



## Recreation Advisory Committee Meeting Agenda

May 14, 2019

7:04 p.m.

**BOARD MEMBERS PRESENT:** Ken Cicora, Alice Reese, Liz Stone, Wanda Holloway, Val Atkinson, Gerry Martinez De Andino,

**ABSENT MEMBERS:** Lenny Lloyd, Tom Joyce, Mark DiGiacomo

**COUNCIL MEMBERS PRESENT:** Tom O'Brien

**STAFF PRESENT:** LeeAnn Plumer, Adam Huffman, Lauren Martin, Daniel Weeks (Assistant Town Manager)

### I. CALL TO ORDER

Meeting was called to order 7:04 by Chair Stone

Motion to approve agenda: Ken Cicora motioned, Gerry Martinez De Andino seconded

Motion to approve minutes: Mark DiGiacomo motioned, Wanda Holloway seconded

### II. PUBLIC COMMENT

None

### III. PRESENTATIONS

#### 1. Cultural Center & upcoming performances schedule -Kathleen Hebert

Recent changes include using the same software as facilities rental for ticketing system, reducing national acts to focus more on local performers and teaming with Stageworks which enables a larger draw for performers, and community involvement. A Stageworks performance may debuts at HS Cultural Center and moves to FV for the following weekend. So far, they have received positive feedback and HS Community Band ticket sales doubled this year. Upcoming events including the Great Performances were presented. Upcoming Events include:

- HS Youth Orchestra May 18, 1:00 spring concert. Encourage to attend
- Jedi Academy (anti-bulling) scheduled for this Sat. which overlaps with several graduations, Mother's Day & Boy Scouts Jamboree was moved to Father's Day (so far working out well as a Father's Day gift)

## **Discussion:**

Vice Chair Cicora enjoyed Hotel California and asked about other opportunities to partner with FV particularly National Acts and the budget.

Ms. Hebert Local acts carry built-in audience with home town fans.

Budget: Revenue goals set for guaranteed performers. Not required to break even. LeeAnn: other areas of revenue contributes, ie: sponsorships. Kathleen: National Acts are the most challenging as they do not carry a guaranteed local audience like the local performances do (dance recitals typically sell out)

### **2. Farmer's Market – Jessica Styates (3 years with FM)**

Ms. Styates presented the history of the farmer's market and notable facts including:

- FM began in 2007 with a handful of vendors. Winter market began 5 years ago.
- Made the jump to P&R this year and moved location from Church parking lot to loop. 74 vendor spots on loop. Every third Sat. Artisan Market on loop. Food only, NC only the exception being a coffee vendor who's family coffee farm is in Honduras.
- Voted 7<sup>th</sup> favorite FM, 8<sup>th</sup> favorite Nationally.
- Several local vendors have hoop houses to sell produce at Winter's FM also.
- Business incubator (Mama Birds) grew too big for FM and now has one store in town and stall in Raleigh Food market.
- Attendance annually: 20,000. Customer Loyalty Card weekly prize and annual night on the town
- Partnerships include Chamber, Food Cupboard
- Looking for a permanent location but so far so good.
- New Ap to launch. Allows you to preorder which allows you to swing in and pick up pre-ordered produce.

## **IV. DISCUSSION**

### **1. Economic Impact Report – Director Plumer (ppt.)**

A report concerning the economic impact of Sports tourism and the role it should play for Holly Springs and This report was shared with TC on April 9<sup>th</sup>. Looking at Great Raleigh Sports Alliance map of sports assets – Ting on map alongside PNC arena & other major venues. The report examined economic impact and staff will collect future data from Ting events to ascertain economic impact of having the facility. Defining the impact and role for the following reasons:

- Town can apply for Wake Co. grant for additional funding to improve facility and supporting features.
- HS is playing into model of sports, leisure and tourism.

### **2. Timeline for Future Bond Projects – Director Plumer (ppt.)**

Balance Recap: \$11M-\$13M. (\$8M bonds remaining & \$3M P&R reserves received from fee-in-lieu from developers and potentially \$2M grant awards greenway connectivity Wake Co. & PARTF.) A list of potential projects was presented with the proposed schedule is as follows:

1. Summer 2019 PRAC & TC identify specific projects
2. Fall RFP for design firms/ land scoping
3. Fall/winter 2019 Wake Co. grant application (anticipated)
4. Spring 2020 PARTF grant application (consideration)
5. Fall 2020 Bids

Projects underway and/or funded

- Utley Creek greenway
- Sugg Farm event shelter
- Woodcreek greenway (Funds given to DOT \$ to build culvert when 540 comes)
- Bass Lake Dam/Stream restoration (FEMA funds)

### **Discussion:**

Member Atkinson asked the status of a new gym or updating and existing facility. Staff explained, everyone is aware of the need, but 2-gym model would use all of funds, leaving smaller projects or land acquisition out of picture.

Vice Chair Cicora suggested looking at a new MP to help direct next bond.

Council Member O'Brien referenced the survey which indicated greenways as a priority & land need is urgent as town is growing. Several committee members agreed.

The list of potential projects included Sugg Farm which Chair Stone advocated to move forward with facilities identified originally for bond funding such as the dog park at Sugg. The committee discussed the pros and cons of completing improvements now without an updated master plan to fulfill earlier commitments. Cons are the improvements made now hinder potential of facility as could be revealed in a new master plan, pros include the Town fulfilling a commitment and providing a desired amenity.

Discussion explored weighing the balance between the options and the general consensus was for the town to make a commitment or meet a previous commitment by completing the goals of the bond as outlined in the project list up to Sugg Farm. Vice Chair Cicora motioned to present the project list to Town Council up to Sugg Farm. Motioned seconded by Member Martinez DiAndino and all voted in favor.

## **V. REPORTS**

### **A. Council Update –Tom O'Brien**

- Carolina Springs approved last Tuesday. Hockey facility with 3 regulation rinks & 2 training rinks. \$90M project with significant amount of homes, a new fire station, 25-acre park. 143K sf commercial. Mixed use. It will be unique to South East and will bring hockey tournaments and speed skating training as well as recreational hockey. Anticipating significant amount of tourism & 4-5 tournaments a year. Envision a hotel in complex in area also. Proposed development is tucked between highway 1 & 540. 10-year project.

- Assistant City Manager Weeks: there will be a greenway connection from Carolina Springs 1.25 miles to 12 Oaks. Age adjusted opportunities at development also. TIA complete, with 10 road improvement requirements. Regarding the projected population for HS- town is growing 450-650 homes/year which makes projections difficult. By comparison, Womble is 46 acres.

B. Tree Advisory Committee – Tom Joyce no update.

C. Land Use and Community Character Team – Gerry Martinez De Andino Meeting on June 3<sup>rd</sup>.

D. Operations Update – Assistant Director Adam Huffman  
Operating well:

- Bass Lake:
  - Bass Lake turtle fest May 11 (1-4).
  - Stream bed restoration, bid process held. No bids at all. Rebid. Start construction in Aug. 3 contractors attended pre-bid. Hold project start until August. Construction duration is weather dependent.
- Sugg Shelter: presenting to Council drawings and elevations then go to bid.
- Carl Dean Greenway; Mid-June 2019 new projected date. Looking to revise process for future to keep timelines on track.
- Jones Park, Veterans Park & Carrington Greenways– repave greenways in June
- Hunt Center-new drop ceiling in MP room with sound attenuation & lights. Temperature controlled exercise room. Now meets ACSM standards for temperature & decibel level.
- Ting –
  - Wake FC collegiate all-star teams play this weekend.
  - NCBA- Memorial Day Weekend and week after
  - Salamanders opening June 1 vs. Morehead City Marlins
- Sad to announce Lauren’s last meeting. After 2.5 years with P&R, Lauren will pursue real estate as a full time. Last day May 31. The department will miss her and wishes her well.

## **VI. NEW BUSINESS-CHAIR STONE**

Officers will be elected the first meeting of the new fiscal year (July) unless we don’t meet in July, then officers will be elected in August.

## **VII. ANNOUNCEMENTS/INFORMATION SHARE**

- PRAC Recruitment Timeline
  - 3 seats open. Application on website & spread the word. May 24 is due date
- Department Policies Review Work Team – Seeking PRAC Representatives
- Save the Date: June 11, Council Workshop – Park Bond Projects (tentative)

## **VIII. ADJOURN**

Motion: Gerry Martinez DiAndino motioned, Seconded – Ken Cicora

Meeting adjourned at 8:15 pm.