



GREENSBORO PARKS AND RECREATION COMMISSION MEETING
Wednesday, November 8, 2017 – 6 pm
Trotter Community Recreation Center, 3906 Betula St, Greensboro, NC 27407

COMMISSION MEMBERS PRESENT

Chair Carl Brower, Jr, Vice Chair Justin Washington, Kim Alexander-Henderson, Jeff Smith

STAFF PRESENT

Nasha McCray, Phil Fleischmann, Shawna Tillery, Ron McMillan, Johnny Galbreath, Jennifer Hance, Austin Homan, Charles Jackson, Kendrick Mayes, Barbara McKenzie, Haley Wilson, Alex Zaleski

OTHERS PRESENT

Karen Neill, County Extension Director for Guilford County Cooperative Extension

WELCOME

The regular meeting of the Greensboro Parks and Recreation Commission was held at Trotter Community Recreation Center. Commission Chair Carl Brower, Jr. called the meeting to order at 6:00 PM.

Mark Hayes, Trotter Community Recreation Center Supervisor welcomed Commission to and gave a thorough report on all the programs and activities that are held at the Center.

CONSENT ITEMS

Approval of Minutes from September: Commissioner Washington approved the September minutes and Commissioner Smith seconded. All voted in favor.

RECOGNITIONS

A. Volunteer Recognition- Alex Zaleski, Volunteer Coordinator recognized October's volunteer of the month, Cassandra Hart. Cassandra has been a vital part of the Summer Night Lights (SNL) team since 2014. She assists at the front desk at the Greensboro Sportsplex and keeps the front of the building running smoothly. If not for Cassandra, we would likely need additional staffing at the front desk during these events instead of having staff inside the building with the teens. We are so thankful for Cassandra's time and dedication for the past 4 seasons of SNL.

STAFF REPORTS

A. City Arts Update: MUSEP- Jennifer Hance, Music Center Director gave a staff report on this summer's MUSEP program. Music for a Sunday Evening in the Park (MUSEP) is a program of The Music Center, City Arts and Events. This past summer completed the 38th year of the program. The MUSEP Concert Series offers free outdoor concerts in parks and recreational areas throughout Greensboro. This series brings the residents of Greensboro directly into the heart of the community by attending performances in local parks by local performers and artists every Sunday from the beginning of June through the end of August. There are 12-13 Concerts per season with average concert attendance at 1,500. City Arts partners with Eastern Music Festival, Guilford College, and Greensboro College and each concert costs approximately \$3,000 to produce. MUSEP has a very loyal following with people who attend on average 1-4 concerts per summer. Location, musical genre, and weather are the top things people consider when attending and the top 4 favorite facilities are Guilford College, Lindley Park, LeBauer Park, and Country Park. Sponsorships from VF Corporation, Fox8 WGHP TV, and Moore Music Company have been a vital part of MUSEP and they have been able to raise over \$10,000 in individual contributions. At the end of the 2017 run, it is estimated that 19,275 people attended throughout the summer.

OLD BUSINESS

none

NEW BUSINESS

A. Drainageway and Open Space Dedication- Shawna Tillery, Planning and Project Development Division Manager gave a presentation on an opportunity to accept the following deed for Drainageway and Open Space dedication to the City: 600 ZZ Gallimore Dairy Rd., parcel #0226094 (1.18 acres), and the subdivision plat is Plat book 155 Page 117.

The property is zoned LI and located in District 5. The Drainageway and Open Space Review Committee (Parks and Recreation, Legal, Water Resources, Field Operations, Engineering/Property Management, Environmental Services and Planning Departments) reviewed the offered properties for any issues that would preclude the City from pursuing the acceptance of the deed and found no such evidence. If approved by the Commission, staff will schedule the request for the October 17, 2017 City Council agenda for formal acceptance.

Motion to approve the Drainageway and Open Space Dedication by Commissioner Washington. Seconded by Commissioner Smith. All voted in favor.

B. Contract Approval for the Parks and Recreation Master Plan- Shawna Tillery, Planning & Project Development Division Manager recommended the approval for the contract for the Parks and Recreation Master Plan and Maintenance Management Plan with Sasaki Associates, LLC.

A Request for Qualifications (RFQ) process was completed in April 2017 and the City received five responses to provide professional services to complete the Park and Recreation Comprehensive Master Plan. A stakeholder group completed a weighted review process of the five proposals in May 2017. Through the process it was determined two firms did not meet rank highly and the other three firms were selected for interviews. In person interviews were held In June 2107 and Sasaki Associates, Inc. from Waterton, MA was selected. The RFQ also included an alternate component for a maintenance management plan, which will be an included in contract with Sasaki. The total contract amount is \$231,800 which includes \$203,000 for the master plan and \$28,800 for the maintenance management plan. An executive summary from the firm is attached to detail the components and deliverables of the master plan. Sasaki Associates, Inc. will utilize Revington Reaves a local Landscape Architecture firm for WBE participation of 24.6 %. The MWBE office did not set goals for the project but firm respondents received additional evaluations points based on MBE/WBE participation. Once the contract is approved the project planning process will begin. The total project will take approximately 10 months to complete.

During the contract period with Sasaki Associates, Inc., the Parks and Recreation Department intends to put a hold on new park development until the Master Plan process is complete. This will allow any new park development to be based on the recommendations provided in the Master Plan from information received from public input and the needs assessment.

Motion to approve the Comprehensive Master Plan by Commissioner Smith and Seconded by Commissioner Washington. All voted in favor.

INTERIM DIRECTOR'S REPORT

Nasha McCray, Interim Director gave the director's report. McCray gave an update on the fall events and offerings scheduled throughout the City, including a variety of Halloween events. Greensboro Youth Council's annual Ghoulish! with Greensboro Downtown Parks will be held at both Center City and LeBauer Parks from 2-6 pm, on Saturday October 21. Staff have planned two additional fall themed events this year, designed to promote program offerings and garner additional community awareness.

Upcoming Community Conversations:

October 26th-Sheridan Rd Community Conversation 5pm (potential park redevelopment – from Sept PRC).

November 2nd-Presentation to Concerned Citizens of Northeast Greensboro 7 pm (potential center area redevelopment).

November 15th-Shannon Hills Community Conversation 6 pm.

Internal/Operational Updates

In addition to these fall events, the department is working to re-establish an Athletics Advisory Committee, which will consult and advise staff on efficiencies and improvements desired within the athletics offerings.

-Staff is also facilitating a forum with Greensboro Beautiful Inc, one of our long time partners who helps support our beautiful Botanical Gardens, with the intent of establishing a Memorandum of Agreement outlining the commitments and responsibilities of the non-profit and of each City department that interacts with them. For the last fifty years, Greensboro Beautiful has worked in tandem with the City to develop our four public gardens, promote conservation and sustainability, and beautify our public spaces. Formalizing our relationship will provide a good model for the next many years. Expect an update on this on a future Commission meeting.

-PMO Staff recently completed a comprehensive park inspection process to evaluate and assess park facilities. Data is currently being reviewed to identify any areas of concerns and a plan will be developed to address any issues identified during the process. A staff report of findings will be presented to the Commission at a future meeting.

Last but certainly not least, the Commission for Accreditation of Park and Recreation Agencies has reaccredited Greensboro parks and Recreation Department. Our leadership team accepted the accreditation at the National Recreation and Park Association conference in New Orleans at the end of September. This is a great accomplishment to be proud of as we are only one of 155 across the country and 11 in NC to earn this accreditation. This is the third time the department has received the national recognition for excellence in operations and service and out of 151 professional standards, the Department met 150.

COMMISSIONER'S COMMENTS

Smith: No comment

Washington: Thanked Special programs Superintendent Charles Jackson for all the great work being done with community gardens

Alexander-Henderson: Applauded Volunteer of the Month Kassandra Hart for all that she does to help Parks and Recreation

Brower: Also thanked Kassandra Hart for her hard work and volunteer hours

With no further business, Chair Brower adjourned the meeting at 4:26 pm.

Respectfully Submitted,
Haley Wilson, Executive Assistant
Greensboro Parks and Recreation