



Parks, Arts, Recreation & Culture (PARC) Commission
Thursday, February 3, 2011
5:30pm

Cornelius Town Hall Meeting
21445 Catawba Ave
Cornelius, NC 28031
www.corneliuspr.org

Minutes

I. Parks, Arts, Recreation & Culture Meeting

- a. Call to order: Chair Trimbur called the meeting to order.
 - 1) Present: PARC Commissioners, Chris Jones, Tedd Duncan, Gary Knight, Bruce Trimbur, Del Arrendale (via phone), Lenzy Wallace and Jamie Sherrill, and PARC Director Paul Herbert.
- b. Introductions: Chair Trimbur welcomed new Commissioners Wallace and Sherrill and thanked Commissioner Tovar for her renewed term to the board.
- c. Public Appearances: none

II. Approval of minutes (attachment)

- a. The minutes from the January 6th meeting were approved as submitted.

III. PARC Commission Issues/Presentations set for a specific time

- a. 6:00pm – John Anderson, PARC Recreation Center Supervisor and Teen Council Assistant Chairman, Jocelyn Pianowski, spoke about the Lake Norman Teen Council program. John Anderson stated he had been with the PARC Department for 7 ½ years and that he created the Teen Council program in 2006. He wanted a program allowing volunteer work, teamwork, social interaction, and leadership opportunities for middle school and high school teens. In the first year there were six participants, which has grown to 40 members today. The Teen Council became a Chartered Member of the NC State Youth Council in January 2009, allowing for grant opportunities. Jocelyn Pianowski explained that she had been on the Teen Council's executive board for the past four years and gave an overview of the many volunteer and fundraising programs they had completed or been involved in. She also explained the Council meets at the Teen Recreation Center and described all that it has to offer. She stated she loved Teen Council because it gives her a chance to give back to the community and reach out to others to make a difference. Commissioner Duncan asked where the Teen Recreation Center was located. John Anderson responded that it is located at Davidson Parks & Recreation on Main Street. Commissioner Knight asked how many teens were on the council and how many participate on an annual basis. John Anderson responded that there are approximately 35-40 teens, eight of which are part of the executive board. He added that volunteering depends on transportation and can vary. There are two meetings per month and all members attend. Commissioner Jones asked if the Teen Council is a 501c3 organization to which John Anderson replied yes. Commissioner Wallace asked where the teens were drawn from. John Anderson replied that they come from Cornelius, Davidson, Huntersville and some from Mooresville. Chair Trimbur thanked John Anderson for putting this program together and Jocelyn Pianowski for her participation. Director Herbert added that John Anderson has done an awesome job and we thought it would be worthwhile to put a face with a name to see who oversees these programs.

IV. PARC Commission Subcommittee Recommendations & Reports

a. Items to be placed on record – none noted

b. Commissioner Reports

- 1) Commissioner Gary Knight stated he would like add a few items under new business for discussion: the PARC Commission retreat, method of notice for the Pearl Fryar event, and unintended consequences which would be explained in detail at the appropriate time.
- 2) Commissioner Karen Tovar stated she is continuing to research a good location for community gardens.
- 3) Commissioner Chris Jones informed the board of a Veteran's Monument fundraising event on April 16th involving automobiles and motorcycles for those who are interested in attending or becoming a sponsor.
- 4) Commissioner Tedd Duncan reported that on Ryan Wertz's monthly report he mentions working with Jeff Heal of Fitness Together on ideas for more programs at the parks and would like to see a follow up email on the outcome of this. He also stated that he appreciated Ryan Hager's and Mindi Stoner's explanations of the changes in their metric numbers from 2010 to 2011. He added that he would like to commend PARC and Mindi Stoner on her work coordinating the Pearl Fryar exhibit and reception. There was a great crowd, great energy and kudos for its success. Commissioner Duncan also reported that Statesville and Troutman had applied for Carolina Thread Trail grants and that New York City had banned smoking in public parks. He suggested that this be something to think about in the future. In response to Commissioner Knight's request to talk about issues with communication, he stated that during his participation on the Navigate Cornelius committee he was surprised to learn that half of the group was not aware of an amphitheater at Bailey Road Park. He added that PARC does send out a lot of emails but some people just do not realize this. He suggested that this issue be added to the agenda for the upcoming PARC Commission retreat.
- 5) Board Chair Bruce Trimbur reminded the commissioners that the Pearl Fryar exhibit runs through February 25th so there is plenty of time to stop by and enjoy the wonderful things Mindi Stoner and Tracy Hartzog have coordinated. He added that as commissioners we need to participate in every opportunity we can. Commissioner Jones suggested a calendar of events be created prior to each meeting informing everyone of upcoming events. Commissioner Knight stated he would like to support this suggestion and that it be used for Town Management as well as all committees. There needs to be a calendaring system implemented to make everyone aware if we want participation. Chair Trimbur suggested an email be sent out allowing events to automatically be added to your calendar. Director Herbert replied that there has been a lot of brainstorming around this and we are working on what would be the best way. We would like to get everyone accustomed to visiting our website for information. Commissioner Knight responded that this was a passive approach and PARC and the Commission need to be effective communicators to the Mayor and Town Board. We need to be cognizant and aware that we have an audience.
- 6) Commissioner Del Arrendale stated he had nothing to report as of now other than this was an interesting discussion and reminded the commissioners that this information was out on the website weeks in advance.
- 7) Commissioner Wallace stated he is on the planning and services committees that are moving forward and have reviewed tremendous amounts of material. Last week the committees talked about various town functions, what each committee is doing, and hope to make recommendations on what Cornelius should look like in the future.

8) Commissioner Sherrill reported that she is still doing research on a possible farmer's market in Cornelius. There was a small one at Jetton Park last year. Looking into this would be supportive of our healthy initiatives.

Commissioner Jones took a moment to thank Park Superintendent Troy Fitzsimmons for taking the Commissioners out for a park tour recently. He reported that it was very enjoyable. Chair Trimbur asked of any takeaways from this tour? Commissioner Tovar answered that the facilities were obviously well put-together and that WAC has come a long way. It was great to see.

Commissioner Wallace reported that he was able to visit two parks he had never visited before, Legion and Torrence Chapel, and that they were very nice. Chair Trimbur stated that it would be nice to take another park tour in the summer to observe what the usage is like during that time of year. Commissioner Knight added that it is very advantageous that everyone has seen the parks and participated in this tour. Commissioner Duncan added that taking the Town Commissioners on this Spring/Summer tour would be a good idea.

9) Commissioner Dancy - absent

c. Town Commissioner Report - Commissioner Chuck Travis - absent

d. Standing Committee Reports

1) Director's Report – Director Herbert thanked Commissioner Tovar for her help in securing the PYC for the PARC Commission Retreat scheduled for February 11th. He reported that he had met with Tanya Blackmon, President of Presbyterian Hospital, and she is excited to facilitate our retreat. We have drafted an agenda and would look to take a look at FY12 goals as well as any other items the Commission would like to discuss. Director Herbert also reported that regarding thread trails there are a number of grants but we do not have a selection of land along the thread trail alignment, but this is being worked on regularly. We may possibly be able to look at a planning grant to help move this forward.

Commissioner Wallace asked what exactly the thread trail is. Director Herbert responded that it is a greenway system throughout NC and SC that is connected. It is funded and does have grant opportunities.

V. Old Business

There was no old business to discuss at this time.

VI. New Business

Commissioner Knight reported that he was on the Navigate Cornelius Committee for Economic Development and that someone had commented that they had not known about the Pearl Fryar reception. Had they known, they could've attended along with inviting a few other couples.

Commissioner Knight also reported that the exhibit is only open during the daytime and would like to look at ways to allow those to attend who wouldn't be able to during the day. He reported that a significant amount of emails go out, but it isn't clear if it is from PARC or CAP. He added that he would like to see some sort of marketing plan that integrates CAP and PARC marketing to be more effective. Chair Trimbur responded that one goal of communication would be reaching out to the "unPARCed" people. Commissioner Wallace stated that in his experience it seems as though in order to get something through an organization you have to do it 37 different ways. Commissioner Knight stated that it was all through email at this time. Commissioner Duncan responded to Commissioner Knight that his initial request sounded somewhat like a request for perfection. He recommended possibly using the Navigate Cornelius email list to send a onetime invitation to join the PARC email list since there are requests for more information. Commissioner Knight responded that he wasn't necessarily looking for perfection, but feels we need to take a look at the marketing plan, what PR efforts are going to be made, timing, posts, etc. Chair Trimbur suggested setting up a committee to

take a closer look at this. Commissioner Knight responded that he felt just the opposite should happen. This should be a staff responsibility to take a look at what they're doing. The staff can show up what they are doing and we can react to that. Our job here is to look critically and helpfully at this and bring back recommendations. Commissioner Sherrill added that she would be interested in helping. Commissioner Duncan suggested that Rhonda Hollingsworth come give an update on what she does, and bring the Commission up to speed informing them of what she does in some detail. Chair Trimbur suggested a calendar of events would also be helpful for the month of each meeting. Commissioner Knight added one final item for new business regarding magazine subscriptions. He felt he was receiving additional unwanted mail as a result of getting PARC related magazine subscriptions. Staff took note and will further research.

Commissioner Jones added regarding the PARC tour that he noticed the ratio of trash bins to recycle bins seemed off. The recycle bins were overflowing and the trash bins were not. He suggested we take a look at this and make adjustments for the future.

VII. Adjournment

Chair Trimbur adjourned the meeting with no further discussion.

Next Meeting – March 3, 2011, 5:30pm

Future Dates

Upcoming Meeting Dates
Thursday, April 07, 2011
Thursday, May 05, 2011
Thursday, June 02, 2011
Thursday, July 07, 2011
Thursday, August 04, 2011