



Park People News

Creating Citizen Connections to Our Parks

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Run for the Parks - Humboldt

Join the Park People and the Bay View Neighborhood Association in the 4th annual Run for the Parks on Tuesday June 25th at 6:30 pm in Humboldt Park. This 5K cross-country fun run/walk course is picturesque and somewhat challenging for the average runner. After the run/walk relax in our exclusive VIP area where you can enjoy the evening "Chill on the Hill" concert with the 5 Card Studs while sampling wine, beer and snacks.

Proceeds from this 5k fun run and 2k walk will be used to assist The Park People in their support of our parks and improve the Humboldt Park band shell. In addition to helping improve one of Milwaukee's oldest and most beautiful public parks, runners and walkers will receive a T-shirt and goodie bag from our sponsors and refreshments after the race.

We hope you'll join us and thousands of other park supporters in Humboldt Park on June 25th at 6:30pm for this unique 5k run/walk! **You run, you walk, our parks win!!**



[Click here to register](#)

****SAVE THE DATE**** A second Run for the Parks will be held in Washington Park on Wednesday July 31st. More details to come.



Kohls Go Green Initiative Brings Volunteers and Dollars to Our Parks

During the month of April The Park People once again paired up with the "Kohl's Go Green" initiative. Executive Director, Jim Goulee, along with 339 of Kohl's corporate employees worked tirelessly throughout the month to complete projects at 8 Milwaukee County Parks. Projects ranged from simple park enhancement projects like litter picking and planting flower beds to painting buildings and picnic tables, all helping to improve and beautify our parks.

The Kohl's "Go Green" initiative is a nationwide effort involving Kohl's associates volunteer program, "Associates in Action", which fosters corporate responsibility through volunteerism. Kohl's volunteers support youth-serving nonprofit organizations by participating in environmentally focused activity, and Kohl's matches those efforts with corporate grants. The grants total \$50,000 that is then placed in a Park People restricted fund that the Parks Department can request to use for purchasing supplies, equipment, and materials used for special projects. Part of last year's grant was used to buy 50 string trimmers, 50 push mowers and 125 picnic tables.

This was the third year the Kohl's "Go Green" initiative collaborated with The Park People.

The Park People would like to express their sincere thanks to the Kohl's "Go Green" program and all of the dedicated volunteers; without their help, this work would not have been possible. Thank you for your support of the Parks Department and we hope to see you again next year!

Oak Leaf Discovery Tour Passports fly off the shelves

Last year The Park People introduced the Oak Leaf Discovery Tour (OLDT) Passport to promote our 115 mile Milwaukee County Trail System as a tourist destination and a wellness opportunity. Based on good feedback and sales, we have published a 2013 OLDT Passport, with 16 stamping locations and 8 keyword sites to encourage people to explore more of our amazing county parks.

We kicked it off April 4th at the Wheel & Sprocket Spring Expo. Wheel and Sprocket is our presenting sponsor who paid for the printing of the passports and also has donated a \$500 Trek Bike. Thank you, Wheel and Sprocket! The passports were literally flying off the shelves at the Expo. We took 500 passports to sell and came home with 50.



In the process a lot more people got to know about the many things The Park People and Parks Friends groups

do to enhance our Milwaukee County Parks.

Special thanks to our booth volunteers: TPP Board members, John Lunz, Susan Spoerk, Casey Renn, Jeff Martinka and Staci Staffaroni; Friends of Estabrook Park members, Anne McKaig and Gil Walters; OLDT Committee member Jim Harris (also an OLDT ½ page sponsor on behalf of Shorewest Realtors) and his wife Carrie Harris; and OLDT Committee member Amber Vavrusa of South Shore Cyclery and Museum (also a Full page sponsor and donor of a Giant bike).



Please check our Website and support the many sponsors of the OLD-Timer's Passport. Their contributions will go to Trail Enhancements, such as better wayfinding and trail etiquette signs.

A special thanks goes to Jim Goulee, Executive Director of TPP for the countless hours he put into getting the kiosks and keyword mailboxes distributed to the 24 different locations, along with creating banners and more during a cold spring when many of the golf clubhouses were not open yet. He also set up our beautiful display area at the Wheel and Sprocket Bike Expo.

Support TPP by purchasing your own passport along with some for the family and starting your tour of discovery along our Oak Leaf Trails and in nearby parks. See parkpeoplemke.org for OLD-Timer's Passport purchasing locations and prize opportunities.

Spring Weed-Out!

Our Weed Out Chair reports that even our weeds are befuddled with this cool spring. It seems the garlic mustard had been awaiting warmer times, but rest assured like the sun, the weeds have risen again. Spring has finally arrived and we are knee high in garlic mustard.



This spring we'd love to expand our reach to more of the parks. We have a good start in Scout Lake Park and in Kern Park. How about your neighborhood park? All it takes is you and your neighbors willing to work with us to get it started. While traditionally spring Weed-Outs are held on Saturday mornings in May, other times are fine as well. Lake Park, for instance, has sessions late afternoons on Tuesdays as well as on Saturday mornings, while Estabrook Park holds Sunday morning sessions. Please see our schedule on the web and contact us to explore kicking off a program in your park.

It's really worth the little effort involved. Honest!

[Click here for the Weed-Out! Schedule](#)

Doctors Park Focus of Newest Parks Friends Group

Located in the far northeastern corner of Milwaukee County and featuring nearly 2,220 feet of Lake Michigan shoreline, Doctors Parks is the latest county park to benefit from a supportive friends' organization.



Doctors Park Friends Steering Committee members Kim and John Caviggiola recently updated the Park People Board of Directors on their initial progress. The formal Doctors Park Friends meetings began in 2012 and a variety of activities soon followed, including community Picnics in the Park, organized park clean up

days, and initial restoration efforts on the park's neglected beach house.

In an important planning step, the Doctors Park Friends worked with the Milwaukee County Parks and others to create a key planning report - Assessment and Restoration Recommendations for Doctors Park- published in January. The report examines park natural areas, structures, and

recreational amenities in detail and will form a key part of a new master planning effort for the park, expected to start up this spring.

For information and updates, visit www.doctorsparkfriends.org

Three Friends Groups Score New Mini-grants from Sweet Water

A trio of Milwaukee County Parks' Friends organizations received water quality mini-grants from Sweet Water at its annual Clean Rivers Clean Lake Conference on April 25th.

The Friends of Grant Park received \$5,000 to restore vegetation to badly-eroded slopes in the Park's Seven Bridges Ravine. The Friends of Estabrook got \$1,500 to complete erosion control work along the Milwaukee River. And finally, the Lake Park Friends received \$2,000 to create a rain garden and ephemeral pond at the base of their new ravine waterfall.

Sweet Water – whose full name is the Southeastern Wisconsin Watersheds Trust, Inc. – has provided mini-grants to other Park People-affiliated groups in the past, including Friends of Hart Park and the Holler Park Neighborhood Association. For more info, visit www.swwtwater.org

The Park Market - Benches, Trees and Bricks

Spring has finally sprung in Southeastern Wisconsin. And with springtime, come fresh flowers, new greenery, birds chirping and a parade of special occasions - Mother's Day, Father's Day, and graduations galore.

If you're looking for that perfect gift, a way to commemorate a special occasion, or a unique way to remember a departed loved one, then please consider The Park People's Park Market. The Park Market offers trees, benches, and bricks for individuals or companies to purchase as long-lasting additions to our county parks. A brass tag will accompany your tree and a 2x8 inch brass plaque will be attached to your bench, in the park and approximate location of your choosing, to honor the recipient or special event. A brick bearing the name of your loved one or event will be placed in O'Donnell Park near the iconic di Suvero sculpture overlooking the Calatrava and Lake Michigan shoreline.



With increasing budget cuts at the county level, The Park People's sale of trees, bricks, and benches are critical to managing the budget at the Department of Park, Recreation and Culture.

Look for these special donated trees and benches next time you're in your favorite County Park, and consider contributing one of your own.

Assessment of 2009-2012 Strategic Plan

The Park People had a Strategic Plan commissioned in 2008 which helped to set the focus for the Board from 2009 – 2012. A recap of the success of the plan was reviewed by the board at a recent Board meeting. The board was pleased overall with the goals met and agreed that the changes made will have a positive impact on the future of The Park People.

The first goal was "to establish the administrative support infrastructure and adequate funding stream to support the day to day operations of the Park People." This was accomplished by cutting staff in half from two full time paid staff to one Executive Director. The board also trimmed any non-essential expenses and hired a part-time accountant. Many non-profits faced challenges with the recession but we were in front of the curve and came out fiscally solid.

The second goal was "to build upon and formalize the collaborative working relationship with Milwaukee County parks department leadership and proactively plan for park needs." This goal was also met through building solid professional relationships with the Parks Department and aligning our activities with the needs of the Parks so the Department looks to The Park People as a partner. We also formalized our "Park Perks", providing greater value for our members and at the same time increasing park visits with coupons for selected park attractions.

Our third goal was "to define and develop select marquee park project(s) to ensure the ongoing vitality of Milwaukee County Parks." While we didn't come up with one marquee project, we did start annual signature events such as Story Time in the Parks, Run for the Parks and The Oak Leaf Discovery Tour, and of course The Park People is already known for its Weed Out program.

Another goal included to "evaluate the role of volunteer opportunities that directly benefit the Milwaukee County Parks ." The Park People has worked hard to formalize the volunteers through the Weed Out Program and has launched a Park Enhancement Project in 2013 expanding volunteer opportunities working with local corporations and organizations to help in parks beyond Weed Outs. An excellent example of this is the Kohl's Corporation and the rebuilding of Seven Bridges in Grant Park.

We also had a goal to "develop a value proposition and consistent message for the parks and a communication plan that speaks to communities, families and businesses." The Park People tightened up its Mission Statements and has worked hard on its branding, using social media and enhancing our website . We also started an annual calendar to showcase our beautiful parks and promote The Park People. Finally, we agreed upon a "value statement" which is posted on our website listing benefits of membership for joining The Park People.

Volunteers needed

Do you care about the parks but find that bending and pulling weeds or other more active things are difficult for you?

Contact Jim Goulee : jgoulee@parkpeople.org or 273-7275 to let him know you are interested and what kind of help you can provide.