept drawings to Village staff (**Meeting #5**).
- Communicate on a regular basis (biweekly minimum) with Village staff via conference call and/or email.

Deliverables for Task II:

- One summary memo from workshop meeting
- One summary memo from public meeting
- Presentation materials (digital format)
- One summary memo from each review meeting
- Three (3) 11x17 schematic design plans
- Staff review meeting presentation materials (digital format)
- Three preliminary cost estimates
- 24x36 color renderings of final concept plan

Task III. Operational and Maintenance Plan

(Lead – Carrico, Support – Ayres/Iconica)

- Develop example operation and maintenance plan for illustration of ongoing costs and revenue projections. Elements to be included will outline programming opportunities, staffing requirements, ancillary revenue and funding sources/strategies, etc.
- Provide options for funding strategies and potential partnerships.

Deliverables for Task III:

- Operational and Maintenance Pro-Forma
- Funding Strategy and Action Plan

Public Outreach

Ayres takes pride in the wide variety of techniques we have developed over the years for gathering public opinion and mining and using the vast knowledge of Village staff, the public, and local officials. These techniques allow us to develop actionable recommendations that create consensus and improve “buy-in” from the community. We will work with you to establish a diverse set of stakeholders to participate in focus group meetings and dig deep into the needs and wishes of the community. This list should extend beyond your typical park users, such as sports organizations and service clubs. We want to talk to business owners, day care operators, and members of the school district, to name a few.



Bringing People Together

Community Involvement

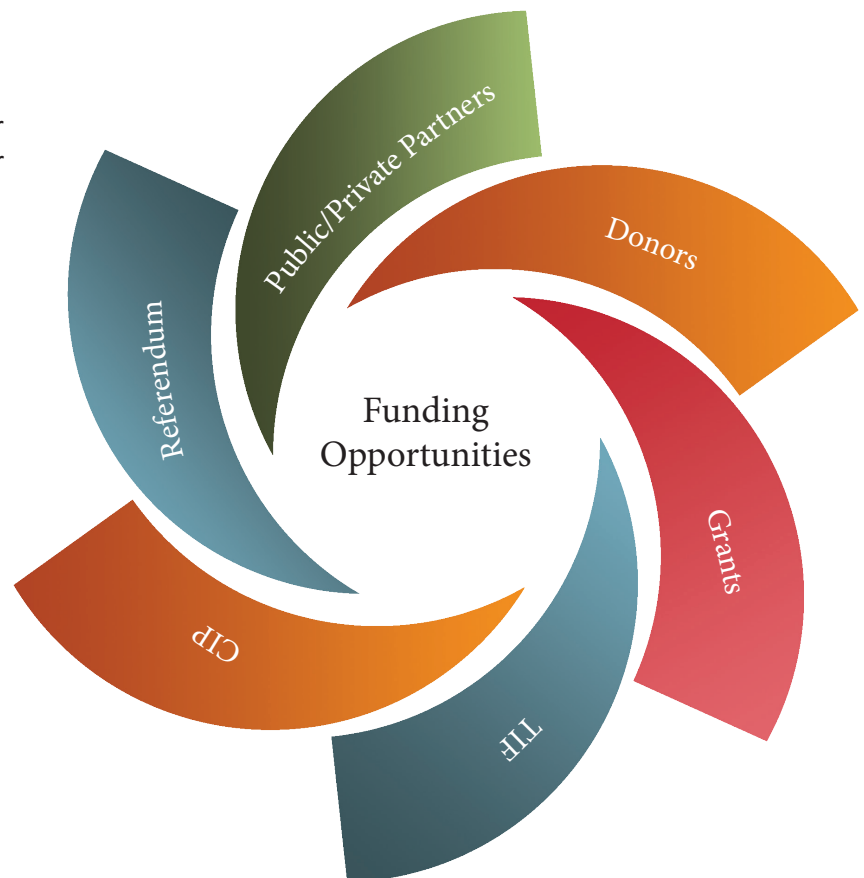
- Vision Meetings
- Interactive Charrettes
- Design Workshops
- Stakeholder Interviews
- Options and Flexibility

Finding Funding

You have dreams for your community, but the reality is that there is only so much money available and needs come before wants. Ayres can help you decipher between several options to help fund your projects.

It is our belief that existing capital is best used as leverage. We have assisted many communities in doubling and tripling their initial investment by using it as seed money. Strategic partnerships, local business sponsors, group incentive fundraising, and creative grant writing are all techniques we have used successfully in communities just like yours throughout the Midwest.

Our motto is “Train and Campaign.” Through a successful public education plan, finding support for funding becomes dramatically easier no matter what path we follow.



Cost

The staff assigned to this project have a documented history of providing successful pool and aquatic center assessments to clients. In consideration of the scope of services submitted in response to the request for proposal, we propose a lump sum fee of \$25,100 including expenses.

	FEE	HOURS
Task I	\$4,170	31
Task II	\$14,930	138
Task III	\$6,000	114
Total	\$25,100	283



GOT WATER?

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