

RECREATION ADVISORY COMMITTEE MINUTES
Thursday, October 3rd, 2011
Town Hall – 9:00 a.m.

- I. Call to Order** – Chairperson Pfohl called to order the regular meeting of the Recreation Advisory Committee at 9:00 am at Town Hall. Present were Advisory Committee Members, Jim Brooks, Calder Smoot, Barbara Piquet, John Troxler, Gil Adams, and Nancy Owen. Daniel Scagnelli, Recreation Director, was present as well as guest presenters Laura Elder and Amy Morrison.
- II. Approval of Minutes** – The minutes for the September, 2011 meeting were approved with a motion from Calder Smoot and a second from John Troxler.
- III. Guest Presentation, Laura Elder, 2012 Bike Ride** – Ms. Elder addressed the recreation committee regarding a bike race that is slated for summer of 2012. Ms. Elder provided a synopsis of her past bike ride event, which was held in the summer of 2010 and was called “Rock the Blue Ridge”. Ms. Elder stated that this event was tourism geared and would have a strong emphasis on benefiting the communities involved. The event will be held on Sunday, August 26th and will begin and finish at Appalachian Ski Mountain. Ms. Elder requests support from the committee by way of providing an aid station at the top of Beech Mountain for cyclists who choose to take the optional challenge to climb Beech mountain, which will occur roughly 2/3 through the race course. Many ideas for marketing the event itself, sleeping at elevation, cross promotion with other organizations, pre-ride training, utilizing Team in Training, promotion of Beech lodging, dining and trails were all discussed amongst the committee members present.
- IV. Recreation Report** –

A. September Recreation Report

Recreation Report for September 2011

Buckeye Recreation Center Membership Sales and Visitor Usage:

There were a total of 2,119 daily visits to the Recreation Center for the month of September 2011. Thirty passes were sold and/or renewed in September 2011. There were seven resident individual passes, twenty one family annual passes, and two personal training passes sold for the month of September 2011.

Comparative Analysis of Buckeye Recreation Center Membership Sales and Facility Usage:

	September 2011	September 2010
Total Visits	2,119	1,805
Average Daily Visits	70.6	60.16
Passes Sold	30	27
Revenues	\$2,827	\$2,174*

*The original September 2010 report displayed revenues of \$3,374; however, \$1,200 in deposits from September were for A Cool 5 sponsorships, so those funds have been subtracted from the revenues originally presented in October of 2010 as facility revenue for September 2010. As such, these numbers reflect accurate accounting of BRC usage.

Recreation Center Committee

Programs offered in September:

1. Various Fitness Classes	4. Yoga Hike
2. Bonfire	5. Group Hikes
3. Group Hikes	6. CrossFit

Directors Notes:

The month of September was an extremely productive and successful month. As such, all Buckeye Recreation Center statistics rose as compared to 2010 for the month of September, including revenues, passes sold, daily visits, and program/fitness class participation. The staff worked very hard to produce high quality, safe and enjoyable programs and events that continue to meet the needs of our customers while serving our members and guests with the utmost sense of professionalism and customer service. The staff also went above and beyond to encourage facility usage both in their working hours and time off of the clock. As a result, we had a record September and I am proud of the outcome of our efforts for September and fully expect to continue this trend during the coming winter months. Some brief outlines of the Parks & Recreation department productivity follows.

The Parks & Recreation Staff played an active role in the successful hosting of the USA Cycling Gravity National Championships held at Beech Mountain Resort, launched new fitness programs that received positive feedback from members, and have set a new standard for parks and facility grounds maintenance.

Significant maintenance improvements were made in the Emerald Outback along with the addition of a "you are here map" signage program and the outdoor recreation staff went above and beyond to ensure that all parks facilities and public grounds were maintained and presented at a very high standard even while being short staffed for the month of September.

September also saw the beginning of streetscape phase II development, the conceptual layout of the Beech Mountain Bark Park project, and subsequent development of fundraising materials that will spur a fundraising campaign to begin the first of October.

During the month of September the final draft of the Emerald Outback brochure was completed and the vibrant and beautiful new brochures were delivered in time for distribution at the USA Cycling Gravity Nationals. The staff has also continued to work diligently with Amy Morrison, TDA Coordinator, to complete the Fall/Winter program guide, a comprehensive marketing plan for Fall/Winter programs and events, and extensive planning and preparation for the Halloween celebration.

Additionally, all computer and software systems have completed the upgrade process and are fully functional. As a result the staff was able to do a membership history report and sent out pass expiration notices, which will serve as the beginning of a new membership retention program.

Respectfully Submitted,

Daniel Scagnelli
October 3, 2011

V. Old Business:

- **Fall/Winter Program Guide:**
 - Mr. Scagnelli discussed with the committee the development of the Fall and Winter program guide rough draft which was then presented by Amy Morrison. The committee was asked to review the guide and provide feedback for changes within the days shortly following the meeting.

- ***2012 A Cool 5 Funds:***
 - The committee discussed options for A Cool 5 funding and decided to wait until a further date to deem a specific project as the recipient of the funds raised from the 2012 A Cool 5 Race Weekend. Mr. Scagnelli will advertise to sponsors and participants that the race weekend will benefit recreation related community projects. provided an update on the ongoing signage and maintenance efforts in the Emerald Outback.

- ***Recreation Master Plan:***
 - Mr. Scagnelli provided the committee with rough drafts of the recreation master plan survey, which will be released in mid to late November. The committee reviewed the document and provided open feedback regarding a few survey items and needed revisions. Committee members were asked to provide their feedback in writing within the next week in order to finalize the survey.
 - Mr. Scagnelli presented the committee with a list of conceptual public forum dates and locations for the purpose of soliciting public feedback for the master plan process. All dates were agreed upon and Mr. Scagnelli was to confirm locations by the next recreation committee meeting.

- ***Dog Park:***
 - Mr. Scagnelli provided an update on the status of the dog park and that a committee had been formed for the purpose of raising funds to make the dog park possible.
 - Mr. Pfohl said he had a kiosk available for use at the dog park site as a “coming soon” notification.

- ***Fireman’s Park:***
 - Mr. Scagnelli informed the committee that the Fireman’s Park committee had decided on play equipment for the site; however, the equipment would leave the project budget at a deficit, so funds will need to be raised before the project can move forward. The fundraising process for this project is expected to begin during mid to late winter.

VI. New Old Business:

- *Adventure Trail Park Development:*
 - Mr. Scagnelli informed the committee that the Town Manager and Mayor had made the executive decision to cease further development of phases II and III of the Adventure Trail Park until the economy is better suited for such investments.
- *Winter Operations:*
 - Mr. Scagnelli presented the committee with proposed winter operations for the sledding hill park and the Buckeye Recreation Center. Validation and justification of the changes were discussed briefly along with a more extensive conversation regarding the community sledding hill. There was no opposition to the changes in Buckeye Recreation Center Winter Operating Hours; however, there were concerns expressed with the sledding hill operating hours. As such, the committee suggested that the Buckeye Recreation Center hour's changes be supported, but that the community sledding hill hours be reviewed with particular attention to weekend coverage.

VII. Speak Out Session:

- Mr. Scagnelli provided the committee with an update on employee BJ Hughes absence, ongoing issues with the HVAC system at the Buckeye Recreation Center, which most recently resulted in a HVAC control unit coil failure, and an update on the litigation process regarding the Buckeye Recreation Center.
- Mrs. Piquet informed the committee that she would not be present at the next Recreation Committee meeting due to her mothers birthday.

VIII. Adjourn:

The meeting was adjourned at 11:30 am with a motion from Barbara Piquet and a second from John Troxler.

Respectfully submitted,

Daniel Scagnelli