

Parks & Recreation Advisory Committee Meeting
March 5, 2012
Council Chambers

6:30 pm

Minutes & General Account

Parks & Recreation Members Present: Lawrence Straughn, Chair; Al Bartko, Lynn Tice, Shanna Moore, Robert Picket (Alternate for Lynn Patterson), Charles Dowdy, Deepa Reddy (alternate) and Brock Thomas, Council Liaison

Staff Present: Chuck Smith, Michael Hutcheon and Jay Gardner

Visitors: Carol Brooks of the Jamestown News

1. Call to Order – Lawrence Straughn called the meeting to order.
2. Approval of minutes from November 7th, 2011 – Charles Dowdy made a motion to approve the minutes as written. Shanna Moore made a second to the motion. The motion passed by unanimous vote.
3. Discussion of First Tee Program – Chuck Smith stated Michael Hutcheon is going to give a presentation on the First Tee Program. Smith is requesting that the Parks & Recreation Committee would vote to recommend approval of this program to the Mayor & Town Council. Smith then turned the meeting over the Michael Hutcheon for his presentation.

Hutcheon stated this program originally started in 1997. The program was originally directed at growing the game of golf and to assist and develop economically challenged youth. The program has grown into a huge mentoring program for youth. The goal of the program is to make a difference in the lives of young people by teaching them to respect their selves, respecting others and respecting their surroundings. The program is built on the concept of 9 healthy habits and 9 healthy values. The 9 core values are; honesty, respect, responsibilities, sportsmanship, confidence, courtesy, perseverance, integrity and judgment. The 9 healthy habits are a great program to help fight obesity in our young people.

The Jamestown Golf Course is looking to start this program in the fall. We hope to start at the “Player” level, which is developed for 7 year olds and is a 4 weeks program. Typically the participants advance to the next level based on age & golf skills and adherence to life skills. The Jamestown Golf Course would like to host the program beginning August 6th, 2012 – November, 2012. The program consists of 2 days a week.

Hutcheon said at present there are 3 facilities in Winston-Salem that host the First Tee Program and the Gillespie facility in Greensboro, NC. Hopefully the Jamestown Golf Course will join as a participant of the First Tee Program.

Hutcheon described the program and their goals and levels of skills to the Parks & Recreation Committee. The program is geared to help youth develop life skills while developing golfers. First Tee will provide quality instructors and the necessary equipment. They will need access to the facility, use of range balls, access to the driving range and a short game area. The program is of no cost to the Town of Jamestown. First Tee provides the training staff & volunteers. The average cost of the program is \$135.00 per child. (Scholarships are available)

Shanna Moore stated one of the basics of the program that she likes the most is STAR; which stands for Stop, Think, Assess and React. She was a teacher for many years and feels this concept will teach kids to think first. This would be especially beneficial in times of conflict.

The Town would piggyback on the First Tee's national advertising campaign. It will enhance traffic at the Golf Course.

Under the First Tee umbrella we have the opportunity to potentially raise funds for infrastructure at the golf course. The first stage of fundraising would involve the driving range. Then if Jamestown Golf Course wants to earmark some funds for specific infrastructure needs, First Tee will issue those funds back to the Town for infrastructure improvements. (course renovation, greens, general park facility, and potential to reach out to the soccer complex.)

Hutcheon said there is a group; "Friends of the Park" which is a group of concerned citizens in Town interested in helping the overall park facilities. This group will do fundraising for First Tee and Jamestown Park. He stated this is a great program and he is looking forward to being involved in it. He said he hopes the Parks & Recreation Committee will recommend approval of this program to the Council.

4. Discussion of Silver Sneakers Program – Hutcheon said the Silver Sneaker Program is a Program that is fully funded by Medicare exercise program for older adults. They want to branch out into golf. If approved, this program would allow seniors to hit a half bucket of balls at a reduced price either 1 time a day or 10 times a month and Medicare pay for it. The Jamestown Golf Course feels it is a good program with the potential to tie-in with the Silver Sneaker Program already implemented at the Ragsdale YMCA. The participants will be issued a card to swipe at a terminal set up in the lobby of the Golf Course. Then the Town would be reimbursed by Medicare. This promotes healthy living to seniors. This also has the potential to add new golfers and increase revenue at the golf course.

All Bartko said he liked both programs. He asked how the Town would market the programs. Hutcheon said First Tee has a national advertising campaign of which the Town would be a participant. The Town would also promote the program on the Town and Golf Course website, possibly a direct mailing, and visits to local schools.

The Silver Sneakers Program has some national marketing campaigns. The Town would also seek partnerships with the Ragsdale YMCA and High Point Regional Hospital. Jamestown Golf Course would do email blasts. The Golf Course has about 10,000 names in its database.

Shanna Moore endorsed the program. She also shared that the Friends of the Park hope to work through the umbrella of the Community Foundation of Greensboro to raise funds for the First Tee Program and for Jamestown Park & Golf Course.

Straughn said it is a good program that gets kids involved in physical activity and character building.

Smith said the Council will be presented with a proposed agreement for the First Tee program to use the golf course facility. The funding for this program will come from the Friends of the Park. The First Tee Program is asking for the use of the course for a certain number of hours. The cost is approximately \$3100.00 - \$3600.00 a year.

Shanna Moore said if in the future play is impacted at the golf course, then we can partner with one of the other facilities that host the First Tee Program. Kids can move through levels at other First Tee Program courses.

Straughn called for a motion. Al Bartko made a motion to recommend approval of the First Tee Program and the Silver Sneaker Program and grant the authority to the Parks & Recreation Committee Chair to sign a letter of recommendation to the Council. Shanna Moore made a second to the motion. The motion passed by unanimous vote.

Council Member Brock Thomas, Council Liaison, said some discussion with the Council Members is that they did not want to obligate the Town or any future Council to be tied into an agreement. Smith said the agreement could include a termination clause which would alleviate this concern.

5. Jamestown Park & Golf Course Staff Reports –Jay Gardner, Park Superintendent, shared with the Parks & Recreation Committee the work his staff does at the Park & Golf Course during the fall & winter months. His department does a lot of maintenance and probably more manual labor during the fall & winter than other times of the year. They are cutting dead trees, drainage work, and bunker work on the course.

This winter they spent time painting and restoring the bathrooms in the Park area. They reroofed one of the bathrooms. During the irrigation project, we were able to get

electricity to the bathrooms at hole #4. We have now installed heat & lights. We are working on hole #14 for next year's budget. The Recreation Dept. is working on bathroom at the baseball field. His staff does a lot of mulching. They get chips for the Park from the contractor clearing lines for Duke Energy.

We pre-emerge about 110 acres. This is very labor intensive. Now we are getting ready to do aerification of the greens. We do pruning and repair areas around the cart paths. During bad weather, we stay in the shop and do repair work and maintenance work on equipment.

6. Other Business – Chuck Smith announced the Town will celebrate Arbor Day on March 16, 2012 at 4:00 pm at the Jamestown Park Soccer Fields. The H.O.P.E. Club of Ragsdale High School will participate.

Smith also reported that the Jamestown Lions Club, the Town of Jamestown and Parkwood Baptist Church will host the first annual Easter Egg Hunt at the Jamestown Athletic Complex. The date is April 7th, 2012 from 9:00 am– 12:00pm. Scott Coakley, Recreation Supervisor, came up with this idea and it quickly grew. Any proceeds beyond the cost of the event will go to the Hand to Hand Food Pantry at Parkwood Baptist Church. Also, the price of admission to the event is a can of food. We plan to have several activities in addition to the Easter Egg Hunt. Businesses may purchase a \$100.00 sponsorship and have a banner displayed at the Park.

Brock Thomas made a motion to adjourn. Lynn Tice made a second to the motion. The motion passed by unanimous vote and the meeting ended at 7:30 pm.