

PARKS AND RECREATION ADVISORY BOARD MEETING

SEPTEMBER 19, 2024

Present: Geoff MacDonald, Hosea Mitchell, Kent Merritt, Jeff Fracher, Ned Michie, Jenny Taylor, Jackie Webber, Mark Denison, Jessica Jackson and Amanda Burns

Absent: Denny Berry and Jeanette Abi-Nader

City: Riaan Anthony, Annie Sechrist, Rob Hichens, Nancy Burney, Will Bassett and Chris Gensic

Information Items:

I-1 Introduction to New Staff Riaan Anthony

– **Annie Sechrist**

- Program Division Manager
- Been with the City for 11 years, previously with Dept. Of Human Services
- Ran CAYIP (Community Attention Youth Internship Program)
- Portfolio includes Adaptive & Senior programming, City Market, Athletics and general programming

– **Rob Hichens**

- Recreation Division Manager
- Previously managed 3 daycare centers around Charlottesville
- Previously managed a FIFA World Cup soccer stadium
- Portfolio includes all Recreation and Aquatic facilities as well as the skate park

I-2 Presentation – Carver Rec Center Nancy Burney

- Recreation Center Manager
- Been at Carver for 12 years, started as Rec Aide
- Previously with Fluvanna Parks and Rec for 15 years

Carver Rec Facility

- 33,000 sq ft

- Fitness room, Group Fitness room, Gymnastics room, Dance Studio, Art Studio, full court Basketball gym and Multipurpose room
- Full kitchen for rentals and special events
- Classroom/Lounge for smaller meetings

Operating Hours

- Monday – Friday 7am-8pm
- Saturday 8am-6pm
- Sunday 12pm-6pm
- Operate about 81 hours a week, not including rentals

Carver Staffing

- Center Manager
- Operation Specialist
- Customer Service Attendant II FT - 1
- Customer Service Attendant II PT – 4
- Customer Service Attendant I PT – 5

Jessica J- Are you trying to hire more full or part time staff?

Nancy B- We've been trying to hire part-time since May 2021. We did just interview 3 people so we're hoping to bring them on board.

Amanda B- How many vacancies do you have?

Nancy B- Before the pandemic I had 20 staff not including fitness instructors. As of now the most staff I've had is 10.

Riaan A- It's difficult to get part time staff due to shift requests and full time staff due to budget restrictions.

Special Events at Carver

- Approximately 10 special events per year
- 150 skating days, added extra day for skating due to popularity
- 7384 participants skate at Carver, about 50 a night
- **Roller Skating birthday parties**
- July '23 - June '24 Carver had 22 birthday parties, bringing in approximately \$5,500

- July '23 - June '24 Carver had 29,672 community members visit Carver
- Family Game Night
- Holiday Craft Party
- 3 Community Teen Nights
 - Served 500 youth
 - Served hot meal at 2nd and 3rd night after noticing the kids were hungry
 - Parks and Rec, Fountain Fund and CPD main partners for Teen Night, YMCA partnered for 1 night

Jeff M- What's the driving factor for those numbers?

Nancy B- People are more comfortable coming out after the pandemic, adding an extra day for skating and having volleyball 3 nights a week.

Kent M- Are these programs revenue producing?

Nancy B- Rentals, birthday parties and special events like the Winter Ball and Masquerade Ball.

Jeff F- What's the relationship with the Jefferson Center for the space? Do we rent from the foundation?

Riaan A- Yes, we lease the space for \$500,000 a year, we also take care of all the landscaping. We only make \$200,000 in revenue so we're looking to negotiate a better deal when the contract is up in the next 4 years.

Jeff F- With the staffing challenges would it be feasible to consolidate Carver and Key into one facility?

Riaan A- Each facility has different uses which attracts different community members.

I-3 FY '26 CIP Request Riaan Anthony

- Presentation focused on discussing CIP projects and funding request
- Ongoing projects, such as trail development, park renovations and facility improvements were reviewed
- New funding requests for the upcoming fiscal year were presented

- Downtown Mall Tree replacement plan
- Fountain accessibility improvements
- Access management plans for Riverview Park
- The need for a comprehensive prioritization process aligned with the forthcoming Master Plan was emphasized

I-4 Trails Master Plan Update Chris Gensic

Riaan A- Right now with the Master Plan we're looking at the department functions versus community needs. We are looking to get more resources for the trail unit as that is now a top community need.

- Need a Special Event or Outdoor Coordinator
- Number one theme in CIP is reinvestment in our existing facilities.
- Department needs a revamp on how we be more efficient and effective with completing trails and then maintaining them

Chris Gensic

- Washington Park ramp has an awarded contract and work can begin
- Rugby Ave. project goes to bid in the next couple of days
- Lower Meadowcreek project was awarded money and we're working to get it built this year
- Big Meadowcreek project has a bid document reviewed by VDOT, hope to have a bid by November and under contract by year's end
- City has created three Project Managers through Public Works to only work on project management
- Working with transportation team with the City to handle about 1/3 of the trail updates
- Currently working to determine what trail projects will be our next priorities for funding in our CIP request

I-5 Dog in Park Marketing Update Riaan Anthony

- New signs up at parks
- Will B. working on social media campaign

Public Comments:

None

Chairman Matters: Ned Michie

- Denny Berry is stepping down from the Board
- Can look at appointing someone at next meeting
- New Chairman appointment coming in January
- Relocate meetings to City Space or Carver

Board Matters:

None

Directors Matters: D-1 FY '26 Budget Riaan Anthony

- Focusing on getting budget done by November 1
- Downtown Safe Halloween event on October 19 at the Pavilion

Meeting Adjourned at 7:15pm