

Recreation Advisory Commission

July 16, 2019

Central High School Conference Room

- I. Meeting to order
- II. Roll Call
  - a. Betsy Wright, Kiesha Carroll, Taylor Keeny, Jessica Kronberg, Larry Proffitt, Don Sharpe, Bob Wheatley
- III. Consideration of last meeting minutes accepted
- IV. Opportunity for the public to address the commission  
No members of the public here
- V. Department Report
  - a. Budget update as of last week when this was put together 6% of FY 19 remaining. We are still having some FY 19 invoices coming through so I will have the final update on that for you during the next meeting in September.

**County Strategic Plan Goals**

1. **Efficient, Effective and transparent government. Emphasis on Customer Service excellence**
  - a. Updated Spreadsheet Schedule
2. **Balanced development that contributes to the welfare of the community and preserves its rural character.**
  - a. Tucker Bark Park opening- great feedback and being well used. People are tagging on Facebook of them with their dog at the park.
3. **Excellence in financial management**
4. **High Quality core services**
  - a. **Summer Camp registration to open up on last day of January.** We currently have 4 weeks left and have 57 registrations ahead of last year. Discuss of holding camp here at Central or splitting them up between the two (GSC). Half day camps here made it for a calm camp day. Kids are more Passionate about theme they are involved they are more behaved. Full day at GSC and the elementary school which parents utilize as a daycare. Some kids enjoyed it but its like 50/50 and by Friday the kids are exhausted. Haven't had negative feedback on the split. At first people were confused but once they got into the grove, they were fine. Even being confused they weren't upset just wanted to know where to take their children. Pleasantly surprised but we will know more once we send out summer camp surveys
5. **Positive work environment with highly qualified and diverse staff**
  - a. Can talk about this topic for a while. As you saw in the email Patrick has submitted his resignation and decided to make a career change. And has gone to landscaping. Received notice second day back. Katie recently turned in her notice day before I sent this email. Has personal issues going on makes more sense for her to be closer to her family. Gave months' notice and last day of camp is August 2<sup>nd</sup>.
  - b. Tiffani Davis had prior engagement couldn't join us tonight. New coordinator for this facility and she is on it. Been here for 6-7 weeks and has already given her first tour of the seniors group. Had 25-30 seniors come and tour the facility. Been working with them to organize clubs for our upcoming season as well as specific movie nights and events. Been working with current vendor for our movie nights trying to come up with new ideas to attract more people with different marketing techniques. Trying to pull more people into facility. Doing more grassroots marketing, going out to preschools going to senior centers getting people that way.

- c. New position starting next week full time recreation supervisor. Internal applicate. Corey Marshall and will be starting Aug. 5.
- d. Currently looking to hire recreation specialist position, coordinator position, 7 part time assistant position, a part time rec supervisor position. Holding job fair on the assistant position. Panel for interview for job fair, looking to hire before we lose seasonal aides. On July 28<sup>th</sup> looking for everyone and anyone to walk in and get an interview right on the spot.
  - i. Question- people that you truly want? Finding people that will be the right fit.
  - ii. Why the turnover? Looked into neighboring localities. Goochland is a different dynamic. Fantastic employees that come to us because they were shut off and here you deal with everyone that walks in. regardless of position.
    - 1. If we are losing people for pay we need to find a way to keep them here. And we are losing money when we must train them. Let's find the money
    - 2. Get good people to keep and grow the department.
    - 3. Don't want to get behind the time.

## Facilities Update

**Central High**—in the process of getting WIFI and a PA system in the gym to increase banquet rentals. Multiple groups have requested the PA system and people from the Central committee. It should be going in within the next two months. Derek is speaking with a blacksmith group, interested in the old cafeteria. Discussions on how the county can renovate that space and blacksmith group will lease it. Idea of having an agriculture event here with parks and recreation and then having an artisan section with the blacksmith. It would bring in about 6,000 dollars a year of rent and renovations will cost about \$30,000. They are negotiating a contract. Lease will be 2 years with 3 automatic renewals.

**Tucker Park** – pedestrian crossing is to begin in late July and take about 90 days. Working with Marcy Reese they want to donate archery targets for Tucker. 150 by 150 ft set aside for the archery section of the park. Thinking about running classes down at the park for archery.

**Hidden Rock Park**- work is going to pick up again during the fall. GYAA has been doing a lot of fundraising. Want to build another batting cage on field 4. Goal is to have another dog park down near the soccer fields in the fall. Dog park, hidden rock, and animal shelter will all connect so the animals at the shelter can get some unleash time too.

**East End Trails**- Easements, property owners and duck unlimited. And once the easements are acquired they can start on the site sign. Current Vdot grant is a 4-5 year period.

**Sports Complex**- Phase two of the parking lot in the sports complex is done. Putting in an access road. New goal post with soccer goals in them for multiuse. Means a lighted soccer field for Goochland. Air conditioning in the lobby of GSC.

## Programming Review

Since the time of this meeting revenue up- \$5,288, notice that we were down in registration. Revenue is up for multiple reason: rentals is the biggest factor. Registration is down partly due to our youth basketball fall league which is 59 registrations behind the year before. That was a need decline, need to revamp our program had positive feedback. Had to cancel adult league which was 76 registrations last year. Modified process of adult league based on feedback from the last year, which did not work out in our favor. So next year we are going back to how we had it originally. Which is you bring your team instead of individualized registration. Another discrepancy for the registration would be the open programs. Use to ask for registration for open pickle ball and now they just need to sign in with their membership card and we track them that way. Tracking them as such

programs (ex. Pickle ball or basketball) instead of just having open program. When you open the spreadsheet, you will see more programs that just gives more of an idea instead of open program.

### **Summer Camp**

When report was done, we were at 57 registrations and it has gone up. Received an enormous response for camps this year and we have received positive feedback. We will know more once we send out a survey at the end of summer camp, but we haven't had much issues with campers. Staff has stepped up a lot and most of our Aids are new. Only have two or three that are returning, so a lot of fresh staff and they are doing a great job.

Overall facility use we have seen a 33% increase. Central was the biggest increase on the spreadsheet. As facility use continues to increase it will start to strain staff. We are already down a number of staff member. We have actually had Goochland Community Theatre using us as their home and right now with our staffing levels, they are having meetings at the Sports Complex because we cannot accommodate right now. They are still meeting but they aren't meeting at Central, but hopefully after the job fair we will be able to have enough staff for them to meet at Central. First performance is in September.

Can we get a Parks and Recreation Staff directory with overview to share with RAC? \*\* will be working on that

**Tourism-** undertaking tourism in the county. Meeting with civic plus (website) at the end of July to get a website developed. The goal is to have a hub of information and we would be the moderators for that. It will have information if you wanted to know what is going on in Goochland County, you will go to the tourism site and see it. We are not in the position to be seeking that information out we have compiled a masters business list that is categorized based on the attraction: shopping, dining, that kind of thing. The County has an intern going around to all the business trying to get all the information. I know by the time we open it we won't have all the information but at least we are putting our best foot forward.

Have you talked to VA tourism at all? I reached out to them, and they sent a plan that VTC put together for them and then took it to administration. They wanted us to get the website up before bringing them in. hopefully by January we will be in conversations with them.

We are looking to revamp our marketing. The guide is great but you have to flip through 12 pages before you get to parks and recreation. Received comments from people that it is too much to go through to find the page. And that is not what we want to hear, we want people to enjoy our programs so we want to make it easier for people to find our programs. Right now as we talk about restructuring our market, it would be one community guide and focusing on a program guide, a tourism type booklet, and then our summer camp booklet. Over the next year to year in a half you will be seeing changes in some marketing, and bringing it to RAC for some feed back before we move forward.

### **Upcoming Events**

Couples Night—July 20<sup>th</sup> weekend that has child care, with dinner, and movie. \$12.00 Date night and sitter

Family Film Series—two showings a day \$2.00 on Thursdays

Outdoor movie??

### **Advertising and Sponsorship**

Overall FY 19 was 40% cost recovery our goal is always 50%. We did have an increase in cost without the summer guide insert.

### **Other information:**

Decrease in event attendance. Biggest hit for FY 19 was fall festival, moving to the rain date and location. Fireworks 7500 people.

## **New business-**

Tiffani will be at the next meeting. Cory has accepted the position. Introduce the new specialist and coordinator in the next meeting.

Meeting schedule for the next year, once every other month. Jess suggested one location but is leaving it up to the group. One member made a statement on flip flopping because of the distance of travel. Another stated that they like flip flopping because they like to see the different parks and recreation buildings. If we flip flop wanting to know ahead of time so that it can be posted for community. Board is giving a schedule so they can put it on the calendar for the date and where it is.

Agreement of rotating locations.

Every third Tuesday— Next meeting September at GSC

Santa Calling- date Second Thursday Dec. 12

**Basketball Changes: Youth league-** shortened the season slightly to accommodate for weather and to not overlap with baseball. Every year we ask for volunteers from the league whether that be parents or coaches to come together as a basketball committee to discuss season and help guide any changes that are needed to be made. Both basketball committee meetings this year had 1 attendee. There wasn't good support because the lack of communication that got out about the committee. Send out a survey or have another meeting and talk about the basketball season/committee. Only 16% of surveys were filled out and returned. We will be making referee changes because of a situation during the finals. 3 referees will be on site during playoff games from now on. The decline in registration was needed and helped with the structure of the program.

Suggestion: you had to be at your game 30 min before it starts, and the 9 am game would not have any staff here 30 min before game time.

Biggest decline- mighty mights and middle school. But end of the year feedback for mighty mights the parents saw their own child improve.

Struggled with the idea of sportsmanship. Opened for suggestions from the group. It is not just with our player but also with the parents.

Friendships of Goochland Parks—Get the board to fix it up. Show support on the board.

## **Closing Comments:**

Monthly emails in reporting. This is what we got coming, this is what we have done, these are the challenges that we are currently facing, and then asking for any recommendations or any challenges in input that you all feel from your districts. (GOAL)

Board should have input because there is a lot of talent in here that we are not utilizing. Interim monthly emails. Get data and look at it at home, and if you have a question talk about it. Board is here for advice not to run the parks and recreation department.

Chair-- Bob Wheatley

Vice Chair—Larry Proffitt

Meeting Adjured