



**GREENSBORO PARKS AND RECREATION COMMISSION MEETING**  
**Wednesday, September 14, 2016 – 6 pm**  
**Caldcleugh Multicultural Center**  
**District 1**

**PRESENT MEMBERS**

Carl Brower, Jr. (Chair), Justin Washington (Vice-Chair), Bob Kollar, Kelly Gains, Andrew Egbert

**STAFF PRESENT**

Nasha McCray, Phil Fleischmann, Wade Walcutt, Mike Simpson, Charles Jackson, Thelma Blount, Vonda Martin, Joshua Sherrick, Alexandra Zaleski, Monique Floyd, Madeleine Carey

**OTHERS PRESENT**

Barbara Harris, Assistant City Manager, Sharon Hightower, Council Member District 1, Cecelia Thompson, Executive Director, Action Greensboro, Students from UNC-Greensboro

The regular meeting of the Greensboro Parks and Recreation Commission was held at Caldcleugh Multicultural Center. Carl Brower, Chair, called the meeting to order at 6:01 PM.

**WELCOME**

Todd Fisher, City Arts Coordinator, welcomed everyone to the facility. Fisher provided brief historical information about Caldcleugh Multicultural Center, a brief summary of programs offered, and shared the importance of maintaining the facility for the community.

Brower welcomed a group of students from UNC-G to the meeting.

**ANNOUNCEMENTS**

Phil Fleischmann, Community Recreation Services Manager, announced the promotion of Monique Floyd as the new Assistant Athletic Director.

Ednasha McCray, Deputy Director, announced the installment of Tony Royal as Interim Regional Parks Superintendent. Royal has over 20 years experience in the park maintenance section and as the Interim Regional Parks Superintendent will provide oversight to the departments' Regional Parks.

**SPECIAL PRESENTATION**

Cecelia Thompson, Executive Director of Action Greensboro, spoke on behalf of the "Yes for Greensboro Bonds Campaign," which is a recently formed committee advocating for the approval of all 4 Bonds on the November 2016 Ballot. Thompson provided Bond brochures to

the Commissioners and asked for their endorsement of all 4 Bonds by outlining how each bond positively impacts Parks and Recreation.

- Community and Economic Development Bond \$38.5 Million
- Housing Bond \$25 Million
- Parks and Recreation Bond \$34.5 Million
- Transportation Bond \$28 Million

Commissioner Justin Washington made a motion to support the 2016 Bond Referenda and was seconded by Commissioner Kelly Gains. All approved.

### **CONSENT ITEMS**

#### **Approval of Minutes**

The minutes from the August 2016 meeting were approved as submitted with a motion from Commissioner Washington and Commissioner Kelly Gains seconded. All approved.

### **RECOGNITIONS**

#### **Volunteer Recognition**

Alex Zaleski, Volunteer Coordinator recognized Matthew Rakes (Matt) as the September 2016 Volunteer of the Month. Matt is a senior at Northwest Guilford High School with a passion for basketball. Matt contacted Alex over the summer and wanted to somehow use his love of basketball to benefit the department in some way. After a brief discussion, it was decided that Matt would donate basketball equipment. Without further instruction, Matt coordinated a fundraiser to purchase new equipment for recreation centers with basketball programs. After 6 weeks, Matt contacted Alex to notify her that he had collected \$1,000.00 in cash donations and had also secured an in-kind donation of mesh practice jerseys valued at \$1,000. Combined, Matt collected a total of \$2,000.00 for the department's basketball program. The funds were used to purchase new basketballs, scorebooks, whistles, nets, practice cones and mesh practice jerseys that he hand delivered to Glenwood, Warnersville, Griffin, Brown, Trotter and Windsor Recreation Centers. Matt truly embodies the qualities of a great volunteer and is an impressive young man.

Matt stated he was honored to receive the award and through this experience, he has also become more aware of the impact that he can have on the community. He realized just how simple it can be to help others; you just need to know where to put your time and energy.

### **STAFF REPORTS**

#### **2016 Bond Referendum Package**

Barbara Harris, Assistant City Manager, and Wade Walcutt, Director, presented a detailed presentation of the 2016 Bond Referendum Package. See below link for presentation.

<http://www.greensboro-nc.gov/modules/showdocument.aspx?documentid=31830>

- Housing \$25 MILLION
- Community and Economic Development \$38.5 MILLION
- Parks and Recreation \$34.5 MILLION

- Transportation \$28 MILLION

Barbara explained that the City of Greensboro currently has \$165 million in existing Bonds authorized by City Council for large street transportation projects that have not been sold yet. Once they are sold, it will mean an increase of \$1.25 on their tax rate. The new bond authorizations would mean an increase of \$2.10 on their tax rate. The City traditionally sells bonds as they are needed which means the tax rate would increase as needed. This could result in a slightly higher tax rate but the final decision will be made by City Council and the City's Finance Manager after evaluating the debt ratio of the city and the dollars available to pay off the debt. When a bond is approved, the voters authorize City Council to borrow money and these monies have to be repaid which typically includes interest.

Wade Walcutt, Director, began speaking about (ROI) Return on Investment dollars. The majority of the Parks and Recreation projects included on the Bond Referenda have tremendous ROI. This is important because when people come to Greensboro for various tournaments they don't just come for the day; they stay and spend dollars throughout the city.

Commissioner Kollar asked for an understanding of the City Council process to determine the amount needed for Housing Bonds.

Barbara explained how Council wanted to keep the potential tax rate increase as low as possible, while still meeting community needs. Council originally considered \$200 million in bonds but decided not to burden the tax payers all at once.

Commissioner Kollar then asked if City Council reduced the amount needed for all of the other bond areas and not just Housing.

Barbara stated yes.

Commissioner Egbert asked why is there funds earmarked for sidewalks under both the Community and Economic Development Bond and the Transportation Bond.

Barbara explained the work listed under Community and Economic Development Bond is work specifically for adopted redevelopment areas. Those projects have defined geographic boundaries where a redevelopment plan has been completed and a list of activities has been identified.

No Further Questions.

### **Ole Asheboro Park**

Vonda Martin, Park Planner, provided an update on the Nature Play Area at Ole Asheboro Park, sponsored by the Kiwanis Club of Greensboro. Martin provided historical background information on the project as well as information related to the \$30,000 grant received from the Kiwanis Club and Friends of Greensboro Parks and Recreation Foundation. Martin stated the official name will be the Kiwanis Nature Play Yard at Ole Asheboro Park. Martin discussed various features of the play area, commercial play equipment being installed as well as current equipment being held in inventory. Installation of the equipment has begun and the official Grand Opening is tentatively scheduled for October 14, 2016 at 10:00 a.m.

Chair Brower requested we inform New Zion and the Ole Asheboro Neighborhood Association of the grand opening.

Commissioner Kollar asked Martin to explain what is the process to determine what children like and will use in a park.

Martin stated she and a team of installers went on a site visit to Durham, Raleigh and Cary to meet with their staff. This was to find out their professional opinion of what does and does not work. The Natural Learning Initiative at NC State is world renowned for research in cognitive development with nature and how that works. This will be one of their first Parks and Recreation projects. We have received a lot of expert input from them in terms of what to design and how to design it for the Nature Play Area at Ole Asheboro Park.

Question from the floor:

What are the maintenance plans and the longevity for a project of this type?

Martin explained the materials used are natural, so they will decompose over a period of time. The department is currently in discussion with an Urban Forester to inspect logs for decay or any other safety concerns. Our Specialized Park Service staff will also conduct inspections regularly.

No Further Questions.

## **OLD BUSINESS**

### **Renaming Request for the Peninsula Trail**

Madeleine Carey, Trail Planner, gave a brief history of the request to rename the Peninsula Trail, the Crockett Trail, in honor of Donald Patrick Crockett. Carey spoke of a partnership between the Parks & Recreation and the Department of Transportation to make improvements at the trail access where Mr. Crockett tragically lost his life while attempting to cross the street to gain access to the Peninsula Trail.

Carey explained Commission agreed to open the request up to public comment for a period of 30 days. Since that time, the department has used social media and printed flyers for posting at the site of the trail crossing to inform the public of the renaming opportunity. All public comments except for 1 have been positive and in favor of renaming the trail for Pat Crockett. Carey asked since the public comment period is complete would the Commission make a recommendation regarding the renaming of the Peninsula Trail for Pat Crockett.

A motion to approve was made by Commissioner Egbert and seconded by Commissioner Washington. All approved.

## **NEW BUSINESS**

### **Sponsorship Policy Update**

Nasha McCray, Deputy Director made a recommendation to approve an amendment to the Department Sponsorship Policy (PR-F17) related to facility naming opportunities. McCray explained the intent of the policy update is to create a more efficient, streamlined approval process, provide more flexibility to sponsors and potential donors, and help define differentiation between the Department's Naming Facility Policy and Sponsorship Policy. Currently, our

Facility Naming Policy is a community driven request for renaming facilities or assets and some specific items such as benches or memorial trees or aspects of a garden facility. The Sponsorship Policy applies to cash and in-kind exchanges or trade. An example of this would be a sponsor receiving exclusive naming rights to a facility. McCray went on to propose the Naming Rights would be a type of 3<sup>rd</sup> party that purchased exclusive naming rights to rename a facility or venue. The difference with the department's current Naming Facility Policy would be the financial exchange.

The specific changes proposed are:

1. The naming of a component, asset, or amenity within a facility with a monetary exchange is administratively approved by the Director.
2. Request to rename or name an entire venue or facility is initially submitted to the Director for review; then submitted to the Commission for approval.
3. The existing name of the facility or a portion thereof would be maintained or referenced within the name change.
4. The terms of the length of time the name would be changed are subject to the Director and Commission approval.
5. A one-time administrative fee totaling 5% of the sponsorship or an amount to be determined by the Director and/or Commission is applied to any sponsorship in excess of \$20,000.00 to be applied to maintenance/overhead expenses incurred during the term of the sponsorship agreement.
6. This will create consistency with other sponsorship processes currently in place throughout the department.

Commissioner Gaines asked for clarification on renaming a facility verses naming an area inside the facility.

McCray replied with an example of Spencer-Love Tennis will always have the name Spencer-Love Tennis Center. However, a court "inside" Spencer-Love could be named the Nasha McCray Court at Spencer-Love Tennis Center through a sponsorship with the department.

Commissioner Egbert asked what recourse does the public have regarding this policy if in the future the Director does not agree with a renaming request.

McCray explained the public has the option to bring their request before the Commission for further review. The goal is to process small requests in-house; while continuing to redirect larger more complex requests to the Commission for review.

Chair Brower asked for specific monetary thresholds and timelines be included in the wording of the Sponsorship Policy to avoid any ambiguity at a later date. Additionally, he does not want names previously approved by the Commission to ever be changed because relatives and family members have previously undergone a public process to receive approval for the original name.

Chairman Gaines stated some facilities are renowned and when it comes to renaming one of them, serious considerations have to be made.

Commissioner Kollar motioned to table this item and seconded by Commissioner Gaines. All approved.

### **Bryan Park Soccer Complex Sponsorship Naming Request**

Phil Fleischmann, Community Recreation Services Manager, made a recommendation to support the proposed sponsorship renaming request for the Bryan Park Soccer Complex, effectively renaming the complex the “BB&T Soccer Fields at Bryan Park”, for a period of ten (10) years. Fleischmann gave a brief history of the project explaining in 2015, the City advanced its public-private partnership with GUSA through initiating an expansion project at the Bryan Park Soccer Complex. The project includes the addition of five new soccer fields, the improvement of existing fields, and the construction of additional parking and amenities at the site. Completion of the project enables the complex to compete for national and regional soccer tournaments which can bring in a return on investment of up to \$13 million in economic impact per large event. Currently, the construction of phase 1 including 3 new fields and parking is underway.

At its August 12, 2015 meeting, the Commission reviewed the conceptual site plans and endorsed the project. In October 2015, through Council action the City pledged a public contribution of up to \$1 million towards the \$4.5 million total project. GUSA has since secured a commitment from BB&T to invest in the complex development and offer very favorable interest rates to the club as it finances a portion of the project. As a condition of BB&T’s proposal, the complex must include BB&T’s name in its title for a period of ten (10) years.

Pete Polonsky, Executive Director of Greensboro United Soccer Association, stated construction costs have increased from \$4.5 million to \$5.5 million but he is securing private donations to assist with the increase. Polonsky further explained Bryan Park used to be the premier location for soccer tournaments back in the early 2000’s, however larger facilities have been built since. In order for the City of Greensboro to attract large scale competitions to its facilities, it is contingent upon how many fields we have and how many people can our facilities hold. The GUSA will be the host city in 2017 and 2018 for tournaments, which is unprecedented. This was accomplished by leveraging new field construction and expansion. That event will have tremendous economic impact.

Chairman Brower asked besides the renaming, what else does BB&T get for their sponsorship dollars and how much are they giving.

Polonsky explained BB&T will receive field signage among other things.

Chairman Egbert asked how much funding is BB&T contributing to the project.

Polonsky explained he would prefer to disclose the dollar amount privately and not publicly but it is a significant amount.

Chairman Egbert stated BB&T is a publicly traded company and there are certain laws they must follow to donate money. He does not understand the need to keep the amount private.

Fleischmann explained this project is unique in that the sponsorship dollars are not coming directly to Greensboro Parks and Recreation but are going directly to the 3<sup>rd</sup> party contractor.

Commissioner Washington motioned to approve the naming rights and Commissioner Kollar approved. Commissioner Egbert opposed.

## **SPEAKER FROM THE FLOOR**

None

## **DIRECTOR'S REPORT**

Wade Walcutt provided an update on the 2016 Folk Festival. Wade thanked city staff and Parks and Recreation employees for volunteering. Wade thanked Josh Sherrick for his behind the scenes logistics and coordinating to make it successful. Wade thanked Mike Simpson and his crew for assisting with construction. Wade then thanked Anna Hoy for creating an air conditioned indoor space for nursing mothers. This was an element that had not existed previously with the Folk Festival. Anna along with Jasia Stevenson created a very relaxing and calming space.

Wade recognized Phil Fleischmann for giving a presentation in Greenville South Carolina on Food Disparity. Thanks to his work in just 2 short years, Greensboro has fallen from number 1 in food disparity to number 9; which is still not where we want to be but it is a substantial improvement.

Wade invited the Commission to the following events:

- Out of the Garden Fundraiser Hearts for Hope - September 24<sup>th</sup>, 2016, at 6:30 pm.
- Run for the Greenway - September 24<sup>th</sup>, 2016, at 5:00 pm.
- Greensboro Science Center See to Believe Fundraiser - September 23<sup>rd</sup>, 2016.
- Greensboro Beautiful Inc. Gala - September 17<sup>th</sup>, 2016 at 6:00 pm.
- Greensboro Tennis Fundraiser – September 17<sup>th</sup>, 2016 at 7:00 pm.

## **COMMISSION COMMENTS**

Sharon Hightower, Councilman, advised caution about overestimating revenue coming for sporting events due to HB2. Hightower thanked the Commission for their work with the parks.

- Andrew Egbert: No further comments
- Gaines: No further comments
- Washington: Thanked Alex Zaleski and Mike Moyer
- Kollar: No further comments
- Brower: Thanked the city employees and the students of UNC-G for their attendance. He acknowledged Phil Fleischmann for receiving a certificate for Food Desert Storm for his fight against food deserts in the city.

With no further business, Chair Brower adjourned the meeting at 7:41 pm.

Respectfully Submitted,  
Nora Gardner, Administrative Support Specialist  
Greensboro Parks and Recreation