



**Recreation Advisory Committee Meeting Minutes  
September 8, 2016 7:00 p.m. Town Hall Council Chambers**

**BOARD MEMBERS PRESENT:** Tom Joyce, Alice Reese, Liz Stone, Kevin Adams, Howard Slinkard, Wanda Holloway, LeeAnn Plumer, Winston Shade

**ABSENT MEMBERS:** Brian Ainslie

**COUNCIL MEMBERS PRESENT:** Cheri Lee, Tom O'Brien, Hank Dickson

**STAFF PRESENT:** Len Bradley, Adam Huffman, Lori Puzak

**CALL TO ORDER:** Mr. Adams called the meeting to order at 7:04 pm.

**APPROVAL OF MINUTES:** Motion to approve: Ms. Reese; Second: Mr. Slinkard; Vote: Unanimous; Meeting minutes approved with the addition that the Suggly Sweater 5K damage deposit of \$200 was not waived.

**PUBLIC COMMENT PERIOD:** None

**PARKS AND RECREATION UPDATES:**

**Bass Lake-** Holly Springs Police co-hosted a fishing event as an outreach program at the park in early August and throughout September. It was very successful and plan on hosting again in support of community relations. A Pokemon Go event entitled "Light the Lake with Lures" had approximately 500 people in attendance. Park staff is planning another event on September 30<sup>th</sup>. Mr. Shade mentioned that if the attendance continues to increase then parking could become an issue. Bass Lake also hosted a catfish tournament on August 27<sup>th</sup>.

**Cultural Center-** Ticket sales for the 2016-2017 Performing Arts Series are approximately \$20,00 so far. The first concert is September 17 with the Route 55 Jazz Orchestra. The Clean Comedy Series kicks off with James Gregory on September 23<sup>rd</sup>. The Box Tops are scheduled for September 24<sup>th</sup> and the Holly Springs Community Band on the 30<sup>th</sup>. Leslie Haney has been hired as the new Program Coordinator and staff is currently interview for the new Theater Production Technician.

**Hunt Center-** Current athletic leagues in progress are Adult softball, Youth Fall Softball/Baseball, Youth Football, Cheerleading, and Intro to Soccer. Fitness memberships are currently at 25% of budget. The group exercise classes have either maintained or increased in attendance. Before/After School programs are at 25% of budget. Track Out program is slightly under budget. The football program is still part of the 5-county league and we have our first

home game series this weekend. We maintain 1 team per league with 3-4 coaches per team. Senior programming has an overnight trip planned to tour the Biltmore in Asheville.

**UPDATE ON INDOOR BASKETBALL COURTS:** Staff is working with a consultant on a space-needs analysis for the facility. We have had two meetings to establish the requirements and should be receiving a conceptual design in the coming months. Staff has determined that we will need at least 5,000 square feet of office space to meet our current needs. The potential construction site would be the North Main Athletic Complex (NMAC), but depending upon the square footage required, staff may have to look elsewhere. Staff is also investigating the possibility of establishing partnerships. If we have more interested parties, then we can increase the quality and the diversity of programs offered. Current NMAC partners brought a guaranteed revenue stream, as well as guaranteed usage, which helped the project. The indoor facility will help with basketball, indoor soccer, and other athletic activities that would be able to use the facility when our leagues are not using it. Our hope is to have a four court facility which would be able to accommodate our programming needs and those of our potential partner(s). The space would also be used for conferences, banquet space, a multipurpose facility, and attract tourism dollars to support our commercial tax base. Town staff is meeting tomorrow with Wake County Commissioners as a follow up to our Wake County grant award for \$1 million for the all-sports stadium.

Mr. Bradley provided a report detailing the 48 events from now until the end of the calendar year. This demonstrates the success we are experiencing because of the facilities that we have been able to provide.

**UPDATE ON PROCESS FOR RECOMMENDING FEE WAIVERS:** Due to the increase in requests for fee waivers, the Town Council decided to put a moratorium on any further waivers until a formal process is established. Town staff provided a report on the fee waivers granted to date this fiscal year and so far there has been approximately \$6,000 in lost revenue for Parks and Recreation. It was also noted that department staff still spends a considerable amount of man-hours on these rentals with no revenue to offset it. After much discussion, the advisory committee listed the following concerns, in no particular order, to be addressed with the formal process:

- All potential fee waiver recipients should be required to address the Parks and Recreation Advisory Committee for a recommendation before going to Town Council for approval.
- Parks and Recreation staff, i.e. Assistant Director, Marketing and Special Events Coordinator, and the facility manager, should be consulted for direction on the process.
- Parks and Recreation staff would expect that the potential recipient would have a firm plan for their event and planning on the part of the staff would be minimal.
- The process would have a space to identify what other Town departments will be involved, i.e. Police Department, Code Enforcement, etc.
- Smaller non-profit organizations should be given priority over national organizations.
- There should be a ceiling/maximum amount awarded annually so that the Parks and Recreation revenue budget is not impacted. After the maximum is reached, no other waivers will be considered until the next fiscal year.

- There should be a benefit to Holly Springs, whether it is tangible or intangible.
  - Entertainment or Leisure activity for residents,
  - Direct monetary donation to the Town (consideration of the earning potential of the event and an established history of successful event management would be required)
  - Charitable event benefiting the residents of Holly Springs,
  - Economic impact or tourism dollars,
  - Recognition to the Town of Holly Springs, for example Reach Four Moore football camp,
  - or Wake County Grant points for the North Main Athletic Complex.
- Full waiver should not be granted, but rather reduced fees. Perhaps a tiered program should be established up to a maximum, either percentage or flat rate. These tiers could be determined by the facility.
- The potential recipient should prove they are an established organization.
- Exceptions to the process should be addressed for immediate needs/requests where the facility is available.
- A separate budget line item should be considered specifically for these waivers/fee reductions. It should be noted that the committee had some differing opinions on whether this would be necessary.
- The potential recipient should be a non-profit based in Holly Springs for charitable events.
- A specific checklist for event requirements should be established and adhered to before the potential recipient is allowed to come before the Parks and Recreation Advisory Committee for recommendation.
- There should be guidelines regarding how often a potential recipient can apply, for example can an organization apply, and be awarded, every year?
- The existing non-profit rate and available rental hours should be considered when creating this formal process. Currently, Holly Springs based non-profit organizations qualify for a 20% discount on rental fees Monday through Friday from 8 A.M. until 2 P.M.
- No waiver applicable for damage deposits. These are refundable pending the condition of the facility once the rental has completed.
- The total costs to other Town Departments, i.e. off duty police officers, should be considered.
- There should two separate grading criteria, non-profits and economic impact to the Town.
- The needs of the potential recipient should meet the Parks and Recreation mission statement.
- There should be a limit of waivers per month to limit staff overtime expenses, depending on the Parks and Recreation staff requirements for its own programs and events. For example, several Parks and Recreation events occur in October so it's possible that no waiver applications will be accepted for the month of October.

- The application should give adequate information about the history of the potential recipient organization, including but not limited to, any fee waiver history, payment history, and demonstrated history of successful event management.
- The process should consider a cap for potential recipients, annual and lifetime.

Other discussion points:

- Mr. Joyce stated that if the Town of Holly Springs Parks and Recreation department sets a standard with the quality of their facilities then there may be no need to continually waive fees.
- The proposed process will not include partnerships for events. These will be left to the discretion of Parks and Recreation staff, for example, Kids Appreciation Day is a partnership between Parks and Recreation and the Kiwanis Club of Holly Springs.
- Mr. Slinkard wanted to know if other towns or municipalities have a fee waiver program.

Next steps: Members will send any other points to consider to Ms. Puzak by Friday. The committee will then finalize their list at the October meeting and then present findings to Town Council at the November 1<sup>st</sup> Town Council meeting.

**UPDATE ON INCLUSIVE PLAYGROUND PROJECT:** The steering committee visited the Town of Cary's Kids Together Park for a site tour hosted by Marla Dorrel, a representative from the non-profit organization that helped plan and fund the project along with the Town of Cary. There were six members in attendance. The park was a good example of how to blend accessible playground equipment with standard equipment so that all children could play together. The next step would be to send out a survey to collect information about what special needs are in our community.

**OCTOBER TOPIC:** A continuation of the discussion of fee waivers.

**OTHER BUSINESS:** The dirt pile left from the North Main Athletic Complex Phase 1 project is being removed from the property. The remaining material (about 1/3 of the original stockpile) has too much organic matter for the contractor to accept. Staff is currently working with the landfill to accept the remainder by the end of the month.

**ADJOURN:** There being no further items for discussion the meeting was adjourned at 9:07 pm.

**Motion:** Mr. Shade

**Second:** Ms. Plumer

**Vote:** Unanimous