



Parks, Arts, Recreation & Culture
(PARC) Commission
June 1, 2017
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 2017 Draft Minutes**
- 4. PUBLIC APPEARANCES - CITIZEN CONCERNS/COMMENTS**
- 5. PRESENTATIONS**
 - A. FY18 Proposed Fees**
- 6. DIRECTOR'S REPORT**
 - A. May 2017 Director's Report**
- 7. PARC COMMISSIONER RECOMMENDATIONS AND REPORTS**
- 8. OLD BUSINESS**
 - A. PARC Capital Improvements**
 - B. FY17 PARC Commission Goals & Committees**
 - C. Future Cornelius Arts Center**
 - D. Regional Recreation Center**
 - E. Future Park Capital Funding**
- 9. NEW BUSINESS**
 - A. July PARC Commission Meeting**
- 10. ADJOURNMENT**
- 11. NEXT MEETING**

REQUEST FOR BOARD ACTION

 [Print](#)

Date of Meeting: June 1, 2017

To: PARC Commissioners
From: Troy Fitzsimmons, PARC Director

Action Requested:

Manager's Recommendation:

ATTACHMENTS:		
Name:	Description:	Type:
 2017.5.4.Minutes.pdf	May 2017 Draft Minutes	Backup Material



Parks, Arts, Recreation & Culture (PARC) Commission
Thursday, May 4, 2017
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 5:35 pm.
- 2) **Determination of Quorum** – A quorum was reached with eight commissioners in attendance.
Commissioners present: Rob McCloskey, Karina Baril, Mary Wilson, Carol Livingston, Chris Kolkhorst, Chair Scott Higgins, Denis Bilodeau, David Rusk, and Town Commissioner Jim Duke
Commissioners absent: Travis Dancy
Staff present: Director Troy Fitzsimmons, Recreation Superintendent Chad Cauble, and Karen Ulmer
- 3) **Approval of Minutes (April)** – Commissioner Baril made a motion to accept the minutes from the April 6, 2017, meeting as written. Commissioner Bilodeau seconded and the motion passed unanimously.
- 4) **Public Appearances – Citizen Concerns/Comments** – None
- 5) **Presentations**
 - a) **NRPA Agency Performance and Comparable NC Municipalities Report** – Troy Fitzsimmons
Director Fitzsimmons said that every year PARC submits data about our agency as do others across the country. The National Recreation and Park Association (NRPA) then sends out comparison information. He gave a presentation summarizing the comparisons along with an internal study of other North Carolina municipalities of similar size and demographics to Cornelius [see attached.] We need to take the national data with a grain of salt because we really do not know which agencies we are being compared to; the NC data is more comprehensive and a better comparison. Town Commissioner Duke said the numbers show we have more parks and facilities than the average, recover more revenue than the average, but have less staff to maintain our facilities and they are fully booked. Chair Higgins said in budget meetings we are trying to have the Town Board agree to expand the money PARC has been given for operations.
- 6) **Director's Report**

Director Fitzsimmons highlighted the following items from his April report:

 - The *Beyond Walls* opening reception is this Saturday, 4:00-6:00 pm. We have added more to the event with Art in the Open.
 - The Caldwell Station Creek Greenway Grand Opening is on Saturday, May 13, beginning at 10:00 am. There will be a Community Bike Ride at 8:30 am and the 2nd Annual Cornelius Trail Run will begin at 10:15 am. Our title sponsor is Truliant. Other upcoming events include the Splashville Park opening on May 20 at 3:00 pm, the Old Town Cornelius Jazz Festival at Smithville Park on May 20, 3:30-9:00 pm, and Symphony in the Park at Bailey Road Park on Saturday, June 24.

Director Fitzsimmons showed slides of the proposed playground to replace the current silo playground at Bailey Road Park [see attached.] We received nine proposals and the chosen design was submitted by Carolina Recreation out of Mooresville. We believe this will become a destination playground. Our busy season is the spring, so the work will be done over the summer, with the goal to have it completed before the fall busy season. Director Fitzsimmons gave a presentation highlighting proposed improvements to existing facilities and some

capital projects at parks being requested for FY18 [see attached] and thanked Town Commissioner Duke for his efforts on behalf of PARC. We will give a presentation to the Town Board at their May 15 pre-meeting at 5:45 pm to show other funding needs. PARC Commissioners need to attend the Town Board meetings to advocate for funding.

7) PARC Commissioner Recommendations & Reports

- a) Items to be placed on record - None
- b) Commissioner Reports
 - 1) Commissioner Rob McCloskey – He attended Earth Day and Hooked on Cornelius. The fishing event has turned into something fantastic. Kudos to the staff. He talked to some of the parents as their children were fishing and found that most people are hearing about PARC events through email more than social media.
 - 2) Commissioner Karina Baril – The PARC events have been really great, the PARC team is so impressive. She made some suggestions to improve the Jazz Fest flyer. Suggested we promote an ongoing hashtag, such as #loveyourpark. Another social media program we could use is MeetUp. She asked if PARC is leveraging our schools for communication. Her child's school is now sharing the library's monthly calendar. Director Fitzsimmons said we have good relationships with Cornelius schools and send flyers home with the elementary school students.
 - 3) Commissioner Mary Wilson – No report
 - 4) Commissioner Carol Livingston – She attended Hooked on Cornelius, Earth Day, 'Tawba Walk, and Hop Into Spring, which was her favorite.
 - 5) Commissioner Chris Kolkhorst – He asked what happened to earlier conversations regarding combining resources with Davidson for Earth Day. Chair Higgins said Davidson wanted to continue hosting its own event. He asked about distributing flyers to sponsor businesses, such as D9. Commissioner Bilodeau said that CCAG distributes flyers and posters.
 - 6) Chair Scott Higgins – PARC Commissioners need to continue in their roles as ambassadors and educators in the community. Director Fitzsimmons does a great job of informing the Town Board about what we are doing. It is important to meet face to face. He met with the president of and public relations person for Novant Health last week and they are very excited about partnering and working with us.
 - 7) Commissioner Denis Bilodeau – CCAG estimates over 5000 attendees at the 'Tawba Walk on April 29. Thanks to PARC for their support. CCAG can use set-up and break-down help at the Splashville opening and Jazz Festival. He thanked Commissioner Baril for her work on the multicultural aspect of the Jazz Festival. She said they did research on the evolution of jazz and will include educational components.
 - 8) Commissioner Dave Rusk – He has been posting PARC events on Nextdoor app, which has 6000 users in Cornelius and nearby neighborhoods.
 - 9) Commissioner Travis Dancy - Absent
- c) Town Commissioner Report – Commissioner Jim Duke – He encouraged the PARC Commissioners to attend the May 15 premeeting to advocate for PARC initiatives.

8) Old Business

- a) PARC Capital Improvements

Director Fitzsimmons said we received our last easement for the Antiquity Greenway. We are waiting for it to come back from the Register of Deeds and then will submit plans again to the State.
- b) FY17 PARC Commission Goals & Committees
 - Programs & Fees: Commissioner Livingston said she and Commissioner Rusk met with PARC staff to discuss the sponsorship policy. They proposed several ideas, including setting a flat fee, offering renewal options, etc. They will meet again after more consideration. They also talked about facility rental fees. Staff had prepared the annual report of what PARC charges as well as neighboring communities. They are probably looking at something around a 3% annual increase.
 - Regional Partnerships: Chair Higgins said they are not getting the consistent participation level they need from the other communities. He and Commissioner Bilodeau are looking at options for meeting schedules that might result in better attendance. Commissioner Bilodeau said when they do meet there is always good conversation.

c) Cornelius Arts & Community Center

Commissioner Bilodeau said the CACC board has interviewed six candidates for the Executive Director position and they have narrowed down to two. They hope to have the position filled by June.

d) Regional Recreation Center

No additional report

e) Future Park Capital Funding

No additional report

f) Mecklenburg County Jetton Park Entry Fees – Jim Garges

Mecklenburg County Park and Recreation Director Jim Garges said the fee structure at Jetton Park was put in place many years ago. The money goes into a capital reserve and then put back into the park. About 21% of the people that come in and pay the fee, when it is being charged, are non-residents. They collect \$56,000 to \$57,000 each year. The Board of County Commissioners would have to decide about any change to fees and would need a formal request by the Town Board to consider discontinuing the collection of fees. The group discussed whether or not to continue collecting the fees. Several thought if the monies go back into the park, it was fine to continue. Others thought it was unfair that Jetton Park is the only park in the County that charges an entry fee. Commissioner Wilson made a motion that the PARC Commission recommend to the Town Board that entry fees to Jetton Park be rescinded. Commissioner Livingston seconded and the motion passed unanimously.

Director Garges also discussed the North Regional Rec Center. Due to effective lobbying, they have been able to move it up on the projects list. It is currently teed up for design in FY18 and construction in FY19. They will be putting together a steering committee soon and will develop a website to engage more people. There will be a planning session, then possibly an on-site gathering, and then the steering committee would move forward with serious planning. There are components that would be standard but they would also be able to plan items unique to this space. The power of local advocacy makes a difference.

9) New Business

Chair Higgins asked about the feasibility of constructing a parking lot for Caldwell Station Creek Greenway just north of the Highway 115 trailhead and south of Heritage Green. Director Fitzsimmons said that is not in the plans but we will build a small lot near where the greenway crosses Bailey Road.

10) Adjournment – Chair Higgins adjourned the meeting at 7:38 pm.

Next Meeting – Thursday, June 1, 2017

Future Dates – Thursday, July 6, 2017; Thursday, August 3, 2017; Thursday, September 7, 2017

REQUEST FOR BOARD ACTION

 [Print](#)

Date of Meeting: June 1, 2017

To: PARC Commissioners
From: Troy Fitzsimmons, PARC Director

Action Requested:

Manager's Recommendation:

ATTACHMENTS:		
Name:	Description:	Type:
 2017.5.24_May_Director_Report.pdf	May 2017 Director's Report	Backup Material

PARC Director's Report

May 2017

PROGRAMMING

Recreation Centers

- Program numbers unavailable. Will update in June report.

Arts Center

- Summer Arts & Recreation Camp (SARC) registrations are up by 23% in comparison to this time last year, from 454 to 558 currently enrolled. At this time, 61% of SARC spaces are sold.
- Began the Spring B session of youth and adult classes and workshops the week of April 24. All eleven adult programs made, with 64 total registrants (last year twelve classes were offered and all made with 82 students.) Three of five youth programs made, with 20 total registrants (last year seven youth classes were offered and only two made with 13 students.)
- Held the opening reception for *Imaginative Approach*, with works by local artist Liliana D'ambra on Saturday, April 29, during the 'Tawba Walk, with over 150 visitors. Also offered a craft table outside the center during the 'Tawba Walk.
- Held Art in the Open and the opening reception for the 2017-18 *Beyond Walls Public Art Exhibition* at Robbins Park on Saturday, May 6, with 100 attendees.
- Drop-In Art hosted 17 participants in May.

Athletics

- Summer Sports Camp (SSC) registrations are up by 5% in comparison to this time last year, from 1,282 to 1,349 currently enrolled. At this time, 51% of SSC spaces are sold.
- Managed 1995 total hours of outdoor athletic facility use in April.
- LNTA Tennis lessons at Jetton Park had 68 participants in the May session vs. 52 in 2016, for a 31% increase.
- Ongoing PARC programs: Adult Men's Softball with 12 teams and 180 participants; and Senior Softball with 16 teams and 194 participants. Spring Youth Volleyball League wrapped up with tournament play (254 players).
- Ongoing partner programs: Carolina Rapids spring practices and games on the Bailey Turf fields with 1,466 participants; Little League Baseball/Softball with 850 participants; Xtreme Lacrosse spring league with 182 participants. LKN Giants 7v7 flag football had limited participation with spring programming and is under review moving forward.
- Coordinated the 2nd Annual Trail Run on May 13 with 39 registered participants. (80 in 2016)
- Tasks for this area have been managed by Chad Cauble and Matt Finn while the search for an Athletic Program Manager was underway. After two rounds of interviews, David Moore has accepted the position and is scheduled to begin on June 5.

Special Events

- Held the Caldwell Station Creek Greenway Celebration/Lake Norman Bike Expo/Cornelius 2.6-Mile Trail Run on Saturday, May 13, with approximately 200 in attendance.
- Held the Lake Norman Kiwanis Splashville Park opening and plaque dedication on Saturday, May 20, with approximately 50 in attendance.
- Assisted with planning and event day festivities for the Old Town Cornelius Jazz Festival on Saturday, May 20. There were approximately 1,500 in attendance throughout the afternoon/evening, down from last year's estimate of 2,000.
- Planning for Symphony in the Park at Bailey Road Park on Saturday, June 24, 6:00-10:00 pm.

CAPITAL PROJECTS

Under Design

- **McDowell Creek Greenway** –Construction documents have been sent to the State for review. Still need to acquire one easement.
- **Antiquity Greenway** – The State has approved right-of-way certification. Second submittal of construction drawings are set to go back to the State in June.
- **South Bailey Greenway** – The County added this project to their Capital Improvement Plan for construction in FY19. They recently requested a copy of the current plans for review. The Town will develop construction drawings as part of its contribution towards the project.
- **ADA Bailey Road and Legion Parks** –BRP soccer and baseball design is complete and the project is out for bid. Bids are due May 26. Legion surveying is complete.
- **JV Washam and Bailey Recreation Centers** – Bid documents are 100% complete for gym dividers (both locations) and basketball goal height adjusters (JV). CMS review pending.
- **Bailey Road Park Track** – The design is complete and the project is out for bid. Bids are due June 7.
- **Bailey Road Park Playground** – The design has been selected and the contract awarded to Carolina Recreation Design. Construction will begin in late June or early July and should be completed by early September.

Under Construction

- **Torrence Chapel Park** – Tennis and basketball court renovations are 90% complete.

Completed

- **Caldwell Station Creek Greenway** – The dedication ceremony was held May 13. Mecklenburg County Park and Recreation has agreed to assume operations management of the greenway.

OPERATIONS

- Debris piles removed from CSCG and Robbins Park
- Obstacle course constructed at CSCG
- Smithville Park splash pad plaque installed
- Smithville ADA project complete

Visitation/car counts

• September:	WAC 8343 cars	BRP 22545 cars	N/A	92,664 visitors
• October:	WAC 7218 cars	BRP 18551 cars	N/A	77,307 visitors
• November:	WAC 4354 cars	BRP 14133 cars	N/A	55,461 visitors
• December:	WAC 2430 cars	BRP 9906 cars	N/A	37,008 visitors
• January:	WAC 2322 cars	BRP 15,769 cars	TCP 1213 cars	57,912 visitors
• February:	WAC 4199 cars	BRP 18643 cars	TCP 2018 cars	74,580 visitors
• March:	WAC 6900 cars	BRP 21355 cars	TCP 3110 cars	94,095 visitors
• April:	WAC 6846 cars	BRP 19377 cars	TCP 3315 cars	88,614 visitors
				577,641 total visitors

REQUEST FOR BOARD ACTION

 [Print](#)

Date of Meeting: June 1, 2017

To: PARC Commissioners

From: Troy Fitzsimmons, PARC Director

Action Requested:

Discuss date of July 2017 PARC Commission meeting, currently scheduled for July 6.

Manager's Recommendation:

ATTACHMENTS:

Name:	Description:	Type:
No Attachments Available		
