



Parks, Arts, Recreation & Culture (PARC) Commission
Thursday, March 1, 2012
5:30pm – 7:00pm

Cornelius Town Hall
21445 Catawba Avenue
Cornelius, NC 28031
www.cornelius.org/parc

NOTES

1) Parks, Arts, Recreation & Culture Meeting

- a) Call to order – Tedd Duncan called the meeting to order at 5:37pm.
Commissioners present: Vice-Chairman Tedd Duncan, Michael Culbreth, Karen Tovar, Chris Jones, Del Arrendale, Dan Kelly, Travis Dancy, Town Commissioner John Bradford
Staff present: Director Troy Fitzsimmons, Recreation Superintendent Ryan Hager, Special Events Coordinator Rhonda Hollingsworth, Karen Ulmer
- b) Introductions - None
- c) Public Appearances - None

2) Approval of minutes (attachment) – The minutes from the February meeting were approved as written.

3) PARC Commission Issues/Presentations set for a specific time

5:40pm – Special Events Annual Report – Rhonda Hollingsworth, Special Events Coordinator
Ms. Hollingsworth shared a Power Point presentation showing special event highlights, including the Annual Holiday Celebration, PARC Days (new in 2011; an effort to get geographic equity and events in underserved areas, in partnership with Cornelius Police Department and Coca Cola), Summer Concert Series (serves to both entertain and build community), Annual and One-Time Events (dog show, park openings). 2011 total participants were 9,300, up 400 from the prior year. Total FY12 budget for Special Events is \$111,000, same as FY11. Sponsors & Contributors – FY12 \$31,000 (up \$2,300 from FY11), In-Kind \$14,000. All in-kind donations provided marketing services.
Future plans for 2012 include continuing to work with the Smithville CommUNITY Coalition, revamping the Holiday Celebration to include a tree lighting in Town Center, grand opening for WAC, working with Visit Lake Norman on DNC event participation and working on a Revolutionary War Encampment/Re-enactment event at Legion Park. An encampment may become an annual event.
Rhonda showed a video produced by CorneliusNews.net of the Celebrate Smithville event held at Cornelius Town Hall on March 25. Several commissioners commended Rhonda on the great job that she and the department are doing on producing these events and many noted they are happy to hear about the tree lighting idea. Commissioner Kelly asked about a possible service project in conjunction with the Holiday events and Commissioner Jones noted that service projects could provide an opportunity for collaboration with local groups such as Lions Club, Rotary Club, etc.

6:00pm – Arts Center Vision/Strategy – Troy Fitzsimmons
Director Fitzsimmons noted that the PARC Commission was provided the Craig Galden Davis report,

which explores four options for improving, expanding or building a new art facility. The PARC Commission was also provided a copy of the draft minutes from the February 28th meeting. The Town commissioned CGD, which held meetings with Town Board members, PARC Commission members (including Commissioners Jones, Tovar, Arrendale and Lewis), Arts Task Force members and Town staff. The CGD report recommended three options for an arts center, based on a 14,000 sq. ft. facility: Make improvements to the existing space, upfit a newer existing space or build a brand new facility. A fourth option was added, which was for minimal upfitting of the existing space in the short term if a new facility was imminent. A meeting was held on February 28 and the general consensus was that the Town should not invest funds into a leased space if it is for a short term (2-3 years). Such expense is only justifiable if for a long term (5 years or more). Also noted were that the arts center must be on the east side of town, it should be both an arts center and a community center and that there is a strong need for daytime programming space, especially for preschoolers and seniors. The arts center should be a catalyst for the town's center, bringing in more dining and shopping. Commissioner Jones stressed the need for a community center. Commissioner Tovar said that placing the arts center on the east side would bring people from the west side over to the east side. Director Fitzsimmons said that the Arts Vision will be discussed at the Town Board's budget retreat next week. They will be receiving the CGD report and meeting minutes in their packets. Commissioner Arrendale made a motion that the PARC Commission supports the consensus findings from the Arts Vision Meeting on February 28 and recommends that the Town Board support them also. Commissioner Jones seconded and the Board unanimously approved the motion. Vice-Chair Duncan recommended that further discussion of arts center details be held in coming months. Commissioner Jones expressed concern about the profitability of running an arts center. Commissioner Arrendale said he thought it could be self-sustaining with fees, donations, grants, and through groups such as "Friends of the Arts" .

4) PARC Commission Subcommittee Recommendations & Reports

a) Items to be placed on record - None

b) Commissioner Reports

- 1) Commissioner Michael Culbreth – Was at Robbins Park this past weekend and it was packed, at least 50 people on the field, tennis courts and playground. He saw many cars parked and can see a potential problem with parking issues when programming starts on that field.
- 2) Commissioner Karen Tovar – Attended the Arts Vision meeting and it was very informative. She suggested Jetton Neighborhood Park as a potential location for a splash pad as indicated in the CIP. Director Fitzsimmons said parking would be very heavy so that may not be a good fit. Vice-Chair Duncan said a splash pad should be located somewhere downtown to contribute to the development of a Town Center. Commissioner Tovar noted that that piece of land (JNP) is underutilized.
- 3) Commissioner Chris Jones – Noted new Tobacco-Free Park signs in the parks but that they, as well as most park signs, contain no contact information. He suggested PARC should use QR codes on signs. Director Fitzsimmons said staff is working on implementation of QR codes.
- 4) Commissioner Tedd Duncan – Glad we are continuing to work on momentum of the Veterans Monument. Robbins Park is already a social and gathering place in our community and that is a great thing. He would like to see staff move forward with Commissioner Lewis' suggestion of creating "Friends of the Park". Glad to see that 400 people come to Town Hall to play bridge.
- 5) Board Chair Bruce Trimbur - Absent
- 6) Commissioner Del Arrendale - The Cornelius Historical Preservation Committee is offering a tour of the north side of Cornelius this weekend and he encourages all to take part.
- 7) Commissioner Nicolle Lewis - Absent
- 8) Commissioner Dan Kelly – Cornelius Softball is up and running, 55 girls have registered. They had to refund seven registrations because there were not enough to make a 17U team, nor

- could Davidson or Huntersville. Every age group is down, though they are not sure why. Parents have asked him about using the building at Torrence Chapel Park to sell concessions.
- 9) Commissioner Travis Dancy – Loves the new logo. This weekend the Everest Classic, a large gymnastic event (488 gymnasts from all over the south) will be held at Hough High School. Next Thursday the VLN’s Hotel Power Hour meeting will be held at the Cornelius Arts Center.
- c) Town Commissioner Report – Commissioner John Bradford – He worked on the one-for- one parking initiative for Robbins Park (see Old Business). The Town Board’s budget retreat is next week. The Lake Norman Chamber’s Business Expo is next week.
- d) Standing Committee Reports
- 1) Director’s Report – WAC is still awaiting final approval and construction of turn lane, should be ready to open in June. Today was a big day: PARC started summer camp registrations, with over \$14,000 in registrations by 5:00pm; today parks are officially Tobacco Free (maintenance staff installed signs in the each of our parks in one day); and we started registering for Spring Break activities. Staff presented the CIP to the Town Board and it was well received. The top priorities are the Caldwell Station Creek Greenway and completion of a comprehensive park and greenway master plan. PARC should be able to use master plan funding to revise the master plan in Robbins Park and create more passive areas. Robbins could be used for scheduling some special events on the west side. Caldwell Station Creek Greenway – staff just received MUMPO staff approval for the project. The project still needs MUMPO and NC Board of Transportation approval prior to project start. Staff anticipates having official approval by May. CLNYAA reports that Little League registered 204 kids last spring and this year have 300, as well as 30 sponsors. They have a big event on March 17 at Bailey Road Park to kick off season. Commissioner Kelly noted that none of the sponsor revenue was shared with softball, that softball is forgotten by CLNYAA. Director Fitzsimmons promised to discuss girls’ softball with them next time he and Superintendent Hager meet with LKN Little League. Legion Park encampment is coming up on March 24 and 25 and all commissioners are encouraged to attend what should be a great event. Also, Hop Into Spring will be held at Bailey Road Park on March 31. Two Scouts have recently finished their Eagle projects at Robbins Park, extending trails and adding benches and bird boxes.

5) Old Business

- a) Robbins Park Parking – Director Fitzsimmons said that the PARC Commission’s adopted recommendations were taken into consideration by the Town Board on this issue. The Town Manager has talked with Classica Homes and told them that the PARC Commission is not supportive of any changes and the Town Board has said that for every space they take out there must be a replacement space. Classica has not yet responded to this requirement. No parking on residents’ side only is a temporary measure until Classica submits a mutually acceptable plan.

6) New Business - None

- 7) Adjournment** – Meeting was adjourned at 7:00pm

Next Meeting – April 12, 2012 5:30pm (second Thursday in April)

Future Dates: Thursday, May 3, 2012; Thursday, June 7, 2012; Thursday, July 5, 2012