

City of Charlottesville
Department of Parks and Recreation
Post Office Box 911
Charlottesville, Virginia 22902
434-970-3260



"A World Class City"

PARKS AND RECREATION ADVISORY BOARD AGENDA November 16, 2011

ADMINISTRATIVE ITEMS

ADMIN-1 Adoption of Minutes – October 19, 2011 Advisory Board Meeting

PRESENTATION

Parks and Recreation Aquatics

DISCUSSION ITEMS

D-1 Business Activities in Parks and Recreational Facilities

INFORMATION ITEMS

I-1 Information Technology Connectivity at Housing Authority Locations

CHAIRMAN'S MATTERS

BOARD MATTERS

DIRECTOR'S MATTERS

ADJOURNMENT

City of Charlottesville
Parks and Recreation Advisory Board – Agenda Item
November 16, 2001

ADMINISTRATIVE – 1

Adoption of Minutes – October 19, 2011 Parks and Recreation Advisory Board Meeting

ACTION REQUIRED:

Advisory Board adoption of the minutes of the October 19, 2011 meeting.

ENCLOSED DOCUMENTS:

Minutes of October 19, 2011 meeting.

PARKS AND RECREATION ADVISORY BOARD
MINUTES
October 19, 2011

The Parks and Recreation Advisory Board held a regular meeting on Wednesday, October 19, 2011 at 5:00 p.m. at City Space. Members present were: Ruth Barnett, Byron Brown, Skylar Hughes-Lyon, John Kammauff, Jennifer McKeever, Ned Michie and Dan Rosensweig. Members absent: Scott Brown, John Foster and Sean McCord.

Staff: Will Bassett, Doug Ehman, Vic Garber, Philip Seay and Mildred Spicer

Guest: Brian Vanyo

Minutes:

❖ Motion:

Dan Rosensweig made motion to approve minutes from September 21, 2011, Skylar Hughes-Lyon second, motion was unanimously approved.

Tonsler Park Master Planning Process

- ❖ Vic Garber stated that the first step for the Tonsler Park Master Planning Process was to have the Advisory Board to adopt the Master Plan process, if endorsed, will start the process in late January.
 - ❖ The third Tonsler Park community meeting was held last night, City Manager was present, and community input was sought for replacement of playground equipment.
 - ❖ Dan Rosensweig asked about outreach efforts and felt that every effort should be made to make sure to be very careful to include neighbors that use the park. Vic Garber replied that a member of the Fifeville neighborhood association was present at the meeting.
 - ❖ Jennifer McKeever asked to what extent are we using local architects and designers for the master plan process. Doug Ehman replied that we do not use architects and designers in the master plan process, have staff to do it which is more economic, but will use for the technical part of the project.
 - ❖ Dan Rosensweig asked about adjacent properties being available.
- Motion was made by Ned Michie, second by Byron Brown to approve the below resolution:

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 Park Master Planning Process for Tonsler 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.

Therapeutics Program

- ❖ Mildred Spicer, Therapeutic Recreation Supervisor gave a power point presentation of the history of the Therapeutic program:
- ❖ Mildred Spicer stated that she and the City's Therapeutic Program started 33 years ago. She explained that there was a Task Force consisting of teachers, community, professionals who collected information and figured out the way to get a Therapeutics Program initiated, and then proceeded to approach City Council and convince them to initiate the program
- ❖ Therapeutic Recreation Goals:
 - Improve self-esteem of all involved
 - Improve/Teach social and recreation skills
 - Improve or maintain physical health
 - Increase public awareness/understanding of disabilities
 - Provide equal recreation opportunities.

Core programs:

- Summer therapeutic playground & specialty camps
 - VSA Arts
 - Trips – 25/year
 - Supper club/lunch programs in community – most popular, waiting list
 - Poetry readings – held next Tuesday @ Performance Arts Center
 - Special events – dances & holiday parties
 - Sports – wheelchair basketball, softball, swimming, yoga, exercise and golf clinics
 - Agency outreach/exercises
 - Senior services – special events & trips, senior day programs, & nursing homes outreach, arthritis water & land classes
- Mildred Spicer stated that partnerships are very important. The following groups partner as follows:
- Albemarle County Parks & Recreation – financially help sponsor
 - Arc of Piedmont
 - Performance Arts center – VSA programs, music recital
 - Piedmont Council of Arts
 - Region Ten

Accomplishments

- Individual Recruitment
- Large group activities increased
- VSA Artist Led Workshop Program

Future

- ❖ Mildred Spicer talked about the future of the therapeutic program and reported that the Kluge Center was closing and that the City's therapeutic program will probably see more requests in the city programs particularly in water exercise in the future.
- ❖ Three possible areas to expand with additional staff are: VSA Arts, Supper Club and senior programming.
- ❖ Populations with the most needs are severely impaired individuals and mental illness population.

Introduction of New Board Member:

- ❖ Jennifer McKeever introduced Ruth Barnett as the new Advisory Board member.

Information Technology Connectivity at Recreation Centers

- ❖ Will Bassett stated that the goal is to have internet access at all recreation centers, and distributed a spreadsheet that listed major Parks & Recreation facilities showing which facilities presently have access and what type. He noted that Carver Center would have it installed during the renovation process.
 - Will Bassett stated that fiber was the fastest and the goal is to get as many of our facilities on fiber as soon as it is possible? He stated that fiber is solely owned by the City and that they deal with Ntelos, it would require paying for service up front and no after recurring fee which in the long run will save money.
 - T1 lines are presently at the outdoor pools which is a step down from fiber
 - Broadband cards are presently being used at the wading pools
 - CIP requests do include \$75,000 funding in FY 13 & FY 14 for Information Technology Infrastructure to connect Parks & Recreation facilities to the City's fiber optic network.
 - Dan Rosensweig stated that he would like to see internet access to happen in centers, etc.
 - Ned Michie stated that the City schools has an IT department and would like to see IT departments get together
 - Jennifer McKeever asked Will Bassett to talk to the City schools IT department regarding the board's recommendations,
 - Carry on agenda next month

FY 13 CIP program

- ❖ Doug Ehman gave an overview of the FY 13-17 Proposed Capital Improvement Program
 - Dan Rosensweig stated that he was concerned that he did not see any funds submitted in CIP for active recreation where the goals were not met in last comprehensive plan.

- Doug Ehman stated that next July/August, staff would come to the Advisory Board with proposed CIP submissions for next year

Smith AFC Attendance & Revenue Summary

- ❖ Will Bassett stated that the Smith Aquatic Center has been open for almost one year. Revenue for the facility will be approximately \$400,000, projection was \$417,000, will be a little shy of goal; will work on improving in the next year.
- ❖ Reported that the City schools want to add Smith Aquatic Center as a defined wellness for their employees and has been approved on the school side, waiting for City Manager side for city employees. This will bring in extra participants and their families.
- ❖ Vic Garber stated that Advisory Board members can advocate to community about amenities at Smith
- ❖ Jennifer McKeever asked about the concessions located @ pools, Will Bassett replied that there is a three year contract.
- ❖ Will Bassett stated that there a survey was done at the end of the season about their experiences at the pool sites, will be sifting through information this winter. Survey results will be presented to Advisory Board when completed.

Scholarship Program

- ❖ Will Bassett stated that the change to the scholarship program policy has helped citizens with opportunities to access Parks and Recreation programs and facilities.

Chairman's Matters

- ❖ Asked about extra space @ Carver Recreation Center for the volleyball request that Eberhard Jehle had made at the last meeting. Doug Ehman replied that there were physical limitations with the building.
- ❖ Stated that Greenleaf Park was overrun with people, trash, multiple parties and asked if the Pavilion was rented? Doug Ehman replied that renting will not resolve usage; Jennifer McKeever disagreed because she felt it will impact tension.
- ❖ Congrats on honor for Smith Aquatic Center for their LEED Platinum designation for the facility. Vic Garber showed the Advisory Board the plaque from the U.S. Green Building Council.

Smith Aquatic issue

- ❖ Brian Vanyo addressed the Advisory Board concerning the situation of his wife teaching lessons @ Smith Aquatic Center and how they felt that she was being mistreated by pool staff. He explained that he had been to City Council regarding the situation and that they directed him to address it to the Parks & Recreation Advisory Board and that staff was asked to clarify a policy on business activities at Parks & Recreation facilities.
- ❖ Brian Vanyo stated that he thought a license may be acceptable but felt the issue of harassment by staff should be addressed. He asked how does pool staff know when to approach someone, stating that it could be lessons to a family member
- ❖ Vic Garber distributed to the Advisory Board members a draft policy on Business Activities in Parks and Recreational Facilities. He stated that Smith Recreation Center

was a revenue oriented facility, and there is a conflict of interest to allow individuals access to the facility to do business without some fee, he also said that the Director of Parks & Recreation would be developing a fair process for using the city's assets for private gain. Liability is also a major concern.

- ❖ Skylar Hughes-Lyon suggested that if the City already offers this service the private vendor should not be allowed to compete.
- ❖ Ruth Barnett stated that legal aspects need to be explored
- ❖ Ned Michie stated that he was open to issuing a license/permit
- ❖ Jennifer McKeever stated that she is looking for a policy from staff to review
- ❖ Ned Michie would like to ask City Council for more time to review this issue and discuss at next meeting, draft will be sent to Advisory Board early for review.

Motion:

- ❖ Byron Brown made a motion to adjourn meeting, Ned Michie second, motion was unanimously approved
- ❖ Meeting adjourned @ 7:35 pm

Respectfully submitted,

Linda Daly
Secretary to the Advisory Board

City of Charlottesville
Parks and Recreation Advisory Board – Agenda Item
November 16, 2011

DISCUSSION – 1

Business Activities in Parks and Recreational Facilities

As was discussed at the Advisory Board meeting on October 19, staff have developed a draft Policy regarding Business Activities in Parks and Recreational Facilities. The draft policy follows below. Staff will outline the draft policy at the Advisory Board meeting and facilitate a discussion of the draft policy.

**PARKS AND RECREATION DEPARTMENT
POLICY DOCUMENT
DRAFT – NOVEMBER 14, 2011**

POLICY TITLE: BUSINESS ACTIVITIES IN PARKS AND RECREATIONAL FACILITIES

AUTHORITY TO ENACT POLICY:

City Code Section 18-d:

The Director of Parks and Recreation is hereby authorized, with the approval of the City Manager, to promulgate rules and regulations governing the time, place and manner in which City Parks and other recreation facilities may be used for special events, community events (as defined within section 28-29© of the City Code) and for other activities, and to establish reasonable fees and rentals therefor.

Code of Virginia:

Authority of city to establish and maintain parks and playgrounds, Code of Virginia, § 15.1-15; authority to establish and conduct system of public recreation, § 15.1-272.

§ 15.2-1125. Licenses and permits; fees; bonds or insurance.

Whenever in the judgment of the municipal corporation it is advisable in the exercise of any of its powers or in the enforcement of any ordinance or regulation, it may provide for the issuance of licenses or permits in connection therewith; fix a fee to be charged the licensee or permittee and require from the licensee or permittee a bond or insurance contract of such character and in such amount and upon such terms and conditions as the municipal corporation may determine.
(Code 1950, § 15-77.69; 1958, c. 328; 1962, c. 623, § 15.1-906; 1997, c. [587](#).)

PURPOSE:

- TO GOVERN THE USE OF PARKS AND RECREATIONAL FACILITIES BY NON-CITY ENTITIES,
- TO CODIFY WHAT USES ARE PERMITTED IN PARKS AND RECREATIONAL FACILITIES; AND
- TO ALIGN SUCH POLICY WITH THE AGENCY MISSION and VISION

Department Mission:

To enhance the quality of life for all through the stewardship of public land and parks and to provide quality recreational experiences.

Department Vision:

To be the regional leader in the provision of parks and recreation experiences.

POLICY STATEMENTS:

1 - No person shall sell or make an offer to sell goods or services or conduct business activities within a park or recreational facility without the express written permission of the Parks and Recreation Department and an approved Business Activities License from the Department. Examples of parks and recreational facilities include, but are not limited to: parks, athletic fields, indoor and outdoor swimming pools or spray grounds, tennis courts, golf courses, recreation centers, fitness rooms, etc.

2 - No person shall solicit monetary or other valuable contributions from others in a park or recreational facility without the express written permission of the Parks and Recreation Department.

3 - No person shall advertise goods, services or events available within a park or recreational facility without the express written permission of the Parks and Recreation Department. For the purposes of this policy, advertisements include, but are not limited to, the distribution or posting of handbills, notice on non-City web sites, flyers, coupons or public announcements or signs mounted on vehicles.

4 - The Parks and Recreation Department reserves the right to deny any requests that conflict with general public access to parks, recreational facilities, departmental programs, operations and mission.

5- For the provision of services, the Department will follow all applicable local and State laws regarding procurement, including all provisions of the Virginia Public Procurement Act.

GUIDING PRINCIPLES

A - Should the Department seek to augment its services through third party vendors for services not directly provided by the Department, or for products or equipment for events, it will do so in the following manner, in accordance with the Virginia Public Procurement Act:

- Determine Scope of Services Required and length of time of services
- Develop the appropriate procurement instrument (e.g., Request for Proposals, Invitation for Bids)
- Advertise, accept bids and award contracts in accordance with established procurement protocols.

B – For the hiring of vendors to provide one-time program services (sports clinics, transportation, special event attractions), the Department will adhere to all City procurement practices and only hire those individuals or firms who are registered Vendors with the City. If fees are to be charged directly by vendors to the general public, the Business Activities License process outlined below would be initiated.

C – For the hiring of individuals to perform instructional services for Departmental programs (athletics, enrichment, therapeutic recreation, fitness, aquatics, tennis, golf, etc.); the Department will follow standard City hiring protocols, including:

- Establishment of Position Descriptions
- Public advertisement of vacancies, acceptance of applications, interviews and criminal background checks of all potential hires. Pay rates will be within established City pay ranges.

D – For private business activities not directly related to Departmental programs or service offerings, or for fundraising activities, the following Business Activities License process will be used to determine appropriateness, with applicable fees.

PROCEDURE:

1 - Applicant files Business Activities License Application with Parks and Recreation Department. By virtue of filing an application, the applicant agrees to abide by all requirements, stipulations and pay all fees associated with the potential issuance of a license.

2 - Proposal is evaluated by Parks and Recreation and other City staff (if appropriate) to determine the following:

- Does the applicant's proposal/concept align with the City Comprehensive Plan
- Does the applicant's proposal/concept align with the Parks and Recreation Department's Mission & Vision?
- Is the applicant's proposed use consistent with the desired park and community?
- Is the applicant's proposed use consistent with the desired recreational facility?
- Is the applicant's proposed use consistent with the park classification?
- Does the applicant's proposed use/concept address an existing recreational deficiency as defined in the Parks and Recreation Needs Assessment?
- Is the applicant's proposed use/concept compatible with the existing Park master plan (where applicable)?
- Does the applicant's proposed use/concept complement or compete with existing recreational facilities, both public and private?
- Does the applicant's proposal fit with the Parks and Recreation Department's mission and philosophy of service provision?
- Does the applicant possess a valid License for conducting business within the City, pursuant to City Code section 14-19?
- Can the applicant demonstrate:
 - Proven feasibility of the project
 - Financial viability
 - Proof of Liability Insurance – the amount and type of which shall be designated by the City Risk Manager and the City Attorney

3 - Staff Evaluation Summary and Recommendation

Based upon this evaluation by staff, staff will recommend either approval or denial of the application. Should staff recommend approval, the recommendation will include a recommendation to:

- A- Establish a Facility Use/Rental Agreement with associated Business Activities License OR
- B- Issuance of a stand-alone Business Activities License

The recommendation will be forwarded to Director of the Parks and Recreation Department for final approval.

Approval for business activities in parks and recreational facilities will always be made in writing from the Director of Parks and Recreation or their designee.

City of Charlottesville
Parks and Recreation
Business Activities License Application

Name of Business: _____

Type of Business Activity Proposed: _____

Virginia Business License #: _____

Address: _____

Street	City	State	Zip Code

Telephone: (Work)_____ (Cell)_____ (E-Mail)_____

Company Representative Name: _____ Phone: _____

Park or Recreational Facility Desired & Specific Area: _____ Name of Event: _____

Event/Activity or Service Organizer/Provider's Name _____ Phone (W) _____ (H) _____

Date(s) _____ Time(s) from _____ to _____

I agree to itemize all sales during the date(s) and hours listed above, and pay the City of Charlottesville a commission of \$50.00 or 15%; whichever is greater on the total gross revenue. Payment will be due no later than 5 days after the close of business of the last date listed above.

- ALL VENDORS are responsible for collecting and payment of applicable state sales tax. Commissions are based on gross sales before sales taxes.
- FOOD VENDORS are responsible for contacting the Thomas Jefferson Health District (703-246-2444) to arrange for permits and inspections.

Date/Day _____ Gross Sales _____ Commission Due _____ Commission Received _____

[illegible][illegible]

Date/Day_____	Gross Sales_____	Commission Due_____	Commission Received_____
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*** READ ALL INFORMATION ON BACK OF THIS LICENSE APPLICATION BEFORE SIGNING.**

This form, accompanied with the required information, must be signed by the applicant and approved by the Parks and Recreation Department before the activity can be confirmed.

The user hereby agrees to indemnify and hold harmless the City of Charlottesville, the Parks and Recreation Department, their officers, agents and all employees and volunteers, from any and all claims for bodily injury, and personal injury and/or property damage, including cost of investigation, all expenses of litigation, including reasonable attorney fees, and the cost of appeals arising out of any claims or suits which result from errors, omissions, or negligent acts of the user, his agents or employees.

- A copy of a current insurance certificate may be required by the City 20 days prior to the event. This certificate should identify Commercial General liability insurance coverage to protect the participants. The City of Charlottesville, the Parks and Recreation Department and its officers, employees and volunteers shall be named as an "additional insured" on the General liability policy and it shall be stated on the insurance certificate. If an "ACORD" Insurance Certificate form is used by the vendor's insurance agent, the words, "endeavor to" and "...but failure to mail such notice shall impose no obligation or liability of any kind upon the company" in the "Cancellation" paragraph of the form shall be deleted or crossed out.
- Approval or Denial of this application will be provided to the applicant no later than twenty (20) business days from the date the application is received by the Parks and Recreation Department.
- This form, accompanied with the required information, must be signed by the applicant and approved by CPRD before the permit is approved.

APPLICANT SIGNATURE

Date

SIGNATURE OF CPRD REPRESENTATIVE

Date

Please Return Completed Application to:
City of Charlottesville
Parks and Recreation Department
P.O. Box 911
Charlottesville, VA 22902
Telephone 434-970-3260
FAX 434-970-3889

DO NOT MARK BELOW THIS LINE. FOR OFFICE USE ONLY

Approved

☐

Disapproved

☐

Special Provisions: _____

City of Charlottesville
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INFORMATION– 1

Information Technology Connectivity at Housing Authority Facilities

Staff will present the current “state of connectivity” at Housing Authority facilities, including existing conditions and constraints.