

# Memorandum

## Department of Public Services

**TO:** Michael Herring, City Administrator

**FROM:** *MG* Michael Geisel, Director of Public Services

**DATE:** October 19, 2015

**RE:** Chesterfield Challenge



As you are aware, the PRACAC received a proposal to establish a new program, The Chesterfield Challenge. The objective of the program is to improve the health of individual citizens by offering City sponsored opportunities, incentives and activities which are oriented toward nutrition, exercise and general well-being. The details of the proposal are summarized in the attached memorandum from Tom McCarthy – Parks, Recreation and Arts Director.

The PRACAC supports the program concept, but recognizes that it cannot be implemented without additional financial resources and staffing. While the significant majority of effort is proposed to be executed by volunteers, coordination and administration would require staff support that is currently unavailable. Further, if this program were as successful as we would expect it to be and as other communities have experienced, staffing needs would necessarily expand as well. As evidenced by our most recent budget proposal, the current parks revenue stream is fully consumed by existing programs and facilities. In fact, the current revenue stream is significantly dependent upon donations and sponsorship programs.

If the program were to be implemented, we would simply include it as an expansion of the “get active” programming already in place.

Inasmuch as this would be an additional program and would require additional financial commitment, I request that this information be forwarded to the Parks, Recreation and Arts Committee of Council for further consideration and direction.

If you have any questions or require additional information, please advise.

*MG*  
10/19/15

## Memorandum

**To:** Mike Geisel, Director of Public Services

**From:** Tom McCarthy  
Director of Parks, Recreation and Arts

**Date:** 9/21/2015

**Re:** Chesterfield Challenge Louise Nation



Mike, attached you will find the program Chesterfield Challenge that Louise Nation has proposed to our Parks, Recreation and Arts Citizens Advisory Committee, plus our minutes from the discussion on the proposal at our July 11, 2015 PRCAC meeting. There are several great ideas in here and we have messaged many of these and narrowed down the overall program ideas for this Chesterfield Challenge. We, as the PRCAC, like the overall plan and think some of these items can be implemented, but our biggest overall concern is starting this program and making it truly successful with a volunteer group. For right now from the Parks stand point, I can't see that I have the staff to put this together and carry it out the way it needs to be handled. This will be a great time-consumer with articles, working with volunteers, planning, laying the foundation and implementing several of these ideas. There could potentially be grants available to assist with some of the funding and programs down the road.

From a staffing point of view, I think we could hire someone to work twenty hours a week starting in January to start this program and expand our Get Active offerings. My recommendation would be to hire someone at a Recreation Specialist level (E4) with a health and wellness background. The person would be part-time, with an hourly rate of \$18.64, which would come out to \$19,199 for 20 hours per week for the year. Depending on how the program grows, we would most likely need to hire someone full-time in 2017 if we truly want to expand the program and offer additional activities for the community. I have spoken with Springfield Green County and several other area Parks and Recreation Departments and they started similar programs in their community and have eventually hired additional full-time staff as the programs grew.

I look forward to discussing the opportunities with you. Let me now if you would like to sit down and go over this sometime soon.

Chesterfield Parks, Recreation and Arts Advisory  
Committee Meeting Minutes  
July 11, 2015

Minutes taken by Tricia Whelan

Attendees: Gary Stein, Guy Tilman, Cindy Lau, Darcy Capstick, Mike Whelan, Tricia Whelan, Eileen Sellers, Don Collins, Alan Politte, John Nations, Laura Schellenberg  
Staff Liaison: Tom McCarthy; Committee Chair: Michelle Keesal  
Council Liaison: Barry Flachsbart  
Also in attendance was guest, Ted Lau

Michelle Keesal called the meeting to order.  
Approval of June Minutes

The minutes of the June 13, 2015 meeting were approved with the following corrections:

Page 3 Old Business: Add Plastics after #6. Change wording from Wildlife to Campout. Change wording from whole month to entire summer.

**Chesterfield Challenge Proposal**

Michelle Keesal and Tom McCarthy discussed the proposal that was emailed to the members called "The Chesterfield Challenge" Program. Michelle Keesal and Tom McCarthy met with Louise Nation to discuss her ideas on improving the health of Chesterfield and to get the proposal on paper.

Discussion was held regarding the proposal. Healthier citizens would lead to a happier community. The budget for this new program would be zero in 2015 and approximately \$5,000 in 2016. This would include funding for pedometers. It is possible a sponsor could be found for the pedometers. Discussion was held as to whether the health program could fit with the Parks and Recreation mission. Michelle Keesal stated that the mission statement of the advisory committee would need to be revised just as it is going to be revised to add the Arts. Also it may help if Louise Nation goes directly to the City to get a separate committee/structure formed as it is not certain how much volunteer and staff would be needed from the Parks Committee for the program. More discussion followed on how the Health Program would be staffed, would the committee be expected to staff it. Tom McCarthy stated that there could be a concern about staffing levels. Since the Parks and Recreation recently added Arts. We want to make the Arts as successful as we have done with the Amphitheater, the Dog Park, Rivers Edge, etc. Guy Tilman reviewed the proposal and commented that some of the ideas could be itemized as some go to business, some go to community, and some go to Parks. Some of the activities don't necessarily involve the Parks Committee. If the items could be bucketed, it would be easier to communicate what the plan/framework is. It was discussed whether Louise Nation should be made a Member of the Parks Committee if the health proposal moves forward.

Councilman Barry Flachsbart stated that he would talk to the council about making the health program part of the Parks committee or a separate committee. Barry Flachsbart also stated that he would talk to council about getting money for the health program, if needed. Motion was made, seconded and approved to have Barry Flachsbart take this proposal to the council and get their input. Alan Politte and Eileen Sellers have agreed to volunteer to be a part of the health committee.

## **The "Chesterfield Challenge" Program**

**OBJECTIVE:** Improve the health of individual citizens of Chesterfield by offering City-sponsored opportunities, incentives, and activities which center around nutrition, exercise, and well-being.

**PREMISE:** Healthier citizens lead to a happier community

**PLAN:**  
Year 2015

Launch "Chesterfield Challenge" program via December City newsletter and area publications explaining overall goal of extending a personal challenge to each Chesterfield citizen to take steps to improve his/her health; solicit volunteers to help run the program

Include a small section in each subsequent newsletter, possibly, "Did you know?" to keep the thrust of the program alive.

December 2015 (following receipt of newsletter): "Pay It Forward Day" in Chesterfield, encouraging each citizen to do something nice/unexpected for someone else (ex. Pay for next person in a drive-through, visit the elderly, treat someone to lunch, etc).

BUDGET FY 2015: 0

Year 2016

Begin Healthiest Citizen and Most Improved Healthy Citizen Contest. Citizens may nominate self or others. Panel from our group to decide winners based on submitted information. Winners to be presented proclamation/certificate by the Mayor in December.

February: E-mail to each subdivision trustee to encourage formation of Chesterfield Challenge Committees in their subdivisions with ideas of activities (ex. walking groups, restaurant nights, social activities, block parties, etc). A member of our group would be responsible for coordinating

March- August: "Take a Step Forward, Chesterfield"

Exposure of program through newsletter, Friends of the Park website, area publications

Free to citizens.

Participants receive a pedometer or keep track of their steps/day with another device (ex. Fitbit)

Estimated cost: \$5000 (500 pedometers at \$10/each); Hope to obtain sponsors to pay for at least 75% cost

Winner determined by member of our group, based on highest steps achieved

Winner receives trophy/certificate from Mayor.

April, May, June, July: 1-2 days/month, depending on participation

Walk with the Mayor (or other city official) at area parks.

July: "I Hate to Exercise Day"

Encourage citizens to find a friend and engage in an activity they would not normally do.

?? Offer a day of free entrance to the pool for pool walking or swimming.

September: Try Something New Day

Encourage citizens to try a new healthy food or activity; Offer a morning yoga or tai chi session, encourage area supermarkets to offer samples of hummus, quinoa, etc.

October: Community Health Day

Encourage citizens to pick up trash or sweet gum balls in their immediate area, identify hazardous sidewalks to City officials, etc.

December: Pay It Forward Day

BUDGET 2016: approximately \$1750

2017: ? Farmers' Market to Chesterfield

? Competition among elementary, middle, and high schools for healthiest school

? Competition among area restaurants for healthiest offerings.