

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

## **PARKS AND RECREATION ADVISORY BOARD AGENDA July 20, 2011**

### **ADMINISTRATIVE ITEMS**

ADMIN-1      Adoption of Minutes – June 15, 2011 Advisory Board Meeting

### **DISCUSSION ITEMS**

D-1              City Comprehensive Plan 2011

### **INFORMATION ITEMS**

I-1              Smith Aquatic & Fitness Center – Attendance Report  
I-2              YMCA at McIntire Park – Status Update  
I-3              Jefferson School / Carver Recreation Center Renovations  
I-4              Scholarship Program Participation Update  
I-5              Summer Pool Pass Sales - Update  
I-6              RecTrac Software Upgrade Improvements

### **CHAIRMAN'S MATTERS**

### **BOARD MATTERS**

### **DIRECTOR'S MATTERS**

### **ADJOURNMENT**

City of Charlottesville  
Parks and Recreation Advisory Board – Agenda Item  
July 20, 2011

**ADMINISTRATIVE – 1**

Adoption of Minutes – June 15, 2011 Parks and Recreation Advisory Board Meeting

**ACTION REQUIRED:**

Advisory Board adoption of the minutes of the June 15, 2011 meeting.

**ENCLOSED DOCUMENTS:**

Minutes of June 15, 2011 meeting.

**PARKS AND RECREATION ADVISORY BOARD**  
**MINUTES**  
**June 15, 2011**

The Parks and Recreation Advisory Board held a regular meeting on Wednesday, June 15, 2011 at 5:00 p.m. at City Space. Members present were: Byron Brown, John Foster, John Kammauff, Sean McCord, Jennifer McKeever, Skylar Hughes-Lyon, Ned Michie and Dan Rosensweig. Members absent: Scott Brown and Matt Landahl.

Staff: Brian Daly, Doug Ehman, Vic Garber, Will Bassett, Philip Seay

Guest: Helen Famini, Linda Seaman, Janet Miller – Botanical Garden

Minutes:

- ❖ Brian Daly corrected the minutes as follows: page 3, McIntire Park east side – 6<sup>th</sup> bullet – No additional vehicular roads from McIntire Road extended
- ❖ Change name in attendance from Matt Landahl to Skylar Hughes-Lyon.
- ❖ Motion:  
Dan Rosensweig made a motion to approve minutes with the above amendments, second by John Kammauff, motion was unanimously approved

City Comprehensive Plan 2011 Review

- ❖ Dan Rosensweig reviewed the comprehensive plan as follows:
  - What is it? Comprehensive plan is required by Virginia Code
  - 30 year document
  - Review plan every 5 years
  - Provides framework and policy direction for decisions about how and where a municipality should grow
  - Guides planning funding decisions by City Council
  - Planning Commission must weigh plan when making zoning, critical slopes, CIP recommendations and decisions
  - In many cases, the plan helps break a tie or gives community input into changing zoning laws
  - Updating - current plan was adopted in 2001; last update was 2007 (among the new features was inclusion of a separate housing chapter)
- ❖ Updated questions
  - What has changed?
  - What has been accomplished?
  - How do Parks relate to area land use plan, patterns of development, growth issues, etc.?
- ❖ How do we want to be involved?
  - How do we want to facilitate the process? Brian Daly replied that it was important for everyone to be involved in the planning process.
  - Jennifer McKeever asked what role Parks played in the planning process. Brian Daly replied that 3-4 staff personally wrote some items that are in the present plan and will continue to stay involved.

- John Kammauff asked how binding was the plan? Dan Rosensweig stated that there was a public process but ultimately City Council would approve changes.
- John Foster asked about timetable? Dan Rosensweig replied that this fall will get moving with charette, details are still being put together.
- Parks & Recreation could have own process for input, invite user groups, go to neighborhoods, etc.
- Brian Daly stated that demographically the City itself was static, County population was still growing, surrounding counties are growing marginally.
- Nationally, Hispanic population has grown significantly, culture recreation is as a group/family
- Jennifer McKeever asked Brian if staff would be involved at table at charette
- Last Needs Assessment was done in 2006
- Jennifer McKeever stated that it was valuable to get updated input from community
- Dan Rosensweig cautioned against smaller topics
- Jennifer McKeever stated that at next month's meeting, board should come up with a process proposal to vet through the community process
- John Foster felt that board should know the City's process before making own process
- Jennifer McKeever asked for volunteers for a committee to create a proposal for the Advisory Board to review at next meeting – Jennifer McKeever, Sean McCord and Skylar will be on committee

#### Adjustments to Smith AFC Pass Structure & Payment Methods

- ❖ Brian Daly reported that they have come across some issues with pass structure, looking @ streamlining the process, have reviewed usage data, propose to make adjustments
- ❖ Attendance figures and current fee structure are in Board packet
- ❖ Adjustments:
  - Daily admission category - very low sales – 14-17 yrs. Category, propose to combine two ranges, reduce rate that is current. John Kammauff asked if it could include all high school students up to 18 years.
  - Creation of a 30-day pass. Jennifer McKeever asked if the 30-day pass could be implanted sooner, Brian Daly replied that he will look into that proposal.
  - Unlimited visits with multiple types of payment, will have an expiration date, eliminate recurring charge
  - Ability to renew online from home
  - Combine family passes
  - Simplify language – easier for customer to understand
  - Proposed changes would not take effect until 9/6/11
  - Market to customers who had summer passes
  - Dan Rosensweig asked for projections be listed next to actual, residents/non residents
- ❖ Motion
  - Sean McCord made a motion to approve the fee changes proposal as submitted, second by John Foster, motion was unanimously approved.
- ❖ Jennifer McKeever asked about Smith Aquatic Center being closed recently? Brian Daly replied that there were mechanical issues to resolve from the initial construction where meters were installed incorrectly. Based on fumes from glue used in repairs could be overpowering for

public and decided to close for 2 days, systems have now been running correctly. Engineering firm paid for repairs

#### YMCA

- ❖ Brian Daly reported that VMDO Architects is managing the bidding process for the YMCA facility in McIntire Park. The closing date for bids is June 30, 2011. Construction commencement could begin in mid-August or September, 2011.

#### Jefferson School/Carver

- ❖ Jefferson School partnership has been working on issue with tax credits,

#### Scholarship Program Participation

- ❖ #'s in packet, program continues to be a success

#### Summer Pool Pass Sales

- ❖ Will Bassett stated that sales #'s were in packet, and that in May discounted prices of 20% savings were offered to participants.

#### Chairman's Matters

- ❖ Water fountain – broken @ Greenleaf
  - Jennifer McKeever asked about the recent work @ Washington Park Pool. Brian Daly replied that recent renovations included painting zero depth area – some cured properly, some didn't, which wasn't discovered until people were in the pool, when weather got warm started to bubble up and peel. Staff drew water down and removed paint, pool now has a multi colored pool bottom, asked contractor for a product that would adhere. Vic Garber reported that it has stopped bubbling.
- ❖ Azalea Park – Mike Farruggio has asked that land across creek @ Azalea Park, wants to look at without FTF tower
- ❖ Suggested tour of new acquired land – 44 acres, has asked Chris to set up Probably afternoon in mid- July
- ❖ Wednesdays – no outdoor pool open when a swim meet, so families have place to go

#### Board Matters

- ❖ Byron Brown asked about member attendance.

#### Directors Matters

- ❖ John Foster asked about the Farmers Market consultant.
- ❖ Task Force – has made recommendations that need to be discussed with City Council. Keep City Market at current location for a minimum of three years; work session needs to be scheduled
- ❖ Jennifer McKeever asked for a copy of recommendations from Task Force

#### Director Matters

- ❖ Brian Daly stated that the kickoff meeting for McIntire Master Plan would be held mid-July, first meeting will be in September after Labor Day
- ❖ Time schedule will allow time for natural resources review
- ❖ Reported that Philip Seay, First Tee Coordinator, had received an invitation by US Golf Association Junior Day. 20 participants from chapter have signed up. Provides program with professional golfer, Olympic Dominique Dawes, costs covered by USGA because of being a grant

recipient, local chapter just had to provide transportation there. Video on website and Golf Channel.

Motion:

- ❖ Byron Brown made a motion to adjourn the meeting, second by Dan Rosensweig, motion was unanimously approved.
- ❖ Meeting adjourned @ 6:35 pm

Respectfully submitted,

Linda Daly  
Secretary to the Advisory Board

City of Charlottesville  
Parks and Recreation Advisory Board – Agenda Item  
July 20, 2011

## **DISCUSSION – 1**

### City Comprehensive Plan 2011 Review

Further discussion of the Parks and Recreation Advisory Board's role in the upcoming City Comprehensive Plan Update. Staff will update the Board on the upcoming sequence of events and present a proposed role for the Advisory Board following discussions at the June 2011 meeting.

City of Charlottesville  
Parks and Recreation Advisory Board – Agenda Item  
July 20, 2011

**INFORMATION – 1**

Smith Aquatic and Fitness Center – Attendance Report

**Smith AFC Attendance: October 22, 2010 through July 19, 2011**

<b>Visitation</b>	
Access Passes Sold	1,292
Access Passes Cancelled	406
Active Access Passes	886
Active Multi-Visit Passes	74
Access Pass Visitation	35,212
Daily Admissions	11,917
Group Visits	2,847
Guest Passes	813
Total Visitation	50,789
<b>Access Passes</b>	
Resident - 82 %	727
Non-Resident: 18 %	159
Total	886
<b>Pass Visitation</b>	
Residents: 67%	23,538
Non-Residents: 33%	11,674
Total	35,212
<b>Daily Admissions</b>	
Residents: 59%	7,010
Non-Residents: 41%	4,907
Total	11,917
<b>Revenues</b>	
Daily Admissions	64,401
Classes, Lessons, Programs	31,249
Birthday Parties	12,180
Access Passes	156,103
Total Revenue	263,933



## **INFORMATION – 2**

### YMCA at McIntire Park –Status Update

VMDO Architects is managing the bidding process for the YMCA facility in McIntire Park. The closing date for bids was June 30, 2011. VMDO and the YMCA have selected a general contractor and expect to have a contract in place in the next 30 days. Construction commencement could begin in late September/early October of 2011.

## **INFORMATION – 3**

### Jefferson School / Carver Recreation Center Renovations Update

On February 7, 2011, City Council approved the lease for the Carver Recreation Center as part of the Jefferson School renovations. The Jefferson School Partnership and City Attorney's staff are now finalizing the transfer of the property to the Partnership, with construction anticipated to begin upon transfer of the property. Closing is anticipated before the end of July, with construction scheduled to begin at the beginning of August, 2011.

## **INFORMATION – 4**

### Scholarship Program Participation Update

Below is a table representing the current level of participation in the scholarship program and its growth since its inception in October of 2010. To date, staff has received 1 (one) request to appeal due to extenuating circumstances, which was granted.

	October	July
Level	2010	2011
25%	1	11
50%	112	112
75%	1	30
90%	15	238
Total	129	391

City of Charlottesville  
Parks and Recreation Advisory Board – Agenda Item  
July 20, 2011

**INFORMATION – 5**

Summer Pool Pass Sales - Update

Summer Pool Pass Sales - Through July 15, 2011			
	2009	2010	2011 ytd
Resident	2,021	2,622	2,699
Non-Resident	175	319	323
Total	2,196	2,941	3,022
Revenue	60,857	86,798	88,558

**INFORMATION – 6**

RecTrac Software Upgrade Improvements

Staff will provide the Advisory Board with a brief summary of the improvements to the RecTrac software as a result of the upgrade that took place the week of July 11, 2011.