

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

PARKS AND RECREATION ADVISORY BOARD AGENDA June 15, 2011

ADMINISTRATIVE ITEMS

ADMIN-1 Adoption of Minutes – May 18, 2011 Advisory Board Meeting

DISCUSSION ITEMS

D-1 City Comprehensive Plan 2011 Review
D-2 Adjustments to Smith AFC Pass Structure & Payment Methods

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

CHAIRMAN'S MATTERS

BOARD MATTERS

DIRECTOR'S MATTERS

ADJOURNMENT

City of Charlottesville
Parks and Recreation Advisory Board – Agenda Item
June 15, 2011

ADMINISTRATIVE – 1

Adoption of Minutes – May 18, 2011 Parks and Recreation Advisory Board Meeting

ACTION REQUIRED:

Advisory Board adoption of the minutes of the May 18, 2011 meeting.

ENCLOSED DOCUMENTS:

Minutes of May 18, 2011 meeting.

**PARKS AND RECREATION ADVISORY BOARD
MINUTES
May 18, 2011**

The Parks and Recreation Advisory Board held a regular meeting on Wednesday, May 18, 2011 at 5:00 p.m. at Parks & Recreation conference room. Members present were: Byron Brown, Scott Brown, John Foster, John Kammauff, Matt Landahl, Sean McCord, Jennifer McKeever, Ned Michie and Dan Rosensweig. Members absent: Skylar Hughes-Lyon,

Staff: Brian Daly, Doug Ehman, Vic Garber, Van Johnson, Philip Seay

Guest: Peter McIntosh

Benjamin Tonsler Plaque

- Van Johnson, Facility Coordinator, presented to board members a plaque that was created on the history of Benjamin Tonsler and stated that the wording was written by the family. The plaque will be placed at Tonsler Park Recreation Center near the Benjamin Tonsler portrait.
- Philip Seay, First Tee Director announced that July 1 his program will officially be a program in Parks & Recreation budget and no longer a part of the golf course budget. First tee fliers and material were distributed to Advisory Board members.
- Dan Rosensweig stated that he thought that McGuffey Park was well done and that the park looked fantastic. He asked if the water feature switch at the park was operative, Doug Ehman replied that it has been inoperative for over a year but was on a clock from 10 am-8pm and it was a closed loop which was not like leaving the water on.
- Peter McIntosh stated that the combination of City/SOCA/Neighborhood group were very close to the purchase of Davis field.

Minutes

Motion:

- A motion was made by Scott Brown, second by Sean McCord to approve April 20, 2011 minutes, motion was unanimously approved.

McIntire Park Master Plan (west side)

- Brian Daly reported on the McIntire Park Master Plan (West Side)
 - Went through attachments that were in board packet
 - Discussed previous adopted master plan that zoomed in showing the footprint of YMCA building.
 - Showed aerial photograph – VMDO depiction of west side of McIntire Park & YMCA facility
 - Showed that the recent Master Plan shows YMCA building with a smaller footprint than in original master plan
 - Showed that the last Master Plan was approved with two softball fields.

- Athletic study – no new fields have been constructed since the city/county Needs Assessment plans were completed. Turf fields have been installed at three county schools which will increase the use of those fields and CHS has acquired the funding for turf field to be installed at this location. CHS has had a difficult time in the spring having available space for all 8 of their teams; the new turf field will increase the playability of this field.
- City Council asked to bring the McIntire Master Plan back to them; Brian Daly stated that he asked the City Manager if he would be able to bring this information to the Advisory Board before it goes to City Council.
- It was stated that the Athletic Study showed a deficiency of fields – 11 diamond fields and 12 rectangular fields of which 2 diamond and 4 rectangular belonged to the City
- Scott Brown asked about lighting conversations for Towe, Brian Daly replied that it was pretty much done.
- Sean McCord asked if softball fields could be placed in corner of rectangular fields. Brian Daly replied that it would require removable fencing to use for adult softball.
- Adult softball program functions regionally and Charlottesville Parks and Recreation is responsible for operation of program. Participation in the program consists of Charlottesville, Albemarle & surrounding counties participants. # of teams has been consistent over the years and has not decreased.
- Ned Michie asked if (1) adult softball field and (1) rectangular field could be placed, Brian Daly replied yes.
- John Kammauff asked how much funding city has put into the present softball fields. Brian Daly replied \$2-3,000/yr.
- Dan Rosensweig asked what the maximum dimension of usable space was.
- Byron Brown asked about cost of turf field, Brian Daly replied \$625,000. He stated that he was leaning towards supporting existing diamond fields, felt that the adult softball program is a revenue producing program that helps fund the youth basketball program which is not a revenue producing program and other scholarships
- Dan Rosensweig stated that he was on the Master Plan committee and that they were unanimous for option #2, felt that there was a greater need for rectangular field especially lighted, but also stated that at that time the softball groups were underrepresented. He stated that the biggest challenge is to help underprivileged youth to participate in sports and that transportation was an issue.
- Dan Rosensweig stated that he was glad to hear that CHS would not be charging for non-profit user groups to use their field. Felt that CHS field will help, but that the need for fields won't go away. Also felt that the addition of lighted fields in the City would be a challenge.
- It was stated that if there was only one diamond field @ McIntire Park it could deter tournaments @ location; most groups need 2-3 fields to hold tournaments.
- Brian Daly reported that Scott Brown invited him to attend a Lions Club meeting; Club is very interested in preserving the Lions Club signage presently @ the McIntire Park shelters. Brian Daly stated that he assured them that everything would be done to preserve signage.

Motion:

- Dan Rosensweig made a motion to support Option #3 with an amendment to split location between one diamond and one rectangular field, Ned Michie second the motion. Motion count was 2 for, 7 against, motion was not passed.
- Brian Daly stated that since 2005 City has invested approximately 22 million in Parks & Recreation facilities and to add the rectangular field the cost would be a minimum of \$1 million to do site work and install field.
- Scott Brown stated that he thought that the timing may not be right for a large expenditure for a rectangular field and wondered why there was lighting @ Lane field, why couldn't Towe fields be lighted.
- Sean McCord felt that if a rectangular field was built now, that there probably wouldn't see diamond field built later, if diamond fields are kept, there would probably be a better opportunity for a rectangular field later.
- New lighting will be included in next CIP submission
- CHS field mostly used for games, limited community use – no practices. Usage would be greatly increased w/turf field
- Byron Brown asked what city sponsored youth groups could use rectangular fields, reply was summer camps, community use including football, soccer, etc.

Motion:

- A motion was made by John Kammauff to support Option #1, second by Byron Brown, motion count: 7 for; 2 against, motion was passed.

McIntire Park (East Side)

- Brian Daly reported the following:
 - VDOT about to issue
 - Push to kick start Master Planning process for east side of McIntire Park
 - Master Planning Process – first step for Advisory Board to make a resolution to City Council
 - Tremendous amount of work before first public meeting
 - Layout in detailed presentation to community showing timeline of purchase of parcels; tree inventory; how park used in past; golf course; trails, etc., will take 6-9 months to complete
 - Current agreements, Council's position no ingress or egress from McIntire Road to Melbourne Road
 - Dan Rosensweig asked about uses on east side besides golf, would like master plan to include botanical garden. Brian Daly replied that there can be multi uses.
 - Jennifer McKeever stated that she would like to have a bike path included that would have connectivity between the east and west sides through a bike/pedestrian bridge.
 - Scott Brown asked about First Tee use of McIntire east side. Philip Seay replied that they have added a driving range, 9 holes for First Tee
 - Stakeholder groups will have an opportunity for presentations @ 2nd public meeting
 - Brian Daly stated there was an intention to have own website for this project to enable comments and discussion, will get word out broadly as possible.

Motion

- Ned Michie made a motion for approval of the resolution with the addition of the below amendment as follows, second by John Kammauff:

RESOLUTION

BE IT RESOLVED by the Parks and Recreation Advisory Board of the City of Charlottesville, Virginia; that the Advisory Board recommends to City Council that the Council authorize the City Manager and the Parks and Recreation Department to begin the Master Planning Process for the east side of McIntire Park, bordered by the Norfolk Southern railroad to the west, Melbourne Road to the North, McIntire Road Extended to the east, the US 250/McIntire Road interchange to the southeast and the US 250 Bypass to the southwest **and to ensure Bike/Pedestrian connectivity between the east and west sides of the park.** The Master Plan shall be conducted pursuant to the Park Master Planning process adopted by City Council on March 16, 2009.

Motion was unanimously approved.

Smith Aquatic & Fitness Center

- # of passes sold has exceeded department expectations
- Revenue projection on mark for 6th month
- Matt Landahl asked for active # of passes and # of city residents participating @ Smith for a future meeting

YMCA

- Brian Daly reported that he talked to YMCA and that the architect team will be ready with bid documents very soon.
- No date for groundbreaking at this time
- Coordination with the YMCA will be made for the construction of bridge in park
- During construction, safe access to little league field and other activities will be a priority.

Jefferson School

- Brian Daly reported that information he received today stated that the all final sale should be end of this month with a groundbreaking at the end of June.

Scholarship Program

- Program has been very successful and applications are continuously being submitted.

Chairman's Matters

- None

Board Matters

- Sean McCord stated that his wife attended a Town Meeting in his neighborhood last week, and said that citizens were asking about Azalea Park, Brian Daly replied that in CIP, Azalea Park was kicked out a year, but that the Parks Division was close to moving forward to do some other things in the park with other capital funds to get the project started. Stated that there was a grant for wetland improvements on east side of park.

- Also at the Town Meeting citizens asked about garbage pickup @ the garden plots. Doug Ehman replied that gardeners when they sign up for plots have agreed to police their own garden areas but due to new reallocation of existing plots some have left trash behind will look into cleanup of the area.
- John Kammauff reported that @ McIntire Park in the wooden area there were lots of downed trees, Brian Daly replied that staff makes sure that the area is safe but that there is a land management practice which leaves the downed tree alone so they can decompose naturally
- Dan Rosensweig– CHS requested lowering height of poles but increase # of poles, would put in compliance with dark sky policy

Comprehensive Plan

- Dan Rosensweig stated that a long comprehensive review is required by Virginia law every 5 years, asked for few minutes next meeting on how board can participate. Would like to have a more direct plan, spell out goals, board should have extensive role for Parks & Recreation. Brian Daly replied that Advisory Board was involved in 2007 plan and participated in adding information and stated that the Comprehensive Plan was very important.
- Jennifer McKeever asked that this be put on next meeting agenda as an information item.

Directors Matters

- Mowing schedule has been changed due to recent weather conditions.
- Outdoor pool passes on sale @ a discount during the month of May
- Outdoor pools will open Memorial Day weekend, will open every day starting June 11 which is after schools are out.
- Washington Park Pool – will be a media day on recent improvements
- Brian Daly felt asked board members to consider where they are meeting due to having a larger group. Suggested City space, other suggestions – City Hall basement conference room, NDS – new expanded conference room

Motion

- Byron Brown made a motion to adjourn meeting, second by Sean McCord, motion was unanimously approved.
- Meeting adjourned @ 6:50 pm

Respectfully submitted,

Linda Daly
Secretary to the Advisory Board

DISCUSSION – 1

City Comprehensive Plan 2011 Review

DISCUSSION – 2

Adjustments to Smith AFC Pass Structure & Payment Methods

Staff will outline proposed minor adjustments to the pass structure and administrative payment methods for passes at Smith Aquatic and Fitness Center. These adjustments are in response to customer requests, actual facility usage and an attempt to streamline the rate structure. The proposal involves three major items:

1 – Elimination of the 14-17 age range price for daily admission, making the range 4-17 with the admission fee at the prior 4-13 age range.

Daily Admission Rates	Base	Discount
Ages 14-17	\$ 8.00	\$ 6.00
Ages 4-13	\$ 6.00	\$ 4.50
Adjusted Rate		
Ages 4-17	\$ 6.00	\$ 4.50

2 – Creation of a “30 Day Pass” that would entitle the pass holder to unlimited visitation during the thirty (30) day period from the date of purchase. Renewal of the pass will be the customer’s choice. All payment types for this pass would be accepted – cash, check, credit or debit card. The rate would be the same as the monthly Access Pass rate: Base Rate \$49.00, Discount Rate: \$37

3 - Combine the Family of 3, Family of 4 and Family of 5 categories into a single family category which includes 3 passes. Customers then can add additional family members by purchasing an each additional pass. There is no effective change in fee, as the each additional rate mirrors the original fee structure. See chart below: for the monthly rate structure:

Original		
Family Pass Rates	Base	Discount
Family of 3	\$ 99.00	\$ 74.00
Family of 4	\$ 118.00	\$ 88.00
Family of 5	\$ 137.00	\$ 102.00
Proposed		
Family Pass Rates	Base	Discount
Family Pass (includes 3)	\$ 99.00	\$ 74.00
Each Additional Pass	\$ 19.00	\$ 14.00

Staff proposes to implement these rate structure changes September 6, 2011 following the closing of the outdoor pools for the season.

City of Charlottesville
Parks and Recreation Advisory Board – Agenda Item
June 15, 2011

INFORMATION – 1

Smith Aquatic and Fitness Center – Attendance Report

Smith AFC Attendance: October 22, 2010 through June 14, 2011

Access Passes Sold	1,235
Active Access Passes	840
Access Pass Visitation	27,509
Daily Admissions	10,666
Guest Passes	679
Preview Weekend	1,075
Total Visitation	39,929
Total Revenue	239,641

Resident/Non-Resident Breakdown	
Access Passes	
Resident - 86 %	722
Non-Resident: 14 %	118
Total	840
Pass Visitation	
Residents: 69%	18,981
Non-Residents: 31%	8,528
Total	27,509
Daily Admissions	
Residents: 57%	6,080
Non-Residents: 43%	4,586
Total	10,666

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 is June 30, 2011. Construction commencement could begin in Mid-August or September 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 June, with construction scheduled to begin in mid-July, 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	June
Level	2010	2011
25%	1	8
50%	112	113
75%	1	27
90%	15	213
Total	129	361

INFORMATION – 5

Summer Pool Pass Sales - Update

Summer Pool Pass Sales - Through June 14, 2011			
	2009	2010	2011 ytd
Resident	2,021	2,622	2,399
Non-Resident	175	319	278
Total	2,196	2,941	2,677
Revenue	60,857	86,798	76,718