

RECREATION ADVISORY COMMITTEE MINUTES

Thursday, July 7th, 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, Barbara Piquet, Jim Brooks, Calder Smoot, Gil Adams and Nancy Owen. Daniel Scagnelli, Recreation Director, was also present.
- II. Approval of Minutes** – The minutes for the June, 2011 meeting were approved with a motion from Barbara Piquet and a second from Gil Adams.
- III. Recreation Report** –
 - A. June Recreation Report**

Recreation Report for June 2011

Visitor Usage and Programming Highlights

There were a total of 2,846 daily visits to the Recreation Center for the month of June 2011. 205 passes were sold/renewed in June 2011. There were 26 resident individual passes and 172 resident family passes sold. Also, a number of personal training passes, Beech Bodz passes, and camp registrations were sold throughout the month of June. There were no tennis ball machine passes sold for the month of June 2011.

During the month of June the Buckeye Recreation Center held various fitness classes and recreation programs and summer camps began during the month of June. The biggest event for the month of June was the 2011 A Cool 5 road race that raised over \$8,000 for the community fishing docks project.

Programs offered in June 2011

1. Various Fitness Classes	5. A Cool 5 Race Weekend
2. Summer Camp	6. Group Hikes
3. Swing Into Shape	7. Walk Beech, Bike Beech, Climb Beech
4. Fitness Assessments	8. Nutrition Night

Notes:

The 2011 Summer Programs are in full swing now that camp has begun. There is a wealth of program offerings from fly tying classes, to group fitness classes, to summer camps, nutrition nights and community bonfires. All of this information can be found in the Summer 2011 Program Guide or online at www.beechrecreation.org.

On another note, the department staff is worked diligently to host the 4th Annual A Cool 5 Race Weekend on Friday and Saturday, June 10th and 11th, with multiple efforts being spent towards the successful execution of the weekend long festivities. The event was successful both financially and from a participation perspective as both statistics continue to grow positively each year.

As seen below, our total visits for the month of June were up slightly from 2010, with an increase in passes sold for the month of June, but as such we had a decrease in the

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number of paid daily usage visits during the month. That said, revenues for the month of June 2011 were almost dead on with those of June 2010.

As we are now into the busiest month of the year and with the addition of camps and additional fitness classes, I fully expect these trends to continue for the month of July.

	June 2010	June 2011
Total Visits	2,765	2,846
Average Daily Visits	92.16	94.87
Passes Sold	150	205
Deposits	\$12,224.00	\$12,213.00

IV. Other Business –

- A. **Community Garden Update** – Mr. Scagnelli updated the committee on the status of the community garden with specific regard to clean-up and maintenance of the garden. The community garden members have set-up a clean-up rotation, planted wild flowers around the garden, and taken measures to improve the appearance of the garden, Scagnelli said.
- B. **Emerald Outback Update** - Mr. Scagnelli provided an update on the Emerald Outback, which included the new installation of signage on the trails, intended installation of signs at the Emerald Mountain security gates, intended install of “you are here” signs, and upcoming events including the second annual XTERRA 10k trail race.
- C. **Fishing Dock Program** – Mr. Scagnelli informed the committee that he would be meeting with Wildlife officials to discuss the community fishing dock program during the month of July. The issue regarding the health of the fish at both Buckeye and Coffey Lakes was brought up and Mr. Scagnelli said he would discuss this with the Wildlife officials during their visit.
- D. **A Cool 5 Update** – Mr. Scagnelli provided an update for the A Cool 5 Race Weekend, which was deemed a success. The event had over 230 participants and generated net profits of over \$8,000. The event has a title sponsor for 2012, which is Antler Realty of Banner Elk.
- E. **Trail Maps** – Mr. Scagnelli made the committee aware that the new trail maps were delivered and are available at the Chamber, Town Hall, Fred’s General Mercantile, and the Buckeye Recreation Center.
- F. **Transition Update** – Mr. Scagnelli gave an update on his appointment as Director and was congratulated and welcomed by all board members.

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V. Speak Out Session –

Jim Brooks mentioned that Fireman's park is an active project, which has roughly \$25,000 available through VFD funds for the purchase of equipment and materials to complete the park, which will be located adjacent to VFD Station 2 and is a joint project between the Town, VFD, and Beech Mountain Club.

Mr. Pfohl mentioned that BJ and Sean were needed to help install signage at the Emerald Mountain gates for the Emerald Outback and in the West Bowl and Chestnut Fall development. Mr. Pfohl also mentioned that the 25 hour service for the departments Polaris utility vehicle should be looked into.

Multiple members conversed about having links to the TDA and Chamber posted to the Hike and Bike Beech Mountain sites. It was also mentioned that the Chamber and TDA could offer biker discounts for Pirate Race Productions events. Chairman Pfohl said he would have his web administrator look into adding the links to the Hike and Bike sites.

Barbara Piquet mentioned that she would like to revisit the planning and development of a long range master plan for the recreation department.

VI. Adjourn – The meeting was adjourned at 10:00 am with a motion from Barbara Piquet and a second from Nancy Owen .

Respectfully submitted,

Daniel Scagnelli