



**Town of Holly Springs  
Parks and Recreation Advisory Committee**

**Thursday, March 12, 2020  
7:00 pm**

**Town Hall, 128 S. Main Street, Holleman Meeting Room**

**MEETING MINUTES**

**BOARD MEMBERS PRESENT:** Ken Cicora, Liz Stone, Mark DiGiacomo Alice Reese, Susan Smith, Jason Guetgemann, Molly Sapienza, Gerry Martinez De Andino, Len Lloyd

**ABSENT MEMBERS:** none

**COUNCIL MEMBERS PRESENT:** Pete Villadsen, Christine Kelly

**Staff Present:** LeeAnn Plumer, Adam Huffman, Lori Puzak, Kristen Denton, Matt Beard

**Note:** The March 12 meeting was abbreviated due to having a Master Plan Steering Committee meeting prior to the Committee business.

**Call to Order**

Meeting was called to order at 7:00 pm.

**Minutes**

Motion to approve minutes from February 13, 2020.

Motion: Molly; Second: Jason Vote: 6 for 0 against

**ACTION**

**Motion** to move business items to the end of the meeting for the purpose of the Parks, Recreation & Greenways Master Plan – Steering Committee Meeting, Ken Cicora; Second: Gerry Martinez De Andino.

\*\* Steering Committee Minutes are attached. \*\*

At the conclusion of the Steering Committee, the PRAC Committee proceeded with the following items:

**Regular Business**

Focus Groups

Discussion was had on the types of focus groups for the Master Plan public engagement task:

- Focus groups broken up into the age groups:
  - Seniors
  - Teens
  - Adults
- Themes for the focus groups will be the top 3 of the 8 identified themes.

Matt announced that the Public Engagement Meeting for the Parks, Recreation and Greenways Master Plan is scheduled for March 25<sup>th</sup>. Town staff is monitoring for changes regarding cancellation or postponement.

Homework for the Steering Committee: Think of 3 organizations/people you can contact to attend public engagement meeting.

Motion to approve 2020 Committee Goals (circulated via email by Alice)

**Motion** to present the following goals to Town of Holly Springs as representative of Town of Holly Springs Parks and Recreation Advisory Committee recommendation for minimum standards of participation by the Committee:

*PRAC makes a recommendation to TC on items presented at PRAC meeting or presented to PRAC via email between meetings before it goes to Town Council for a vote.*

Minimum Specific Action: PRAC vote to recommend draft of Master Plan (or smaller component of MP depending on timing & completion dates) prior to draft presentation to TC.

*Participate in Town Sponsored Events or Partner Association Events individually (coaching youth sports, involvement in theater production etc.) or as a collective "group" (at Town Booth at Farmer's Market or other Town Festival) as a constructive avenue for the public to bring concerns to the dept. (not social media) and get the feeling they are being heard.*

Specific Action: Summarize at end of year quantify # of members and list of events with active participation by PRAC members individually or as a "group" outside of monthly meeting to demonstrate to TC that PRAC's recommendations are based on information received from the wider community.

**Motion:** Len; Second: Susan

Vote: 6 for 0 against

Park Ordinance recommendation

Section 10-4, part b: proposed changes provided and general statute 14-415.23

Discussion:

- The committee discussed whether a list of facilities be included in the ordinance. It was decided against the list due to frequent growth and changes so the clause "which are all town-owned athletic fields and indoor recreation facilities" will be removed from part b.
- Members emphasized the importance of the ordinance being enforceable.

**Motion** to recommend Town Council pass the proposed park ordinance presented to include section 10-4 with the recommendation to explore the possibility of prohibiting all firearms. Motion: Molly; Second: Gerry

Vote: 6 for 0 against

Corona virus situation is still being monitored; only senior population activities have been cancelled at this time. Town staff is meeting tomorrow to discuss updates and determine next steps Town-wide.

Postpone committee reports until April meeting

**Motion to adjourn**

Motion: Gerry; Second: Len

Vote 6 for 0 against

# Holly Springs Parks, Recreation, and Greenways Comprehensive Plan

## Asset Mapping Summary – Steering Committee

### STEERING COMMITTEE MEMBERS:

Ken Cicora, Parks & Recreation Advisory Committee (PRAC)

Liz Stone, PRAC

Mark DiGiacomo, PRAC

Alice Reese, PRAC

Susan Smith, PRAC

Jason Guetgemann, PRAC

Molly Sapienza, PRAC

Gerry Martinez De Andino, PRAC

Len Lloyd, PRAC

Van Crandell, Planning Board

Joe Fuller, Tree Advisory Committee

Tay Abebe, Mayor's Youth Advisory Board

Faatimah Bell, Mayor's Youth Advisory Board

### INTRODUCTION

On Thursday, March 12, 2020 the project team held an asset mapping meetings to engage the plan's Steering Committee, comprised of the Parks and Recreation Committee with additional stakeholders. The meeting included discussion of the strengths, opportunities and challenges facing the Parks and Recreation Department that will be influential to setting and achieving the goals for the Parks, Recreation and Greenways Comprehensive Plan.

### PREMISE

Asset mapping is an information gathering technique that addresses community strengths, opportunities and challenges from an asset-based perspective. Assets are defined broadly as anything that provides tangible or intangible value to the community. Examples include traditional concepts of assets, such as vehicles and buildings. For the purposes of this exercise, the definition also includes non-traditional concepts of assets, such as relationships, community support, quality staff members, and more.

The project team used a series of questions to gather feedback. The questions included:

1. What about parks, recreation, and greenways makes your community better?
2. What is your parks, recreation, and greenways system known for?
3. What would strengthen the Department's positive impact on Holly Springs?
4. What are some of the biggest threats or challenges to the assets you have identified?

### RESULTS

#### Steering Committee

What about parks, recreation, and greenways makes your community better? - Committee members state that the parks, recreation, and greenways make their community healthier by providing a variety of programs for people to be active or be quiet and reflective. Elements that promote healthful living include athletics, and cultural arts programming, among a variety of other health and wellness programming. The parks, recreation, and greenways also offer opportunities to connect. Connections include geographical connection and social connection. Growth is a primary characteristic of Holly Springs that creates an opportunity for increased variety and offerings while enhancing

connectivity. The parks and recreation system also provides opportunities for tourism, historic preservation, engagement, and community identity.

What is your parks, recreation, and greenways system known for? - The Town is well known for its variety of parks, especially large nature park areas. Other notable facilities include a farmer's market, artificial turf fields, athletic complex, festivals, fishing, and cultural events. Defining features of parks are that they are safe, high quality, clean, and well maintained. Some council members noted that parks cater to large events and serve more regional needs. This may leave out neighborhoods, but Homeowners Associations can fill this gap. Private developers can also donate land to serve an open space requirement, but there is a risk in receiving undevelopable property that won't serve park functions. Finally, greenways are a strength of the town, but the existing system is fragmented.

What would strengthen the Department's positive impact on Holly Springs? - Committee members stated that marketing is needed to expand the Department's positive impact. Marketing messages include sharing what the department does, and that they are currently progressing and improving marketing. Marketing strategies include mailers, public access television, social media, local publications, and the newsletter associated with the water bill. Committee members expressed a desire for a broader variety of park types at smaller scales that fulfil neighborhood needs. There was a noted need for additional policies for the department, including a safety code for larger parks, a focus on sustainability, sanitation, and opportunities for harvesting solar energy. The location of parks and facilities tend to be concentrated in one area and expanding that range would have a positive impact on the community. Additional options for expansion include expanding senior programs and indoor recreation space for adults. Finally, the community is known for bold and visionary decisions that position them as a trend setter. The Department should continue this reputation and some potential strategies include expanding cultural events highlighting the diverse ethnicities of Town residents and a year-round farmers market.

What are some of the biggest threats or challenges to the assets you have identified? - Lacking space for future expansion is the largest threat identified to the future success of the department. The Town is rapidly growing and must compete with developers for identifying and acquiring property suitable for potential parkland. Additionally, committee members believe the Town could improve its requirements for parkland provision by private developers. Funding is another primary challenge. Additional challenges listed include staffing levels needing to increase to accommodate more programming. Finally, perceptions of the department and accessibility of facilities are all potential threats or challenges to address.

## SUMMARY OF FINDINGS

The asset mapping exercise included the following themes. The table below summarizes the themes of the Steering Committee identified to represent the most important ideas of their feedback.

### STEERING COMMITTEE

- > Connectivity
- > Balanced funding
- > Community
- > Marketing
- > Awareness
- > Natural heritage
- > Access
- > Healthful living
- > Programming