

NOTES

TO: Honorable Mayor and City Council Members

FROM: Michael Cowin, Assistant City Manager 

DATE: August 26, 2020

SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Gary Fenton, Recreation and Parks Director, regarding fall special events
2. A memo from Don Octigan, Assistant Director of Recreation and Parks, regarding a fall programming update
3. A memo from Gary Fenton, Recreation and Parks Director, regarding the naming process for the adventure park

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Attachments

Memo

To: Ann Wall, City Manager
From: Don Octigan, Assistant Director of Recreation and Parks *DO*
Date: August 26, 2020
Re: NTC – Recreation & Parks Fall Special Events

Recreation and Parks staff continue to find the opportunity in challenging times to provide quality experiences for our citizens. Events listed below will have specific safety measures implemented to ensure participant health and well-being and will be organized within current and future state restrictions.

Carpool Cinema, a free movie series offered during the summer months in lieu of our traditional ***Movies in the Park***, has been well received and will continue into the fall. In addition to the family-friendly Friday night movies, a Thursday evening date night will be added to the series. On select Thursday evenings, GRPD will partner with a local food truck vendor so couples can enjoy dinner and a movie.

The movie series will be held in rotation at Boyd Lee Park, Greenfield Terrace, and Jaycee Park. Parking spots are limited and pre-registration is available on-line at Greenvillenc.gov or by calling the Recreation and Parks Department at 252.329.4567.

Upcoming movie dates include:

- Thursday evenings: August 27th, September 3rd and 17th
- Friday evenings: August 28th, September 11th and 25th, October 9th and 23rd

Dashboard Bingo, a bi-weekly drive-in bingo opportunity, will be held in the parking lot at the Greenville Aquatics and Fitness Center on the 1st and 3rd Wednesdays of the month, September 2nd through October 21st, from 10:00am - 11:00am. Bingo cards and markers will be distributed to cars when players arrive and prizes, which are donated by local businesses, will be delivered to the winners' vehicles. The cost per player is \$2.00.

Also being organized this fall is ***Trivia Dash***, a drive-in team trivia competition, at Jaycee Park. Contestants will compete from their vehicles in a multiple category trivia contest. Pre-registration is available at Greenvillenc.gov. Trivia sessions, which will cost \$2.00 per player, will be announced on social media and will begin Tuesday, September 15th.

Staff will continue to monitor the situation with COVID-19 and will make modifications to the events listed as needed. All updates will be communicated via social media and individuals who are pre-registered will be contacted directly.

Please let me know if there are questions.

cc: Michael Cowin, Assistant City Manager
Gary Fenton, Director of Recreation & Parks
Heather White, Outreach Coordinator



To: Ann Wall, City Manager
From: Don Octigan, Assistant Director of Recreation and Parks *DO*
Date: August 26th, 2020
Re: NTC – Recreation & Parks Fall Programming Update

Recreation and Parks staff have made final decisions regarding fall programs being offered for the community. These programs have been planned with the top priority of keeping our participants and employees safe and have been modified to ensure the health and well-being of all involved.

The department's fall programming brochure is posted on-line at Greenvillenc.gov. Staff will organize seasonal brochures instead of the traditional bi-annual version due to the research needed for each program area. The brochure will be updated if changes are made to program plans due to the impacts of COVID-19.

Below is a brief overview of some of the program plans for this fall:

- **S.O.A.R. Educational Day Camps** – Standing for “Student Outreach and Recreation”, S.O.A.R. is an opportunity for children to have an enriching learning experience when not required to attend school in person during select weeks. The goal of these camps is to provide care for the youth in Greenville and academic support while not in the classroom. This program, beginning August 31st, will operate at Eppes Recreation Center and H. Boyd Lee Park. Individuals can register online at Greenvillenc.gov.
- **Athletics** - Athletic Staff have either cancelled or modified programming this fall based on guidance provided by the North Carolina Department of Health & Human Services and decisions made by the North Carolina High School Athletic Association.
 - *Fall Soccer* – Soccer clinics and organized scrimmages, scheduled to begin the week of September 21st, will be offered for ages 5-12.
 - *Fall Flag (Youth & Adult) Football* – Both programs have been cancelled for 2020.
 - *Adult Kickball* – Being offered in lieu of the *Adult Softball League* (cancelled). Program is scheduled to begin in mid-September.
 - *Tennis Programs* – Various programs being offered for youth and adults.

Other modified programs including nature based services, art programs and aquatic programs, are also being offered this fall with specific safety measures being implemented. As future guidance is provided, staff will make necessary changes to the programs mentioned, which could include cancellation.

Please let me know if there are questions.

cc: Michael Cowin, Assistant City Manager
Gary Fenton, Director of Recreation & Parks
Heather White, Outreach Coordinator

Memo

To: Ann Wall, City Manager
From: Gary Fenton, Director of Recreation and Parks *GF*
Date: August 26, 2020
Re: NTC – Naming Process for Adventure Park

As staff continues to move forward with the Phase One design of the “adventure park” property, staff has also been engaging the community to seek an official name of the park.

In June staff began soliciting community input on potential names through its social media platforms. Over 30 responses were initially received through this process. The initial suggestions were then shared with additional community partners (FROGGS, EC VELO, Sound Rivers, Fleet Feet, watersports vendors, and River Park North staff) to gather input and formulate a draft list of names to be published for further consideration. Based on this process, the following names were identified:

- Blue Heron Park
- Emerald Riverfront Park
- Unity Park
- Wildside
- Wildwood Park

An online survey was created and circulated from July 14th through August 5th, which included these five names. A total of 738 votes were received, which are graphed on the following page. “Emerald Riverfront Park” received the highest percentage of the votes at 33.3%.

In compliance with the City’s park naming policy, the City will publish “Emerald Riverfront Park” on the City website as the preferred name. The Recreation and Parks Commission will hold a public hearing at its September 23, 2020 meeting to consider a name for the park, after which the Commission will forward a recommendation to City Council for its consideration.

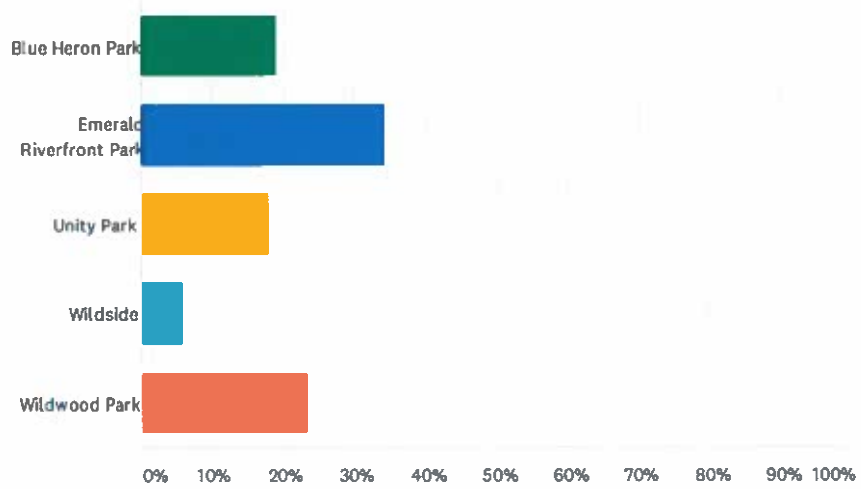
Council must host its own public hearing to consider the park name. Based on the proposed schedule, staff’s plan is to present the agenda item for public hearing at the Thursday, October 8, 2020 Council meeting. A copy of the adopted naming policy is attached. Please let me know if there are questions.

cc: Michael Cowin, Assistant City Manager
Don Octigan Assistant Recreation and Parks Director
Mark Nottingham, Parks Planner

New Adventure Park Name

Q1 Which of the following names do you like most for our new adventure park?

Answered: 738 Skipped: 0



ANSWER CHOICES	RESPONSES	
Blue Heron Park	18.97%	140
Emerald Riverfront Park	34.28%	253
Unity Park	17.89%	132
Wildside	5.69%	42
Wildwood Park	23.17%	171
TOTAL		738

POLICY AND GUIDELINES FOR NAMING OR RENAMING CITY OF GREENVILLE PARKS, RECREATION FACILITIES AND GEOGRAPHIC FEATURES WITHIN PARKS

Section 1 - INTRODUCTION

The naming of City of Greenville parks, recreation facilities and geographic features within parks is an important task, and one that should be approached with caution and patient deliberation. With the possible exception of a corporate purchase of "naming rights," a park, facility, or geographic feature name, once selected, should be bestowed with the intention that it will be permanent.

Those who select the names of parks, recreation facilities and geographic features should do so with a clear understanding that their decisions may set a precedent, and that their actions will exert an influence upon the community in future generations.

Section 2 - POLICY PURPOSE

The purpose of this policy is to establish a systematic and consistent approach for the official naming of City of Greenville parks, recreation facilities, and geographic features within parks.

Section 3 - NAMING of PARKS, RECREATION FACILITIES AND FEATURES

The following guidelines and criteria will be used when naming a park, recreation facility, or a geographic feature within a park:

- A. A permanent name may be assigned, if deemed appropriate by the Greenville City Council (following receipt of a recommendation for naming by the Greenville Recreation and Parks Commission) to a park or recreation facility, any time after land acquisition or park/facility development. Such recreation facilities may include trails/greenways, recreation centers, athletic complexes, picnic shelters, pools, playgrounds, "spraygrounds," or other facility. However, discretion should be utilized in order to avoid an overabundance of named features or facilities in any single park, and the naming of a facility should not diminish or overshadow the park's name.
- B. A permanent name may also be assigned, if deemed appropriate by the Greenville City Council (following receipt of a recommendation for naming from the Greenville Recreation and Parks Commission), to an unnamed lake or other prominent geographic feature within a park.
- C. At its discretion, the Greenville City Council may grant the Recreation and Parks Commission authority to officially name certain types of recreation facilities without further Council involvement.

- D. Duplication of the names of other parks, recreation facilities and geographic features within the City shall not be permitted. The exception would be a facility carrying the same name as the park in which it is situated. (ex: South Greenville Recreation Center in South Greenville Park)
- E. Priority in naming parks, facilities and geographic features shall be given to geographical locations, historic significance or geologic features.
- F. Consideration to name a park, facility or geographic feature in honor of a person (or persons or family) shall only be given if one or more of the following criteria has been met:
1. The individual is statewide or nationally significant.
 2. The individual, individuals or family has contributed significant long-term support to the development or operation of the park or facility, or to the overall recreation and park system. The suggested name must be accompanied by evidence of contributions to the park, facility, and/or service, or to any of the Recreation and Parks Department's companion organizations that function in cooperation with and on behalf of the department. A companion organization includes, but is not limited to, such organizations as the Greenville Little Leagues, Jackie Robinson Baseball League, and the Friends of Greenville Greenways.
 3. An outstanding community individual has made significant and long term civic contributions to the City of Greenville as determined by either the Recreation and Parks Commission or the Greenville City Council.
 4. A substantial donation, as determined by either the Recreation and Parks Commission or the Greenville City Council, has been made to the Recreation and Parks Department, or companion organization, by or in memory of an individual, group or family.
- G. Parks, facilities, and geographic features may only be named after an individual who has been deceased for a minimum of six (6) months, except in the case of one or more of the following circumstances:
1. The parkland in its entirety has been donated by the individual being honored through the proposed naming.
 2. 50% or more of the total cost of the facility has been donated by the individual being honored through the proposed naming, or by a group, business or organization making the donation in his or her name.
 3. A land donation in which a naming provision has been made on the deed and accepted by the Greenville City Council.
 4. A substantial donation of money has been made to the Greenville Recreation and Parks Department wherein the donor stipulated a naming provision as a condition of the donation and this condition has been accepted by the Greenville City Council.

H. Naming proposals for a park, facility or geographic feature may come from any individual, family, organization, business, governmental agency, donor, or neighborhood association that represents the locality wherein the park, facility or feature is situated.

Section 4 - PROCESS

Naming and renaming proposals shall be made on a form provided by the Recreation and Parks Department and forwarded to the Chair of the Greenville Recreation and Parks Commission at:

Chairman, Greenville Recreation and Parks Commission
Greenville Recreation and Parks Department
P.O. Box 7207
Greenville, NC 27835-7207

The proposal will be posted on the Greenville Recreation and Parks website for a period of 30 days, during which citizen comments and suggestions may be submitted in writing to the Commission Chair through the website or at the above address. The Commission will then hear oral comments during a public hearing at their first meeting following the expiration of the 30 day period, and formulate a recommendation regarding the proposal. The recommendation will then be forwarded to the Greenville City Council. In the event the Commission does not formulate a recommendation within 60 days after the public hearing, it will be considered that the Commission's recommendation is to approve the naming proposal and this recommendation will be forwarded to the Greenville City Council.

The Greenville City Council will consider the naming proposal at a Council meeting after receipt of a recommendation from the Recreation and Parks Commission. A public hearing will be held by City Council prior to making its decision on the naming proposal. City Council may approve, deny, or modify the naming proposal. City Council may, but is not required to, refer a modification of the naming proposal back to the Recreation and Parks Commission for review and recommendation.

The following guidelines and criteria shall be considered and met before renaming a City of Greenville park, facility or geographic feature:

- A. Once named, the renaming of City of Greenville parks, facilities, or geographic features is strongly discouraged. It is recommended that efforts to change a name be subject to the most critical examination so as not to diminish the original justification for the name or discount the value of the prior contributions.
- B. Land and facilities named by deed restriction shall not be renamed.
- C. Parks, facilities and geographic features named after individuals shall not be changed unless it is found by the Recreation and Parks Commission or the Greenville City Council that the individual's personal character was such that the continued use of the name for a City park, facility or geographic feature would not be in the best interest of the City.

- D. Parks, facilities and geographic features named for a location, a geographic feature or a community/neighborhood may be considered for renaming. However, the existing name of a park, facility, or geographic feature which is of local or national importance or which identifies an outstanding geographic or physical feature shall not be changed unless the Recreation and Parks Commission or Greenville City Council determines that there are extraordinary circumstances of local or national interest to justify the name change.
- E. Subject to the foregoing, in order for a park, facility or geographic feature to be considered for renaming, the recommended name must otherwise qualify according to the same guidelines and criteria as set forth above for originally naming parks, facilities and geographic features and the same general procedure shall be followed.

SECTION 5 - NAMING RIGHTS FOR CORPORATIONS OR OTHER PRIVATE BUSINESSES:

This policy does not provide guidelines or processes for granting temporary naming rights to corporations or other private businesses as a mutually beneficial arrangement between the City and a corporation or other private business wherein the corporation or other private business provides cash and/or in-kind services to the City in return for access to the commercial and/or marketing potential associated with a city facility or service.

Such arrangements could include the naming of a park, a facility, a geographic feature, an event or activity. While such arrangements could prove highly beneficial to the City and its citizens, as well as to area businesses, the details of such arrangements will necessitate cautious consideration. A separate city policy and process will address the grant of naming rights to a corporation or other private business.

Section 6 - COMPONENTS OF BUILDINGS

The provisions of this Policy and Guidelines do not apply to the naming of components of a recreation building such as classrooms, meeting rooms, game rooms, gymnasiums, courts, studios, theaters, galleries, and auditoriums. City Council, in its discretion, may name components of recreation buildings or grant the Recreation and Parks Commission authority to name certain types of components of recreation buildings without further Council involvement.

This policy was adopted by City Council on January 10, 2011, and amended on June 13, 2013, and August 10, 2015.