

City of Charlottesville  
Department of Parks and Recreation  
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*"A World Class City"*

## **PARKS AND RECREATION ADVISORY BOARD REPORT July 21, 2010**

### **ADMINISTRATIVE ITEMS**

ADMIN-1 Adoption of Minutes – May 19, 2010 Advisory Board Meeting

### **INFORMATION ITEMS**

- I-1 Smith Aquatic & Fitness Center – Construction Update
- I-2 Forest Hills Park Renovations – Grand Opening Report
- I-3 YMCA at McIntire Park – Status Update
- I-4 Azalea Park Master Plan – City Council Action Report & Final Master Plan
- I-5 Aquatic Facility Attendance and Revenue – 2010 Year to Date

### **DISCUSSION ITEMS**

D-1 Parks & Recreation Scholarship Program

### **CHAIRMAN'S MATTERS**

### **BOARD MATTERS**

### **DIRECTOR'S MATTERS**

### **ADJOURNMENT**

City of Charlottesville  
Parks and Recreation Advisory Board – Agenda Item  
July 21, 2010

**ADMINISTRATIVE – 1**

Adoption of Minutes – May 19, 2010 Parks and Recreation Advisory Board Meeting

ACTION REQUIRED:

Advisory Board adoption of the minutes of the May 19, 2010 meeting.

ENCLOSED DOCUMENTS:

Minutes of May 19, 2010 meeting

# **PARKS AND RECREATION ADVISORY BOARD**

## **MINUTES**

**May 19, 2010**

The Parks and Recreation Advisory Board held a regular meeting on Wednesday, May 19, 2010 at 5:00 p.m. at Tonsler Park Recreation Center. Members present were: Ken Ballard, Scott Brown, John Foster, John Kammauff, Jennifer McKeever, Ned Michie, Betsy Roettger and Dan Rosensweig. Members absent: Byron Brown and Sean McCord

Staff: Brian Daly, Chris Gensic

### **Minutes:**

#### **Motion:**

- Scott Brown made a motion to approve minutes from April 21, 2010, second by Ken Ballard, motion was unanimously approved

#### **Naming of Parks & Rec Facilities:**

- Ned Michie asked if the language was too stern on naming a facility after a person. Jennifer McKeever replied that the purpose was to try to narrow the field of submissions
- Betsy Roettger felt that the softened language might be to be able to name after someone, ex. public advocate
- Brian Daly stated that as we acquire more new property he felt it would be helpful to have a guide on naming of facilities.
- Suggestion was to change wording to an individual in the community instead of historic figure.

#### **Motion**

- Scott Brown made a motion to change #3: to strike historic figure, add for an individual in the community and to accept the draft as amended. Betsy Roettger second the motion, motion was unanimously approved.

#### **Smith Center – Construction Update**

- Brian Daly reported that the photos are recent within last couple of weeks, that the project was on schedule and that completion should be in July, inspections, etc will follow.
- Boys & Girls Club building also on schedule

#### **Forest Hills Park**

- Brian Daly thanked board members who attended the Grand Opening for Forest Hills Park. Jennifer McKeever stated that the park opening was fun, and that the spray park was very interactive.
- Reported that the spray ground is not closed, and that there were some issues with the surface being slippery, but that it will only be closed when contractor is working on the surface problem, have engaged an installer to come back to add a thin layer acrylic with

non abrasive non slip surface. Contractor can make it rough as we want. This is also being done @ Belmont spray ground.

- Reported that it is the same surface as in bathhouse @ Onesty Pool and did not have problems there
- John Foster stated that he was concerned with kids riding bicycles through the spray ground area; Brian Daly responded that bikes are not permitted and that signage will be put in place.
- Jennifer McKeever asked about reservations at the park, Brian Daly replied that the upper shelter may be reserved but that the lower one will not.

### **YMCA**

- Brian Daly reported that construction drawings are 99% complete.
- Lawsuit of local clubs against the City, Brian Daly reported that he spoke with the City Attorney and that City has not been served with the lawsuit.

### **Azalea Park**

- Brian Daly reported that the Master Plan went to the Planning Commission last week and that it was approved, one request was made, that we consider a narrative for potential small play fields in the plan. Will be on City Council agenda on June 7, 2010 for adoption.

### **Park Use Permit**

- Brian Daly reported that the department has been getting requests from for profit groups to use park land, and that at present we do not have a policy to guide these requests.
- Staff Working internally on a procedure to address requests, will bring back to future meeting.

### **Chairman's Matters**

- Jennifer McKeever asked when Washington Park Pool will be open; Brian Daly replied that it would open Memorial Day.
- Brian Daly reported that they have engaged a structural engineer yesterday, to tell what to do and fix to be able to use Washington Pool this summer.
- Season pool passes sold as of today – 500
- Summer Camps – 750 spring/summer enrollees, summer camps: Walker full, Tonsler – half full; Teen – half full, Camp XL – 20-25% full, numbers are consistent to previous years.

### **Board Matters**

- Scott Brown asked about Azalea Park's walking entrance on north side of park and about picnic benches, Brian Daly replied that they are looking to make improvements to the entrance.
- CHS tennis lights – Parks & Recreation never had control over tennis lights, public does not have access at present time. It was stated that lights would keep visibility in that area. Brian Daly stated that he would work with the schools to find a solution.
- Scott Brown congratulated Brian for the work @ Forest Hills and work @ Smith

- Ken Ballard asked about concession services @ Onesty, Brian Daly replied that Two Sides Restaurant was awarded the contract and is the same concessionaire that is at Meadowcreek Golf Course. They were awarded contract at both pools and have subcontracted with Dominos, participants can bring their own food but there will be no deliveries permitted from other establishments.

### **Directors Matters**

- Brian reported on the following:
  - Movies in the Park will be held @ Forest Hills Park showing Princess & the Frog
  - Stephanie Maloy, City Market Manager, has been selected to make a presentation @ the NRPA annual conference regarding the City Markets. A new City Market was initiated @ Pen Park two weeks ago.

### **Closed Session:**

#### **Motion**

- Scott Brown made a motion to go into closed session, second by John Kammauff, motion was unanimously approved.

#### **Motion**

- Ken Ballard made a motion to come out of closed session, John Kammauff second the motion, motion was unanimously approved.

#### **Motion**

- Ken Ballard made a motion to adjourn, Ned Michie second the motion, motion was unanimously approved
- Meeting adjourned @ 6:00 pm.

Respectfully submitted,

Linda Daly  
Secretary to the Advisory Board

## **INFORMATION – 1**

### Smith Aquatic and Fitness Center – Construction Update

The Smith Aquatic and Fitness Center remains under construction, with substantial completion scheduled for early August, 2010. Construction progress is approaching 90% completion. Finishes and paint in many areas have been completed. Several photos are below.

Opening to the public scheduled for September, 2010. An announcement with a formal date and grand opening celebration will be made in August.

East Elevation and Main Entrance



Competition Pool – Tile Complete



Main Natatorium from Pool Deck





Play Structure, Splash Pool and Diving Board Stand





City of Charlottesville  
Parks and Recreation Advisory Board – Agenda Item  
July 21, 2010

**INFORMATION – 2**

Forest Hills Park Renovations – Grand Opening Report

The Grand Opening of Forest Hills Park took place on Saturday, May 15. Several pictures of the event are shown below.







### **INFORMATION – 3**

#### YMCA at McIntire Park – Status Update

VMDO architects have reported that the construction drawings for the new YMCA in McIntire Park are almost 100% complete. VMDO is prepared to go out for bid on the project, subject to authorization to proceed from the YMCA. However, the project has been delayed pending a hearing on the lawsuit filed against the City and the County.

### **INFORMATION – 4**

#### Azalea Park Master Plan – City Council Schedule

The Azalea Park Master Plan was adopted unanimously by City Council on June 7, 2010. The final Master Plan rendering and narrative will be provided to the Advisory Board under separate cover. Implementation of the Master Plan has begun with commissioning of physical and geotechnical surveys for the property.

### **INFORMATION – 5**

#### Aquatic Facility Attendance and Revenue – 2010 Year to Date

##### **Aquatic Facility Attendance - 2010 YTD - Through July 15, 2010**

	McIntire	Washington	Onesty	TOTAL
Daily Admissions	1,461	3,462	9,505	14,428
Pass Admissions	223	5,508	7,935	13,666
Total	1,684	8,970	17,440	28,094

Admissions Revenue	2,996	14,367	45,602	62,965
Concession Revenue	n/a	935	1,829	2,764

Passes Sold	3,189
Pass Revenue	85,639

Total Aquatic Revenue	151,368
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## **DISCUSSION – 1**

### Parks and Recreation Scholarship Program

For a number of years, the Parks and Recreation Department has offered a 50% discount scholarship for classes and programs. This program has served its purpose, however the number of potential scholarships that could be provided to city residents could be greatly increased with an expansion of the scholarship program.

After staff discussion and coordination with the Department of Social Services; staff are proposing to make major adjustments in the scholarship program. The goal of this program adjustment is to expand participation; provide simple and transparent eligibility requirements, as well as provide a mechanism for admission to indoor recreation centers in anticipation of the opening of Smith Aquatic and Fitness Center in September of 2010.

Staff will outline the draft program to the Advisory Board and explain the intent behind the rate structures, eligibility requirements, implementation and outreach. The draft program is attached.

# Charlottesville Parks & Recreation Department Scholarship Program

**DRAFT – JULY 21, 2010**

## Program Purpose

The Parks & Recreation scholarship exists to help provide access to fee-based programs and services for customers that are in need of financial assistance. The Parks & Recreation scholarship is valid for most, but not all fee-based programs and services and is subject to availability within the specific programs or service.

## Eligibility

The Parks & Recreation scholarship is available to City of Charlottesville residents who have an annual income below \$32,043\*. Children who are under the custody of the Department of Social Services are also eligible.

*\* The annual income of \$32,043 represents a household that is 175% above the federal poverty level. The poverty level formula is based on a household size of 3 people. This number will fluctuate whenever the federal poverty level formulas change.*

## Benefits

### Recreational Classes, Programs and Camps

The Parks & Recreation scholarship provides a discounted fee for recreational classes, programs and camps on a sliding scale based upon your annual income.

<u>Annual Income</u>	<u>Discount</u>
\$27,466-\$32,043	25%
\$22,889-\$27,465	50%
\$18,311-\$22,888	75%
Below \$18,310	100% (free)

*Please note: Scholarship is not valid for adult league sports, special events, Red Cross certification courses.*

### Fitness & Recreation Centers

The Parks & Recreation scholarship provides a discounted fee for passes (monthly or 10 visit punch) to Smith Aquatic & Fitness Center on a sliding scale based upon your annual income.

<b><u>Annual Income</u></b>	<b><u>Discount</u></b>
\$27,466-\$32,043	25%
\$22,889-\$27,465	50%
\$18,311-\$22,888	75%
Below \$18,310	100% (free)

*Please note: The scholarship is not valid for discounts to daily admission fees*

### **How to Apply?**

In order to be considered for a Parks & Recreation scholarship an application with the following documentation must be submitted.

- Proof of residency (valid driver's license, utility bill or tax statement/bill)
- Current federal income tax return **OR**
- Last two (2) pay stubs, social security or disability checks

Applications (with documentation) can be submitted at the following locations:

Parks & Recreation Administration Office  
City Hall Annex, Room 107  
120 Seventh Street  
Charlottesville, VA 22902

Smith Aquatic & Fitness Center  
1000-A Cherry Avenue  
Charlottesville, VA 22903

### **Application Review & Award**

After submitting an application, Parks & Recreation staff will review the application (could take up to 5 business days) and will make a financial assistance determination based upon the information submitted. The application cannot be processed until all necessary documents are provided. All applicants will be notified once a decision has been made and the applicant's account will be activated immediately.

### **Re-Verification**

Once the Parks & Recreation scholarship has been awarded, the customer will need to re-verify their income level every six (6) months in order to maintain their scholarship discount. The customer may re-submit their financial information at any time if their income level changes and would like to be considered for a larger discount.



## **Payment & Refunds**

Payment is due when registering for any Parks & Recreation program or service. Charlottesville Parks & Recreation accepts Cash, Check, Visa, MasterCard or Discover. Refunds for cancellations are issued in the form of check, credit card or household credits. Charlottesville Parks & Recreation does not refund cash.

## **Restrictions**

The Parks & Recreation scholarship is **not** valid for the following programs or services:

- Summer Pool Passes
- Daily Pool Admissions
- Golf Passes
- Greens Fees (Meadowcreek Golf Course)
- Adult League Sports
- Special Events
- Picnic Shelters
- Garden Plots
- Birthday Pool Parties
- Facility Rentals
- Special Events Permits
- Field/Court Rentals
- Food & Beverages

# Smith Aquatic & Fitness Center

*Proposed Daily and Pass Rates*

**DRAFT – JULY 1, 2010**

## **Daily Admission**

	<u>Base</u>	<u>Resident</u>
Adult (18 - 59)	\$11.00	\$8.00
Ages 14 to 17	\$8.00	\$6.00
Ages 4 to 13	\$6.00	\$4.50
Ages 3 & Under	FREE	FREE
Senior (60+)	\$8.00	\$6.00
Disabled	\$5.50	\$4.00

## **Pass Rates\***

Adult (18 - 59)	\$49.00	\$37.00
Ages 14 to 17	\$37.00	\$28.00
Ages 4 to 13	\$28.00	\$21.00
Senior (60+)	\$37.00	\$28.00
Disabled	\$25.00	\$19.00
2 Person	\$89.00	\$67.00

*\* per month, no initiation fee, no contracts*

## Group Rates

	<u>Base</u>	<u>Resident**</u>
Per person	TBD	TBD

\*\*In order to qualify for the resident group rate, the group must be located within the City of Charlottesville.

## Scholarship Rates

In order to receive discounted rates, customers must first apply for the Charlottesville Parks & Recreation scholarship. Based upon the review and determination from the scholarship application, the customer will then receive a specific discount which is listed below.

<b><u>Pass Rates*</u></b>				
	<u>25% Discount</u>	<u>50% Discount</u>	<u>75% Discount</u>	<u>100% Discount</u>
Adult (18 - 59)	\$27.75	\$18.50	\$9.25	Free
Ages 14 to 17	\$21.00	\$14.00	\$7.00	Free
Ages 4 to 13	\$15.75	\$10.50	\$5.25	Free
Senior (60+)	\$21.00	\$14.00	\$7.00	Free
Disabled	\$14.25	\$9.50	\$4.75	Free
2 Person	\$50.25	\$33.50	\$16.75	Free

*\* per month, no initiation fee, no contracts*

<b><u>10 Visit Pass**</u></b>				
	<u>25% Discount</u>	<u>50% Discount</u>	<u>75% Discount</u>	<u>100% Discount</u>
Adult (18 - 59)	\$60.00	\$40.00	\$20.00	Free
Ages 14 to 17	\$45.00	\$30.00	\$15.00	Free
Ages 4 to 13	\$33.75	\$22.50	\$11.25	Free
Senior (60+)	\$45.00	\$30.00	\$15.00	Free
Disabled	\$30.00	\$20.00	\$10.00	Free

*\*\*Visit pass is valid for 10 swipes. Pass can be used by an individual or can be used for multiple family members.*

## **All Access**

Parks & Recreation will also plan and schedule a variety of free access days/evenings. These days and times will be determined after the facility is open to the public in the fall of 2010.