



**Recreation Advisory Committee Meeting Minutes
September 11, 2014 7:00 p.m. Town Hall Council Chambers**

BOARD MEMBERS PRESENT: Kevin Adams, Daniel Price, LeeAnn Plumer, Wanda Holloway, Elizabeth Stone, Marty Buckwald, Kari McCloud, Winston Shade

ABSENT MEMBERS: Jennifer Jones

COUNCIL MEMBERS PRESENT: Cheri Lee

STAFF PRESENT: Len Bradley, Adam Huffman, Lori Puzak

CALL TO ORDER: Kevin Adams called the meeting to order at 7:05 pm

APPROVAL OF 08/14/14 MINUTES: Wanda Holloway motioned to approve the minutes as submitted, the motion was seconded by Marty Buckwald. The 8/14/2014 meeting minutes were approved.

Guest Speaker Presentation: Abel Zalcbert, Daniel Dhers Action Sports Complex

Abel Zalcbert invested in Holly Springs in 2004 and co-founded OFM with his wife, which is located in the Holly Springs Business Park and he also built a commercial real-estate business. He later sold OFM in June 2012. Through Mr. Zalcbert's commercial real-estate business he built three buildings in the business park, one being the building where the Daniel Dhers Action Sports Complex (DDASC) is located today. Daniel Dhers is a 9 time gold medalist in BMX: 5 for the X Games and 4 for the Dew Tours. The DDASC opened May 3rd and has had approximately 6,400 visitors since it opened. The only marketing thus far has been via local news channels and sports channels. The facility is 37,000 sq ft. and caters to ages 3 and up focusing on anything with wheels that isn't motorized. The message to parents is that DDASC is a safe and clean environment which has medical staff on-site at all times. DDASC provides 2 medical staff, 2 park attendants, a park supervisor and usually one manager on-site at all times. Business hours are Monday – Friday from 3-10 pm, Saturdays – Sundays and Holidays from 10 am – 10 pm. DDASC also features a parts and repair shop on site, party and meeting room rentals, a food kiosk, private or group lessons and rates for hourly, daily, monthly and annual packages. Every participant and parent/guardian is required to complete an application/waiver prior to participating. Parents are required to stay for the first visit but not for subsequent visits. DDASC just signed a deal with the Carolina Hurricanes to sponsor league highlights that will be shown at every home game. The marketing for this sponsorship is listed as Daniel Dhers Action Sports Complex in Holly Springs, North Carolina. This sponsorship is designed to draw more visitors to Holly Springs. DDASC has hosted a chamber event and is trying to create partnerships with other Holly Springs organizations.

Parks and Recreation Updates-Adam

Womble Park- Parks and Recreation and IT have installed webcams at the ball fields. The intent of the webcams is an amenity for parents and extended family to view games and/or programs that they cannot attend. The feed is only video, no audio is available. Concerns have been expressed about whether Parks and Recreation has permission to broadcast this footage and the risk of pedophiles viewing the footage. Adam Huffman read the new verbiage for the waiver that all participants and parents of minors sign. "I understand that Holly Springs Parks & Recreation reserves the right to photograph, film, record, or broadcast me or my minor child at any Town program, event, game, or practice. By registering and signing this waiver, I am giving consent for the Town of Holly Springs to display the registered participant's image with the intent of marketing the Town's programs and allowing the public to view

activities on Town Property via webcam.” Every participant or a participant’s parent/guardian will sign this waiver when registering for programs. There are four cameras at the Womble Park Baseball/Softball fields. Four cameras are being installed at the Womble Park turf fields. The cameras can be used for security purposes as well. Footage is recorded at 5 frames per second. Staff is currently working on the signs to post at the fields regarding the webcams. Adam will work with IT regarding communication to the public. The webcam live stream can be accessed on the Town’s website under Departments/Parks and Recreation/Facilities, Parks & Greenways/Womble Park/Live Camera Streams. Webcams are not planned for the picnic shelters, spectator areas or the greenways at this time.

Some questions have been asked about installing recycle bins at the parks. Recycling companies require the recyclables be separated from trash. This is an issue because most patrons don’t follow this, even when receptacles are clearly marked. The end result is that Parks and Recreation staff has to sort the trash and is currently not staffed to cover the man-hours this would require.

Bass Lake- Bass Lake Days is Saturday, October 4th.

Sugg Farm- The Beachballs, Blankets and Bubbles festival was cancelled due to an illness. Beericana, a craft beer and bluegrass festival, is scheduled for September 27th from 12 – 6pm. There have been an estimated 1,200 – 1,400 tickets sold. The festival has scheduled four bands: two bluegrass and two rock bands. 62 breweries are scheduled to attend. We have signed a contract for up to two events per year. The contract is for \$2,500 rental fee plus \$1 per ticket. The Beericana promoters are paying for security and porta-potties for the event. This weekend is the Holly Springs High School cross country meet. We are expecting 12 to 13 teams with 600-700 participants, with about 2,000 total people in attendance. This particular event is more of a partnership with Holly Springs High School instead of a revenue source. Dog Days in the Park is Saturday, September 20th. Currently we have nine vendors, our goal is to get 15. The Holly Springs 4@4 is Saturday, October 11th with all proceeds going to Meg’s Smile Foundation. Hollyfest is Saturday, October 25th.

Cultural Center- Ticketfest was Friday, August 22nd featuring the Band of Oz. The Cultural Center sold approximately \$26,000 in tickets at this one-day event, with an estimated crowd of 350-400 people. Subsequent ticket sales have reached about \$36,000. The Association (September 20th) is sold out, John Oates (October 9th) has 31 seats left, comedian Jerry Carroll is October 10th, The Classic Rock Experience (October 24th) has 118 tickets left, Pure Prairie League (November 1st) has 27 tickets left and The Creedence Clearwater Revival Tribute (November 7th) has about 80 tickets remaining. Last year, only about 14% of tickets came from Holly Springs residents, so far that percentage has increased to 25% of ticket sales this year.

Bond Updates-Adam

North Main: Phase I – Currently still clearing in preparation of the turf fields. Stones will be in place by early October. Start laying the fields in early October. The turf fields and tennis courts are scheduled to be completed by the end of October or early November. Phase II Stadium – Starting to put the dugouts place. Planned amenities include visiting and Home team locker rooms, offices, storage, press box, bathrooms, ticket booth and concessions. The substantial completion is scheduled in May. The final completion date is June 15th. Phase II Lighting – Started work this week. The goal is to have the soccer fields done by early November for tournaments scheduled for 2nd and 3rd weeks of November. There is a meeting scheduled next week to develop a plan for staffing for the North Main Athletic Complex. Discussions will include hiring a tennis pro and facility supervisors for rentals and programs. Coastal Plain will have staff in the offices during the season.

Disc Golf: The staff has been working with a volunteer group on this project, which has been taking longer than anticipated. In order to expedite the completion of this project, parks and recreation staff is renting machinery and has hired a full-time staff person with experience with disc golf. Our goal is to have it completed in early October (at least the first nine holes).

Other Comments/Questions:

Wake County elected not to fund the Main St. connector to the 55 bypass. We will readdress after the November elections. Concerns have been expressed about NMAC visitors parking in the neighborhoods and traffic flow after games/tournaments. A traffic light will be installed at the exit on Main St. and we anticipate that a traffic officer will be posted at the exit to help direct traffic.

There were discussions on policy regarding behavioral issues or code of conduct violations during rentals. The person or organization renting the field is the first person responsible to address behavioral issues. All parties renting our facilities are required to follow our policies and procedures.

October meeting topic: Coastal Plain League – Pete Bock

ADJOURN: There being no further items for discussion the meeting was adjourned at 8:11 pm.