



City of Greenville
Recreation and Parks Commission
Meeting Minutes
Wednesday, May 8, 2013 @ 5:30 PM
City Hall - City Council Chambers
200 West 5th Street

BOARD MEMBERS PRESENT:

- | | |
|---|--|
| <input checked="" type="checkbox"/> H. Robert Jones, Jr., Chair | <input checked="" type="checkbox"/> Darin White, Chair-Elect |
| <input checked="" type="checkbox"/> Matt Smith | <input checked="" type="checkbox"/> Audrey G. Nealy |
| <input checked="" type="checkbox"/> Terry Boardman | <input checked="" type="checkbox"/> Freddie Outterbridge |
| <input checked="" type="checkbox"/> Debra Jo Garfi | <input checked="" type="checkbox"/> Kandie Smith, City Council Liaison |
| <input checked="" type="checkbox"/> Donald Williams | |

STAFF

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Gary Fenton | <input checked="" type="checkbox"/> Mark Gillespie | <input checked="" type="checkbox"/> Shana Kriewall |
| <input type="checkbox"/> Christopher Horrigan | <input checked="" type="checkbox"/> Laura J. Davenport | <input checked="" type="checkbox"/> Todd Riddick |
| <input type="checkbox"/> Lamarco Morrison | <input type="checkbox"/> Dennis Vestal | <input checked="" type="checkbox"/> Julianne Chadwick |

OTHER

Assistant City Manager Chris Padgett and Councilmember Marion Blackburn

MEETING AGENDA, DISCUSSION AND ACTIONS:

The meeting opened at 5:30 PM and the following items were addressed:

Agenda items are in bold print and the highlights of the discussion and actions are below the agenda item.

I. CALL TO ORDER

II. INTRODUCTIONS

Lillian Outterbridge and Councilmember Marion Blackburn

III. APPROVAL OF AGENDA

Motion made to approve the May 8, 2013 agenda as presented.

Motion: Darin White

Second: Terry Boardman

Motion carried.

IV. APPROVAL OF MINUTES

Motion made to approve the February 13, 2013 minutes as amended.

Motion: Terry Boardman

Second: Debra Jo Garfi

Motion carried.

Motion made to approve the April 10, 2013 minutes as presented.

Motion: Terry Boardman

Second: Audrey Nealy

Motion carried.

V. PUBLIC COMMENT PERIOD

None

VI. BRADFORD CREEK PUBLIC GOLF COURSE - PLAN OF ACTION, Assistant City Manager Chris Padgett

Assistant City Manager Chris Padgett provided a PowerPoint presentation on the Bradford Creek Public Golf Course Plan of Action (effective FY13-14). The presentation provided background information, consultant's recommendations, Golf Course Advisory Committee input, proposed plan of action including operational modifications for the pro shop and maintenance, proposed fee schedule, and capital improvements (five-year plan), the financial impact of action plan; and direction City Council provided at the 3/25/13 City Council Budget Workshop.

Discussion ensued. Next steps include taking the plan of action to City Council for approval in June.

Attached PowerPoint presentation provides detailed information regarding each category.

Commissioner Donald Williams arrived at 5:47pm.

Councilmember Kandie Smith arrived at 5:53pm.

A motion was made to recommend City Council approve the Bradford Creek Public Golf Course Plan of Action as presented.

Motion: Freddie Outterbridge

Second: Darin White

Motion carried.

VII. DIRECTOR'S MONTHLY REPORT

- A. Tonight will be Commissioner Freddie Outterbridge's final meeting (last of two terms) and Commissioner Matt Smith's final meeting after one term. Anticipate Commissioners Robert Jones and Don Williams will be reappointed. Expect two vacancies for this Commission in June.
- B. Progress Energy Transmission project – discussed danger trees. They will be removing danger trees beginning 5/13 and will take approximately 2 weeks, and will close the southern 2/3 of the park while work is underway. Anticipate a Daily Reflector article in the next 1-2 days.
- C. City Council is looking to set aside some money for a River Study. The study may be managed by GRPD, Community Development and/or Public Works, or as a group.
- D. Lease of Perkins Building Committee – requested IRS Form 990 from applicants, have received some already, hope to recommend a potential lessee at the June meeting.
- E. PARTF Funding - Governor Pat McCrory has proposed a 45% cut in PARTF funds, as well as eliminating the designated funding source of PARTF which is a portion of the real estate transfer tax. Greenville has received funding from PARTF for H. Boyd Lee Park, Walter Stasavich Nature Center at River Park North, GAFC, Drew Steele Center, and Guy Smith Park. City Council will consider a resolution recommending to the General Assembly to maintain a designated source of funding for PARTF. The Pitt County Commission has passed a similar resolution as have 68 other municipalities across the state.
- F. Director hosted two facility tours (Chamber's Leadership Institute and the City's Citizens Academy).
- G. Commission facility tour planned again this year, to visit some old facilities and new facilities, Since there will be no meeting in August this may be a good time to do the tour. Will email proposed dates and will begin at 5:30pm.
- H. Size of payroll – at the height of the summer is about 300 people, 58-59 Full Time Employees, the rest are Part Time / Seasonal Employees.
- I. Transitioning department's registration program to RecTrac and have been working toward this for the last 4 years. Staff training will be scheduled.

- J. Saturday, 5/18 AMBUCS will have their adapted bike giveaway (to children with disabilities) at the beginning of an Exceptional Community Baseball League (ECBL) game. ECBL has been invited to attend an ECU game that day. On Sunday ECBL participants will have the opportunity to play with the Pirates as player buddies at Clark LeClair Stadium.
- K. Sales of products in the parks by the private sector present a challenging issue. Established a staff committee to develop a related policy. Hope to bring a proposed policy no later than the July meeting.
- L. Private coaching in facilities will be permitted until a policy is in place.

Commissioner Matt Smith arrived at 6:36pm.

VIII. STAFF REPORT

A. Shana Kriewall, Recreation Superintendent

1. Recreation Update

- a. Highlights – Special Olympics Spring Games (800 attendees), Futsal indoor soccer has concluded, Kickball has finished its first season (with 10 teams), Future Stars Soccer has also concluded – next registration begins 7/1, currently have 59 adult softball teams, Greenie League baseball has started, Modified Zumba has begun at the Drew Steele Center, this Saturday is the 5k Greenville RecRun beginning at 8am, Couch to 5k class will be running in the race, 50 adults participating in Boot Camp at South Greenville, Special Olympics Summer Games in May, Community Pool opens 6/1 thru 8/16, swim teams have moved backed to GAFC which makes the schedule tighter, 6/1 is the first opening games for the Jackie Robinson Baseball League at 5pm, 6/4 is local Hershey Track Meet, 6/4 Seniors going to Washington, DC, June is the beginning of Sunday in the Park and all shows begin at 7:00pm (40th anniversary and SITP Manager Stuart Aronson's last year), Late Night Hoops will begin at the Drew Steele Center in June on Tues and Fri nights, after regular center hours, the Dream Park Ribbon Cutting is scheduled for 6/15 at 11am, SG recently received a donation of uniforms to use for women's basketball league, basketball flooring at South Greenville Gym is getting bad (bare spots on carpet – patching is not working and looking at cost of replacement), and tennis continues.

- 2. Julianne Chadwick, Recreation Supervisor, Center for Arts & Crafts
Mrs. Chadwick provided a PowerPoint presentation on the programming at the Center for Arts & Crafts. Discussion ensued regarding the possibility of corporate sponsorships.

B. Mark Gillespie, Parks Superintendent

1. Parks/Golf Course Update

- a. Dog Park – keeping a wheel barrel full of dirt so patrons can distribute as it's needed.
- b. Recently erected second interpretive sign on the greenway. Etiquette signs regarding greenway use were also erected.
- c. Met with representatives from Jackie Robinson League and looking at expanding length of baselines for next season.

2. Capital Projects Update

- a. Dream Park – on schedule, 5/23 building will be completed. Water feature will be installed in two weeks.

- b. Eppes Recreation Center Renovations – Gym has been painted, floor is close to completion, restrooms are being demoed and completely redesigned, and gym floor will have a bulldog logo. Gym will be ready for 7/4 Eppes Alumni function, though some details will be completed later.
- c. GAFC – roof construction begins next week, dehumidifier is scheduled to come in 5/23.
- d. South Greenville Recreation Center – Carpet replacement is \$28,000, but no funds have been identified for replacement. The patch job completed one year ago was \$6,000, but is fraying at the seams now. Commissioner White inquired about partnering with Pitt County Schools to help with carpet replacement.

IX. NEW BUSINESS

- A. Nominating Committee Present Slate of Officers for Rec/Park Commission
The Nominating Committee (Commissioners Audrey Nealy, Terry Boardman and Matt Smith) nominated Commissioner Darin White as Chair and Commissioner Debra Jo Garfi as Vice-Chair.

A motion was made to appoint Commissioner Darin White as Chair and Commissioner Debra Jo Garfi as Vice-Chair.

Motion: Audrey Nealy
Second: Donald Williams
Motion carried.

- B. South Greenville Recreation Center Discussion
Hope that City Council approves money to begin the first steps of the South Greenville Recreation Center construction plan. Commissioner Outterbridge encouraged staff to go ahead and meet with Pitt County Schools regarding the floor in the gym.

X. UNFINISHED BUSINESS

XI. OTHER BUSINESS

Mr. Fenton recognized Commissioners Matt Smith and Freddie Outterbridge for their service to the Recreation and Parks Commission.

XII. COMMENTS FROM COMMISSIONERS

- A. Donald Williams – encouraged others to attend the 5k race on Saturday.
- B. Audrey Nealy – glad to see the Late Night Hoops program.
- C. Debra Jo Garfi – shared appreciation with Matt Smith and Freddie Outterbridge. Thankful for the support to be a vice-chair. Also working with Lamarco Morrison and Mark Gillespie regarding signs on ECU trails.
- D. Matt Smith – thanked Commission for the learning experience and happy to see dedicated staff work for the City.
- E. Darin White – Thanked fellow Commissioners for vote of confidence in serving as Chair. Thanked Freddie and Matt for their service. Thanked Shana, Julianne, and Mark for their pictures during presentations.
- F. Freddie Outterbridge – Will continue to be active in the community even though not on the Commission. Enjoyed working with everyone.
- G. Terry Boardman – The time of the year for baseball and a lot of laughter and fun at Jaycee Park.
- H. Kandie Smith – no comments.
- I. Robert Jones – Thanked the Commission for their support as the chair, looks forward to continuing work with the Commission.

XIII. MOTION TO ADJOURN

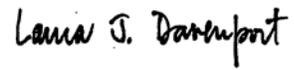
Motion: Terry Boardman

Second: Audrey Nealy

Motion carried.

The meeting was adjourned at 7:50 PM.

Respectfully submitted,

A handwritten signature in black ink that reads "Laura J. Davenport". The signature is written in a cursive, slightly slanted style.

Laura J. Davenport, Administrative Asst.

 CITY OF GREENVILLE, NC
RECREATION & PARKS COMMISSION

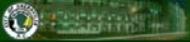
Background Information

- In 2010, the former City Manager recommended that the City pay off the remaining debt service related to the purchase of the Bradford Creek Public Golf Course and that the course be permitted to operate for two years without debt, after which the golf course's financial situation would be reviewed.
- The financial review took place during last Spring's budget development process. It was recognized that the golf course, which was designated as an Enterprise Fund, had operated at a deficit in recent years leading to questions about funding and operations.

 CITY OF GREENVILLE, NC
RECREATION & PARKS COMMISSION

Background Information

- On May 7, 2012, staff presented a **Report on Bradford Creek Golf Course Operational Alternatives** to City Council. After discussing the alternatives available, Council decided to designate the course as a recreational facility of the R&P Department (General Fund).
- City Council also directed staff to utilize an outside consultant to conduct a management and operations analysis of the course so as to improve operational efficiency.

 CITY OF GREENVILLE, NC
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Background Information

- Golf Convergence was hired to conduct the analysis. Their report was presented to City Council on January 14, 2013.
- Upon receiving the consultant's report, City Council voted to refer the matter to staff for a recommendation on how to proceed with operations and capital needs at the golf course and how to fund the same.

 CITY OF GREENVILLE, NC
RECREATION & PARKS COMMISSION

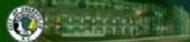
Consultant's Recommendations

- Realign staffing to recognize the seasonal nature of the business, the skills and interest of existing staff, and the need to retain a general manager.
- Golfers acknowledge their responsibility for paying fair market value for the experience provided by supporting an increase in greens fees.
- Capital investment is made by the City to bring the golf course in-line with current industry standards. (\$400,000 initial; \$130,000 annually)

 CITY OF GREENVILLE, NC
RECREATION & PARKS COMMISSION

Golf Course Advisory Comm. Input

- The golf course should not be solely evaluated on its financial performance, but also on:
 - Its role in supporting the mission of the R&P Department;
 - How it serves as a gateway to the game for those who would otherwise not have the opportunity to play;
 - The positive economic impact to the City resulting from hosting statewide and regional tournaments;
 - How the facility is an amenity that adds to the community's overall quality of life.

 CITY OF GREENVILLE, NC
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Golf Course Advisory Comm. Input

- A fee increase is generally supported;
- Significant support for the current Golf Operations Manager (Mike Cato);
- Need to allow the Golf Operations Manager the flexibility to offer specials during times when the course is not busy (a method to maximize round yield); and
- Provided detailed input on specific Capital Investment needs.

CITY OF GREENVILLE, NC
RECREATION & PARKS COMMISSION

Proposed Plan of Action

- Operational Modifications
- Fee Schedule
- Capital Investment

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RECREATION & PARKS COMMISSION

Proposed Plan of Action

Operational Modifications – Pro Shop

- Retain a Part-Time Business and Marketing Manager
- Eliminate one Pro Shop Attendant Position (scheduled retirement)
- Ensure full utilization of the Fore Reservation System
- Provide additional part-time pro-shop coverage
- Develop and implement a Marketing Plan

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Proposed Plan of Action

Operational Modifications – Maintenance

- Improve tees, fairways and rough by implementing a fertilizer and weed control program
- Raise part-time maintenance wages to attract more skilled part-time labor and to alleviate the need for additional FTE

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Proposed Plan of Action

Operational Modifications – Impact

- Increased focus on marketing and customer service
- Full utilization of available technology
- Greater focus on maintenance of the golf course (City asset)
- Increase / improve the youth programs being offered
- Labor is better aligned with seasonal nature of golf
- Annual increase in operating expenditures of \$7,337

CITY OF GREENVILLE, NC
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Proposed Plan of Action

Proposed Fee Schedule

- Immediate fee increases are proposed, typically \$2
- Specials remain (Seniors, Ladies and College Days), but fees increased proportionate to non-specials
- Season Pass fee is reduced \$100 for City resident
- Range Ball fees increase \$1 to \$2
- Anticipated net impact of fee increases are \$58,900 of additional annual revenue
- Consider additional increases annually

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OTHER COURSE RATES		
GOLF COURSE	CITY	18 HOLE GREEN FEE (Weekend with Cart)
Brook Valley Country Club (private club)	Greenville	\$55 with a member \$65 without a member
Greenville Country Club (private club)	Greenville	\$55 with a member \$65 without a member
Ironwood Golf & Country Club (semi-private)	Greenville	\$48.55
Ayden Golf & Country Club (semi-private)	Ayden	\$35
Cypress Landing Golf Club (semi-private)	Chocowinity	\$50 before 1:00 p.m. \$30 after 1:00 p.m.
Farmville Golf & Cty Club (semi-private)	Farmville	\$30
Cutter Creek Golf Club (semi-private)	Snow Hill	\$55
Kinston Country Club, Inc.	Kinston	\$40 with a member
Bradford Creek – Proposed Rate	Greenville	\$37

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Proposed Plan of Action

Capital Improvements

5-Year Plan is based upon \$50,000 per year investment and includes funding for the following:

- Bunker Renovation Program \$80,000
- Reduction of Maintained Turf \$30,000
- Fairway modifications / Drainage Improvements \$55,000
- Cart Path Repair \$10,000
- Bulkhead Replacement \$15,000
- Capital Reserve for Irrigation System \$30,000
- Clubhouse Improvements \$10,000
- Landscaping Improvements \$8,000
- Targeted Tree Removal \$5,000

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Proposed Plan of Action

Financial Impact

Operational Budget Impacts	
Current Operating Loss	(\$35,615)
Impacts of Operational Modifications	(\$7,337)
Impacts of Fee Increases	\$58,000
Net Operational Impact	\$15,948

Capital Budget Impacts	
Annual Capital Contribution by City	\$50,000
Net Capital Impact	\$50,000

CITY OF GREENVILLE, NC
RECREATION & PARKS COMMISSION

City Council Direction

Direction provided at March 25 City Council Workshop

- Develop a vision for what we want Bradford Creek to be
- Ensure that the Plan of Action includes long-term needs (i.e. rebuilding greens, parking lot resurfacing, facility needs, etc.)
- Additional input needed, particularly on desired Capital Improvements