



Parks, Arts, Recreation & Culture
(PARC) Commission
January 5, 2017
5:30 PM

Cornelius Town Hall
www.cornelius.org/parc

MINUTES

PARC COMMISSION - 5:30 PM

1. CALL TO ORDER

Chair Higgins called the meeting to order at 5:35 pm.

2. DETERMINATION OF QUORUM

A quorum was reached with seven commissioners in attendance.

Commissioners present: Rob McCloskey, Mary Wilson, Carol Livingston, Chris Kolkhorst, Chair Scott Higgins, Denis Bilodeau, Tom Francomano (via phone), and Town Commissioner Jim Duke.

Commissioners absent: Karen Tovar and Travis Dancy.

Staff present: Director Troy Fitzsimmons, Recreation Superintendent Chad Cauble, and Karen Ulmer.

3. APPROVAL OF MINUTES

A. December 2016 Draft Minutes

A motion was made to accept the minutes from the December 1, 2016, meeting as written. The motion was seconded and passed unanimously.

Motion: Approve, Moved by Denis Bilodeau, Seconded by Mary Wilson. Passed. 7-0. Council Members voting Ayes: Bilodeau, Francomano, Higgins, Kolkhorst, Livingston, McCloskey, Wilson. Council Members voting Absent: Dancy, Tovar.

4. PUBLIC APPEARANCES - CITIZEN CONCERNS/COMMENTS

None

5. PRESENTATIONS

A. Carolina Rapids-Thomas Finlay

Over the next few months, representatives of some of our partner organizations will make presentations to the PARC Commission. PARC and North Meck Soccer Club (NMSC) have a long history. Thomas Finlay joined NMSC as its Executive Director in 2016. In 2013, NMSC joined the Colorado Rapids Adidas Alliance

and became the Carolina Rapids. He shared a presentation about their club [see attached]. Their values, the “five C’s”, are their guiding principles for how they run their club, communicate internally and externally, make hiring decisions, etc. Currently just under 20% of their participants (823) are Cornelius residents. The Rapids give away \$63,000 each year in scholarships, for about 100 players. 95% of their budget is membership fees, so they look for revenue from fundraising, partnerships, sponsorships and tournaments. They raise about \$185,000 from the tournaments. The budget is \$3 million but they are a non-profit business. They are successful because of their values and focus, as well as good coaches, good instruction, and good facilities. Bailey Road Park has without a doubt made their program what it is today. They don’t get to be what they are without Bailey Road Park – the quality of the surface, that it can stay open, the fences around it. Synthetic turf fields mean the coaches will get paid because they will be able to practice and play. Their 10-year plan is now their 5-year plan because of their growth. They are two years away from capping their registration because of growth. If they do continue to grow, their quality must be scalable. In three years, they hope to build an office along with some small fields. Commissioner Livingston said her children played in the club years ago and it is a great organization. Town Commissioner Duke asked how many fields they need in the next 5 years in Cornelius. Mr. Finlay said a minimum of two fields at one site, including parking and restrooms. The agreement between the Town and the Rapids to turf the fields at Bailey Road Park three 3 years ago was the best model he knows and he would do that type of deal again to gain more fields.

B. FY18 PARC Budget Goals

Director Fitzsimmons gave a presentation to discuss goals for the next budget, including expanding Summer Day Camps and hiring a full-time Recreation Programs Assistant [see attached]. Many of our challenges have been due to changes in FLSA requirements. Staff examined how programming was bunched up into peaks and valleys and then looked into ways to even that out. Commissioner Kolkhorst said the demand to increase the capacity of Summer Day Camps is clear. Town Commissioner Duke asked about a different approach to registration, such as a lottery. Director Fitzsimmons said we have looked at various ideas, including a lottery, limiting registration to only four camps per child, etc. Several commissioners suggested we ask for at least two full-time Recreation Programs Assistants because just one would only be a Band-Aid approach. At the least, go ahead and ask for one right now and let the Town Board know we will need another one next year, also. A motion was made that PARC ask for two full-time Recreation Programs Assistants in the FY18 budget. The motion was seconded and passed unanimously.

Motion: Approve, Moved by Mary Wilson, Seconded by Carol Livingston. Passed. 7-0. Council Members voting Ayes: Bilodeau, Francomano, Higgins, Kolkhorst, Livingston, McCloskey, Wilson. Council Members voting Absent: Dancy, Tovar.

6. DIRECTOR'S REPORT

A. December 2016 Director's Report

Director Fitzsimmons did not give a verbal report because of the time already taken by the presentations. Chair Higgins reminded everyone to be sure to read the written Director’s Report each month because there is a lot more in the written version than what Director Fitzsimmons normally highlights each month.

7. PARC COMMISSIONER RECOMMENDATIONS AND REPORTS

A. Commissioner Rob McCloskey

Commissioner Rob McCloskey – Last month he mentioned the partnership with Joanie Baker and Cornelius Lakeside Living magazine. In their February issue we will have the first official column featuring PARC. He wrote it with assistance from Chair Higgins and Commissioner Bilodeau. Moving forward, he will send the columns to the rest of the board so they can share through any avenues they may have.

B. Commissioner Mary Wilson

Lake Norman Tennis Association is again sponsoring the 18+ State Tournament. For the Town to get more

involved in that tournament, which adds about \$1 million to the local economy, we would need a facility with at least six courts.

C. Commissioner Chris Kolkhorst

Earlier this evening, a couple more candidate interviews were conducted and the committee believes they are closing in on making final selections. Also, his wife is now the Oakhurst HOA President and he plans to work with Commissioner McCloskey on getting PARC information out to that 600-home neighborhood. Recently he explored part of the Caldwell Station Creek Greenway with his family and was very impressed by the quality of the project. He is an engineer and was especially impressed by the width of the path which allows for opposing traffic.

D. Chair Scott Higgins

On Tuesday the Bike Plan was approved by the Town Board.

E. Commissioner Tom Francomano

This is his last meeting and he has enjoyed being a part of PARC Commission for the past three years.

F. Town Commissioner Jim Duke

Commissioners Higgins and Bilodeau are doing a great job attending Town Board meetings. When PARC Commissioners show up for these meetings, it is definitely noticed by the Town Commissioners. The Town Board approved \$1.5 million to buy the blue buildings property across the street. They want to continue to rent out the buildings for now with that revenue going towards the future arts center. Mayor Travis has placed him as the liaison to the PARC Commission for another year.

8. OLD BUSINESS

A. PARC Capital Improvements

Director Fitzsimmons highlighted the following items from his monthly report:

- Antiquity Greenway: Charlotte Water will be putting in a water line along the proposed greenway and we have not yet had a discussion with them since receiving this information. He has a meeting Monday and will discuss the possibility of having them do some post-construction grading.
- McDowell Creek Greenway: The Town Board approved the acquisition of the easement from the Westmoreland HOA property. Now we just need one more parcel from BV Belk.
 - South Bailey Road Greenway: We are still negotiating with Mecklenburg County to include construction of this greenway in FY19.
- Smithville Park: Bids have been received to construct accessible routes for the multi-purpose and baseball fields and were within budget.
- Bailey Road and JV Washam Recreation Centers – We are talking with contractors for gym curtain dividers.
- Bailey Road Park Track: We are working with ViZ on the erosion issue.
- Bailey Road Park playground: We attempted to work with the original manufacturer but they are charging too much with no defined scope of work, so we are going to meet with another playground company to negotiate a better price.
- Caldwell Station Creek Greenway: We are almost complete and hope to have a soft opening as soon as possible in the spring. The official dedication ceremony is set for May 13.

B. FY17 PARC Commission Goals & Committees

- Regional Partnerships: Chair Higgins reported that this group will meet next Tuesday. They had discussed collaborating with Davidson on an Earth Day and Director Fitzsimmons said that is a possibility.
- Strategic Planning & Long-Range Finance: Chair Higgins said they need to meet to get ready for the Town pre-budget planning meeting at the Peninsula Club on Saturday, February 4, 9:00 am-12:00 pm. Town Commissioner Duke said this meeting will be all about bond packages. The budget retreat is on March 8 at Graylyn in Winston-Salem.

- Public Awareness: Director Fitzsimmons said he had just emailed a large amount of data to this committee earlier this week, seeking feedback.

C. Future Arts & Recreation Center Update

Commissioner Bilodeau said they have a board meeting this coming week. They did a little early fundraising and came up with \$20,000 so far. There are many things happening in committees. Ginger Griffin Design has been contracted to create a logo and design a website. Another committee is working on the nationwide search for the Executive Director.

D. PARC Commission Bylaws

Chair Higgins said that the PARC Commission had voted to recommend disallowing calling in as a way to attend PARC Commission meetings. After that meeting, Town Commissioner Duke said that would not work well with the Town because all other commissions including the Town Board allow the call-in.

A motion was made to withdraw the earlier recommendation disallowing call-ins as an acceptable form of meeting attendance. The motion was seconded and discussion ensued about improving the quality of call-in communication. Options will be identified for possible implementation. The motion passed with one dissension.

Motion: Approve, Moved by Denis Bilodeau, Seconded by Robert McCloskey. Passed. 6-1. Council Members voting Ayes: Bilodeau, Francomano, Higgins, Kolkhorst, McCloskey, Wilson. Council Members voting Nays: Livingston. Council Members voting Absent: Dancy, Tovar.

E. PARC Commission Openings

Commissioners Higgins, Bilodeau, and Kolkhorst interviewed six applicants to fill the two vacancies on the board trying to find the right fit, with a passion for what we do and their willingness to engage themselves in terms of meetings and events.

A motion was made to recommend Karina Baril and David Rusk [applications attached] to the Town Board for appointment to the PARC Commission. The motion was seconded and passed unanimously.

Motion: Approve, Moved by Chris Kolkhorst, Seconded by Denis Bilodeau. Passed. 7-0. Council Members voting Ayes: Bilodeau, Francomano, Higgins, Kolkhorst, Livingston, McCloskey, Wilson. Council Members voting Absent: Dancy, Tovar.

9. NEW BUSINESS

A. Joint Meeting for Arts District/Arts Center: January 30

Director Fitzsimmons said this meeting at Town Hall will also be an appreciation dinner for all of the Town boards and commissions. He shared a document that will be used to collect input at the meeting, [see attached.] If any of the commissioners cannot attend, they should fill it out and send it in.

B. Future Park Capital Funding

Director Fitzsimmons said we will be championing a new park bond. The Strategic Planning committee will meet soon to begin planning.

C. Regional Recreation Center

Chair Higgins said the Mecklenburg County Park and Recreation Director and Assistant Director attended the Town Board meeting to discuss the swim beach and were asked about the Regional Recreation Center while there. They are saying it will be part of their FY18 budget, although the County Board of Commissioners has not yet voted on it. He encouraged PARC Commissioners to attend some of the County's pre-budget hearings that will be held, as well as their public workshops for planning and design for the North and Eastside Rec Centers.

10. ADJOURNMENT

Chair Higgins adjourned the meeting at 8:14 pm.

11. NEXT MEETING

Next Meeting – Thursday, February 2, 2017

Future Dates – Thursday, March 2, 2017; Thursday, April 6, 2017; Thursday, May 4, 2017

REQUEST FOR BOARD ACTION

 Print

Date of Meeting: January 5, 2017

To: PARC Commissioners
From: Troy Fitzsimmons, PARC Director
Action Requested:
Manager's Recommendation:

ATTACHMENTS:

Name:	Description:	Type:
 2016.12.1.Minutes.pdf	December 2016 Draft Minutes	Backup Material



Parks, Arts, Recreation & Culture (PARC) Commission
Thursday, December 1, 2016
5:30pm – 7:00 pm

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

MINUTES

- 1) **Call to Order** – Chair Tovar called the meeting to order at 5:35 pm.
- 2) **Determination of Quorum** – A quorum was reached with nine commissioners in attendance.
Commissioners present: Rob McCloskey, Chair Karen Tovar, Mary Wilson, Carol Livingston, Chris Kolkhorst, Scott Higgins, Denis Bilodeau, Tom Francomano, Travis Dancy, and Town Commissioner Jim Duke
Commissioners absent: None
Staff present: Director Troy Fitzsimmons, Karen Ulmer
- 3) **Approval of Minutes (November)** – Commissioner Higgins made a motion to accept the minutes from the November 3 meeting as written. Commissioner Bilodeau seconded and the motion passed unanimously.
- 4) **Public Appearances – Citizen Concerns/Comments** - None
- 5) **Presentations** – None
- 6) **Director's Report**
Director Fitzsimmons highlighted the following items from his November report:
 - Cornelius Arts Center: Recent events included Halloween at the Center, with 300 attendees, reflecting an increase of 33%, and a Veterans Day Open House, a brand new event, with about 30 kids making letters and cards for veterans.
 - Athletics: Youth Basketball is maxed out 858 participants, compared to 830 last year. We are in every gym we can get in Cornelius and Davidson.
 - Special Events: Recent events included our Veterans Day Celebration, with about 650 in attendance. Commissioners Bilodeau and Higgins joined Director Fitzsimmons in the 22 Pushup Challenge. We also held Light Up Cornelius on November 26 with about 800 attendees, compared to only 550 last year.
 - Operations: Using the traffic counters at Bailey Road Park and Westmoreland Athletic Complex, we estimate over 77,000 park visitors in those two parks alone for the month of October. Based on the numbers we have seen in the first two months of using these traffic counters, we believe it is safe to say we have well over 1 million visitors per year across all parks.
 - Tonight is Chair Tovar's last meeting. She has served on the PARC Commission for over 8 years. She said she has enjoyed her time her, that the PARC Commission is one of the best boards to be on.
- 7) **PARC Commissioner Recommendations & Reports**
 - a) Items to be placed on record
 - b) Commissioner Reports
 - 1) Commissioner Rob McCloskey – He said last month Chair Tovar had brought in *Lakeside Living* magazine with Sid Smith on the cover. After that, he started emails with the publisher, Joanie Baker, which led to conversation about their goals. Ms. Baker said they want to be an advocate for our park system and they are willing to create a column about PARC every month. Right now he is posting monthly to his Robbins Park neighbors, which is similar to what a column would look like.

- 2) Chair Karen Tovar – She attended the Veterans Memorial presentation and found it very moving. She noted there were WWII vets in attendance. She attended the Regional Partnerships committee meeting. She has asked Commissioner Bilodeau to take her place for interviewing new PARC Commission candidates since she is rolling off the board.
- 3) Commissioner Mary Wilson – No report
- 4) Commissioner Carol Livingston – No report
- 5) Commissioner Chris Kolkhorst – He has joined the group that will be interviewing PARC Commission candidates.
- 6) Commissioner Scott Higgins – He attended Veterans Day events at the arts center and at the memorial. The vets enjoyed the cards the children made at the CAC event, which should grow in popularity. Light Up Cornelius is a good event but he would really like to see Santa make a more dramatic entrance, such as riding in on a fire truck. On November 17, he met with PARC and Arts and Science Council staff. They talked about *Beyond Walls* and the \$5000 ASC provides towards that and other projects. They also talked about continuing the relationship, as well as getting more money. The Bike Plan will go before the board on December 19, assuming it comes back from the state in time.
- 7) Commissioner Denis Bilodeau – Kudos to the team that put together Light Up Cornelius. Once the tree is lit it seems like the event is essentially over and people start to leave. He would like staff to consider some activities after the tree is lit. This Sunday is Christmas in Cornelius over at the Oak Street Mill 12:00-6:00 pm.
- 8) Commissioner Tom Francomano – No report
- 9) Commissioner Travis Dancy – No report
- c) Town Commissioner Report – Commissioner Jim Duke – He wants to have a good idea of what PARC will need going into the budget planning process. He invited everyone to the 34th Annual North Mecklenburg Christmas Parade this Saturday, when the Town Commissioners will be waving to the crowd from a float.

8) Old Business

- a) James Hoyt Wilhelm Memorial Athletic Complex Naming Recommendation
Director Fitzsimmons said the PARC Commission had received a petition from Bob Deaton back in October to rename Cornelius Elementary School Neighborhood Park after local baseball player and veteran, Hoyt Wilhelm. At that time, the Commissioners agreed to continue with the process, so a public hearing was held in November. The discussion tonight is the last step for this board, which is to make a recommendation to the Town Board. Mr. Deaton has suggested the facility be named James Hoyt Wilhelm Memorial Athletic Complex. A discussion ensued regarding options for naming and most agreed that the facility is not an athletic complex. Commissioner Higgins made a motion to rename the facility James Hoyt Wilhelm Park. Commissioner Kolkhorst seconded and the motion passed unanimously.
- b) FY18 Draft CIP
Director Fitzsimmons said a draft version of the Capital Improvement Plan was presented last month. He handed out an updated version [see attached], reflecting a few slight changes submitted by Commissioners. Items highlighted in green are underway or completed. The other items are what the staff and committee have recommended. Changes in this version include moving up the funds for a Robbins Park master plan update and funds for land acquisition, especially for larger pieces. The deadline to submit the CIP to the Town Manager is the beginning of January. Town Commissioner Duke asked for the total money he will be looking at for FY18. Director Fitzsimmons said just under \$5.8 million. We need to work towards another park bond referendum soon. We only have \$1 million left of the 2013 bond funds. If we can get the funding, we can go after matching grants. Town Commissioner Duke suggested we pony up some funds to expedite the regional rec center. Director Fitzsimmons said the county would likely move that project up higher on their list if we added funding to it, since partners willing to contribute receive additional points when the county scores and ranks all county agency projects. It would be great if Huntersville and Davidson would contribute also. Commissioner Higgins made a motion to approve the CIP as presented. Commissioner McCloskey seconded and the motion passed unanimously.
- c) PARC Capital Improvements
Director Fitzsimmons reported on the following projects:
 - McDowell Creek Greenway: We are working to finalize an agreement with Westmoreland HOA and hope to get that to the Town Board on the December 19.

- Antiquity Greenway: We are still working on the final easement. He and Town Manager Anthony Roberts are pushing to meet with the owner of Venture Property.
- South Bailey Road Greenway: Staff continue to work with Mecklenburg County to get them to take on construction of this project. We were able to work out an agreement with the new Beverly subdivision to get .4 mile of greenway at no cost to the town.
- Smithville and Legion Parks: Bids to install ADA accessible routes are out now.
- Bailey Road and JV Washam Recreation Centers: We are installing gym dividers and adjustable basketball goals.
- Bailey Road Park Track: We are developing a plan to mitigate some significant erosion issues.
- Bailey Road Park and Westmoreland Athletic Complex playgrounds: Repairs are underway.
- Caldwell Station Creek Greenway: More than 75% complete. The contractors are telling us they will be done ahead of schedule. We will probably soft open in March or April but are looking at May 13 for a grand opening event.

d) FY17 PARC Commission Goals & Committees

- Regional partnerships: Commissioner Higgins reported that representatives from Cornelius, Huntersville and Davidson attended their last meeting. They talked about collaborating on projects, including Caldwell Station Creek Greenway and the Bike Expo. Mecklenburg County Manager Dena Diorio and Park and Recreation Director Jim Garges have confirmed that \$1 million will be requested, as part of the FY18 budget process, for the design phase of the North Mecklenburg Regional Recreation Center. Director Fitzsimmons said we are not done yet, because funds will be recommended but have not yet been approved by the County Commission, we need to continue to advocate. He will suggest they go ahead and hold public workshops. All three towns are looking for an arborist, so we're talking about sharing that as a part time position. They are also talking about health initiatives with Novant. Commissioner Bilodeau added that the group has reached out to Mooresville to get them involved but they have not yet received any response.
- Public Awareness: Commissioner McCloskey said they had a meeting this afternoon. They were updated on PARC's social media efforts and talked about the department's infographic. Regarding his earlier mention of *Lakeside Living*, he asked if anyone had thoughts regarding how to handle. Commissioner Higgins said he was already writing a column for the Antiquity newsletter. Commissioner McCloskey thought they could sync up efforts. He will continue conversations with Joanie Baker. Commissioner Wilson reminded all the commissioners to share social media information with their circles of friends and neighbors: forward, like, share, and retweet.

e) Future Arts/Recreation Center Update.

Commissioner Higgins said the board is working towards interviewing to hire an executive director. Director Fitzsimmons added that the Town continues to do its due diligence on the property they plan to acquire for the new center. Town Commissioner Duke said regardless of the environmental issues they have encountered, the Town is buying the lot.

f) PARC Commission Bylaws

Chair Tovar said we had discussed last month whether to keep our board size as is with nine members or to reduce it. The consensus was to keep it as is. Perhaps we can reduce our size if we get to a point where we encounter a lack of interest in serving on the board. The recommended change to the bylaws regarding call-ins that was made last month will go before the Town Board in January.

g) PARC Commission Openings

We received 10 applications. Commissioners Higgins, Bilodeau, and Kolkhorst have reviewed and plan to set up interviews in time to have recommendations ready for the January PARC Commission meeting.

9) New Business

a) PARC Commission Chair Nominations/Recommendation

Commissioner McCloskey made a motion to recommend Scott Higgins for PARC Commission Chair. Commissioner Bilodeau seconded and the motion passed unanimously.

b) PARC Commission Vice-Chair Nominations/Selection

Commissioner Livingston made a motion to select Denis Bilodeau for PARC Commission Vice-Chair. Commissioner Francomano seconded and the motion passed unanimously.

10) Adjournment - Chair Tovar adjourned the meeting at 6:45 pm.

Next Meeting – Thursday, January 5, 2016

Future Dates - Thursday, February 2, 2017; Thursday, March 2, 2016; Thursday, April 6, 2017

DRAFT

REQUEST FOR BOARD ACTION

 [Print](#)

Date of Meeting:

To: PARC Commissioners

From: Troy Fitzsimmons, PARC Director

Action Requested:

Manager's Recommendation:

ATTACHMENTS:

Name:	Description:	Type:
No Attachments Available		

CAROLINA RAPIDS



COLORADO RAPIDS ADIDAS ALLIANCE



PURPOSE STATEMENT



Our purpose is to provide members of our community the opportunity to participate in, support, and enjoy the sport of soccer through an offering of quality programs that reflect our core values, teach key life lessons, and are open to all ages and abilities.

OUR PHILOSOPHY



CHARACTER – our true north
COMMITTMENT – our pledge
COMMUNITY – our foundation
COMPETITION – our passion
COMMUNICATION – our goal



I will encourage and support my child.

I will promote and exemplify good sportsmanship.

I will not berate my

child for mistakes during or after game.

I will not coach from the sideline.

Let us play.

**I will not engage in negative comments
with or directed at opposing players,**

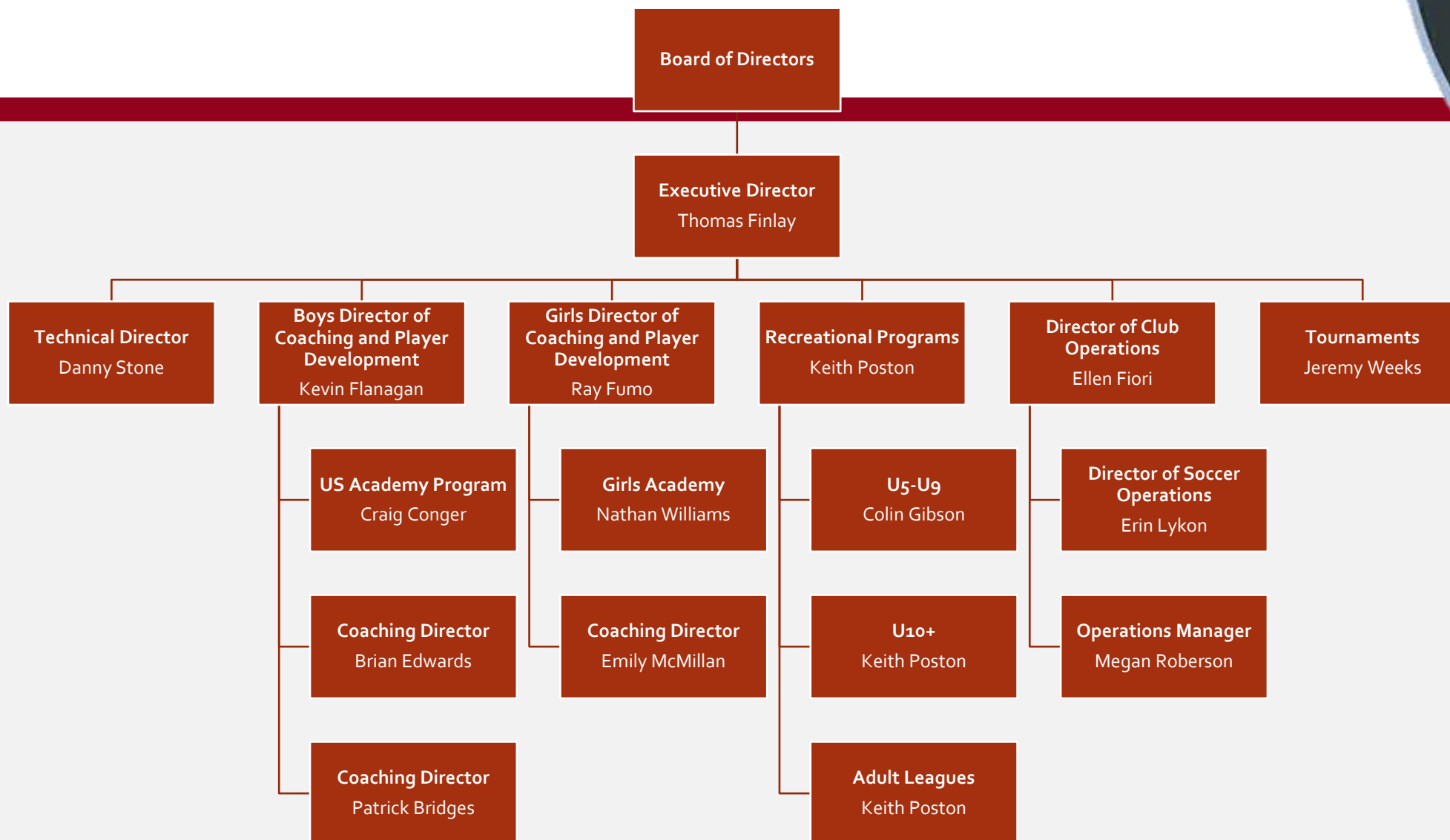
I will not disparage or undermine
my child's coach or teammates on
the sideline or at home.

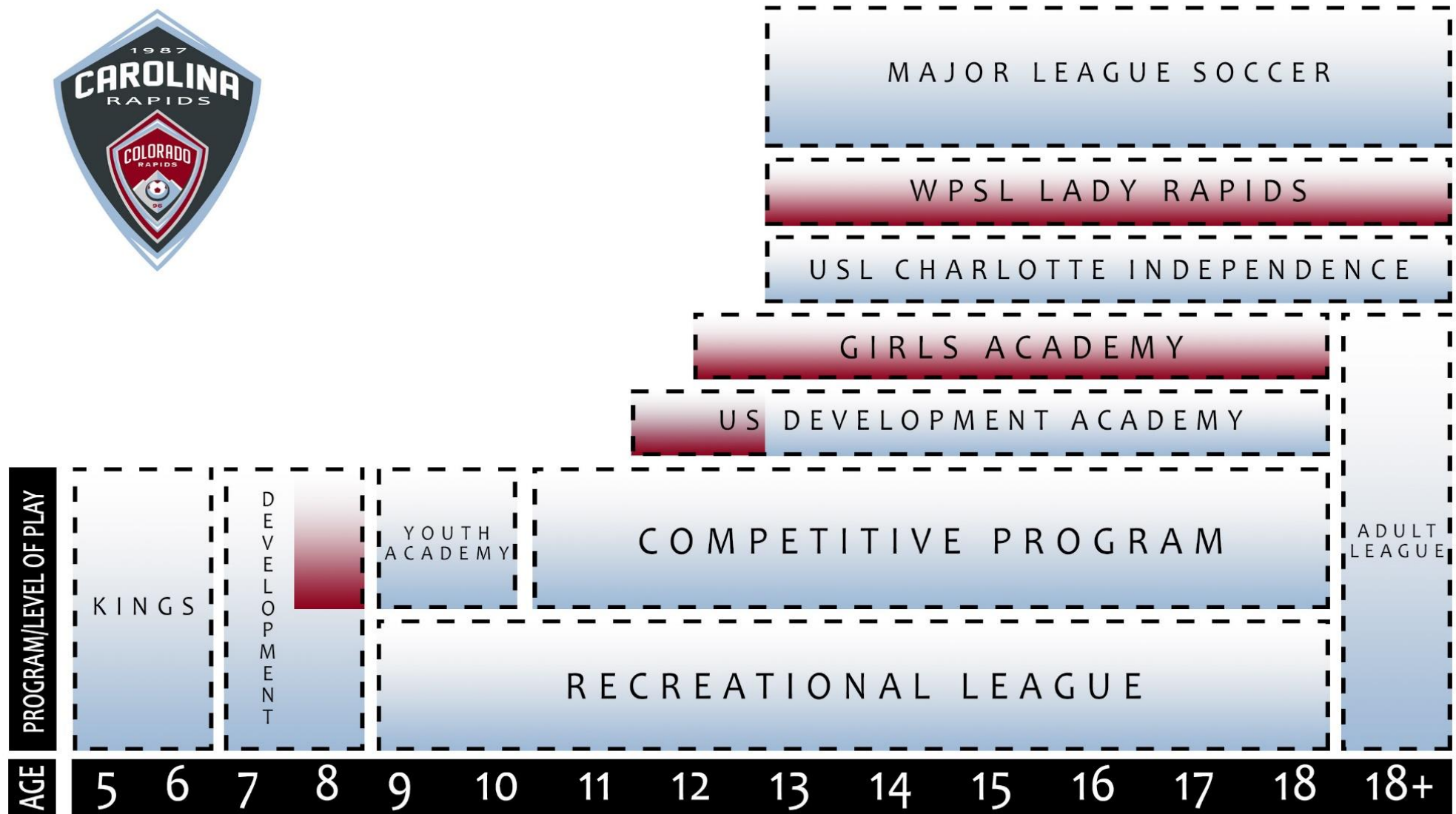
parents or the referee.

I will follow the Club's communication

At the Carolina Rapids, I will let them play.

protocol.





CAROLINA RAPIDS



Carolina Rapids Demographics- Location								
	Charlotte	Cornelius	Davidson	Huntersville	Mooresville	Denver	Other	Total
2015-2016	403	823	694	1614	177	175	278	4164
2014-2015	359	738	603	1485	156	197	315	3853
2013-2014	309	626	514	1410	136	166	253	3414
2012-2013	346	714	603	1413	149	318	309	3852
2011-2012	239	390	354	826	107	274	244	2434
2010-2011	273	425	439	958	133	310	261	2799
2009-2010	354	401	426	977			545	2703
2008-2009	221	326	428	771			294	2040
2007-2008	216	337	473	804			320	2150
2006-2007	211	294	435	710			167	1817

CAROLINA RAPIDS COACH STAFF



UEFA A License –One coach

UEFA B License – One coach

USSF A – Seven coaches

USSF B – Three coaches

USSF C – Three coaches

USSF D – Three coaches

NSCAA – Seven coaches

USSF National Youth License – Four coaches

USSF National Teams Staff – Two coaches

National Team Playing Experience – Five coaches

Professional Playing Experience – Eight coaches

College Coaching Experience – Sixteen coaches

CAROLINA RAPIDS IN COLLEGE



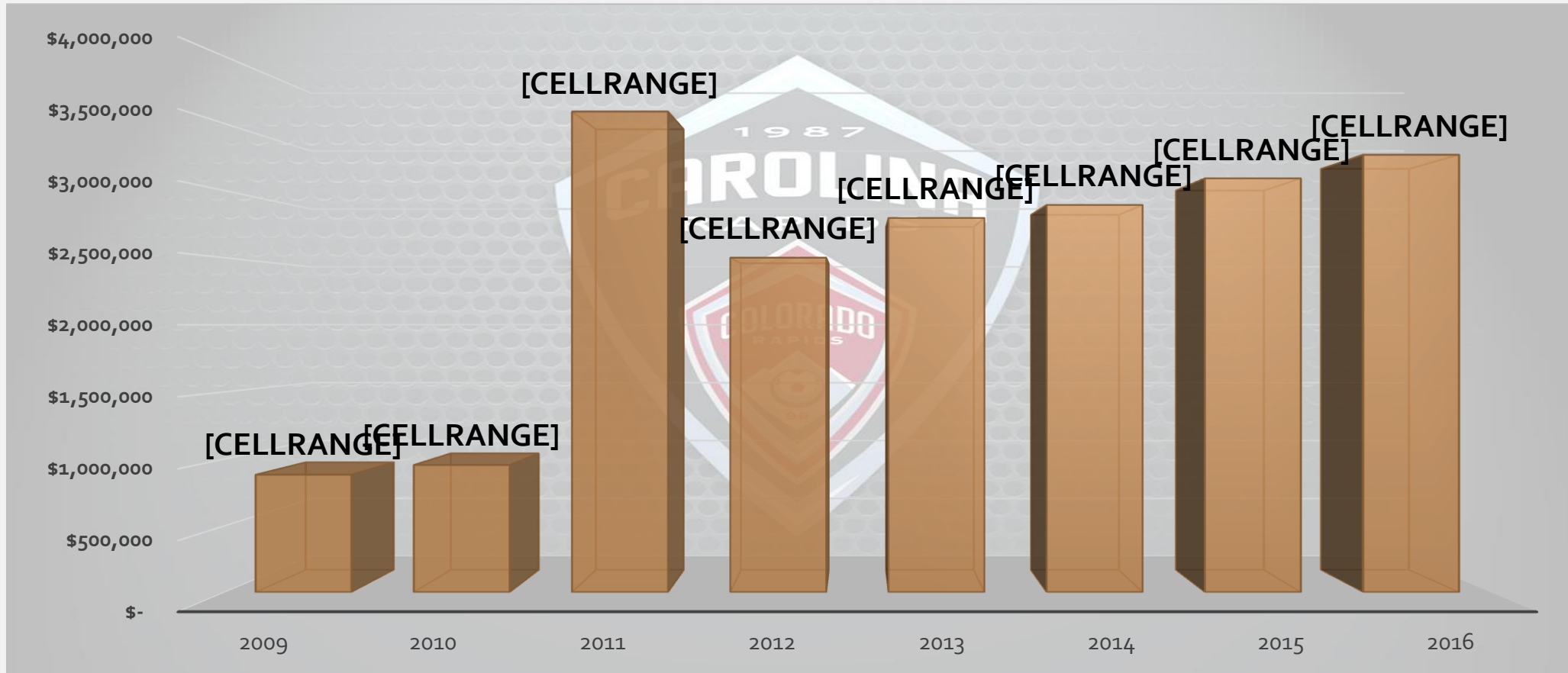
CAROLINA RAPIDS TOURNAMENTS



CAROLINA RAPIDS COMBINES



CAROLINA RAPIDS TOURNAMENTS ECONOMIC IMPACT



CAROLINA RAPIDS



- Branding Success, Coaching Education & Development Impact, Curriculum Implementation with the Alliance
- Continued Positive Partner Relationships with the community and soccer landscape. Challenge is to increase more personnel in the delivery and outreach of future partnerships.
- Improved Outreach in Fundraising, Nomination, Financial Assistance.

CAROLINA RAPIDS BENEFITS



- Focus on communication as main goal – calendar year initiative. Program Development.
- Increased Operating Reserve, improved Financial Management and Reporting procedures and performance tracking.
- South Charlotte Competitive Program, Denver Competitive Program, New Office Location and Structure.

CAROLINA RAPIDS BENEFITS



Success In Soccer

- Program Development
- 3 State Cup Finalists
- Statewide League Success in Performance and Placement
- Players committed to play college soccer
- 10 Girls from Juniors invited to ETP in Colorado
- Two players and one coach as part of Generation Adidas International
- Girls Academy & WPSL

CAROLINA RAPIDS



FIELDS & FACILITIES

Richard Barry Park – 6 Full Size Fields. Natural Grass, Lighted. First Right of Refusal

Bailey Road Park – 2 Full Size Fields. Turf Field, Lighted. First Right of Refusal

Bradford Park – 3 Full Size Fields. Natural Grass. Residential Access

Denver United Methodist Church – 2 8v8 Fields. Natural Grass, Lighted. First Right of Refusal

Matthews Sports Plex – 5 turf fields. Residential Access

River Run Soccer Field – co-sponsor access

Bailey Indoor GYM – one basketball court. Full Access

JV Washam Indoor GYM – one basketball court. Sunday Full Access

Various Facilities for Tournament Field Access

CAROLINA RAPIDS



REQUEST FOR BOARD ACTION

 [Print](#)

Date of Meeting:

To: PARC Commissioners
From: Troy Fitzsimmons, PARC Director
Action Requested:
Manager's Recommendation:

ATTACHMENTS:

Name:	Description:	Type:
No Attachments Available		



FY18 Budget Goals

Presentation to the Cornelius PARC Commission

Thursday, January 5, 2017

Goal #1



Continue providing high-quality programs maintaining current level of programming service and expand the summer day camp program

Expense: \$93,600

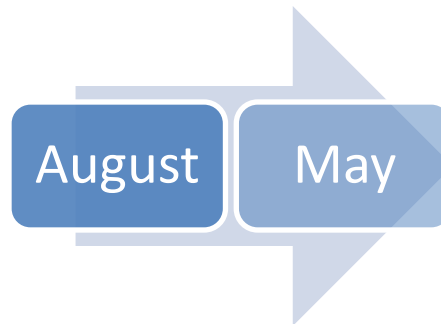
Revenue/Savings: (\$63,000)

Net: \$30,600

Program Improvements



Move Jazz Fest to May to coincide with splash pad season opening



Old Town Cornelius Jazz Fest



Splash Pad Opening Day



Program Improvements



Combine Earth Day, Arbor Day, and Hooked on Cornelius into one large Earth Day event



Earth Day



Arbor Day



Hooked on Cornelius



Program Improvements



Summer cinema series becomes a year-long program, showing outdoor movies in warmer months and indoor seasonal movies at the arts center in colder months.



Program Improvements



Create a larger event with more activities for the Beyond Walls opening ceremony



Program Improvements



- Eliminate early drop off and late pick up for summer day camp.



- Contract out the adult softball league.



- Establish variable work schedules for programmers in order to provide coverage during peak times.



Program Improvements



Expand Summer Day Camp from 60 to 100 children per week

2016 Summer Day Camp Quick View

- 8 weekly camps offered
- Weekdays, 8:30 am - 5:30 pm
- 486 participants
- 101% capacity
- Sold-out in <5 minutes via on-line and in-person registration
- Revenue: \$62,077
- Waiting list on March 3 – 300
- Waiting list at end of summer - 370



Comp Time & Overtime



- Compensatory Time
 - 40 hours maximum per programmer
- Overtime
 - 40 hours maximum per programmer
 - Cost: \$6,600



Program Improvements



Add one (1) Recreation Program Assistant

- Justification

- ↑ ○ Increase the ability for PARC staff to cover the 70 hour/week peak season periods
- ↑ ○ Program participation has grown 102% since FY12
- ↑ ○ Program revenue has increased 66% since FY12
- ↑ ○ Field reservations have increased 33% since FY12
- ↑ ○ Allows for expansion of summer day camp from 60 to 100 children
- ↓ ○ PARC is understaffed by 25% compared to comparable NC park departments
- ↓ ○ Reduces reliance on part-time staff
- ↓ ○ Potentially reduces down time when program manager vacancy occurs
- ↓ ○ Decreases the additional 600 hours above 2080/year programmers have typically accrued
 - Assume lead role in smaller programs and events

Program Improvements



Budget Impacts

Description	FY 17	FY 18	TOTAL
Over-time	\$ -	\$ 6,600	\$ 6,600
Recreation Program Asst	\$ 14,350	\$ 26,650	\$ 41,000
Camp Materials, Trips, and Staffing	\$ 18,920	\$ 27,000	\$ 46,000
Total Expenses:	\$ 33,270	\$ 60,250	\$ 93,600
Reduction in PT staff costs	\$ (750)	\$ (2,250)	\$ (3,000)
Program Efficiencies	\$ (250)	\$ (750)	\$ (1,000)
Add'l Camp Revenue	\$ (22,125)	\$ (36,875)	\$ (59,000)
Total Savings and Revenue:	\$ (23,125)	\$ (39,875)	\$ (63,000)
NET:	\$ 10,145	\$ 20,375	\$ 30,600

Recreation Program Asst hired March 1
3 weeks of camp in FY 17 and 5 weeks of camp in FY 18



Goal #2

Provide continued program facility space at JV Washam ES gymnasium in accordance with the 2005 Town and CMS joint use agreement.

Expense: \$14,000

Revenue: (\$0)

Net: \$14,000





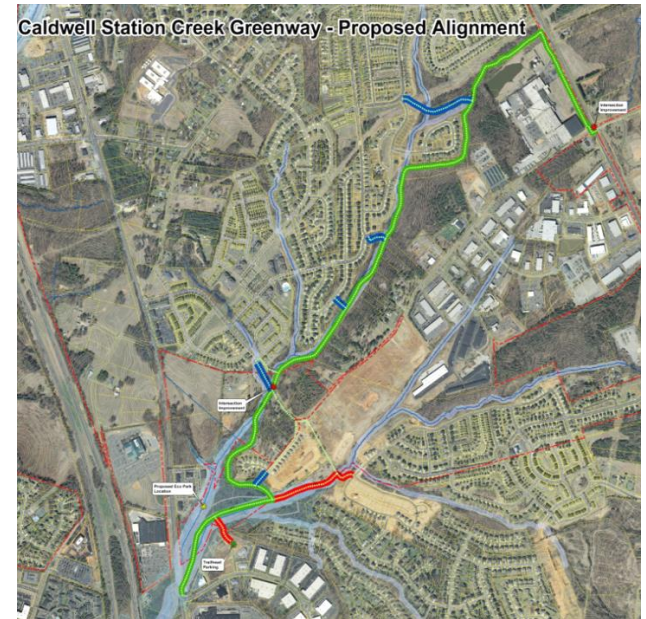
Goal #3

Assume maintenance operations of Caldwell Station Creek Greenway

Expense: \$38,000

Revenue: (\$0)

Net: \$38,000



\$28,500 recurring expense for part-time maintenance staff, contracted mowing, insurance, etc.
\$9,500 one-time expense for wayfinding signs, etc.



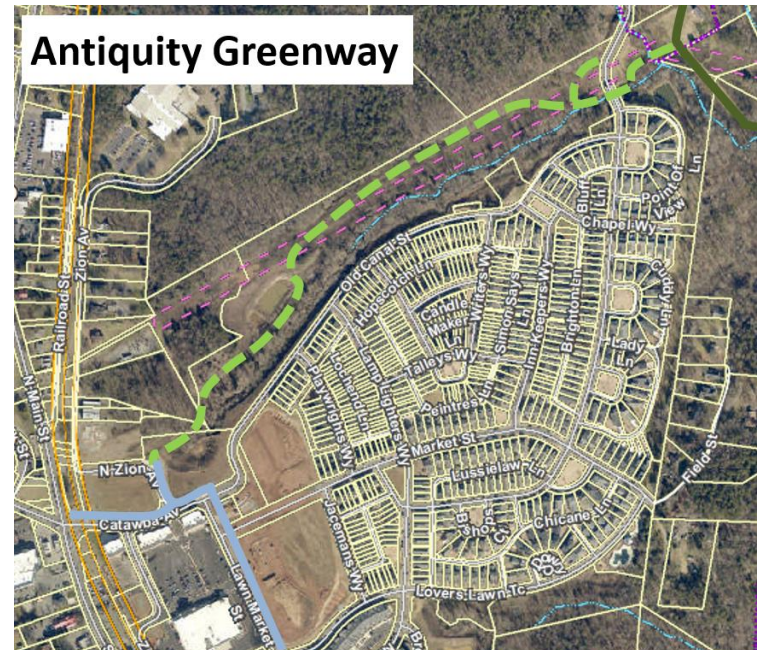
Goal #4

Assume maintenance operations of Antiquity Greenway

Expense: \$6,700

Revenue: (\$0)

Net: \$6,700



Opens in 3rd Quarter of FY 18

\$3,500 recurring expense for part-time maintenance staff, contracted mowing, insurance, etc.

\$3,200 one-time expense for wayfinding signs, etc.


REQUEST FOR BOARD ACTION

 **Print**

Date of Meeting: January 5, 2017

To: PARC Commissioners
From: Troy Fitzsimmons, PARC Director
Action Requested:
Manager's Recommendation:

ATTACHMENTS:

Name:	Description:	Type:
 2016.12.23 December Director Report.pdf	December 2016 Director's Report	Backup Material

PARC Director's Report

December 2016

PROGRAMMING

Recreation Centers

- 44 LKN Teen Council members helped cover the 25 hours of Christmas holiday events for the towns of Cornelius, Davidson and Huntersville. The Lake Norman Teen Council received \$285.00 from Food Lion for their fundraiser at Light Up Cornelius event.
- Began planning for the Youth Volleyball Program that starts in March and the 2017 Summer Day Camp Series.
- Met with Fleet Feet to discuss plan to offer a new Couch-to-5k running plan program for the spring.

Arts Center

- Completed Fall B classes. Nine of the twelve adult programs made, with 75 total registrants (Last year 15 classes/workshops were offered with 10 classes made with 70 students), and six of the nine youth programs made, with 39 total registrants (Last year 10 youth classes/workshops were offered and 5 made with 36 students).
- Began registration for winter programming, including the return of Drop-In Art two days per week for children 2 and older (preschoolers and homeschoolers).
- Held Cocoa with Santa on December 2 with over 400 attendees, more than twice as many as last year's attendance of 180.
- Coordinated Santa's Mailbox, responding to 55 self-addressed, stamped envelope submissions, about the same as last year.
- Prepared RFP and timeline for *Beyond Walls* 2017 and began call for artists for *Home Grown* 2017. This year's *Home Grown* will be February 3 – March 24, with an opening reception will be held on Friday, February 3, 6:30-8:30pm.
- Met with Cintas to discuss effective cleaning practices of the ceramics studio. Enrolling in a bi-weekly mat service to help minimize clay dust. Cancelled entry service agreement with Sonitrol in an effort to reduce expenses at the center.
- Planning for the annual Valentine's Day "heART pARTy" on Saturday, February 11, 9:30-11:30am.

Athletics

- LNTA Tennis lessons at Jetton Park had 45 participants in the December session (43 in 2015).
- Cornelius/Davidson Youth Basketball League began practices and played two weeks of games in December. The league is at 865 participants and 148 volunteer coaches. (836 and 144, respectively, in 2015).
- Managed 124 total hours of outdoor athletic facility use in September

Special Events

- Completed and submitted application for 2017 NCDOT Bicycle Helmet Initiative.
- Reviewed 2016 sponsorships and began planning for 2017. Prepared benefits package for 2017 Summer Camps and began soliciting for sponsors.
- Planning for a 2016 Sponsor "Thank You" Reception in January or February.

CAPITAL PROJECTS

Under Design

- **McDowell Creek Greenway** –The Westmoreland HOA board and Town Board approved the needed easement through the Westmoreland neighborhood. Two easements remain to be secured near Magnolia Estates and Catawba Avenue. Staff is negotiating with the owner.
- **Antiquity Greenway** –Construction drawings are ready for submission for NCDOT review. One easement is still needed at Zion Street which staff is negotiating with the owner. Charlotte Water just advised Town that a water main extension that was cancelled a year ago is back on and urgent. This would seriously Impact the project. Staff is coordinating with Charlotte Water to work out an acceptable resolution.
- **South Bailey Greenway** – Mecklenburg County Parks and Recreation is incorporating construction as part of their FY19 Capital Improvement Plan. Project is still contingent on County Commission approval.
- **Smithville Park** – An RFP was issued to construct accessible routes to the multipurpose and baseball fields. The bids were received on December 16 and at \$20,000 the low bid was within our budget.
- **Recreation Centers** – Staff received one quote to install gym divider curtains and adjustable basketball goals and are working with vendors to secure another quote.
- **Bailey Road Park Track** – ViZ Design is completing construction documents to address drainage improvements and erosion issues around the track and football field.
- **Bailey Road Park Playground** – Staff have contacted the original playground design firm but they are not interested in working with the Town until a significant retainer fee is paid. Staff will attempt to work with firm's owner, but is also assessing other alternatives.

Under Construction

- **Caldwell Station Creek Greenway** – The project construction is approximately 90% complete. Due to cold weather constraints, remaining paving will have to be completed in the spring.

Completed

- **WAC** – Playground unit and surfacing repairs are complete.

OPERATIONS

- **30-Day Challenge** - Staff successfully took on a challenge to complete 15 projects in 30 days in the parks. Projects ranged from planting new trees in parks to cleaning out the “dungeon” in the arts center.

Visitation/car counts

- September: WAC 8,343 cars BRP 22,545 cars 92,664 visitors
- October: WAC 7,218 cars BRP 18,551 cars 77,307 visitors
- November: WAC 4,354 cars BRP 14,133 cars 55,461 visitors

REQUEST FOR BOARD ACTION

 [Print](#)

Date of Meeting:

To: PARC Commissioners
From: Troy Fitzsimmons, PARC Director
Action Requested:
Manager's Recommendation:

ATTACHMENTS:

Name:	Description:	Type:
No Attachments Available		

Karen Ulmer

From: Lori Harrell
Sent: Friday, October 21, 2016 6:55 PM
To: Karen Ulmer
Subject: Fwd: Online Form Submittal: Committee Appointment Form

Print a copy for me too. Please and thank you...

Lori

Sent from my iPhone

Begin forwarded message:

From: <noreply@civicplus.com>
Date: October 19, 2016 at 2:02:40 PM AST
To: <lharrell@cornelius.org>
Subject: Online Form Submittal: Committee Appointment Form

Committee Appointment Form

Contact Information

First Name	Karina
Last Name	Baril
Residence Address	20304 Cathedral Oaks Drive
Mailing Address (if different from above)	<i>Field not completed.</i>
Contact Number	703975-3083
Description	Cell
Email Address	karinaivette@gmail.com
I Live:	Inside the Town of Cornelius
I Am Interested In Serving On The Following Board(s)	PARC Commission

Please list qualifications and/or reasons why you would like to serve.	Extensive professional experience in business and economic development as well as community engagement, events and corporate giving. Represent the changing face of Cornelius, which is currently underrepresented on town committees and
--	---

leadership- young family, working mother, Hispanic.

Additional Information 2016-10 kbaril.docx
(*optional)

Date 10/19/2016

Signature K/Baril

Note:

*You may fax this form to the Town Clerk at 704-896-2462 or mail to PO Box 399,
Cornelius, NC 28031*

Email not displaying correctly? [View it in your browser.](#)

KARINA BARIL

20304 Cathedral Oaks Drive | Cornelius, NC 28031
karinaivette@gmail.com | 703-975-3083

PROFILE

Forward-looking leader with proven success driving business objectives and strategic alignment.

High-performance, accomplished professional with demonstrated expertise delivering strategic and tactical plans that achieve revenue growth. In depth experience leading business transformation initiatives, integration of acquisitions, and cultivation of key partnerships.

Core competencies include:

- Spanish/English consecutive translation
 - Strategic Planning & Execution
 - Business Transformation Initiatives
 - M&A Due Diligence and Integration
 - Global & Regional Expansion Planning
 - Balanced Scorecard Methodology
 - Change Management
 - Corporate Responsibility/Philanthropy
-

EXPERIENCE

LOWE'S CORPORATION, Mooresville, NC

Manager, Business Development and M&A Integration, 5/2014 – 6/2016

Plan and execute new business expansion efforts and post-M&A integration.

Evaluate synergy potential, identify best practices to be leveraged, and identify opportunities for cross-business collaboration. Work with leadership to define and communicate objectives.

- ♦ Created and obtained C-suite approval of strategy introducing use of vehicles beyond owned-stores to accelerate international expansion.
- ♦ Spearheaded assessment of franchising as alternative business development channel.
- ♦ Identified, successfully lobbied for, and managed limited IT resources to develop platform for merchants outside the U.S. to access product sourcing information.
- ♦ Recognized by cross-functional colleagues as valued resource regarding strategy, competitor insights, project ideation, and business model canvassing.

WALMART FOUNDATION, Bentonville, AR

Director, Strategy and Stakeholder Engagement, 9/2012 – 4/2014

Selected for accelerated development rotations and leadership initiatives, as well as representative before national organizations over five-year Walmart tenure.

Partnered with Foundation President as Chief-of-Staff to refocus philanthropic initiatives and deliver greater positive social impact by leveraging core business strengths.

- ♦ Conducted extensive analysis of social issues able to be addressed by leveraging corporate strengths. Applied insights to develop multi-year strategy, define annual objectives, and inform organizational redesign.
- ♦ Co-led integration of multiple teams into a single organization to promote alignment with shared strategy, eliminate redundancies, and maximize resources.
- ♦ Coordinated engagement and education of Board of Directors by developing board meeting agendas and materials, as well as hosting visits to grant recipient organizations.
- ♦ Led communications team in crafting inspiring, targeted messages and events to enhance company's reputation.
- ♦ Advised Foundation leadership and other executives on engagement with national non-profit organizations.

continued...

WALMART INTERNATIONAL, Bentonville, AR

Director, Operations and Integration, 6/2009 – 9/2012

Excelled in MBA summer internship and permanently joined team evolving from Operations to Integration focus.

Quantified value of potential synergies during due diligence and measured attainment of synergies through integration for deals spanning Africa, South America, Eastern Europe, and Asia. Collaborated with subject matter experts and project managers to define success metrics. Published monthly scorecards for international leadership to track integration progress by country.

- ♦ Measured attainment of \$50M in synergy within two years of acquisition of South African retailer with six business units and 300+ stores across 13 countries.
- ♦ Led integration training and work stream execution of food processing and distribution company for Walmart Chile.
- ♦ Partnered with Walmart Brazil to re-launch select integration initiatives expected to generate synergies missed in prior efforts.
- ♦ Benchmarked multi-national corporations to create revised integration process encompassing multiple acquisition types including vertical integration.
- ♦ Worked with markets to evaluate benefits of establishing independent integration units versus utilizing corporate function.
- ♦ Owned development of M&A Accelerator integration management system and user training.
- ♦ Leveraged first-hand knowledge of store operations to assist with integration work stream and metrics definition.

WALMART STORES, INC., Bentonville, AR

Store Manager Rotation, 9/2009 – 12/2010

Selected for 18-month store management rotation to gain hands-on knowledge of all aspects of store operations.

Managed 100,000 sq. ft., 24-hour Super Center with 250 employees.

- ♦ Led store to produce \$69M in sales representing a 2.2% year-over-year increase and exceeding national company average.
- ♦ Drove process improvements resulting in decreased wage spend and shrink while increasing employee satisfaction and customer experience scores.

MILLENNIUM CHALLENGE CORPORATION, Washington, DC

Program Officer, El Salvador, 10/2005 – 5/2008

Key member of start-up phase for this government agency focused on transformational international economic development.

Managed cross-functional project team from country selection through program development for a \$436M grant (the then-largest foreign aid grant made by the U.S.). Established close partnership with Office of the President of El Salvador to design a five-year program offering potential to remove barriers to economic development.

- ♦ Engaged stakeholders- including representatives from all levels of government, U.S. diplomats, national and international NGOs, private business, local residents, and Salvadorans living abroad- in program design to promote country ownership; process cited by U.S. Congress as hallmark of success.
- ♦ Achieved all program milestones ahead of schedule, overcoming barriers through strength and breadth of relationships.

continued...

- ♦ Captured lessons learned, best practices, and guidelines to help organization accelerate through start-up phase.

U.S. TRADE AND DEVELOPMENT AGENCY, Washington, DC

Project Analyst, Latin America, 3/2003 – 10/2005

Enabled U.S. businesses to identify export partners and opportunities in Latin America.

- ♦ Commissioned research and tracked trends across Latin American countries and industries to identify opportunities for U.S. exports of goods and services.
- ♦ Financed \$5M in water, energy, security, and transportation projects with a minimum U.S. export potential of \$30M each.
- ♦ Hosted conferences and events to bring together Latin American government investors with U.S. company representatives and showcase product offerings.
- ♦ Supported U.S. Central America Free Trade Agreement negotiation team with guidance on recommended trade capacity building allocations.
- ♦ Wrote press releases on projects financed, briefing materials for Agency leadership, and annual report content on Latin America initiatives.

*** Eight years of experience as a Spanish/English interpreter at immigration court; prior experience as Sr. Program Analyst with the U.S. Immigration & Naturalization Service and as an immigration law Paralegal with Maggio & Kattar, PC. ***

EDUCATIONAL BACKGROUND

MBA, BABSON COLLEGE, OLIN SCHOOL OF BUSINESS, 2010 Wellesley, MA

Program on Negotiation (PON), HARVARD UNIVERSITY, 2008 Cambridge, MA

BA, International Relations & American History, TUFTS UNIVERSITY, 2001 Medford, MA

Languages:

Native Spanish; novice French and Portuguese

Lori Harrell

From: noreply@civicplus.com
Sent: Tuesday, January 06, 2015 3:03 PM
To: Lori Harrell
Subject: Online Form Submittal: Committee Appointment Form

If you are having problems viewing this HTML email, click to view a [Text version](#).

Committee Appointment Form

Contact Information

First Name* David
Last Name* Rusk

Residence Address*
20907 Island Forest Drive Cornelius, NC 28031

Contact Number 704-877-3612
Description
☐ Home ☐ Work ☒ Cell

Email Address
drusk@classicstonecreations.com

I Live:*

☒ Inside the Town of Cornelius
☐ Outside the Town of Cornelius

I Am Interested In Serving On The Following Board(s)

☐ Architectural Review Board ☐ Crime Initiative Committee
☐ Historic Preservation Committee ☐ Land Development Code Advisory Board
☐ Library Endowment Committee ☒ PARC Commission
☐ Planning Board ☐ **Other

Please list qualifications and/or reasons why you would like to serve.

Experience as a small business owner and avid athlete. Currently coaching club volleyball with Lake Norman Volleyball club. My 2 daughters have played youth sports throughout the North Meck area in multiple sports. My youngest daughter is a freshman at Hough and played volleyball there as well as a goalie with Carolina Rapids. I enjoy golf, tennis, biking and volleyball in my free time!

Date* 1/6/2015
Signature* David Rusk

Note:


REQUEST FOR BOARD ACTION

 Print

Date of Meeting: January 5, 2017

To: PARC Commissioners
From: Troy Fitzsimmons, PARC Director
Action Requested:
Manager's Recommendation:

ATTACHMENTS:

Name:	Description:	Type:
 Arts District Input Form final.docx	Arts District Input Form	Backup Material

Arts District Input Form

Thank you for providing input for the planning and development of Cornelius’ Arts District Overlay. Please feel free to include comments that cannot fit into the provided feedback boxes by using a separate sheet of paper. For further comments please contact Will Washam, Senior Planner wrwasham@cornelius.org (704)-896-2461 ext. 116

Arts District Overlay Extents

***A conceptual Arts District extents has been developed around the Arts Center site on Catawba Avenue and the Town Center. See the attached concept map.

How far should the Arts District extend westward on Catawba Ave. How far should the district extend north and south along highway 115? Use landmarks in your description if possible.	
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Arts District Overlay Uses and Zoning Regulations

What uses should be encouraged in the Arts District? (Performance Space, Art Studio, Micro Brewery, Events Space indoor and outdoor, Music Venue, Business incubators, etc.)	
--	--

Built Environment, Structures, and Architecture

The existing buildings contribute to the unique character of this area. Should use of the existing buildings be encouraged? What priority should historic preservation be?	
Some areas within the proposed district extents have opportunities for new development. Should zoning regulate building materials/forms to conform to the existing prominent buildings with the proposed art district extents? Should we be more flexible in considering artistic form in architecture?	

Public Art in the District

Currently murals are subject to ARB review and are not allowed on street fronting wall surfaces. Should Murals be considered differently inside the arts district? What about other art forms (sculpture, statues, etc.)?	
Some arts districts have unique branding incorporated into public art (In Hendersonville they have bear statues in their arts district). Ideas for unique public art branding specific to Cornelius?	
Should we incorporate unique wayfinding signs into the arts district? There is an opportunity to incorporate the existing Historic Walking tour in this area into wayfinding signage	
Should we have a committee whose purpose is to review public/private art and give direction in the district?	

What other issues are important to you?

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