

# NOTES

TO: Honorable Mayor and City Council Members  
FROM: Ann E. Wall <sup>AEW</sup> City Manager  
DATE: September 14, 2022  
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Heather White, Recreation and Parks Superintendent, regarding special events update for Wildwood Park
2. A memo from Byron Hayes, Director of Financial Services, regarding 2022 Minority Enterprise Development (MED) Week
3. A memo from Thomas Barnett, Director of Planning and Development Services, regarding summary of Code Enforcement ride along with Councilmember Glover and the City Manager's Office
4. A memo from Don Octigan, Director of Recreation and Parks, regarding Bradford Creek Course update

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Attachments

**To:** Ann Wall, City Manager  
**From:** Heather White, Recreation & Parks Superintendent  
**Date:** September 14, 2022  
**Re:** NTC – Special Event Update for Wildwood Park

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Following a successful summer of various program and event opportunities at Wildwood Park, staff are preparing for an eventful fall. This memo is to provide an update on some of the past programs held at Wildwood Park and those planned for the fall season.

Special Events Supervisor, Megan Howard, led the efforts on planning the department's first Active Adult & Senior Social at Wildwood Park. Held on August 29<sup>th</sup> from 9am -1pm, department staff came together to show off the programs and services currently offered at various recreation facilities. During this event, staff were able to engage 79 individual participants who had the opportunity to choose from many activities. Those included:

- River Park North staff led two trail walks and a kayaking class.
- Jaycee Park Art Center staff led two paint in the park class.
- Adult Athletics and Greenville Aquatics & Fitness Center Staff led three introductory pickleball classes.
- Centers & Programs staff engaged participants with table top and lawn games.



Participants were able to engage with event sponsors throughout the day. The event was well received and brought additional exposure to many programs across the department. At a cost of \$5 per program, this allowed many to participate in programs they otherwise might not have entertained. Additional pictures of this event can be viewed at <https://www.flickr.com/gp/cityofgreenvillenc/WCBnUg387u>

Below are details outlining additional events to take place at Wildwood Park in the upcoming months:

#### September:

- **September 22<sup>nd</sup>: Lakeside Live** – This free concert will feature Hank, Pattie & The Current kicking off the show at 6:30pm. Concert goers are encouraged to bring a chair or blanket and enjoy a bite to eat from the food trucks onsite.

**October:**

- **October 28<sup>th</sup> & 29<sup>th</sup>: Festival of Fright** – This two day festival will feature thrills and laughs! This event is organized by Recreation & Parks staff along with ECU interns and various community partners. Details of the event are outlined below:
  - **October 28<sup>th</sup> – 6pm - 9pm**
    - Free movie featuring “Twilight Zone The Movie” beginning at 6pm
    - Food Trucks
    - Beer Garden
  - **October 29<sup>th</sup> – 10am - 11pm**
    - Young Professionals duck race beginning at 10am
    - Variety of events for families to enjoy such as costume contest, mummy races, live music, face painting, & bounce houses throughout the day
    - Take a walk on the trail through the ‘Scary Haunted Forest’ from 6:30pm-11pm. Interested parties are encouraged to register online for this activity for a fee of \$10 per person.
    - Food Trucks
    - Beer Garden

Staff are working with many ECU organizations to recruit nearly 100 volunteers to help during the event. There are also various sponsorship opportunities for most events. Some events will require a small fee.

Additional information or how to register can be found on-line at [Greenvillenc.gov](http://Greenvillenc.gov) or by calling 252.329.4567. Recreation and Parks staff promote program offerings throughout the community via social media, local media and the City’s webpage.

Please let me know if there are any questions.

cc: Michael Cowin, Deputy City Manager  
Don Octigan, Director of Recreation & Parks

**To:** Ann E. Wall, City Manager  
**From:** Byron Hayes, Director of Financial Services  
**Date:** September 13, 2022  
**Subject:** 2022 Minority Enterprise Development (MED) Week

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The MWBE Program is excited to share the upcoming opportunities for 2022 Minority Enterprise Development (MED) week. This year our theme is: Ready. Set. Grow! Business Success Strategies. Minority Enterprise Development (MED) week is a national event celebrated locally to applaud the economic impact of diverse firms.

During the week of September 26-October 1, the MWBE Program will host several events that will highlight and provide resources to minority and women-owned businesses. Attendees will have the opportunity to go on a journey that promises to be filled with networking, learning, and the opportunity to receive valuable information from local community minority business owners.

Please contact me with questions. Thank you in advance for your participation.



# 2022 | Minority Enterprise Development Week

## Ready. Set. Grow! Business Success Strategies

*Highlighting minority and women-owned businesses and resources available to help them grow!*

### September 26 – October 1

#### SEPTEMBER 26

Biz Scavenger Hunt Challenge  
Virtual MED Week Kick Off

Sign up as a team to do a fun adventure by visiting local MWBE stores throughout the week. Receive cool deals and discounts while competing against other teams to WIN a Mystery Box prize. Register your team at [2022medweek.eventbrite.com](https://2022medweek.eventbrite.com)!

#### SEPTEMBER 27

Let's Talk Business!  
6:00-7:00 PM, City Hall, 3rd Floor Gallery

Thinking about starting a business? Join us for an interactive discussion panel with minority business owners sharing their lessons learned along the way, hosted by Delta Sigma Theta Greenville Sorority Alumnae Chapter. Light refreshments will be served.

#### SEPTEMBER 29

Ready. Set. Grow! Virtual Workshop  
6:00-7:00 PM

Ready to take the leap into business ownership? Join us for an informative session hosted by SBDC-East Carolina University, about steps to take when starting a business and how to stand out with a social media presence.

#### SEPTEMBER 30

Biz Scavenger Hunt Challenge

Ends at 4:00 PM; Winning team will be announced at 5:00 PM!

#### OCTOBER 1

Block Party Business Pop-Up Shop  
1:00-6:00 PM, Five Points Plaza

Bring your family/friends and meet us on the block to shop local MWBE vendors, enjoy good food and music.



All events are FREE and open to the public. Register for all MED Week events at [2022medweek.Eventbrite.com](https://2022medweek.Eventbrite.com) For more information, please visit us online at [MWBE.GreenvilleNC.gov](https://MWBE.GreenvilleNC.gov)

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Planning and Development Services

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# MEMO

**Department**

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**TO:** Ann Wall, City Manager

**FROM:** Thomas Barnett, Director of Planning and Development Services



**DATE:** September 8, 2022

**SUBJECT:** Notes to Council: Summary of Code Enforcement Ride Along with Council Member Glover and City Manager's Office

Per a request from Council Member Rose Glover a ride around was scheduled On August 24<sup>th</sup> in reference to Code Enforcement concerns. The following were in attendance during the ride-along:

- Rose Glover, Council Member
- Ann Wall, City Manager
- Michael Cowin, Deputy City Manager
- Ken Graves, Assistant City Manager
- Tom Barnett, Director of Planning and Development Services
- Les Everett, Assistant Director of Planning and Development Services

During the ride along, properties of concern were discussed and some inquiries made regarding Minimum Housing violations, Public Nuisance violations, along with Junk / Nuisance / Abandoned vehicle violations.

With the current state of Code Enforcement, we shared several bits of information with Council Member Glover we feel would explain actions we plan to implement. The following are our action plans:

- Abandoned / Boarded up Structures: Our plan is to activate enforcement action on a compiled list of structures once we have dealt with those of a more unsafe nature. As has been done over the past several months we will present the structures to council for demolition ordinance approval.
- Abandoned, Nuisance and Junk Vehicles: The City has been without a towing contractor for these types of vehicles for a long while. This towing process is different than that the Police Department deals with (i.e. - vehicle accidents). We are just weeks away from having proper towing contracts awarded for this service. We are actively training on the processes and procedures to take when dealing with the Abandoned, Nuisance, and Junk Vehicles and look to be able to enforce the City's ordinance fully within the aforementioned weeks.

- Focus areas: The Planning and Development Services Department Divisions (including Code Enforcement, Building Inspections, Planning & Zoning, and Housing) are working on a coordinated effort to actively provide enforcement actions from different fronts within noted focus areas. We intend to have a departmental ride along to get a close up look at the issues in the neighborhood and determine the best plan of action to address issues comprehensively. These areas include a section of Dickinson Avenue, Spruce / Myrtle Street, and Albemarle Avenue.
- Public Nuisance and Weeded lots: This is an area that seems to be a constant battle. Code often deals with vacant properties, absentee ownership, tenants that do not share the same views as are listed within the City Code of Ordinances.

At the end of the ride along, though violations were noticed, it was evident that Code Enforcement is active within the community and are making strides in positively dealing with the larger code items. There were approximately 40-45 properties pointed out by Council Member Glover and the City Manager's Office and we are having Code Officers check each one for enforcement. We will report back in approximately 4 weeks with a progress update. Code Enforcement will soon be submitting to Council the minimum housing ordinance review revisions that need to be updated.



**To:** Ann Wall, City Manager  
**From:** Don Octigan, Director of Recreation and Parks *DO*  
**Date:** September 14, 2022  
**Re:** NTC – Bradford Creek Golf Course Update

This memo is to provide a brief update on Bradford Creek Golf Course’s financials and the overall operations of the course.

Despite the course being closed 16 days due to winter weather last year, golfers continued to play the course when conditions allowed. The number of annual rounds played were less in Fiscal Year 2021-2022, compared to Fiscal Year 2020-2021. However income from Green Fees, Cart Fees, Pro Shops Sells, Annual Memberships and the Driving Range were higher than the previous year.

Annual income was approximately \$19,500 higher than the previous year, however expenses also increased. The increase in expenses was directly related to the rise in labor costs to maintain the course. These costs included the addition of a full-time Assistant Greens Superintendent, which was vacant during most of 2021, and additional seasonal help to maintain course conditions. The increase also accounted for the inflated cost of maintenance supplies such as fertilizer and other turf chemicals.

Below is an overall usage and financial breakdown, including a comparison to previous year:

	Fiscal Year 2021-2022	Fiscal Year 2020-2021	Net Difference
Total Number Rounds	21,112	22,776	-1,664
Total Driving Range Numbers	80,468	78,116	+2,352
Gross Income	\$709,192	\$689,519	+\$19,674
Total Expenses	\$690,880	\$604,524	-\$86,356

Throughout Fiscal Year 2021-2022, City staff worked with Indigo Golf Partners on various initiatives to improve golf course maintenance and customer service. A few of those initiatives include:

- Addressing maintenance concerns throughout the course, including:
  - Future Fence Repair Along the Perimeter of the Course
  - Golf Cart Path Repair on the Front Nine
  - Overall Green Conditions
  - Improvements to the Club House Entrance
  - Over-seeding Driving Range Tee Box
  - Various General Maintenance Items
  - Removed bushes from Driving Range
  - Continued sand bunker renovations
  - Improved stream bank landscaping
- Negotiated a New Cart Lease Set to Begin Fall of 2022.
- Maintaining Inventory of Pro Shop Items



Recreation and Parks Superintendent Dennis Vestal continues to keep an open line of communication with Indigo Golf Partners staff. Mr. Vestal will continue to meet with golf course staff monthly and monitor the operations of the course. City staff will also meet with Indigo Golf Partners Management Staff quarterly to discuss golf operations and course conditions.

It remains a priority of City staff to continue to work with Indigo Golf Partners to enhance the experience of golfers at Bradford Creek Golf Course to assist with increasing the number of rounds being played monthly. There are several initiatives outlined for the next 8-12 months and staff will provide updates to Council Members throughout the year.

Please let me know if there are any questions.

cc: Michael Cowin, Deputy City Manager  
Dennis Vestal, Recreation & Parks Superintendent