



**Recreation Advisory Committee Meeting Minutes
March 12, 2015 7:00 p.m. Town Hall Council Chambers**

BOARD MEMBERS PRESENT: Jennifer Jones, Lee Ann Plumer, Elizabeth Stone, Marty Buckwald, Wanda Holloway, Daniel Price, Kari McCloud, Winston Shade

ABSENT MEMBERS: Kevin Adams

COUNCIL MEMBERS PRESENT: Cheri Lee

STAFF PRESENT: Len Bradley, Adam Huffman, Lori Puzak

CALL TO ORDER: Ms. Jones called the meeting to order at 7:02 pm

APPROVAL OF MINUTES: Motion to approve: Ms. Holloway; Second: Mr. Buckwald; Vote: Unanimous; Meeting minutes approved with no corrections.

STAFF PRESENTATION ON SUGGESTED PROGRAM IMPROVEMENTS:

Adam Huffman, Assistant Director- Currently, Hunt Recreation Center patrons can join the fitness center by purchasing a daily, monthly or annual membership that gives them access to the fitness center, locker rooms, and shower facilities. Group exercise classes are an additional registration fee. Contractors are hired to instruct the group exercise classes and are paid a rate equivalent to 60% of the registration fees. Mr. Huffman surveyed four gyms in our area and compared the pricing structure for their memberships and their group exercise classes to our current pricing model. The area gyms are offering more classes and services at a lower monthly rate, even including an initiation fee, which the Hunt Center does not require. Staff would like to propose that we increase our class offerings to 14 group exercise classes per week (Monday-Thursday and Saturday), to include strength, boot camp, spinning, Zumba®, and cardio-strength, and include these in the fitness center membership plan. The costs associated with this new pricing model is as follows: the cost of an instructor at approximate \$20,000 per year, 16 spin bikes at an estimated cost of \$12,720; new sound system; and additional exercise equipment (i.e. dumbbells, balls, mats, etc.). The new equipment will be purchased out of the department's operating budget and the annual cost for an instructor can be offset by adding 100 annual or 800 monthly memberships. The goal of this proposed pricing model is an increased level of service to our current members and to increase the number of members. Ms. Jones asked about the details on the costs related to the additional equipment and the life of those items. The exercise bikes would be the major investment but they are high quality bikes and the maintenance costs would be minimal. Ms. Jones asked if Yoga and Pilates classes will be included in the fitness memberships. At this time they

will remain as specialty classes that will require separate registration fees. Ms. Plumer asked if the town should try to compete with private business. Mr. Huffman stated that even with the proposed changes, private businesses are offering a much higher volume of classes and other luxury amenities with which the Hunt Center cannot compete. Ms. McCloud stated that the proposed changes are promoting health and wellness to the community, which should be a goal of the Parks and Recreation department. It also offers an option for residents that can't afford a more expensive private gym.

Action: The Advisory Committee voted to recommend the proposed fitness center memberships to include a limited group exercise program to Town Council.

Motion by: Stone

Second by: McCloud

Vote: Motion carried following a 7-1 vote. Ms. Jones, Ms. Stone, Mr. Buckwald, Ms. Holloway, Mr. Price, Ms. McCloud, and Mr. Shade voted for the motion. Ms. Plumer voted against.

Parks and Recreation leagues select all-stars at the end of the regular season for soccer, baseball, softball and basketball and these all-star teams play in tournaments. For baseball we have competed in both the South Wake Athletic Conference (SWAC) and Cal Ripken. Historically, our all-stars have performed better during SWAC tournaments. We have also had the opportunity to host SWAC tournaments, which gives us an opportunity to realize some revenue from the event. When our teams have participated in the Cal Ripken tournaments, we usually are eliminated very early and don't perform as well due to the number of travel teams that participate in this tournament. We have also had the opportunity to host the Cal Ripken tournament, but this event is an expense to participate in and an even larger expense to host. Traditionally, when these two tournaments were scheduled on the same weekend we have opted to attend the Cal Ripken tournament. Cal Ripken is now under new management and the fees and registration requirement for this tournament have increased significantly. The schedule has also changed so that it is the same weekend at the SWAC tournament this year. They have also changed the district boundaries so that Fuquay-Varina players would be excluded from tournament play. The Cal Ripken tournament is only for baseball. It does not offer tournament play for all leagues. Staff asks that the Advisory Committee recommend that the Parks and Recreation department defer to the SWAC tournament when there is a scheduling conflict between SWAC and Cal Ripken. Ms. Jones asked if there are any disadvantages to attending the SWAC tournament rather than Cal Ripken. Mr. Huffman stated that if there is a parent that has a preference for Cal Ripken we may receive complaints. Mr. Shade commented that the recreation league serves as an opportunity to introduce sports to young children. The all-star program can be a burden for those participants and their families that were chosen because of the number of games they play on the weekend as well as the cost associated with participating in two tournaments.

Action: The Advisory Committee voted to recommend deferring to the South Wake Athletic Conference (SWAC) tournament instead of the Cal Ripken tournament when there is a scheduling conflict.

Motion by: Buckwald

Second by: Plumer

Vote: Unanimous

PARKS AND RECREATION UPDATES:

Bass Lake- Family Fun Night was Friday, March 6th; Family Bingo is Friday, March 13th.

Cultural Center- Matt Jernigan was on February 20th and 143 tickets were sold; Jay and the Americans was on February 28th and was sold out; Exile is scheduled for March 14th and 11 seats are left; James Gregory is April 10th and there are 25 seats left.

Hunt Center- Basketball completed its season last night due to weather delays and cancellations; Soccer began last weekend; Baseball and Softball assessments are this week; and the last day to register for Track and Field is tomorrow. Most programs have increased over last year's registrations.

Womble Park- The artificial turf field is experiencing a high volume of rentals due to make up practices for weather for the schools. We are able to rent from 3 – 6 pm without any impact to our programs since they start after 6 pm.

Parks and Recreation Events- Spring Fling is March 28th. Last year during the egg there was an issue with children picking up eggs before the official start. We have increased the number of staff and will be using a tape across the front of the crowd that will be dropped at the official start time to ensure the crowd doesn't start early.

Inclement Weather Policy- Currently the Parks & Recreation department follows the Wake County Public School Weather Policy for cancellations and delays. This year we experienced several days when the County was closed but our roads in Holly Springs were drivable. Staff is working on an alternative policy that will separate us from the County's policy. Things to consider: staffing availability, counselor to camper ratios, and if our program be made available to residents outside our existing track out program. It's important to note that if we decide to change our policy, the Parks and Recreation department would be subject to the same criticism that Wake County has experienced because of its decisions.

Inventory of Fields, including Joint-Use Agreements, and Uses – Since this agenda item was requested by Mr. Adams and he was unable to attend this has been tabled until the April meeting. Ms. Lee mentioned that Coach Zimmerman, from Holly Grove Middle School, would like to work with the Parks & Recreation department on an agreement that would be mutually beneficial to both parties regarding facility rentals. Parks and Recreation currently pays approximately \$40,000/year to use the middle school gyms and the schools currently have to pay us for their field rentals. This is an arrangement that began when the Wake County central office took over the negotiations with community parks & recreation departments across the county. Individual schools are no longer allowed to negotiate rental agreements.

BOND PROJECTS UPDATES: NMAC Phase 1 is approximate 85% complete. We are a few months behind completion due to weather and some other delays. Staff met with the architect and the contractor this morning and they are going to be really pushing to complete Phase 1. The phase 2 completion date

is May 22nd. Opening day for the salamanders is May 28th. Staff has authorized T. A. Loving to work 24/7 in order to catch up some days. The relationship with the contractor is really good and they understand the time constraints that we are under. Wake Futbol Club has a tournament scheduled on April 11th and we are doing everything we can to make sure that we can get all the games on all the turf fields (NMAC and Womble). Once NMAC is complete we will have approximately 525,000 sq. ft. of synthetic surface which equals roughly 12 acres. This will include more than 6 regulation sized soccer fields.

APRIL TOPIC: April's meeting will be at NMAC at 6:30 pm so that the committee can tour the facility. Staff will advertise the meeting location change on the website 2 weeks prior to the meeting. Staff and the Advisory Committee members will meet at Town Hall and take a van to NMAC.

OTHER BUSINESS: There is a meeting for potential host families for the Holly Springs Salamanders at the Hunt Center on March 31st.

Mr. Price announced that he will need to resign his seat effective immediately because he and his family are relocating.

The Parks and Recreation department is presenting the Economic Impact and the Future of Sports and Leisure Tourism in Holly Springs at the Cultural Center on Wednesday, March 18th at 8 am. Holly Springs Chamber members were invited to attend.

ADJOURN: There being no further items for discussion the meeting was adjourned at 8:29 pm.