

PARKS AND RECREATION ADVISORY BOARD

MINUTES

January 21, 2009

The Parks and Recreation Advisory Board held a regular meeting on Wednesday, January 29, 2009 at 5:00 p.m. at Tonsler Park. Members present were: Kenneth Ballard, John Foster, Sean McCord, Mike Farruggio, John Kammauff, Jennifer McKeever and Betsy Roettger. Members absent: Carl Brown, Scott Brown and Juandiego Wade.

Staff: Brian Daly, Will Bassett

Board & staff introductions

- New and present board members and staff introduced and gave a short description of them.

Election of Officers

- Chair – nominations: Scott Brown

Motion:

Motion was made by Sean McCord and second by Ken Ballard to nominate Scott Brown for Advisory Board Chairman, motion was unanimously approved.

- Vice Chair – nominations: Jennifer McKeever

Motion:

Motion was made by Mike Farruggio, second by Sean McCord to nominate Jennifer McKeever for Advisory Board Vice Chairman, motion was unanimously approved

Minutes

- Approval of December 19th minutes was deferred to next month's meeting due to not having a quorum for a motion. New board members at the meeting were not present at the December meeting.

Resolutions

- Resolution to honor Sallie Brown and Cheryl Ribando were reviewed by board members.

Motion:

Motion to approve resolutions was made by Mike Farruggio and second by Sean McCord, motion was unanimously approved.

Advisory Board meeting calendar – 2009

- Brian Daly discussed meeting times for Advisory Board meetings and asked if the present schedule of the 3rd Wednesday of each month worked for members, the board agreed to keep the present schedule.
- Brian Daly stated that he would be out of town for the scheduled February 18th meeting and asked for the meeting to be moved to February 11th, the board agreed for the meeting date to be moved.
- Also proposed that the May meeting be held at the new Meade Pool, the board agreed to the location change.

Meade Park Center

- Brian Daly reported that the Meade Park Center project was moving along.
 - Contractors were pouring concrete and reported that decisions were being made on color selections for items such as water slide, play center and umbrellas and that the colors selected blend into the surroundings around the facility.
 - Staff has been meeting weekly internally discussing a marketing plan, staffing and a pricing structure for the new facility.
 - Proposed Fee Structure:
 - ❖ The resident rate would be half of the non resident rate
 - ❖ Season passes would be the best value
 - ❖ Summer passes would be good for all pools from Memorial Day to Labor Day
 - ❖ Fees will be based on height, due to the slide regulations
 - ❖ Pre season sale – discounts to encourage early business
 - ❖ Meade & Washington pools will have the same fee structure; Crow will remain with their present fee structure.
 - ❖ Need to develop a plan for daily admission side
 - ❖ Pools will be equipped with picture ID capabilities
 - ❖ Pools will be using key fobs for passes which will give the ability to capture data.
 - ❖ Sean McCord stated that Fry Springs Club gives guest passes to early pass holder buyers??
 - ❖ Message to staff will be that this is a brand new facility and a totally different ball game, there will be a distinct effort to educate staff to set expectations high
 - ❖ Sean McCord asked how the material at the new pool would be to clean if vandalism occurs. Brian Daly replied that most surfaces were steel which has a good success with graffiti removal.

- ❖ Betsy Roettger asked about how the new pool would be advertised. Will Bassett replied that there would be a broad marketing campaign for the new facility including the following: city schools, advertising, e-mail blast campaign from present database, public relations campaign, CTS, community outreach and Fridays After Five.
- Question was asked if the Farmers Market which is held at Meade Park on Wednesdays could operate at the same time that the pool is open. Brian Daly responded that both could operate and that the schedule for the pool would be to open for programs only on Wednesdays, example: swim lessons and birthday parties which would control the attendance.

Smith Center

- Brian Daly passed out drawing plans for new Smith Center facility.
- Bidding – packages start mid February

Chairman Matters

None

Board Matters

McIntire/YMCA Project

- Mike Farruggio asked for a brief update on McIntire and the YMCA project. Brian Daly responded that there was going to be a meeting in the morning with the YMCA Executive Director, council members, Satyendra Huja and Julian Taliaferro and members of the Towe Committee.
- Stated that the scope of the building has come down 35% due to UVA diving no longer being a part of the project.

Forest Hills Park

- John Foster asked about project plans for Forest Hills Park. Brian Daly responded that the funding in this year's capital program have been reallocated to the Smith Center project.
- Brian Daly stated that he has been in conversations with the City Manager discussing possible parts of the project that staff would be able to do.

Leaf Canopy

- Brian Daly reported that the leaf canopy final numbers are not in yet, may have them by the end of the week. Mike Farruggio asked that the results be sent to the Planning Commission.

Invasive Study

- Ken Ballard asked if action had been taken internally on the Invasive study that was completed several years ago. Brian Daly responded that the Americorp volunteers that came through Charlottesville last summer did a lot of work on containment.

Directors Matters

- Welcomed the new board members and stated that he would be setting up orientations with each of them.
- Will be building staff presentations into upcoming board meetings, next month Philip Seay – First Tee program; upcoming months - John Mann, landscaping ; Erica Sims, Summer Camp Program,

Motion:

- Motion for closed session was made by Mike Farruggio, second by Ken Ballard, motion was unanimously approved.

Motion:

- Motion to come out of closed session was made by Mike Farruggio, second by Ken Ballard, motion was unanimously approved.

Motion:

- Motion to adjourn the meeting was made by Ken Ballard, second by Mike Farruggio, motion was unanimously approved.
- Meeting adjourned @ 6:25 pm

Respectfully submitted,

Linda Daly
Secretary to the Advisory Board