

Parks & Recreation Advisory Committee
August 6, 2012
6:30 pm

Minutes & General Account

Parks & Recreation Committee members present: Lawrence Straughn, Chair; Al Bartko, Charles Dowdy, Robert Pickett and Shanna Moore.

Staff Present: Chuck Smith, Matthew Johnson, Michael Hutcheon, and Martha Wolfe

Visitors: Carol Brooks of the Jamestown News, Bruce Dillon, Dana T. Hughes and James Dore

1. Call to Order – Lawrence Straughn called the meeting to order.
2. Approval of minutes from March 5, 2012 meeting – Charles Dowdy made a motion to approve the minutes as presented. Robert Pickett made a second to the motion. The motion passed by unanimous vote.
3. Discussion of Wrenn Miller Park PARTF award and construction of Phase 1 – Matthew Johnson announced that the Town of Jamestown received the grant funding from the Parks & Recreation Trust Fund in the amount of \$132,688.00. This is a matching grant with the Town. The Town budgeted \$100,000.00 for this fiscal year. Staff will discuss with the Council to extend this project into the next fiscal year to get the full benefit of the \$32,688.00. We anticipate receiving the contracts from the State in October and expect to start construction shortly thereafter.

Johnson stated staff has been working with a Veterans group that has formed in Jamestown. This group is interested in designing a Veterans Memorial in the Wrenn-Miller Park. Staff will work with the Jamestown Veterans Group to incorporate a Veterans Memorial in the phase 1 park design.

Lawrence Straughn stated the total funded for phase 1 is approximately \$265,000.00. Straughn questioned if during the bidding process the Town must accept the lowest bidder. Johnson stated the Town is required to accept the lowest responsible responsive bidder provided their references check out and there are no complaints or issues with the bidder. Straughn would like for Parks & Recreation Committee members to see on-site construction of a prospective bidder.

Smith stated the Town may or may not have to go through the formal bid process. We may go through an informal bid process. It depends on the dollar amount. Smith said the Town may be able to negotiate parts of the project. The Town will bid specific projects within phase 1 of the park, not bid a turnkey project.

Johnson stated the Public Services Dept. is to be commended for the work that has been done thus far. They have done a great job in clearing the parcel. By doing this work in-house, the Town saved a lot of money. Smith said that the Public Service Director, Paul Blanchard, is a professional engineer and he has taken the design and put it into auto-cad. He can adjust changes in the design which has been an added benefit. Blanchard will be able to help the Jamestown Veterans Committee with placing their memorial on-site to accommodate their ideas.

4. Discussion of First Tee Program and year-end review – Michael Hutcheon presented a PowerPt. Presentation giving a year end overview of activities at the Golf Course. Hutcheon stated that the Golf Course and Park is a multi-use facility for sports and recreation. On the golf side, we are a hospitality industry. He highlighted that last budget year:
 - 29,000 rounds played last year
 - Revenues exceeded \$800,000.00
 - 135 weather affected days
 - \$21,000.00 in no shows
 - Approximately 6% of rounds played by Jamestown residents
 - 21 annuals sold (Adult/Senior/Jr.)
 - 28 monthly memberships
 - Pro Shop merchandise sold \$67,000.00
 - 93 shelter rentals (37 by Jamestown residents)
 - Jamestown Park is a destination recreation complex, with shelters, walking trails, golf, soccer complex, ball fields etc., over 100,000 visitors a year.

Jamestown Park Golf Course hosts Ragsdale & Southwest Boys & Girls golf teams. They are home to Pennybyrn. They host High Point University girls' golf team. The Golf Course will become a First Tee Facility August 28, 2012. They also host GTCC golf programs in the fall & spring.

The Golf Course Staff continues to build relationships with customers. Leagues that are on-going during the year:

- Hondajet
- RFMD
- Polo
- VF
- Men's & Ladies Golf Association

That is large part of what they do, building relationships in the community. They hosted fund raisers, church organizations and non-profits.

Marketing for the golf course is done through:

- Website

- Triad Golf magazine
- Jamestown Newspaper
- Fox 8
- News & Record
- High Point Enterprise
- Clear Channel

The golf course marking budget is 1% of the overall budget. (Very low in comparison to other courses.) The Golf Course has compiled a data base for email blasts and has collected about 11,000 email addresses. They produced a brochure with QR codes (in-house printing) and participated in groupon. Social media includes the Golf Course website, facebook, and twitter. Plans are to do a promotion with Fox8 soon.

Hutcheon said some active programs at the Golf Course are Get Golf Ready, PGA free monthly lessons, First Tee Programs, Play Golf American, EWGA. They are hosting the Triad Cup which is a First Tee Program. They provide lots of Jr. programs.

They have a loyalty program providing a loyalty card; over 3,000 registered customers. The Golf Course has a sponsorship program offering T-markers and signage at Main Entrance Sign. On the Main Entrance sign sponsors are Flowers, Pepsi and Pennybyrn. There is one space still available. Hutcheon is also working on a promotion for advertising wraps for the golf carts. There will be a discount to Jamestown businesses.

Hutcheon said that the First Tee Program begins August 28th, 2012 through October. It will be an 8 week session on Tuesdays and Thursdays. The Jamestown program will begin at the Players level meaning the child must be 7 years or older.

Shanna Moore reported that she recently attended a Coaches training session for the First Tee Program. This clinic was held at Gillespie Park. 45 volunteers attended. Moore felt it was a very good clinic. Three women are signed up to coach the Jamestown First Tee program on Thursdays. They are still working on the Tuesday classes. There are 11 kids signed up for the Jamestown program. We would like to have 20 kids for the first session. A storage building has been donated.

Robert Pickett complemented the presentation by Hutcheon. He hopes the Council will have this information presented to them so they are aware of all the activities happening at the golf course and the athletic fields. Mr. Pickett had to leave the meeting due to a prior commitment. The Parks & Recreation Committee excused him from the meeting.

5. Recommendation of Jamestown Representative to the Guilford County Parks & Recreation Committee – Chuck Smith stated Matt Johnson has served on this committee for about 2 years. He would like to open up this position to the committee. Smith had previously emailed the information to the Parks & Recreation members. The Guilford

County Parks & Recreation Commission has a monthly meeting on Tuesdays at 6:30 pm. The meetings are held at the Court House in Greensboro. Roger Bardsley is the staff person. There are 16 Guilford County residents on the commission. It would be good to have a Jamestown resident on the Commission. Smith opened up to the Parks & Recreation Committee for a recommendation. He advised that the Council will make the final appointment at the August 21, 2012 Council meeting. Lawrence Straughn volunteered for the Guilford County Parks & Recreation member position. Al Bartko stated he felt Lawrence would be an excellent candidate, however, Fred Kelly, who could not be at the meeting tonight, has also expressed an interest in serving on the Commission as well. After discussion, Shanna Moore made a motion to recommend Lawrence Straughn as the Jamestown representative on the Guilford County Parks & Recreation Commission. Charles Dowdy made a second to the motion. The motion passed by unanimous vote.

6. Other Business –

Smith stated under other business, shelter #3 (closet to the Clubhouse) is closed down. It is not structural sound to rent. The Public Service Director, Paul Blanchard, has inspected it and he has some serious concerns as to its safety. It will not be rented for the remainder of the year. We are in the process of getting quotes to repair, replace or demolish it.

Still under other business, Straughn recognized a speaker from the floor. Bruce Dillon introduced himself and stated he is the Chairman for the Jamestown Veterans Committee. They held their first meeting on May 3, 2012. He said this Veterans group stemmed from a picture his mother found of the Jamestown Honor Roll. This Honor Roll signified people that served in WWII. This sign was on display on Main Street located in the area when Triad Trophy is now located. At that time, the business there was a meat market. Apparently, the owner of that business took it upon himself to erect this sign of people that served in WWII. We do not have a date when the sign was erected. Dillon said there were 248 names on the list. Considering how small Jamestown was at that time, 248 was a lot of people.

Of these names, probably their fathers were in WW1 and their children in Vietnam and the Korean War. Except for this sign that was displayed, there has never been anything in Town to honor our Veterans. With the Park coming up out of the ground, now is an ideal time to design a Veterans Memorial in this park.

Dillon stated that their treasurer is close to getting the committee's 501c status. Will Ragsdale is working on a website and facebook for the committee. He just got the first drawings of their design. They will have their next meeting Wednesday (meeting 2 times a month) He hopes by the next Parks & Recreation meeting he will have definite pictures and drawings of their design to show the Parks & Recreation Committee.

Charles Dowdy stated he feels that having the Veterans Memorial as part of the park could help with future grant funding. Dowdy said he has personally been contacted by family members of Jamestown Veterans that are interested in making contributions to the memorial.

Still under other business, Smith stated that the September meeting date falls on Labor Day. It was decided not to meet in September. The next meeting date is scheduled for October 1, 2012 at 6:30 pm.

Charles Dowdy made a motion to adjourn. Al Bartko made a second to the motion. The vote passed unanimously. The meeting ended at 7:35pm.