


NOTES

TO: Honorable Mayor and City Council Members
FROM: Michael W. Cowin, City Manager 
DATE: January 29, 2025
SUBJECT: Materials for Your Information

Please find attached the following materials for your information:

1. A memo from Tiana Berryman, Director of Neighborhood & Business Services, regarding Match and Market Program and flyers pertaining to the program
2. A memo from Les Everett, Director of Planning and Development Services, regarding Board of Adjustment annual presentation
3. A memo from Heather White, Assistant Director of Recreation & Parks, Athletic Division winter initiatives
4. A memo from Heather White, Assistant Director of Recreation & Parks, regarding art and special event offerings

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Attachment

Memorandum

To: Michael Cowin, City Manager
From: Tiana Berryman, Director of Neighborhood & Business Services
Date: January 21, 2025
Subject: Match and Market Program

The Neighborhood & Business Services Department is excited to announce the launch of the second Match and Market Program in collaboration with ECU Miller School of Entrepreneurship and Greenville-Pitt County Chamber of Commerce.

Administered through the Business Development Division, it is designed to match ECU students with local small businesses that are seeking marketing assistance to enhance their digital presence, particularly on social media platforms. This 10-week program will operate during the ECU's Spring Semester 2025.

Eligibility Requirements

To be eligible to apply for the Match & Market Program, the business must meet the following criteria:

- Be located and in operation within the Greenville city limits or extraterritorial jurisdiction.
- Have 10 or fewer employees, including part-time and full-time employees.
- Demonstrate a need for marketing assistance.

Program Details

The Match & Market Program application period for students and business owners will be January 27th through March 7th. The Business Development Division will review applications and identify suitable matches based on criteria such as student skills and business needs.

Other Important Dates

- The Match & Market program will begin on March 31, 2025, and end June 6, 2025.
- Friday, June 6th: Carnival and Closing Ceremony to recognize student and business participants at City Hall, 3rd Floor Gallery.

Please mark your calendars to join us for the Carnival and Closing Ceremony.

For more information, please contact the Business Development Division at 252-329-4505.

cc: Dene' Alexander, Assistant City Manager
Tish Williams, Business Development Manager

Match & Market



NEIGHBORHOOD & BUSINESS SERVICES
BUSINESS DEVELOPMENT DIVISION

Are you a student?

If you have a passion for marketing and a desire to make a real impact in your community, apply for the Match & Market program!

The Match & Market Program aims to connect students interested in marketing with small and local businesses seeking marketing assistance, *particularly on social media platforms.*



Students will assist businesses with various deliverables, such as posting to social media every other day.



This 10-week program will run March 31–June 6, 2025.



Applications will be accepted January 27–March 7, 2025.



Gain practical experience in marketing and enhance your skills while earning a \$75 weekly stipend and a certificate of completion.

For more information, please visit GreenvilleNC.gov or contact the Business Development Division at businessdevelopment@greenvillenc.gov or (252) 329-4508.

**Scan here
to learn more
and apply!**



Match & Market

Are you a business?

The Match & Market program is here to assist you with social media marketing!

This program will match a student with your business to boost your social media presence!



Students will assist businesses with various deliverables, such as posting to social media every other day.



This 10-week program will run March 31–June 6, 2025.



Applications will be accepted January 27–March 7, 2025.



Cost: FREE!



NEIGHBORHOOD & BUSINESS SERVICES
BUSINESS DEVELOPMENT DIVISION

**Scan here
to learn more
and apply!**



For more information, please visit GreenvilleNC.gov or contact the Business Development Division at businessdevelopment@greenvillenc.gov or (252) 329-4508.



PLANNING AND
DEVELOPMENT SERVICES

MEMO

To: Michael Cowin, City Manager
From: Les Everett, Director of Planning and Development Services *LE*
Date: January 24, 2025
Re: Board of Adjustment Annual Presentation

The Board of Adjustment (Board) is made up of eight (8) members that reside in the City limits and two (2) members that reside in the City's extraterritorial jurisdiction (ETJ). Members that reside in the City's extraterritorial jurisdiction (ETJ) are appointed by the Pitt County Board of Commissioners. Currently, two seats are vacant, one city seat and one county seat. The current chair is Ryan Purtle, and the Vice Chair is Carol Ann Bass.

The purpose of the Board of Adjustment is to hear requests for special use permits, variances of development regulations, and appeals of staff's decisions related to development regulations.

In 2024, the Board heard 24 cases. The most common types of cases were requests for special use permits for mental health facilities (day programs), tobacco shops, convenience stores with gas sales, and child day care facilities. The Board also annually reviews all special use permits for alcohol establishments.

cc: Chantae Gooby, Chief Planner
Bryan Jones, Lead Planner



RECREATION AND PARKS
PROJECT MANAGEMENT

To: Michael Cowin, City Manager
From: Heather White, Assistant Director of Recreation & Parks
Date: January 29, 2025
Re: Athletic Division Winter Initiatives

Athletics staff are immersed in winter programs including youth basketball, tennis, baseball clinics and pickleball programs and events as they kick start the 2025 season.

Youth basketball has 506 participants spanning across six age divisions for players ages 5-18. The success of this program would not be possible without the commitment from our Athletics Division and the dedication of 88 parent and community members serving as volunteer coaches throughout the league. Games began Monday, January 13th at H. Boyd Lee Park and the Drew Steele Center and will conclude February 25th.

The Sports Connection is hosting a series of Youth Baseball Skills clinics each month leading up to the Greenie League baseball season, designed to help 5-8 tears old improve their fundamental skills before the season begins. The clinics began on January 8th and will conclude on March 24th benefiting 40 participants.

Two winter youth tennis programs began on January 6th with 36 participants enrolled and concludes on February 20th at River Birch Tennis Center. Tennis Supervisor, Montana Wiggs, will also host the Cup, a junior L7 tournament on February 14th-15th at River Birch Tennis Center.

Pickleball's popularity continues to grow with monthly clinic offered for both beginners and intermediate players at H. Boyd Lee Park and Sports Connection. Additionally, Pickleball Open Play takes play at the Sports Connection, Monday through Thursday, providing 23 participants an opportunity to improve their skills and strategize in game scenarios. A fun and exciting Glow Pickleball event will take place January 25th-26th from 6pm-9pm at Sports Connection. This unique event invites players the opportunity to play pickleball under glowing lights with throwback music from the 80's and 90's.

Recreation and Parks staff accepted registration for the programs listed above for six weeks through the City of Greenville's website and at various recreation facilities during operating hours. Please let me know if there are additional questions.

cc: Ken Graves, Deputy City Manager
Don Octigan, Executive Director of City Projects & Recreation Services



RECREATION AND PARKS
PROJECT MANAGEMENT

To: Michael Cowin, City Manager
From: Heather White, Assistant Director of Recreation & Parks
Date: January 29, 2025
Re: Art and Special Event Offerings

Looking for winter art programs or an event? The Recreation and Parks Department has a great lineup to keep residents entertained until Spring! The Jaycee Park Center for Arts & Crafts winter art programs began January 27th with 26 art programs for youths and adults serving 203 participants.

One of the most popular programs is the adult “Learn to Throw” class. This 6-week course is offered three times each season where participants learn the fundamentals of pottery such as clay preparation, throwing techniques, trimming and glazing. Participants will finish with multiple pieces to bring home.

If you prefer to work independently and already have pottery experience, join the Jaycee Park Pottery Club. Pottery Club Members can enjoy open studio access to our well-equipped throwing and glaze rooms and utilize the studio equipment and materials. Members are the option to choose from 1, 3, 6, or 12-month memberships and all skills are welcomed.

Special Events staff are gearing up for the 4th annual Run, Plunge, or Splash event at Wildwood Park on Saturday, February 1st. Beginning at 9:00am, registered participants may run or walk the trail at Wildwood Park and then plunge into Barber Lake like a polar bear. Participants can register at runtheeast.com and registration fees are either \$35 for the 5K or \$30 for the 1 Mile Fun Run. An awards ceremony will conclude the race.

Proceeds from this event support the Special Olympics of Pitt County and Specialized Recreation. Sponsors for this event include Curtis Media Group and Kathryn Glenn Realty as well as swag for race bags and a water station on the trail provided by Fleet Feet.

For additional information regarding programs and events, please call 252.329.4567 or visit www.greenvillenc.gov.

Please let me know if there are additional questions.

cc: Ken Graves, Deputy City Manager
Don Octigan, Executive Director of City Projects & Recreation Services

					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Facility Hours Mon-Thurs 8:00 AM—8:30 PM Friday 8:00 AM—5:00 PM Saturday 12:00—4:00 PM Sunday CLOSED		1 <i>New Year's Day</i> CLOSED *Studio availability Subject to change without notice*	2 Open Studio 8 AM-8:30 PM	3 Open Studio 8 AM—5 PM	4 Open Studio 12—4 PM 
6 Open Studio 8 AM-8:30 PM	7 Open Studio 8 AM-8:30 PM	8 Open Studio 8 AM-8:30 PM	9 Open Studio 8 AM-8:30 PM	10 Open Studio 8 AM—5 PM	11 Open Studio 12—4 PM
13 Open Studio 8 AM-8:30 PM	14 Open Studio 8 AM-8:30 PM	15 Open Studio 8 AM-8:30 PM	16 Open Studio 8 AM-8:30 PM	17 Open Studio 8 AM—5 PM	18 Open Studio 12—4 PM
20 <i>MLK Jr. Day</i> CLOSED	21 Open Studio 8 AM-8:30 PM	22 Open Studio 8 AM-8:30 PM	23 Open Studio 8 AM-8:30 PM	24 Open Studio 8 AM—5 PM	25 Open Studio 12—4 PM
27 Open Studio 8 AM—1 PM 1) Homeschool YPW 1:30—3:30 PM 1) YPW 4:30—6:30 PM Open Studio 7—8:30 PM	28 Open Studio 8—2:30 Throwing Room 2:30—5:30 1) Snow/Valentine's Clay 3—4 PM & 4:30—5:30 PM 1) L2T 6—8:30 PM	29 1) L2T 9—11:30 AM Open Studio 12—4 PM Throwing Room 4—5:30 1) Elf Clay 4:30-5:30 1) L2T 6—8:30 PM	30 1) Throw XL 9 AM—12 PM Open Studio 12:30—4 PM Throwing Room 4—5:30 1) Gnomes Clay 4:30-5:30 1) Int. Throwing 6—8:30	31 Open Studio 8 AM—5 PM	Key Open Studio Glaze Room Both Glaze & Throwing Rooms
Jaycee Park Center for Arts & Crafts 2000 Cedar Lane 252-329-4546 GreenvilleNC.gov					



3450 Blue Heron Drive

4TH ANNUAL
Run, Plunge, or Splash!



Go for a run on the new fully looped trail at Wildwood Park & then plunge into Barber Lake like a polar bear!

Saturday, February 1 • 9:00 AM

Entry Fee: 5k Runner: Early Bird \$30 / Week of \$35*
 Fun Runner/Plungers & Splashes: Early Bird \$25 / Week of \$30*
*Week of Rates Start January 1st

Entry fee includes entry into races, opportunity to take the Plunge/Splash, time chip, & race shirt.

Medal Categories include the top 3 overall female/male finishers and the top 3 female/male age group finishers. Age groups are 13 & under, 13-15, 16-20, 21-30, 31-40, 41-50, and 51+. The top overall finishers are not eligible for age group awards.

For more information Contact Stacey at 252-329-4966 or sstanley@greenvillenc.gov

To register visit runtheeast.com or scan the QR Code: