



**GREENSBORO PARKS AND RECREATION COMMISSION MEETING**  
**Wednesday, April 13, 2016 – 4 pm**  
**The Depot – 303 E. Washington St**

**PRESENT MEMBERS**

Carl Brower, Jr. (Chair), Justin Washington (Vice-Chair), Kelly Gaines, Matt Lojko, Bob Kollar, Andrew Egbert

**STAFF PRESENT**

Wade Walcutt, Nasha McCray, Phil Fleischmann, Steve Branson, Barbara McKenzie, Jeff Minor, Brittney Carroll, Madeleine Carey, Jennifer Hance, Charles Jackson, Thelma Blount

**OTHERS PRESENT**

Barbara Harris, Interim Assistant City Manager

The regular meeting of the Greensboro Parks and Recreation Commission was held at The Depot. Carl Brower, Chair, called the meeting to order at 4:05PM.

**WELCOME**

Barbara McKenzie, Cultural Center Facility Manager, welcomed everyone to the J. Douglas Galyon Depot. McKenzie provided historical information about the Depot, pointed out interior design improvements, and other programs offered at the facility.

**ANNOUNCEMENTS**

None

**CONSENT ITEMS**

**Approval of Minutes**

The minutes of the March 2016 meeting were approved as submitted with a motion from Commissioner Kelley Gaines. Commissioner Andrew Egbert seconded. All approved.

**RECOGNITIONS**

**Staff Recognition**

Ednasha McCray, Deputy Director, introduced Jeff Minor, Heavy Equipment Supervisor from the Park Management and Operations Division. Minor was recognized for completing the Maintenance Management School at Oglebay Resort in Wheeling, West Virginia. Minor completed a comprehensive two-year professional development program designed to teach park and recreation professionals how to develop and manage a wide variety of maintenance programs. In year one, Minor learned to identify and recognize effective professional techniques of maintenance management and in year two, he acquired a broader knowledge of maintenance

management and developed specific skills for effective operations. Minor successfully completed the program, passed the required exams and worked effectively on a team project. He represented the department well alongside a nationwide group of his peers.

### **Volunteer Recognition**

Brittany Carroll, Volunteer Coordinator, introduced Maryanne Young and Peter Boyd Bowman. Both were recognized for their Adopt-A-Street efforts. They clean and care for over 75 streets and have collected approximately 2,400 bags of litter over a 10-year period. Young commented how beneficial the program has been for her and Bowman. Young stated: “those orange bags don’t just hold trash; they have been a great stress reliever”

## **STAFF REPORTS**

### **Greensboro Farmers Market Inc.**

Margaret Arbuckle, Chair of the Farmer’s Market, Inc. Board, provided its 2015 Annual Report. Arbuckle spoke of 5 key goals defined in their contract with the city and how they met those goals:

- *Diversify and increase customer base*
  - Customer traffic increased by 22% due to new marketing and public relations efforts.
- *Further expand product selection*
  - Recruited 24 new daily vendors, identified category trends, and encouraged new and value added products.
- *Educate the public on local food availability & preparation*
  - Hosted monthly events, provided free sampling & chef demonstrations, and distributed e-newsletters highlighting vendors and fresh items at the market.
- *Provide opportunities and business capacity building for producers*
  - Go green plant sale, arts, crafts and pottery shows.
- *Increase other uses of the building*
  - Partner with Triad Local First/Ethnosh, hosted community meetings, story time workshops and provide market tours for local food advocates.

Commissioner Kollar thanked Arbuckle and the Farmers Market Board. Kollar asked Arbuckle to give further details about the Market’s involvement in addressing food insecurity and also the food taskforce that was mentioned. Arbuckle explained that the Market addresses food insecurity in several ways. First, the Market became eligible for the SNAP program, thus giving people an opportunity to use their SNAP card in the market, and offers a double-bucks program to allow individuals using SNAP to double their buying power. The Market is currently partnering with the City to apply for a USDA Local Food Promotion Program implementation grant that will be used to further educate people on preparing healthy foods to include a community / shared use kitchen component. Also, the Market is partnering with Guilford County’s Mobile Oasis project, an operation that provides produce in food deserts. The Market has helped to facilitate the Oasis’s use of vendors from its operation and the Mobile Oasis will use the Farmers Market site as a vending location this fall.

Kollar asked if the mobile farmers market and the Oasis Market was the same thing.

Phil Fleischmann, Community Recreation Services Manager, replied that it was and explained that the Mobile Oasis is the same mobile farmers market that the Commission had heard about in the past. A schedule of the sites should be available at next month's meeting. Fleischmann also shared that the Community Food Task Force is a group working to end hunger and increase food access in Greensboro which meets monthly. He shared that Arbuckle and the Farmers Market have been involved in the Task Force and that he would share additional information at an upcoming meeting if desired.

Kollar asked if the food task force included the County's Agricultural Extension Office and their leadership, and if the taskforce was coordinating with other agencies providing similar food programs to avoid duplication of efforts. Fleischmann replied that Cooperative Extension is involved in the task force and that one of the primary purposes of the task force is to instill collaboration and networking between groups.

Kollar thanked everyone for their food-related efforts.

Chairman Brower asked about operating hours of the Farmer's Market.

Arbuckle explained they are open 7 to 12 noon on Saturdays, all year; including Christmas Eve and beginning next week on Wednesdays, they will be open 8 to 1.

Chairman Brower asked about the hours of operation for the Mobile Oasis on Thursdays.

Arbuckle explained the Mobile Oasis will operate in the late afternoon to serve those who may be working during the day. The hours will probably be 4 to 6; the exact time will be set soon.

Chairman Brower thanked everyone.

### **OLD BUSINESS**

**None**

### **NEW BUSINESS**

#### **Keeley Park Master Plan Update**

Nasha McCray, Deputy Director introduced Emily Blackwell, Landscape Architect, Stewart Inc. to present the final draft of the Keeley Park Master Plan and to share additional information from their research and analysis. McCray reminded everyone, this is an action item and requested the Commission recommend approval of the Master Plan and the PARTF grant for Keeley Park Phase II, as it would allow both items to appear on the City Council Agenda next week.

Blackwell outlined the following goals of the master plan update which were also included with their packets:

- Analyze the existing park and the current master plan.
- Incorporate public input
- Design an updated park master plan that is appropriate for the community

Blackwell explained Keeley Park Phasing and the work to be done during each phase, as follows:

**Current Construction includes:**

- Playground surfacing – Pour-in-place rubberized surface
- Parking lots
  - 22 spaces at playground
  - 55 spaces west of entrance drive
  - 79 spaces east of entrance drive
- Intermediate Mountain Bike Trail
- 9-Hole Disc Golf
- Site furnishing, landscape, utilities

**Costs: \$1,221,608**

**Phase II (PARTF) will include:**

- Outdoor fitness & shade sails
- Cornhole (4 permanent, ADA sets)
- Festival Field & patio for Show Wagon
- Beginner Mountain Bike Trail
- Playground renovation to inclusive playground
- Sprayground renovation with shade structure
- Community Garden expansion with raised beds
- 9-Hole Disc Golf Course
- Shelters (3)
- Shelter with restrooms
- Site furnishings, landscape and utilities

**Costs: \$1,015,451**

**Total for Current & Phase II - \$2,237,059**

**Future Phase**

- South Entrance & Parking Lot
- Shelter with restrooms at south entrance
- Outdoor classroom & swing bridge
- Amphitheatre stage structure
- Dog Park – Large & Small dog areas
- Site furnishings, landscape, utilities

**Costs: \$781,158**

**Total for Master Plan Update - \$3,018,218**

Commissioner Kollar acknowledged how impressed he has been with the time put into this process and the staff for what they have done to accomplish this task.

Commissioner Gaines asked if anyone has considered the effects of the Urban Loop on Keeley Park property, and if the lost land recovered some other way or was just gone.

McCray explained that the area where property was lost to the urban loop was essentially replaced with property from the adjacent land owner, since the loop intersected both.

Commissioner Gaines made a motion to accept the Master Plan. Commissioner Kollar seconded. All approved.

### **Keeley Park Phase II**

Nasha McCray, Deputy Director introduced Randi Gates, Bicycle & Pedestrian Project Manager, Stewart Inc. to provide information on the Parks and Recreation Trust Fund (PARTF) grant application process and what the department needs to do to meet the grant qualifications.

Gates explained the PARTF grant provides dollar-for-dollar matching funds to local governments for parks and recreation projects to serve the public. Gates presented the Keeley Park Phase II Budget and explained in order to maximize points, they needed show a number of new facilities, a number of lighted facilities and a number of renovated facilities within this phase. Gates further explained how public involvement and support from the commission also provided an opportunity for points and has to be included with the grant application.

Kollar praised staff on their process and work toward gaining input from the community and their thoroughness with the project.

Commissioner Kollar made a motion to support the PARTF grant application. Commissioner Gaines seconded. All approved.

### **Addition to Rules and Regulations**

Wade Walcutt, Director, presented information making an addition to Rules and Regulations governing the use of P&R property within or outside the City limits. Walcutt explained that this was an action item and requested that the Commission recommend the director and staff work with the CMO, Attorney's office, Greensboro Downtown Parks, Inc. (GDPI) and Commission Chair to continue to develop and execute the proposed addition to the department's rules and regulations that pertain specifically to department property within the Central Business District, and/or adjacent to the Downtown Greenway.

Walcutt stated that in order to generate additional revenue, the department would like to allow vendors to sell food and alcohol in the park along with allowing mobile food vendors, commonly known as food trucks to operate.

Kollar asked Walcutt to talk about the conditions and circumstances alcohol should be allowed at public parks and why it's being considered.

Commissioner Andrew Egbert asked Walcutt if this would interfere with current processes that have been in place for years.

Commissioner Gaines made a motion to support the Addition to Rules and Regulations. Commissioner Andrew Egbert seconded. All approved.

### **SPEAKER FROM THE FLOOR**

None

### **COMMISSION COMMENTS**

- Lojko: No further comments
- Gaines: congratulated Vonda Martin and Nasha McCray for the LeadHERship conference. She stated how great it is to see over 100 young female Parks and Recreation Professionals.
- Washington: No further comments
- Kollar: No further comments
- Brower: Attended the Project Evergreen at Barber Park and it was a very nice program. He congratulated Austin on getting that done. Thanks to the Farmer's Market for their efforts.

### **DIRECTOR'S REPORT**

Walcutt provided a brief progress report on LeBauer Park and Van Dyke Performance Space construction. Both projects are on track, in terms of construction. The anticipated completion date of the park is July 18<sup>th</sup>, 2016, and the Van Dyke Performance space should have their exterior brick work completed in June, 2016, and then move on to the interior work.

Chairman Brower requested that the locations get added to the commission's upcoming tour.

Walcutt addressed the bond referendum meetings and explained they would be rescheduled in the near future.

With no further business, Chair Brower adjourned the meeting at 5:25 pm.

Respectfully Submitted,  
Nora Gardner, Administrative Support Specialist  
Greensboro Parks and Recreation