



Highways
Parks
Airport

A G E N D A
Public Works Committee Meeting

NOTE TIME CHANGE: Tuesday, March 8, 2011 - 1:30 p.m.

Public Works Department Committee Room

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes of February 8, 2011
4. Vouchers/Bills/Encumbrances/Pre-Approved Encumbrance Amendments & Transfers
5. Citizen Participation, Communications, and Announcements

PARKS BUSINESS

6. ACTION ITEMS

- a. Consider Fermented Malt Beverage Permit for Turtle Community Organization 4th of July Celebration – June 24-26, 2011

7. INFORMATION ITEMS

- a. Project Report
- b. Discuss Request from Welty Center
- c. Discuss Results of New County Park Naming Process

8. Parks Advisory Committee Remarks

9. Next Meeting Date

AIRPORT BUSINESS

10. ACTION ITEMS

- a. Approve Proposed Wisconsin Aviation Academy Fundraising Events

11. Adjournment

PROJECT DISCIPTION

Wisconsin Aviation Academy's Southern Wisconsin Summer AirFAIRS will bring together aviation, car shows, and racing enthusiasts, in a serous of three weekend events at Southern Wisconsin Regional Airport. With three separate and distinct variations upon the common theme of aviation AirFAIRS will draw upon a regional group of spectators. The events are as follows:

1. WINGZ & WHEELS AUGUST 20, 2011
2. DAIRY AirFAIR AUGUST 27, 2011
3. 9/11 MEMORIAL TRIBUTE SEPTEMBER 10, 2011

Anticipated AirFAIR attendance is 25,000 people. With the help of a veteran board of directors, experienced well trained volunteer base, and event chairs Wisconsin Aviation Academy is confident that its attendance goals will be met or exceeded with this unique slate of events.

AirFAIRS will take place at the Southern Wisconsin Regional Airport (SWRA) located on US HWY 51 between Beloit and Janesville, Wisconsin. SWRA is also the location of Southern Wisconsin AirFEST, now celebrating its' 10th Anniversary show July 29th-31st, 2011 (just 3 weeks prior to the beginning of AirFAIR). AirFAIR is the creation of Tom Morgan and WAA and, starting from nothing, has consistently drawn over 20,000 visitors every year with a top crowd of nearly 50,000 in 2009.

Brittnay Wittnabel will be the Event Coordinator for these family-friendly, patriotic events. Brittnay has several years of event coordination with several events including the Beloit International Film Festival, Beloit Riverfest, and Southern Wisconsin AirFEST. Her talents are well-suited to start AirFAIRS off on the right track.



WINGZ & WHEELZ

The first of the 3 AirFAIRS will be *Wingz & Wheelz* on August 20, 2011. *Wingz & Wheelz* will feature three different elements for spectators to enjoy:

1. Judged Car Show
2. MWSS sanctioned Kart Race
3. Airport Fly – In

Wingz & Wheelz expects to have over 300 show cars on display, 50 Kart racers, and 50 static aircraft on display. Additionally, *Wingz & Wheelz* is a Department of Defense (FORM 2535) approved event, which will enable the event to draw upon aviation, assets for fly overs and, static displays.

Expected attendance 7000 to 8000



DAIRY AIRFAIR

The Dairy AirFAIR will be “All Things Wisconsin” showcasing Wisconsin Tourism, Commerce, Municipalities, and personalities. Iconic, dairy state will attempt the tastebuds of attendees with a taste of Wisconsin, featuring vendors such as Oscar Meyer, Johnsonville Brats, New Glorious Brewery, and Bucky Cheeses. A mini airshow and Aircraft Fly – IN will be the featured aviation event of the Dairy AirFAIR. Local “On Field” favorite Susan Dacy and BIG RED will be the featured finale event. Aviation and aerospace companies such as Mid-West Airlines, Air Wisconsin, Wag-Aero, Champion Aircraft, and Wisconsin based flight schools and charter companies will be the focus of the numerous ground displays.

Expected attendance 7000 to 8000



9/11 MEMORIAL TRIBUTE

In recognition of the fallen heroes and the tragic incident of September 11, reverent tribute will also celebrate the strength and resilience of America’s first responders. Firefighters, EMT’s, Police, Sheriff, National Guard and Military Units will be represented in a Memorial Runway Parade and culminated by a missing man formation Fly – By.

Expected attendance 10,000

Goals

25,000 attendees over 3 Saturday events

200 visitors will stay overnight in Beloit and Janesville hotels

24,800 daytrippers will attend Southern Wisconsin Summer AirFAIRS

Target Markets

Southern Wisconsin Summer AirFAIRS' target market covers a multi-state area for pilots and primarily Illinois and Wisconsin for auto and racing enthusiasts. It is anticipated that several hundred pilots will fly in during the AirFAIRS. A significant percentage of these pilots are likely to be from Chicago suburbs in Illinois and Northwest Indiana. Additionally, we expect numerous pilots to fly in from central and northern Wisconsin and Iowa. Drive-in visitors are likely to come from throughout southern and central Wisconsin, as well as Northern Illinois and Chicago suburbs.

Car show attendees, car club members, and auto supply stores customers will all be targeted heavily for Wingz & Wheelz and the drive-in component of the Dairy AirFAIR.

Estimated Economic Impact

With an estimated 15,000 to 25,000 people attending Wisconsin Aviation Academy's AirFAIR over three weekends, we expect a tourism spend of between \$710,000 and \$1,170,800. Having a sister company in Southern Wisconsin AirFEST, Inc., WAA will capitalize on the strategic advantage of AirFEST's Email roster of 6,000 aviation enthusiasts, and In-Kind advertising at the 10th Anniversary Southern Wisconsin AirFEST that will have a value of over \$10,000 broadcast to a captive audience on the very site of the AirFAIR events.

Visitor (By Tourism Category)	Visitor Expenditure*	# of Attendees		Economic Impact	
		Low Est.	High Est.	Low Estimate	High Estimate
Hotel Overnight Visitors	\$150	100	200	\$15,000	\$30,000
Day-Trippers	\$46	14,900	24,900	\$685,000	\$1,145,400
Total	998	15,000	25,000	\$700,000	\$1,175,400

Source: Wisconsin Department of Tourism / Davidson-Peterson Associates Survey 2009

ROCK COUNTY PARK AND CONSERVATION DIVISION
REQUIREMENTS AND RESTRICTIONS FOR FERMENTED MALT BEVERAGE
PERMIT

- I. These permits shall only be issued to civic groups for specific events.
- II. Only licensed bartenders shall be used.
- III. All Wisconsin Statutes in relation to the dispensing and consumption of fermented malt beverages shall be strictly enforced.
- IV. A. A uniformed law enforcement officer will be at the specified sales area to conduct any checking of identification to determine age as may be necessary, and will be continually present during operation of the beer sales area.

B. Permittee shall provide for checking and enforcement personnel to insure all these requirements are met.
- V. The Permit shall be valid for a single specified event and can be revoked with no notice if rules and requirements are not met.
- VI. No "carry-in alcoholic beverages" are permitted, only fermented malt beverages sold on site may be possessed or consumed on site.
- VII. Permittee shall furnish a "Certificate of Insurance" naming Rock County as an additional insured. This certificate must be in Rock County's possession prior to the grounds being set up for the event.

An excerpt from Chapter 11 of the Rock County Ordinances, 11.01(18) Intoxicants Prohibited:

"No person shall consume or possess any fermented malt beverage or intoxicating liquor, as defined by 1987 Wisconsin Statutes, sec. 125.02, on any property owned by Rock County, except that portion of the county airport designated by the Public Works Committee. Such possession and consumption of fermented malt beverages on the airport premises shall be subject to all applicable State Statutes and local ordinances including licensing of the restaurant operation by the appropriate municipal authority. The consumption of fermented malt beverages and wine, in all parks, except the 4-H County Fair Grounds, is allowed under a temporary permit issued by the Public Works Committee. The consumption of fermented malt beverages and wine on the 4-H County Fair Grounds is allowed under a temporary permit issued by the Agriculture and Extension Education Committee. Such temporary permits shall be subject to local licensing requirements and such other restrictions as the respective Committees may deem to be in the public interest. The Public Works and Agriculture and Extension Education committees may establish fees for the issuance of the permits referred to in sub (a) above to help defray the costs of park clean up.

PERMIT

TURTLE COMMUNITY ORGANIZATION is hereby authorized to dispense fermented malt beverages at Sweet-Allyn County Park from Friday, June 24, 2011 through Sunday, June 26, 2011 subject to licensing and state and local laws. This Permit is issued by the Rock County Public Works Committee under authority granted in Chapter 11/01, Subchapter 18, of the Rock County Ordinances.

ROCK COUNTY
PUBLIC WORKS COMMITTEE

ENDORSED BY
PARKS ADVISORY COMMITTEE

Kurtis Yankee, Chair

Thomas Presny

Betty Jo Bussie, Vice-Chair

Floyd Finney

Richard Ott

Gina Cook

Eva Arnold

ROCK COUNTY PARKS DIVISION
DEPARTMENT OF PUBLIC WORKS
3715 NEWVILLE ROAD
JANESVILLE WI 53545-8844

David Diestler

**Current Rock County Park Projects
January – February 2011**

- **Beckman Mill** ----- 1) ACE approval received
2) Awaiting DNR approval to proceed
3) North woods trail defined and marked

- **Boys and Girls Club**----- 1) Naming process for the park in full swing

- **Carver- Roehl**----- 1) Playground project bid specs complete
2) Snowshoe program planned for 2/13/11

- **Community
Coordinator**----- 1) Working on Snowshoe programs
2) Working on GIS aerial photo quality control
3) Working on Carver-Playground project specs
4) Website information updating
5) Friends groups coordination

- **Delong** ----- 1) No new report

- **Gibbs Lake Park**----- 1) Snowshoe night hike planned for 2/18/11

- **GIS**----- 1) Attended land records meeting
2) Staff assisting in 2010 aerial photo quality
Control process

- **SLATS Bike Ped Plan**----- 1) Process complete and awaiting final plan

- **Magnolia Bluff** -----
 - 1) **Snowshoe program held on 1/29 with 19 Participants**
 - 2) **Working on bathroom project specs**
 - 3) **Bathroom locations decided**

- **Other Information**-----
 - 1) **Attended Department Head Meeting on 1/21**
 - 2) **Attended WPRA PARR III meeting**
 - 3) **Attended finance committee meeting**
 - 4) **Tree work in various locations ongoing**
 - 5) **Park Plan contracts received and signed**
 - 6) **Staff attended diggers hotline training**
 - 7) **Participated in NRPA conservation task force Meeting via telephone conference call**

**Current Rock County Park Projects
February – March 2011**

- **Beckman Mill** ----- 1) Boardwalk marked and construction started
2) Northwoods Trail construction started

- **Boys and Girls Club**----- 1) Naming process –list of top 10 for committee
2) Park Improvement Plan Contract reviewed and signed

- **Carver- Roehl**----- 1) Playground project bid specs out
2) Snowshoe program on 2/13/11 – 20 participants
3) Park Plan contract reviewed and signed
4) Park Plan background work in progress

- **Community Coordinator**----- 1) Working on spring Fishing programs
2) Working on GIS training
3) Working on Carver-Playground project bids
4) Website information updating
5) Friends groups coordination
6) Working with Welty Center on joint programs

- **Delong** ----- 1) No new report
2) Stewardship grant on hold

- **GIS**----- 1) Attended land records meeting
2) Attended GIS training for new 10.0 version

- **Magnolia Bluff**-----
 - 1) **Bathroom Bids out**
 - 2) **Park plan contract reviewed and signed**
 - 3) **Park plan background work in progress**

- **Other Information**-----
 - 1) **Attended Rock n Wellness meeting**
 - 2) **Attended WPRA PARR III meeting**
 - 3) **Staff doing tree work as time permits**
 - 4) **Staff doing table maintenance**
 - 5) **Parks Staff attending turf management school**
 - 6) **Participated in NRPA conservation task force Meeting via telephone conference call**