

RECREATION ADVISORY COMMITTEE MINUTES

Thursday, August 2nd, 2012

Town Hall – 3:30 p.m.

I. Call to Order – Mr. Pfohl called to order the regular meeting of the Recreation Advisory Committee at 3:30 pm at Town Hall. Present were Advisory Committee Members John Troxler, Barbara Piquet, Gil Adams, Calder Smoot, and Jim Brooks. Daniel Scagnelli, Recreation Director, was also present.

II. Approval of Minutes – The minutes for the July 2012 meeting were approved with a motion from Mr. Brooks and a second from Mrs. Piquet.

Mrs. Piquet also added that she would like to note the fact that there always has been and always will be correct and accurate reporting of the Buckeye Recreation Center usage, pass sales, and memberships reports.

III. Recreation & Fitness Report – Mr. Scagnelli presented the committee with the July Recreation and Fitness report (below), which had been reviewed in advance of the meeting. There were no questions pertaining to the reports.

Recreation & Fitness Report for July 2012

Buckeye Recreation Center Revenues and Visitor Usage:

There were a total of 3,486 daily visits to the Recreation Center for the month of July 2012. The department had revenues of \$17,154.69 for the month of July 2012, which was a record July in terms of revenue for the department.

Comparative Analysis of Buckeye Recreation Center Facility Usage and Revenues:

| | July 2012 | July 2011 |
|---|---------------------|-----------|
| Buckeye Recreation Center Total Monthly Visits | 3,486 | 3,339 |
| Buckeye Recreation Center Revenue | \$17,154.69* | \$15,893 |

***Record Month**

Group Fitness Classes Offered in July

Zumba Sculpt and Tone Cross Fit
 Super Sweat Stretch & Tone
 Yoga Pilates Yoga on the Lawn Town
 Hall Classes More Core

July Group Fitness Class Statistics:

| Total Classes | Classes per Week | Total Participants | Participants per Week | Participants per Class | Total Cancellations* |
|---------------|------------------|--------------------|-----------------------|------------------------|----------------------|
| 75 | 17.4 | 787 | 183 | 10.5 | 0 |

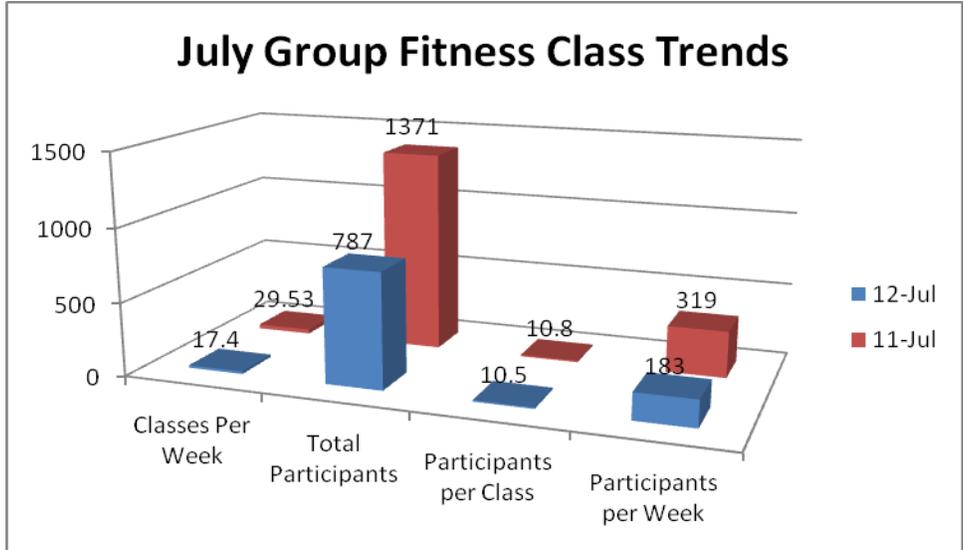
*Classes are only canceled due to inclement weather and hazardous conditions. Only paid classes are canceled.

Special Notes:

Classes continued to increase in volume and participation for the month of July as we reached the peak of our summer season. We are getting great feedback for all of our

classes and look forward to continuing this positive momentum throughout the rest of the summer.

Group Fitness Class Trends:



Programs offered in July:

| | |
|--|--------------------------------|
| 1. Various Fitness Classes | 8. Summer Camp/TVAC |
| 2. Group Hikes | 9. Fly Tying/Fly Fishing |
| 3. Group Park & Trail Workdays/Clean-ups | 10. Bark Park & Friends |
| 4. XTERRA Trail Races | 11. Canoe/Kayak Excursions |
| 5. Walk for Wine | 12. Endurance Challenges |
| 6. Community Bonfire | 13. Various Workshops/Seminars |
| 7. Card Game Socials | 14. Independence Day Picnic |

Directors Notes:

We hit our peak of the summer season during the month of July, which made for a very busy month. Programs were abound, special events fell regularly, the 4th of July picnic was a great success, summer camp was in full swing, we offered a plethora of workshops from canning classes to crochet to quilting and even art history, fitness classes were overflowing, group hikes were well attended, the multi-purpose room and picnic pavilion had many bookings, and the entire Parks & Recreation staff worked extremely hard to make sure our seasonal residents and visitors were offered the most action packed and upbeat July yet.

The outdoor crew worked diligently to keep up with parks, public grounds and trail maintenance while addressing special projects in the Emerald Outback to ensure the trail system was in top shape for the 3rd Annual Xterra trail races on Beech Mountain. This included hosting multiple group work days, which enabled us to expedite some of the special projects in the Emerald Outback, including the clearing of a service/emergency access road to Hare Turns trail that allowed us to tackle quite a bit of root work along this difficult trail while also providing emergency medical access to the trail in the event EMT's needed access to a hike, biker or runner.

August shows no signs of slowing down and we look forward to continuing to offer great recreation programs and services to the residents and guests of Beech Mountain.

Respectfully Submitted,

Daniel Scagnelli, Director
Parks & Recreation Department
Town of Beech Mountain
July 31st, 2012

IV. Old Business:

- **A) NC Wildlife Commission Pier Project:**
 - Mr. Scagnelli updated the committee that he had reached out to the Wildlife Committee regarding the possibility of constructing another pier at Buckeye Lake and he would keep them apprised of any updates.
- **B) Fireman's Park:**
 - Mr. Scagnelli told the committee that project work continued at the Firemen's Park including multiple meetings with Rory Ellington, Golf Course Superintendent, to address drainage issues, plant shrubs and landscaping at the Pine Ridge access, and tend to trail clean-up/grounds maintenance.
- **C) Bark Park:**
 - Mr. Scagnelli informed the committee that multiple benches for the Bark Park had been completed and installed. The Bark Park committee is continuing to raise money to purchase recognition plaques for park donors to be installed ASAP. He hopes the Dog Show will serve as another great fundraiser for the park.

V. New Business

- **A) Buckeye Lake Protection Plan:**

Mr. Scagnelli informed the committee that town staff had been working to complete a Buckeye Lake protection plan, update recreational use ordinances, and a park site plan in order to present to the state to reinstate the recreational use policies for Buckeye Lake at the state level. The state committee will meet in October, so the issue should be resolved at that time.

- ***B) Fall/Winter Program Guide:***

Mr. Scagnelli told the committee that production was underway for the fall/winter program guide and that they should expect to review it multiple times before it is sent to print. He hopes the guide will be ready for distribution mid-October so there are two weeks of overlap between the summer and fall/winter guides.

VI. Speak Out Session:

Mr. Pfohl asked if there was a press release for the Dog show. Mr. Scagnelli said that there was and that it had been sent to all of the media contacts in the area and also told the committee that there was a very specific and aggressive marketing plan being implemented for the dog show in hopes of turning out the largest crowd yet since the dog park would be showcased as this years venue.

Mr. Brooks had an idea for a project for channel two and asked that content be developed that highlights the parks and trails to run regularly rather than information about trash cans and ordinances.

Mr. Troxler asked about an injury that had occurred at the water fall on the falls trail as to whether or not that report was true. Mr. Scagnelli indicated that it was true. The victim was an 8 year old girl visiting with the Avery 4-H group. She was cared for at Buckeye with immediate first aid response and then supported by Beech Mountain EMT's and the Avery ambulance. Mr. Scagnelli was happy to report that the girl did not sustain any major injuries and was perfectly fine upon release from the hospital.

Mr. Troxler also mentioned that the bridges on Pond Creek trail were slippery.

Mr. Smoot asked if the 4 Seasons could be added to the marketing email distribution list to help double up on flyers and other program information. He also asked if the recreation department had planned to staff a table at the kite festival. Mr. Scagnelli said that he had and that Carlie Pudney would be representing the department as he would be volunteering for the Chamber that day.

Mr. Pfohl suggested that the highlight trail maps be revitalized and redistributed in the future.

Mr. Adams told the committee that the resort had built a new beginner bike trail and would be opening lift access to the bike trails to the general public at their upcoming race events and encouraged the group to help spread the word, attend, and help promote the emerald outback trails as well. The next two races will be held on 8/18 and 9/15, he said.

Mr. Scagnelli told the group that he would be out of town for the next regularly scheduled recreation committee meeting date and asked if the group would mind to reschedule. The committee decided that moving the meeting from Thursday to Tuesday, September 4th would be fine. It was also noted that the committee would resume 9AM meeting times from September through the fall/winter months.

VII. Adjourn:

The meeting was adjourned with a motion from Mr. Brooks and a second from Mr. Smoot at 4:00pm.

Respectfully submitted,

Daniel Scagnelli
September 3rd, 2012