



Parks, Arts, Recreation & Culture (PARC) Commission
Thursday, September 1, 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, Del Arrendale, Karen Tovar, Chris Jones, Bruce Trimbur, Travis Dancy, Tedd Duncan, John Bradford, Dan Kelly, Nicolle Lewis (via phone), Ryan Hager, Recreation Superintendent, Rhonda Hollingsworth, Special Events Coordinator and PARC Director Troy Fitzsimmons.
- b. Introductions: none
- c. Public Appearances: none

II. Approval of minutes (attachment)

- a. The minutes from the August 4th meeting were approved as submitted.

III. PARC Commission Issues/Presentations set for a specific time: none

IV. PARC Commission Subcommittee Recommendations & Reports

- a. Items to be placed on record – none
- b. Commissioner Reports
 - 1) Commissioner John Bradford – Commissioner Bradford reported that his family recently visited Myrtle Beach State Park and if visitors do certain activities in the park you can earn patches. This could possibly be an idea to drive traffic to our parks. Commissioner Dancy commented that he has seen similar things with the QR codes that you scan. That might be something the department could offer as well. Commissioner Duncan agreed that something small and inexpensive like this idea could be good.
 - 2) Commissioner Karen Tovar – Commissioner Tovar reported that Visit Lake Norman and Commissioner Dancy was mentioned in an article about the Warrior Dash at Rural Hill. The event brought in \$3.4 million to the Lake Norman area. Commissioner Dancy was also mentioned in a Lake Norman Citizen article called "Visiting Hoopsters Applaud Locals". Commissioner Tovar also commented on a community garden link sent via email from Chair Trimbur. The information will be reviewed by the commission and discussed at a later date.
 - 3) Commissioner Chris Jones – Commissioner Jones reported that he also participated in the Warrior Dash as a volunteer and it was a great event. He also participated in the Beaver Dam Dog Show which had about sixty dogs. Commissioner Jones commented that during the basketball tournament he ran into some of the players and they were very complimentary of the facilities and the staff.
 - 4) Commissioner Tedd Duncan – Commissioner Duncan reported that the Veteran's Monument is coming along and he is pleased with the progress so far. He also reported that the construction of sidewalks down Catawba Avenue is great. He has always been amazed that we cannot get to our large waterfront access park by walking or by bike unless you are in the road. Now they're getting the walkway at least close. Commissioner Duncan asked Director Fitzsimmons if he or PARC is involved when Planning or Transportation is coordinating sidewalks. Director Fitzsimmons responded that he has not been involved in the sidewalks. Commissioner Duncan recommended that Director Fitzsimmons or the PARC Board on the department's behalf be involved in the planning of projects like this and find out how they assign priority. He would like to make sure that the location of parks is one of the key criteria they are using. Director Fitzsimmons agreed that he would like to be more involved.

5) Board Chair Bruce Trimbur – Chair Trimbur reported that Robbins Park Phase I Grand Opening is September 17 at 9:00am and we are all invited. He also reported that during an event he met with a lady who is the representative of WoodlandDiscovery.org. Her goal is to get children to explore outdoors. Chair Trimbur discussed Robbins Park with her and the trails available. She is interested in providing programs. Chair Trimbur also reporting having a discussion with Don West of the Lake Norman Wildlife Association. While talking to Don West about Robbins Park, they discussed possibly installing bird houses and turtle platforms at the park. These would be two great contacts to have conversations with.

6) Commissioner Del Arrendale – Commissioner Arrendale reported that he has met a couple of times with staff regarding the CIP. They are working hard but are not quite ready to come back to the commission with a summary. There is a lot of opportunity to do improvements with parks throughout the next couple of years but we need to get the park and greenway comprehensive master plans updated and get the budgets clearer. Our hope is that we can all be in agreement to improve our greenway and connectivity. That is a focus of the CIP. Commissioner Jones stated that it's like the plan is twelve years out of date and that just doesn't quite work. We are doing a lot of CIP planning without a solid plan. Commissioner Duncan commented that he was glad to hear we are focusing on greenways. It will be interesting to see how a combination of, or optional alternative of synthetic fields effects that projecting out of land requirements. That is one of the huge savings of going with synthetic. Commissioner Arrendale commented that instead of spending \$7 million on synthetic fields we may be able to get \$7 million worth of greenway connectivity and improvements, getting a lot more bang for the buck. Commissioner Duncan stated that it will be interesting to see how those alternatives play out. Commissioner Jones agreed that connectivity is really a high priority.

7) Commissioner Nicolle Lewis – Commissioner Lewis reported that she also participated in the Warrior Dash and it was a lot of fun. She also stated she used the online system for enrolling her son in Flag Football. She has previously used other systems with other organizations and the Cornelius PARC site was very user friendly and intuitive. She also reported that she attended 70's Night in the Park and was pleased to see the hoola hoops, Frisbees, balls and toys for the young kids to play with during the event. She also asked for clarity on a deliverable for the marketing subcommittee.

Chair Trimbur responded that it would be good to form that committee to look at things such as the website, and form a brand for Cornelius. It would involve looking at what we are doing now and what we could be doing in the future. Commissioner Dancy and Rhonda Hollingsworth were mentioned to participate on this committee.

Rhonda Hollingsworth responded that Angela Swett's role will be expanded to involve the overall PARC branding and messaging. We need to identify some goals and strategies we want to achieve this year. We would also like to identify small projects such as a small handout card that would be great for visitors to Cornelius. We would also like to develop our electronic media such as the newsletter, Twitter, Facebook, etc and are we reaching the right people and are they effective.

Commission Bradford volunteered to participate on the committee. Chair Trimbur responded that three commissioners and Rhonda Hollingsworth appear to be willing to serve on this subcommittee.

Commissioner Bradford made a motion that a subcommittee is form to develop a marketing strategy comprised of Commissioners Lewis, Travis, and Bradford along with Rhonda Hollingsworth. The motion was seconded by Commissioner Tovar. With no further discussion, the motion passes.

8) Commissioner Dan Kelly – Commissioner Kelly reported he attended Country Music in the Park and 70's Night in the Park with his family and enjoyed them both.

9) Commissioner Travis Dancy - Commissioner Dancy reported that the Warrior Dash was fun. Visit Lake Norman got great recognition but Rural Hill did the heavy lifting. Lost a little bit of the hotel activity due to Hurricane Irene but it was still good. The International Tournament of Champion was a great event. John did a great job. Also, Mazzepa Park in Mooresville is about to open. The grand opening is Saturday. It is a six field soccer complex, two of which are synthetic turf and they have four baseball diamonds.

c. Town Commissioner Report - absent

d. Standing Committee Reports

1) Director’s Report – Director Troy Fitzsimmons reported that we had over 2,500 participants in the summer camps in over 132 programs and \$200,000 in revenue. It was very successful. Our staff did a great job. We have had meetings with the programmers to identify budget goals on the expense and revenue sides.

Coming up we have the Felicia van Bork exhibit at the Arts Center from August 29 – October 7 and an Opening Reception on September 9 from 7:00 – 9:00pm for any that can attend.

70’s Night in the Park had about 1,200 in attendance and we were able to do the fireworks.

Robbins Park facility is pretty much completed. The playground is installed; we are just waiting to get the safety surfacing in place. We are ready for the Grand Opening on September 17th. Everyone is welcome to come out.

Westmoreland Athletic Complex Phase II is 50% complete. The turf is down and the sod is knitted in and ready to play on. All four fields are pretty much ready to go. We just need to get the turn lane out there and the maintenance building complete.

We received word we were not awarded a PARTF Grant for WAC Phase II to make a connection from WAC over to Robbins Park. There were 88 applications and only 26 projects were funded. The Town was ranked 27th. It was very competitive and there were a lot of municipalities competing for those dollars. John DeKemper did a great job getting that application out. We will definitely apply again next year.

Austin Carpenter completed his Eagle Scout merit badge at Bailey Road Park completing a 12x12 sandbox and marked a 1.14 mile loop. That is getting some use by runners. We always get requests about how long the trail is, and now it’s marked. He also did some landscape beautification by the baseball fields. The estimated value of his project was \$2,600.

We just signed contract for mobile concessions with Brusters Ice Cream. They will start services on September 10.

Cornelius Lake Norman Youth Athletic Association is now officially affiliated with Little League Baseball up until age 12. They are busy registering kids now. We will get a status report from them.

November PARC Commission meeting will need to be rescheduled or cancelled due to the NRPA Conference that some staff will be attending. Amy will ask Commissioners for availability the week before and after the scheduled meeting to determine a best date to meet.

The park tour still needs to be scheduled. We would like to at least get the three new commissioners out to see the parks. We will continue to work on getting that scheduled. Allow about 3-4 hours to see everything. Amy will coordinate a best date for commissioners.

V. Old Business

WAC Tournament Operation Contract Services, Recreation Superintendent, Ryan Hager – Superintendent Hager presented and compared proposals from Lake Norman Recreation Association partnered with Top Gun Sports and Nations Baseball. After reviewing the specific details of the proposals, Commissioner Jones made a motion to move forward with negotiations with Nations Baseball. Motion was seconded by Commissioner Bradford. All were in favor, with Commissioner Dancy abstaining. After no further discussion the motion passes.

VI. New Business

Commissioner Bradford mentions his firm is doing a haunted house & hayride with Latta Plantation this year. He offered 100 tickets (at \$10 each) to PARC Commission to sell and keep the profits as a revenue generator if allowed to do that. Director Fitzsimmons added that there is Partners for Parks nonprofit organization which the proceeds could go to, towards funding a future park project.

VII. Adjournment

Chair Trimbur adjourned the meeting.

Next Meeting – October 6, 2011, 5:30pm

Upcoming Meeting Dates
Thursday, October 27, 2011
Thursday, December 1, 2011
Thursday, January 5, 2012
Thursday, February 2, 2012
Thursday, March 1, 2012