

PUBLIC NOTICE OF SPECIAL CALL MEETING
DAVIS CITY COUNCIL AND DAVIS MUNICIPAL AUTHORITY
TURNER FALLS WORKSHOP
MONDAY, DECEMBER 16, 2019 5:00 P.M.
DAVIS CITY HALL
227 E. MAIN

1. Call to order by Stan Jones. Time: 5:00 p.m.
2. Roll Call: Mayor Brian Davis, absent, Vice-Mayor Stan Jones, here, Councilman Josh Oakley, here, Councilman Clint Grinstead, absent, Councilman Jeremy Bumgarner, here.
Councilman Grinstead entered at 5:09 and Mayor Davis entered at 5:15
3. Prayer led by Jones.
4. Pledge of Allegiance led by Jones.
5. Discussion and possible action on projects at Turner Falls Park. Grinstead made motion to increase the gate fee at Turner Falls Park by two dollars per person during peak season and one dollar per person off-peak season and increase goes to the Street Fund where the other dollar is dedicated now. Second by Jones. Vote: Bumgarner, yes, Grinstead, yes, Oakley, yes, Jones, yes, Davis, yes. Tom asked when they wanted to put this into effect because they will need to get it changed on-line and Billy will have to change it on the brochures. Davis suggested to look at it on the January meeting to keep from having to call a Special Meeting. Billy said he thinks if you will enact this February 1, he will have time to get everything done. Davis said we'll put it on agenda for January meeting and you can let us know where you're at and when we can enact it. Tom told Billy to call brochure people tomorrow and see how fast they can get you the new brochures. Susie said she will get with Full Strut on the online changes.
Billy spoke with OG&E on extending the power from last shelter on Main to the Butterly curve. It will cost around \$33,960.00 for power. We have to open the clearing. The one thing he didn't ask is how much power we need back there. If you want 3 phase electricity, it will probably cost more. Tom said you have 3 phases throughout the park right now. Billy said it may be that with this price, but he never thought to ask him. Bumgarner said he thought that was 3 phases. Jones asked about the RV sites. One is thirty amp and the other is fifty amps. Oakley said that was the problem, you have people that only need the thirty amp and show up with the fifty-amp guys and take a fifty amp as well. It was discussed to make them all fifty amps. Billy said the thirty amp especially is obsolete, they're so close together. His thoughts are to go and use two slots for one site. They will have room for slide outs and have a place to park their vehicle. We have room there to add three or four new spots really easy. There will be some expense there, but we'll be making up for the ones we are losing. It's changed, few years ago, we didn't have to worry about the RV sites filling up but now, in the summertime we fill up almost completely full. Our number of campers have declined some, our RV's slats have increased, our shelters have increased, and our daytime people have increased. He would get in touch with Pan America in regard to changing them over and getting a price on how much it would cost to do that and he has talked to Bert and he said there should be enough power there to get them changed over.

Oakley asked if he heard anything on the stem wall back behind the cabins and Billy said no he hasn't. He knows the length of it. He's waiting on Clint to get with him for his recommendations are on the concrete and rebar. It's about 285 feet and has little dam by cabin #2 and from that dam to other side of cabins to low water crossings, it's 285 feet. Down to the foot bridge where we're talking about putting parking, we need to go in and put a wall and curving to keep water from going into the asphalt when we redo that is about 213 feet. Clint and he talked about going in there and digging down and pinning that wall to the rock in there. But he thinks what we'll get into is digging that solid rock and it may go down six to eight feet to a rock. His suggestion, he talked to a concrete man, and to go in there add a 2-3 wide footing all the way in there and then sit the wall on that footing. Billy then told Grinstead, whom just entered, about what OG&E told him. Grinstead asked if he asked what all we wanted to put back there and Billy said no, he explained a little to him as to what we're looking at. Jones explained to Grinstead about the RV spots, turning two of them into one and adding some more. Did you get in touch of the CD Pavement about the oil and chipping and see what they would charge us. Billy said no, he didn't. Grinstead asked what they thought about the back patio behind the Trading Post, putting dyed concrete and snapping it stamp to make it look like rock instead of having just a plain brown slab, look at dying it with a neutral, earth tone brown or something like that. He doesn't think it would be a trip hazard, he thinks it would add to the aesthetics a little bit more than having just a brown slab right there. That's one reason he wanting to visit with the Council before. Tom asked if that was going to be leveled, would it make the patio still leveled because they have to pull a big dolly through there taking wood in and out of there. Grinstead said yes, rock is a tough surface but with the stamp, it's a more even type surface. Mayor just entered. Grinstead said one thing he would like to do is see us put together a progressive plan and he knows Billy and he has talked about it in regard to gate fee and Billy thought if we got too high on the gate fee it would push people away but he would like to see some type of plan put into place where you aggressively raise the gate a few dollars a head a year and monitor our attendance and if we saw it started affecting it, we could stop it but everything we increase, put with other dollar in the Street fund. Get the Street Fund built up so we can do more than eight blocks every three years. What we put roughly, almost half a million the year before, if we raised two dollars a year for every five years, we'd be putting a million a year into it roughly. Susie said the budget going into Street Fund for 2019-20 is \$295,000, that's your budget going into Street Fund. Tom said if the attendance goes up, the money goes up. Last year we had roughly three hundred and thirty some odd people in there. The attendance is what makes it go up. Grinstead said his main part was we're way behind on our streets and stuff we have to get done and that dollar is very effective, but it's taken 4-5 years at that rate. Say if we go up three dollars per head per year for five years, by the end of that fifth year and everything stays together, we should have every street in this town done in about eleven to twelve years. Bumgarner said he didn't think that would work since all they do is swim. He thought if there was stuff for them to do besides swim and bar-b-que, he could probably see them doing that. Billy said our camping attendance went down and that happened immediately after we went up on the price two years ago. Grinstead said I thought you were turning people away. Billy said majority of those people were coming out is daytime. The dynamics of the park has changed. We're getting more daytime than campers. Yes, we have more people in RV's but what he's seen in that, you hardly seen Hispanics in a RV, now you see fifty percent now that get RV sites instead of tent camping. Tent camping went down since we went up on our prices. Davis asked if tent camping went up on the price as well.

Billy said you come in morning at 7 and camp tonight, you pay the base admission of \$14.00, camp fee of \$12.50 per vehicle and tomorrow's admission and it may be wrong to make them pay for tomorrow's admission but majority of them will stay. We have no way to police that when they leave when you have that many campers. Grinstead said you don't have any way to police somebody that comes in for the day and stays with their buddy camping either, do you. Billy said we check vehicle permits. Grinstead said say Jeremy is camping and has his bunch up there camping and we come in for the day and then later we decide to stay there in tent, you don't have anyway to police that he stayed at Jeremy's can you. Billy said he's not going to say that it can't happen, but he will say this...the camping placards do have the number of people on it. Grinstead said he bets it happens a bunch. Police mainly check to make sure they all paid. Most will come in on Friday evening and camp till Sunday. Tom asked to make suggestion, there is already a fund set up for park improvements and vehicle purchase, instead of going on your rates this year, why not go up on how much you put into the street fund and see what that does for you instead of going up on rates this year. Instead of taking a dollar, you take two dollars out of the overall picture because there is a fund already set up. Clint said we have substantial amount of vehicles that need to be improved. Tom said it was just an idea. Davis asked if we know the overall number of revenues of one year to the next after an increase. Susie said she has it in her notes to see if that was available, she doesn't know the exact information that's out there, she will have report for 2018 and 2019 and maybe a little bit of information for 2017. She can compare that to the admissions that she can find in there. Davis asked when the last increase was. Tom said two years ago. Brian said he wanted the overall revenue. Tom said you have a little bit more people because you had more daytime people. Brian said he didn't care what they were doing in there, he wants the revenue. Tom said for campers, everybody pays day admission of ages 13 and older \$14, ages 6-12 is \$7 plus \$12.50 per vehicle. Grinstead said whether they camp or not, they're still paying gate fee. So you said you saw significant drop in your camping but you're really not losing any money in your camping, other than your vehicle that you're not collecting money for because everyone still has to pay to get in the gate, anyways. Davis said and there's increase in daytime usage. Grinstead said that's where your money is at anyways, it's not in your \$12.50 per vehicle, it's in the \$14.00 per person. How do you actually know if your camping is down? Billy said by the number of campsites we sell. Jones said coming to Turner Falls you want the best bang for your buck. If people really want to come, they're going to come. Davis asked if he thought it will hurt the revenue, what his opinion. Billy said he thinks you can price yourself out of business, that's his opinion. What he's afraid of, raising those prices every year, that much, he thinks we will see a drastic drop all of a sudden. And to recover that, it's going to take years. That's his opinion. Davis asked if he thought raising it a dollar would hurt. Billy said he thinks we could get by with that, raising it three dollars will hurt us, especially going three dollars a year for the next few years. Grinstead said that thing of it is, is that you can stop it at anytime on the progression part. If you increase the price, you can get by with less people. You have less trash, which is a major problem for us, less destruction. If we went up twice as much on half the people that come, who cares, we're making the same amount of money and tearing up less stuff there and we're having staffing problems and have staff to take care of half as much people. Davis said if we do that and if people don't like the price, it will take time to recover. We can go slow and once we get this stuff implemented, now we're talking about the three dollars increase at one time. Grinstead said to him, this is what you would want to use to help keep your gate fee down because this will be a revenue generator as well. Davis said that you pay for separately.

The rides be separate tickets. Oakley brought up the zipline coming up on a five year and Tom said he thought it was an eight year. He said something was in there for five years. Tom said he was thinking he had eight year on zipline and five year on concession building. We will have to look at the contract again. Grinstead said he thought he had his amounts that if you went up three dollars a head, you could do 64,285 people a season and still make the same money. The difference if you go up and your attendance falls off, you're saying that many people wouldn't be there, that's trash for 64,285 people you wouldn't have to pick up for anymore, too. Davis said all Tom is saying is they need to structure what the Street Fund gets. Grinstead said by raising it, if it does affect your attendance, in order for you have to worry getting less than what you're taking out, it will have to be less than that many people, if you didn't take any out, say you have a bad year, you wouldn't take any out for the Street Fund. Your attendance can be taken down that much, but you'll still make the same amount of money. Jones said that's the biggest complaint out there is that it's so crowded on holiday weekends. Grinstead said that's his whole idea about it, the problem with being overcrowded, people complain about it being too packed, we can't get enough staff for it, we have trouble getting staff for it, we can't get the trash picked up, so what are we going to do, have people quit coming in, or you're going to have to get paid for the service you're providing. In business, that's the thing, if you're too busy, you're too cheap, you have to get paid for the service you're providing. And that's why he says to set it up and monitor it on a progression. Jones asked Billy how many we turned away last year, he said he had no idea. Davis asked if it was every weekend you think. Billy said every weekend when school is out to before school starts. Grinstead said you think about a car of six people on their way up here, you think they wouldn't pull out another twenty to get in. Billy said you're talking about an extra twenty when we're closed, are we going to open up and let them in because pulling out that extra twenty isn't going to do them any good. Grinstead said talking about twenty dollars, we're pricing ourselves out of business here, but the more you sit down and look at it, three dollars less per head we're turning people away and don't even know how many people we're turning away. That's why he is saying you could double that and still get more than half the attendance and make the same money. The only way you're going to control your population is by regulating it by price, that's why he's saying let's figure out at how much we want to look at progressing going up and set it on a plan, and next year look at it and say well we went up three dollars, we went from 120 percent of attendance raising turning people down, well we're at 98 percent. Well then, we could stand to raise it another three dollars and see next year if we're at 92 percent. We're still traveling pretty well with that and the whole time, we're putting some more money over here to fix the streets, in which we are way behind on getting done. That's his whole idea. He has talked to people in this town about it and they said what Jeremy said, people won't pay that much to go and sit in the creek but when you explain it to them, they said you could probably set the price and they'll still come no matter what you set the price. Billy said you may not like him saying this but there's people in this town that has no idea what goes on out there. Grinstead said he agreed a hundred percent. Davis said if we're turning people down the whole summer, he doesn't disagree with what Grinstead says, in business, if you're selling something and if it's that busy, then it's too cheap. He doesn't know the correct way to do it. Grinstead said they get a monthly attendance in their packets each month and they could monitor this very easy. A couple of dollars per head going into the Street Fund, we look at it next year and still turning people away, go on up two more dollars. Tom said it went from \$8.00 back in 2001. Davis said so it's \$14 now so it's only gone up \$6 dollars in 14 years.

Tom said they have had about a total of five different increases, with the last one, two years ago being the largest increase of two dollars. Davis said so it's only gone up six dollars in eighteen years. Tom said honestly, he usually agrees with Billy but on this particular thing, he doesn't. Grinstead said if we could increase it and let them pay it, then fine, because we're way behind on streets. You will notice the changes in attendance, on the online stuff, that will be the first thing affected. If online sells don't slow down, then person sales are probably not going to slow down. Davis said at \$14 at 3 % increase will be forty-two cents a year, he's just thinking about how much it's went over in eighteen years. Tom said we've been told many times that we're too full and that we needed to go up, but nobody was willing to go up. He personally thinks they went up too high on cabins. Davis said then they could maybe look at those and not just take across the board increase. You are the best one to tell us and the numbers here are what could tell us how to make the increase. Billy said if we do this, let's do it two dollars the first year with both two dollars going into the Street Fund. Grinstead said this will be a slow way to do it and we can track it. We can figure out when we put more stuff in there, how we will charge for that. Tom stated he and Billy talked to a guy that is doing some work in Ardmore and he said you need to be looking for something for a catch and we needed something that wasn't around here. His recommendation was an elevated go cart track, that they're not building thirty or forty feet up in the air. This is a new thing in Branson. He didn't know if a Mountain Coaster would work. He will get you a semi proposal together as to what the funding may cost doing a study out there. He does think it's a great place to put some attractions. Tom suggested if and when we do this, of course he won't be here, but he suggests we have two different admission fees. Davis said with our local people here, are these going to be free to them. Grinstead said no they can get in the gate but will have to pay to ride. Tom said Davis residents get in free on Monday through Thursday's, and Murray County gets in Tuesday's and Wednesday's, excluding holidays. Grinstead asked what the total cost was we spend on third street. Tom said he's sorry he doesn't know that price but you're really close to a million one. Grinstead said some of the streets aren't going to need new water lines and wouldn't cost as much. Tom said if you're going to take that much more out of fourth street, take another two dollars for that, you're going to have to take it on winter rates too. Grinstead said the dollar in the off season as well. He still doesn't think the two dollars will turn them away in the winter. Davis said there was 7,232 people in park in the month of November and last year there was about 600 less at the gate and about 60 less online which makes about \$6,000 difference overall with everything. Tom said trout started in November. Billy said but it didn't start until last week. Tom said right now the price are as follows, adults \$14, kids 6-12 are \$7, children under 5 are free, seniors 55+ are \$7, and active duty military, showing id are \$7. Winter rates, daily admission is \$5, seniors and active military is \$4, and kids pay \$5 as well. Grinstead said that's two dollars straight across the board. Peak and a dollar across the board in off-peak. That will be every three dollars per head going into the Street Department, which should give us right around one-million-dollar average per year. Bumgarner asked if he wanted to raise the military and everything, Grinstead said everything, straight across the board. Davis asked Billy to check on armbands if it can work and how it can work because we have talked about it for over a year and nothing has came about, Tom say they could probably have it rolling before summer is here. Grinstead thinks the armbands will differentiate if we're losing a lot of money. Stan asked in regard to the lifeguard issue. Billy said Dee was talking to someone about contracting it out. They have a kinesiology class at East Central, they would get him in touch with a Professor in regard to getting some college kids down here.

There's also a gentleman in Dallas that does this as well. Jones said we need to come up with a contract or something, we need to brainstorm and come up with a plan because just because we can't hire somebody is unacceptable when we have four people drown in a summer, they didn't deserve to drown. We need to come up with some kind of plan by February meeting. If what didn't work in the past, try something different till we get a different outcome and it's definitely not worked but at least we tried. Whether we hire lifeguards, we still need better signage, we still need to address whether we keep the high dive or take it out, put in half slide and put in lower slide, the water level of the pools, all these things we need to address in February and decide what we're going to do to have the best game plan and be successful so that nobody drowns. Davis said we need to take into consideration if we take those slides and stuff out, going up on the rates. Oakley said he didn't think we should take the slides out; we need lifeguards there at all times watching people. Jones said we could put in a ropes course as well. Davis told Billy he didn't know if he had the time to but to let them know so they could help him to do some of these ideas that we're trying to prevent, that we want someone in your position to present to us. Maybe you don't have the time to do it but what can we do to alleviate that on you. Do we need somebody else on a committee for Turner Falls Improvements, he doesn't know but we have some ideas, but we don't know if you have the time to implement them? I think we are overwhelming you with ideas. So, let us know how we can help you. Help us to understand what you need because if you don't have time to do it, that's fine then maybe we need somebody new to hire out there, a planner, a coordinator, or something. In his experience in the year and a half, we have talked about this stuff and we don't ever progress with it. We rarely get anything done, and it's himself included, he's just as bad. But he's asking from you to tell us what you need to help with these plans. Councilmen asked Billy how many times we stocked for trout. He said we do it one time. Jones asked why it was only one time. He said because he didn't want to pay \$5 or \$600 for transportation fee. He can get 2,000 pounds of fish down here for \$500 transportation fee. If he does it twice, the transportation fee doubles. He's been doing that for the last four years and it's worked pretty good. Jones asked how he kept track of the total number of fish. So, you get 2,000 fish in November and December comes around and all the fish are gone, what do you do. Billy said they're not. He's going to take a close look at it, when we stop, the close to March, and see if we even broke even on it. Davis asked if he got the same people every year, he said a lot of them are the same. They think he needs to advertise it more other than just the website to get more people to come in. Davis also mentioned having concerts or a local band in there against the falls. City Clerk mentioned having a movie night. Davis said yes things like that and that he is asking Billy if he needs help to implement some of those things, to let them know what they need to do because he thinks it's important to all of us here and it may be something you can't handle yourself, let them know or Tom know. Billy said let him visit with Tom on some of this and some of his people at the park and go from there. Grinstead asked what about Christmas lights. Tom said the reason the Christmas lights are no longer there is because it took Maintenance staff from October to the end of January, working on them every day, they completed no projects in the park because they didn't have time. All of it was ran by Turner Falls employees and they did get paid overtime for doing this and all the money that came in went to the Chamber and they took all the credit and money, even though the City had all the expense. OG&E will no longer give you free electricity like they did back then. Grinstead said he was thinking like they do in Ardmore, a business pays an x amount of dollars and they tell them kind of what you want your feature to look like and they have your feature done and every year after that, you don't have the expense

of having your feature built. Davis said just like the roller coaster guy, he doesn't have time to get back with him all the time, that's why he's asking during the wintertime if they were maxed out, we're going to have to appoint this Davis Marketing or something. Grinstead asked in regard to the Development Committee. Tom said the park used to have a position called Operations Manager. They worked directly for the Park Manager and they took care of these kind of things. Grinstead said as far as running the lights, just about everywhere you go you have non-profit organizations, Mason's, Lions Club, Latch Key, every night someone different manages it and all the proceeds goes to those different non-profit organizations. Tom said it never worked that way here. He doesn't know if it was because the manager of the park, the City Manager, or no city employees would work it, he doesn't know. He only knows that when he was out there, if he told the Chamber they needed more lights, they would bring some out, other than that, the Chamber did nothing, it was all done by the employees. Davis said to see if Chamber would help and Susie said the Chamber just asked us to buy them lights for their tree. Grinstead said they called him about that. Davis said this is something they're going to have to come up with as a Council, someone who is a coordinator, event planner or what Tom was talking about something to be able to implement some of this. Grinstead said to him he thinks there's a lot of friction between the City and the Chamber. They Chamber is the ones that bring everyone to this town, and they need to work hand in hand. If we can't send 4-5 people down there to put \$2,000 worth of lights on their Cedar tree for our town and our Chamber to look nice for the parade, everybody's hung up on ten thousand dollars, he doesn't even want to get into it, until we get away from this pointing and pissing match, we're never going to get anywhere with the Chamber and the City working together. Tom said he disagreed with him, he thought the City and the Chamber worked really good together. Grinstead said it was just Christmas lights and Tom said they hit him up at the last moment and didn't give him any time frame. He told them he couldn't, he didn't have the time, nor do he have the lights. Tom said you want me to light every business in town. Davis said no but the Chamber is what brings people to town. Davis went back to Turner Falls and told Billy that he hoped he was taking notes or thinking of or can remember because that's what we're trying to do in this town.

6. Review and discussion of updated list of Turner Falls Fixed Assets. We are to look at cost of rental on UTV's on purchasing.
7. Discussion of Turner Falls Merchant Services Processing. Treasurer was given the ok to start looking into our merchant service for at gate and in park sales only.
8. No New Business: Discussion and action concerning any matter that could have not been foreseen prior to the posting of this agenda.
9. Adjourn. Grinstead made motion to adjourn. Second by Bumgarner. Vote: Bumgarner, yes, Grinstead, yes, Oakley, yes, Jones, yes, Davis, yes. Time: 7:35 p.m.

ATTEST:

Cheryl Dodds, City Clerk

Brian Davis, Mayor