Parks, Arts, Recreation & Culture
(PARC) Commission
July 11, 2019
5:30 PM

Cornelius Town Hall
www.cornelius.org/parc

AGENDA

PARC COMMISSION - 5:30 PM

1. **CALL TO ORDER**
2. **DETERMINATION OF QUORUM**
3. **APPROVAL OF MINUTES**
   - A. **May 2019 Draft Minutes**
4. **PUBLIC APPEARANCES - CITIZEN CONCERNS/COMMENTS**
5. **PRESENTATIONS**
   - A. **Google Local Guides Program - Rob McCloskey**
6. **DIRECTOR'S REPORT**
   - A. **June 2019 Director's Report**
7. **PARC COMMISSIONER RECOMMENDATIONS AND REPORTS**
8. **OLD BUSINESS**
   - A. **Lake Cornelius Update**
   - B. **Bailey Road Park Tennis/Pickleball Complex Update**
   - C. **Robbins Park Master Plan Update**
   - D. **Cain Center for the Arts**
   - E. **Northern Regional Recreation Center**
   - F. **PARC Commission Goals & Committees**
9. **NEW BUSINESS**
10. **ADJOURNMENT**
11. **NEXT MEETING**

REQUEST FOR BOARD ACTION

Print

Date of Meeting: July 11, 2019

To: PARC Commissioners

From: Troy Fitzsimmons, PARC Director

Action Requested:

Manager's Recommendation:

ATTACHMENTS:		
Name:	Description:	Type:
2019.5.2.Minutes.pdf	May 2019 Draft Minutes	Backup Material

Parks, Arts, Recreation & Culture (PARC) Commission
Thursday, May 2, 2019
5:30 – 7:00 pm

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

MINUTES

1) Call to Order
Chair Higgins called the meeting to order at 5:44 pm.

2) Determination of Quorum
A quorum was reached with five commissioners in attendance.
Commissioners present: Rob McCloskey, Trey Fouche, Carol Livingston, Chris Kolkhorst, Chair Scott Higgins, and Town Commissioner Thurman Ross
Commissioners absent: Meghan Stamper, Andrew Heywood, Dave Rusk, Travis Dancy, and Town Commissioner Denis Bilodeau
Staff present: Director Troy Fitzsimmons and Karen Ulmer

3) Approval of Minutes (April)
Commissioner Kolkhorst made a motion to accept the minutes from the April 4, 2019, meeting as written. Commissioner Fouche seconded and the motion passed unanimously.

4) Public Appearances – Citizen Concerns/Comments
Janice Starr and Jeff Lawrence, of 17412 Sail View Drive in the Peninsula, spoke to the group in support of creating a dog park at the existing Jetton Road Neighborhood Park, 16000 Jetton Road, and handed out some photos [see attached]. The park currently has twelve parking spaces, one ADA parking space, and three dog waste stations. They would like to add a fenced-in dog park area for part of the park, with gates to get in and out, well screened from the road and neighbors, with rules posted. Davidson has created a small dog park, Dog Preserve, in a similar neighborhood setting and the photos included an image of that park. Commissioner Fouche suggested a staff review of best practices. Ms. Starr said she might be able to pursue support from the Peninsula for maintenance, as well as funding from other sources. Director Fitzsimmons will begin researching viability and costs.

5) Presentations
a) Village Center Park Land Acquisition
Director Fitzsimmons said the Town recently agreed to purchase two parcels of land on the west side of Cornelius, near Jetton Road and One Norman Boulevard [see attached]. This space will be used in the future to develop a village center park for passive use. A park in this area had been identified as project N1 in the 2015-2025 Comprehensive Parks and Greenways Master Plan recommended parks.

6) Director's Report
Director Fitzsimmons gave a presentation highlighting items from his April report [see attached].

7) PARC Commissioner Recommendations & Reports
a) Items to be placed on record
b) Commissioner Reports
1) Commissioner Rob McCloskey – He thanked Chair Higgins for helping with the recent workday at the Robbins Park pollinator garden. He has been working with Sid Smith and Pam Lewis from LNWC to rally a group of folks from the neighborhood to form something like a "Friends of Robbins Park" to support

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what LNWC is doing in the park. Earth Jam was a fantastic rebranding of the Earth Day event. The kids participating in Hooked on Cornelius were having a blast and could not have been happier. He noticed at the 'Tawba Walk that people parked in the grass area in front of Food Lion. Director Fitzsimmons said we had a call from Food Lion and we have contacted CCAG, because they and Bella Love need to control parking issues.

2) Commissioner Trey Fouche
The Earth Jam event was really well done, especially for a first-year event. The music was really good. Because it was the same weekend as MerleFest, some out-of-area bands were able to be a part of it. He suggested always having it the same weekend and also moving the time later. He has spent this spring at either a Cornelius or other local park with his family's sports, and has enjoyed seeing them fully utilized.
3) Commissioner Meghan Stamper – Absent
4) Commissioner Carol Livingston – Earth Jam was fabulous. She thought it was great to move Hooked on Cornelius to a later time, so kids playing morning sports would be able to participate. She suggested that some of the vendors, including FORK, needed better signage for their tent spaces.
5) Commissioner Chris Kolkhorst – No report
6) Commissioner Andrew Heywood – Absent
7) Commissioner Dave Rusk – Absent
8) Commissioner Travis Dancy – Absent
9) Chair Scott Higgins - He picked up a picnic meal from FORK and the food was really good, though its packaging could be improved. He has been working with the Bike Expo committee and we have a well-organized event planned. He has enjoyed watching the progress of Antiquity Greenway, which he checks on daily. He attended the 'Tawba Walk and enjoyed the event and meeting some of the newer PARC part-time staff. He went to Hop Into Spring and Art in the Park, both great events and Recreation Program Assistant Shelby Cruse is awesome with the kids.
10) Town Commissioner – Thurman Ross – No report

8) Old Business

a) Lake Cornelius Update
Director Fitzsimmons said he met with Town Manager Andrew Grant and Duke Energy to review the survey results and discuss options for location. They will meet with the Director of the Lake Norman YMCA soon to discuss the potential for collaboration.

b) Bailey Road Park Tennis/Pickleball Complex Update
Director Fitzsimmons gave a presentation [see attached] showing some drawings of the possible project. Town and staff have been discussing converting the existing tennis court space with a pickleball complex, then building a larger tennis complex between the existing basketball courts and Bailey Road. We need to find a "namer" for the park, which would generate funds to go into the complex. We are also discussing a restaurant on the site that would contribute funds. The FY20 budget has been amended to provide $1 million towards the complex though this would likely take away the land-banking money previously requested in the budget. The local USTA group is very excited about this project for tournaments. We would need to amend the master plan for Bailey Road Park as part of the process if this proceeds. Commissioner Fouche said he is in favor of this project but is concerned about the loss of land-banking money.

c) Cain Center for the Arts
No report

d) Northern Regional Recreation Center
No report

e) PARC Commission Goals & Committees
No reports social media

9) New Business

a) Proposed FY20 Facility Rental Fees
Director Fitzsimmons gave a presentation [see attached] highlighting the proposed changes to fees for FY20. To prepare, we researched 17 municipalities throughout NC to compare fees, then tried to make our fees below the average for our residents and above the average for nonresidents [see attached]. Commissioner

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Fouche made a motion to recommend the presented, proposed FY20 facility fees to the Town Board for adoption. Commissioner Livingston seconded and the motion passed unanimously.

10) Adjournment

Chair Higgins adjourned the meeting at 7:00 pm.

Next Meetings – Thursday, June 6, 2019
Future Dates – Thursday, July 11; Thursday, August 1, 2019; Thursday, September 5, 2019

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REQUEST FOR BOARD ACTION

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Date of Meeting: July 11, 2019

To: PARC Commissioners

From: Troy Fitzsimmons, PARC Director

Action Requested:

Manager's Recommendation:

ATTACHMENTS:		
Name:	Description:	Type:
Cornelius_PARC_Asset_Visibility.pdf	Cornelius PARC Asset Visibility	Presentation
How_to_become_a_Google_Local_Guide.pdf	How to Become a Google Local Guide Handout	Backup Material

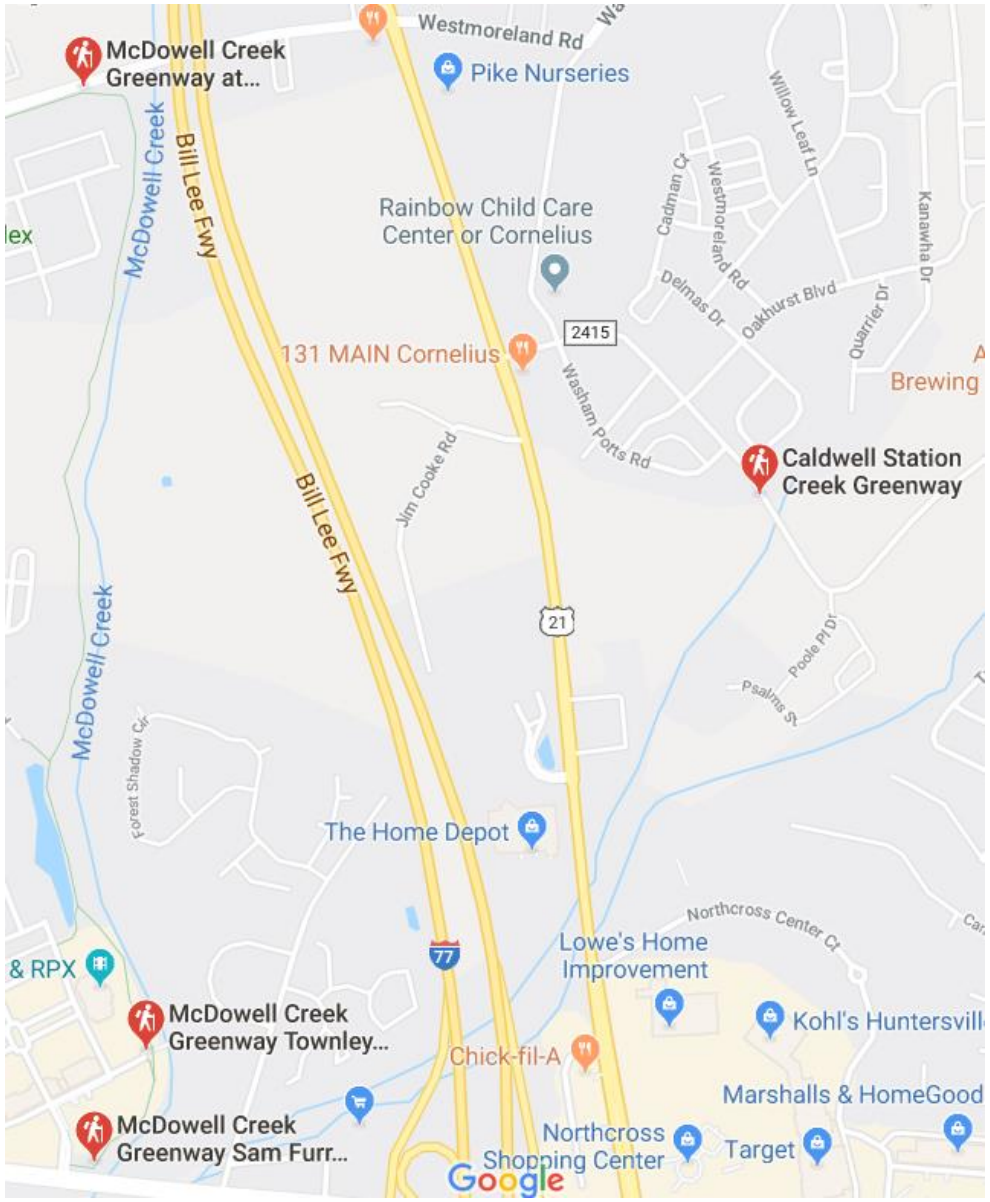
Cornelius PARC Asset Visibility

Google Maps & Additional Future Opportunities

Google Maps

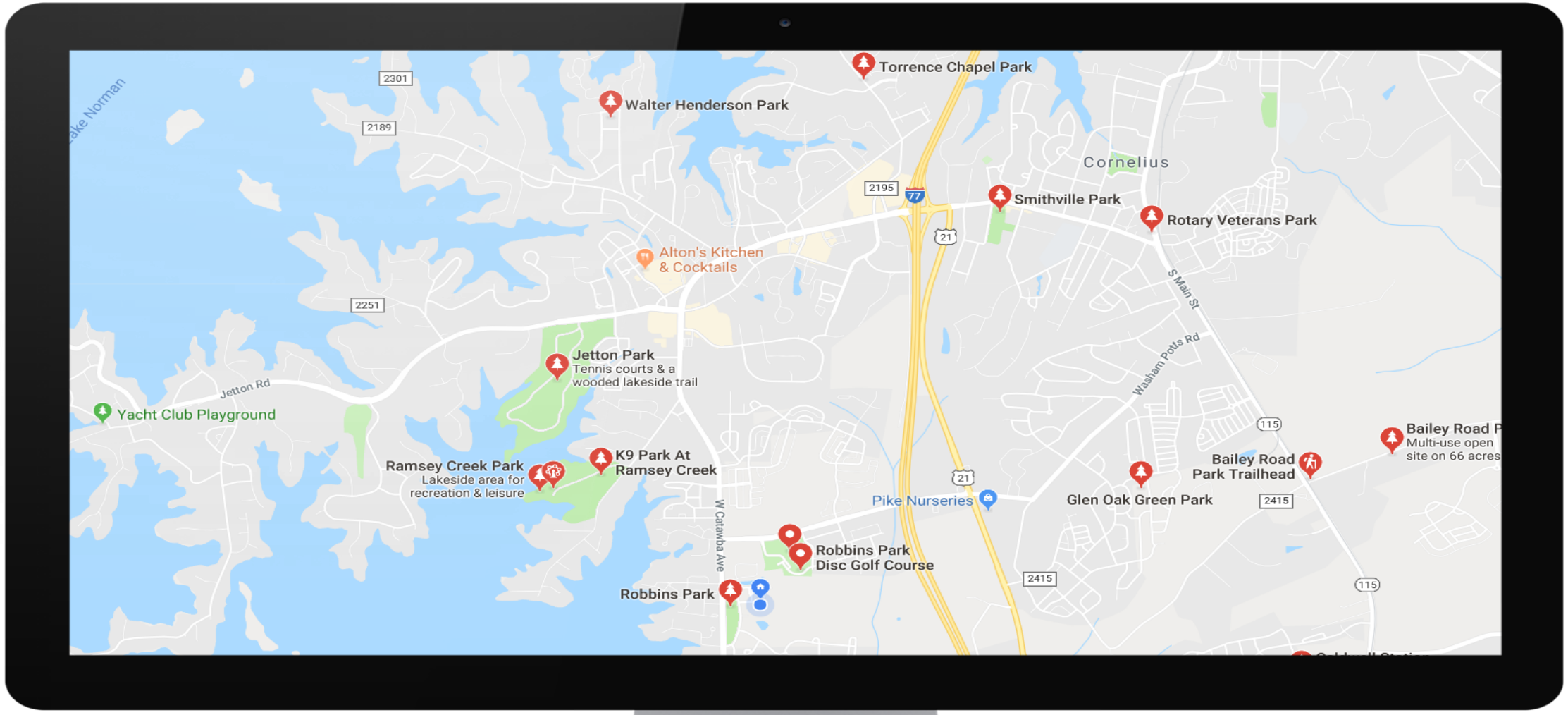
Why this technology?

- Over 60 billion hits annually
  - Intermingled historical search
  - Street level visibility
- PARC assets visibility within Google maps
  - Highlight Cornelius PARC assets
  - Visibility amongst other destinations
- Website and mobile apps
  - Open architecture
  - Free sign-up
  - Intuitive maintenance



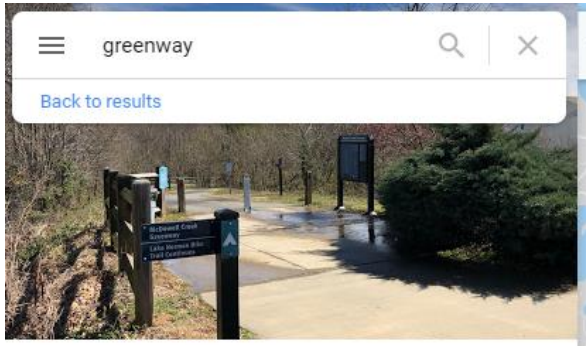
What’s visible right now?

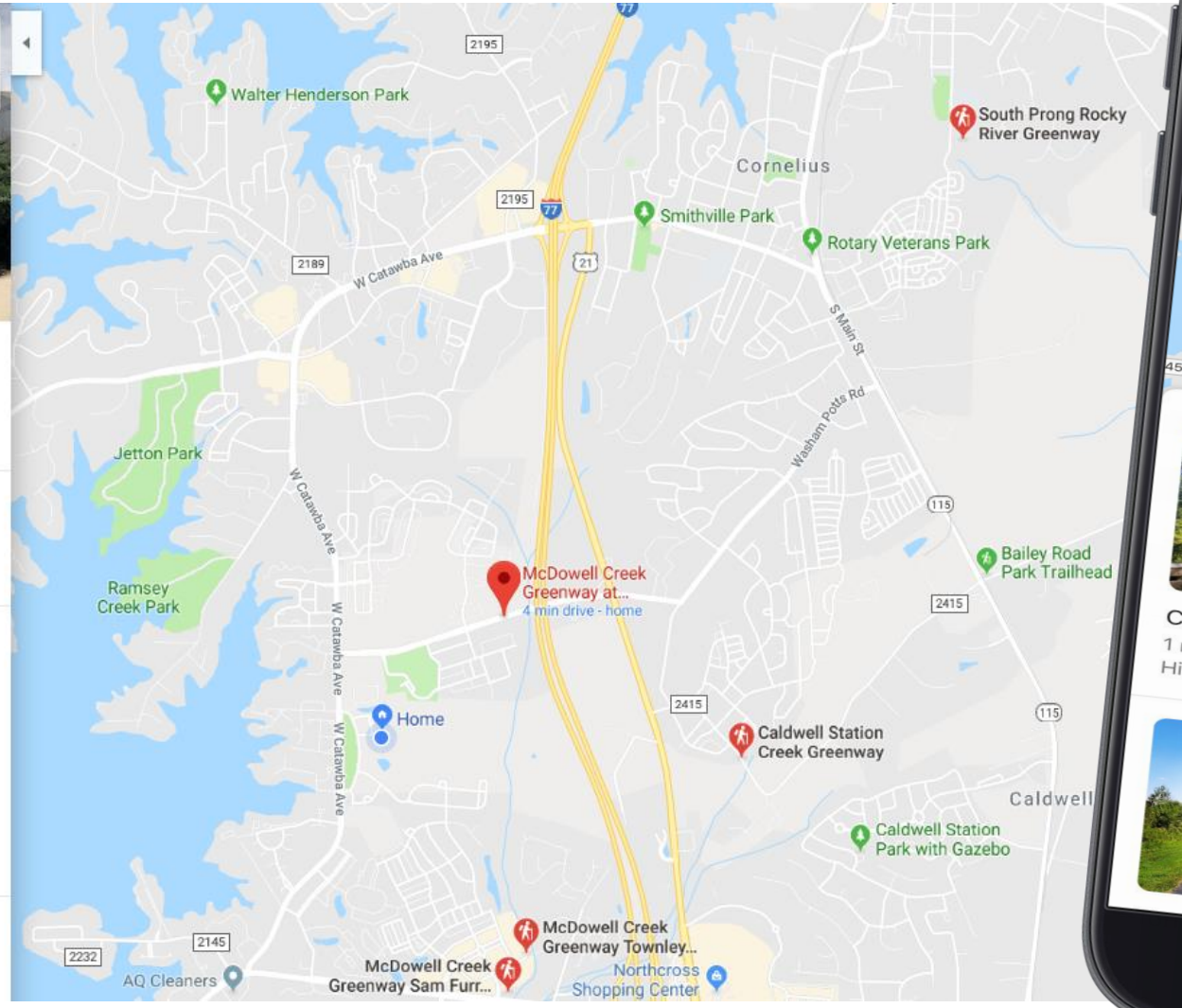
Parks

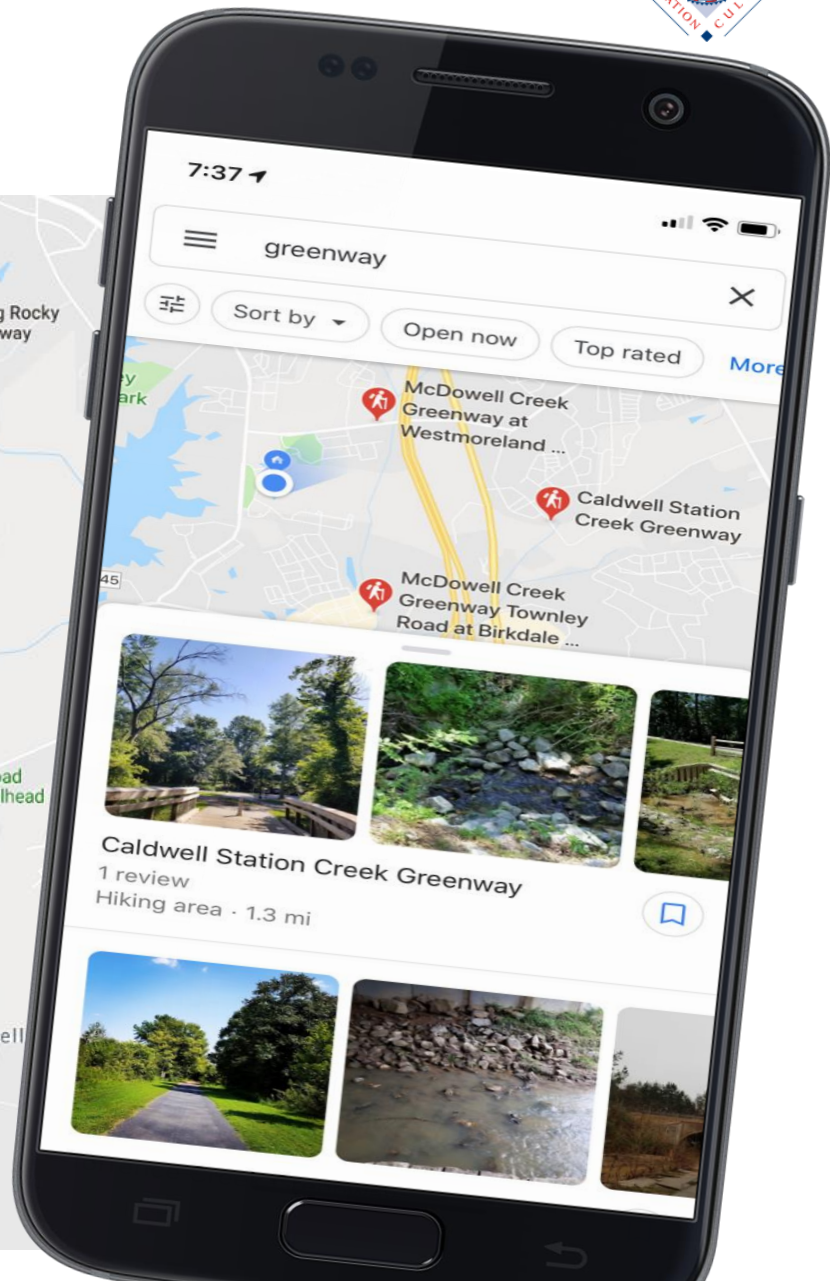


What’s visible right now?

Greenways







What's the Initial Ask?

- Join the Google 'Local Guides' program
- Submit missing locations
- Add images to existing locations
- Try something new
- Recommend these searches to friends and neighbors
- 'How To' document will be provided

Potential Future State

- Additional mapping features for specific assets or future projects
- Unified app for event & map resources

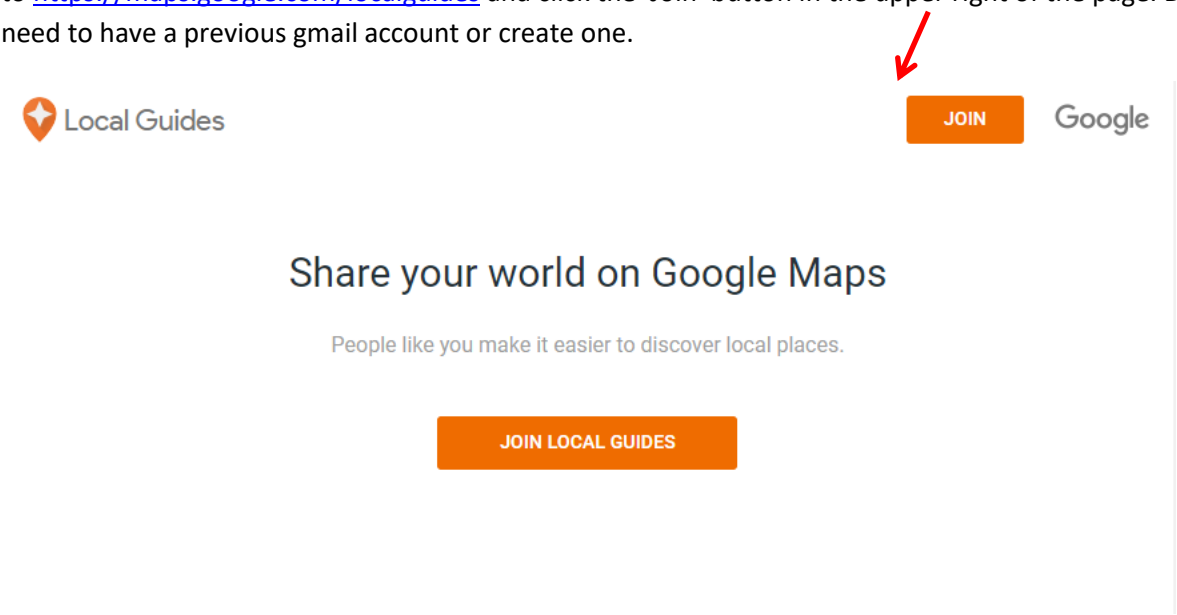
How to become a Google Local Guide and share local information

Why:
Google Maps sees over 60 billion hits via traffic from their own site. The objective of utilizing Google's Local Guide is to highlight the presence of Cornelius PARC assets within the Google maps framework. Layering PARC destinations within this construct will provide users an easy search mechanism to discover all Cornelius PARCs has to offer intermingled with other Cornelius destinations.

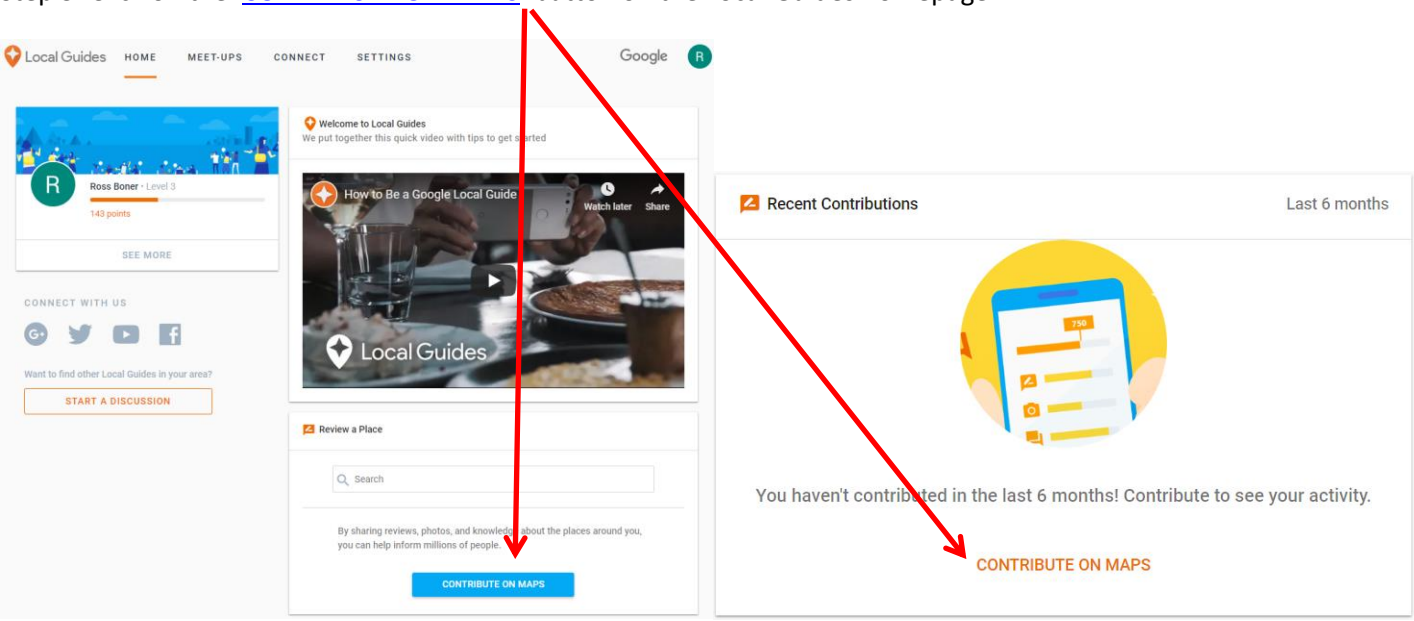
Google Local Guides is only supported within modern browsers. Chrome, Firefox, Safari or Edge should all function appropriately.

Step 1: Take a good photo(s) that represents the place you are going to add and save the file to the computer you are currently using for this demonstration.

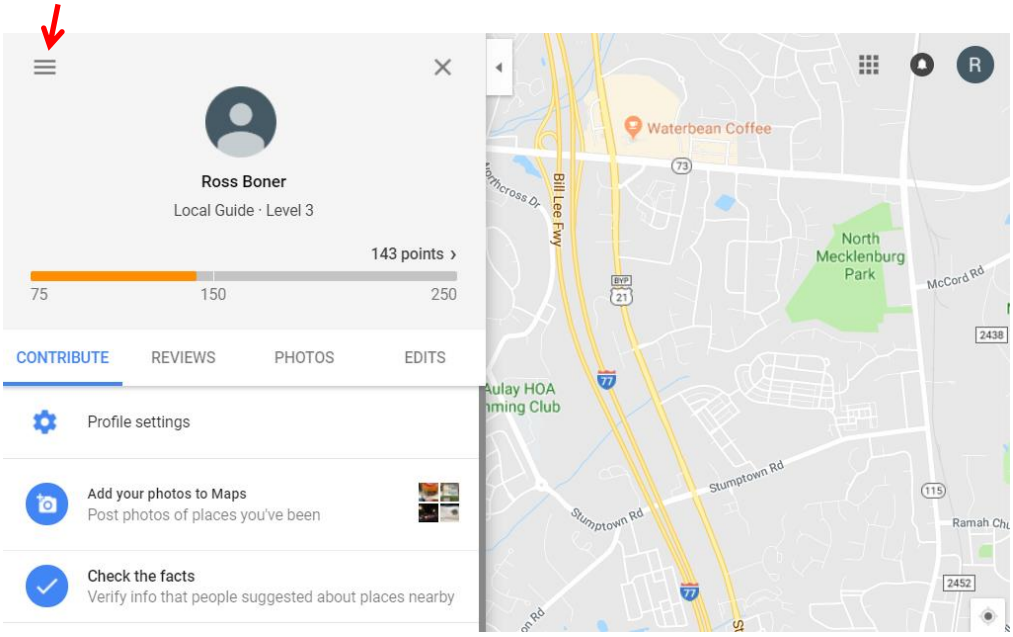
Step 2: Go to https://maps.google.com/localguides and click the 'Join' button in the upper right of the page. Disclaimer: You either need to have a previous gmail account or create one.



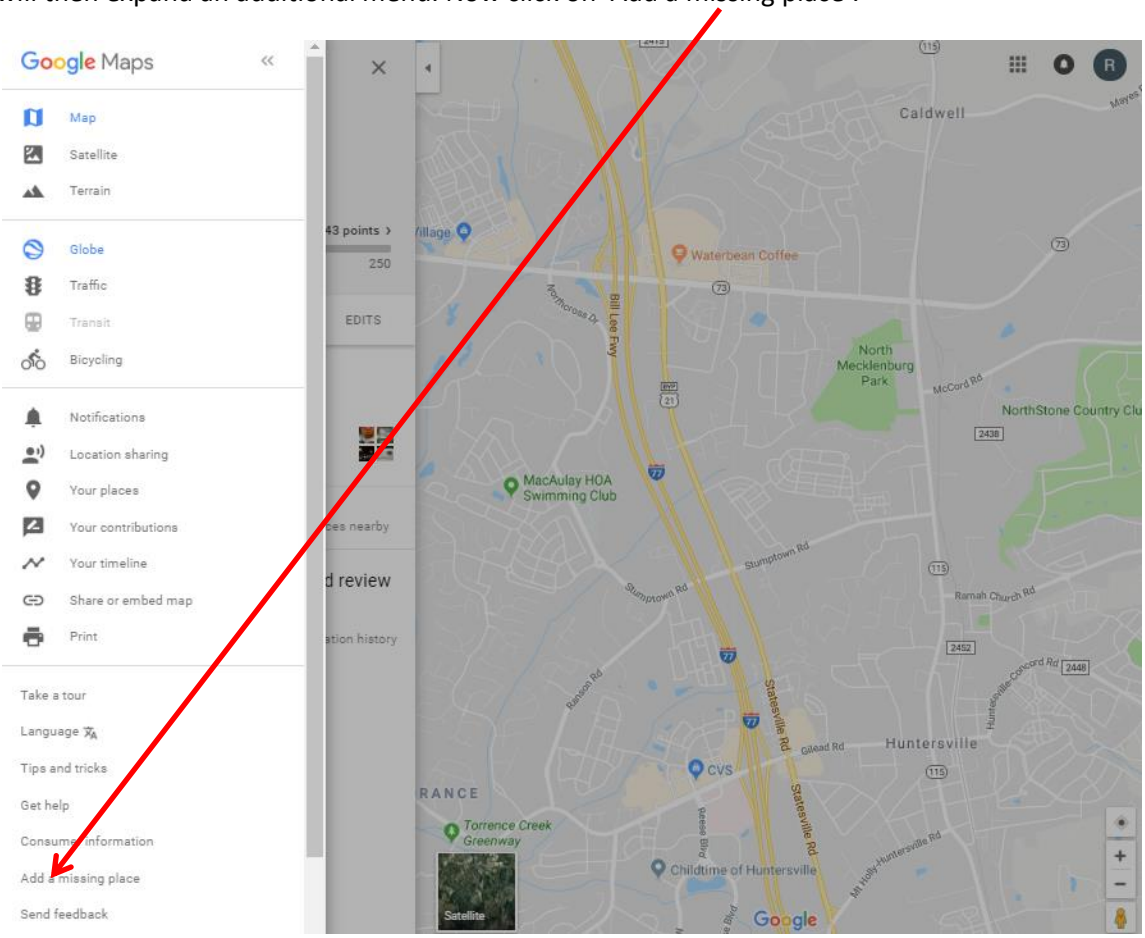
Step 3: Click on the 'CONTRIBUTE ON MAPS' button on the Local Guides homepage.



Step 4: Click on the Hamburger icon in the upper left hand corner.

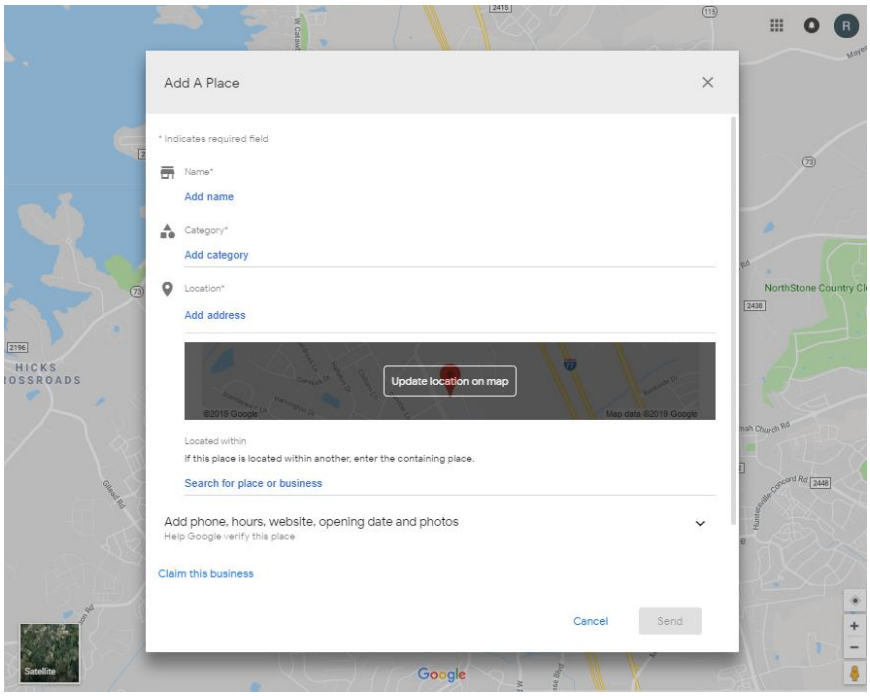


Step 5: This will then expand an additional menu. Now click on 'Add a missing place'.

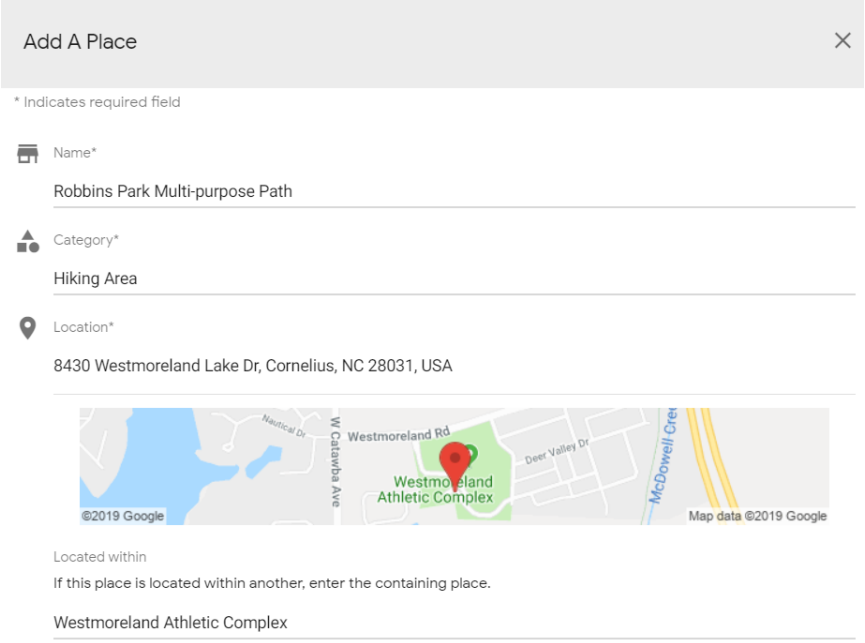


Step 6: Type the name, category and location for what you are trying to contribute.

- Name: Make sure it's a clear representation of the new location – especially if it's a trailhead).
- Category: I have seen Nature Preserve, Park or Hiking Trail. Hiking trail might be the best option if you are adding a trailhead.
- Location: It's best to locate it using the map so you can make it is as precise as possible. Click on 'Update location on map'.
- Click the down arrow on the right side of the 'Add phone, hours, website, opening date and photos'
    - Select the 'Add a photo' option at the bottom of this section
- Click the 'Send' button. That's it! Google will more than likely have it in a pending stage so someone can confirm your entry and within a few days it should be added for the World to see!



- Optional: Utilize the 'If this place is located within another, enter the containing place.



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