

Winchester Parks and Recreation
Advisory Board Meeting
Monday, October 28, 2013
6:30pm

Meeting Location: Social Hall, War Memorial Building

Present: Krista Farris (Chair), John Bentley (Vice-Chair), Jules Bacha, Rosie Schiavone, Brian Wigley, John Elliott and Shelly Lee

Absent: Matt Mintschenko and Kyle Homan

City Staff: Jennifer Jones, Lisa Hamaker and Doug Hewett

Council: Milt McInturff

Media: Vic Bradshaw

Guests: Shenandoah University Faculty, Staff and Students: Warren Hofstra, Professor of History; Sandy Snyder, Administrative Assistant Davis Hall; Mac Bozman, Professor of Theatre, Scenic and Lighting Design; Will Ingram, Assistant Professor of Theatre, Technical Director; Mitch Moore, Director of Advancement Office; Jessica Rich, Alex Sparks and Rob Jones; SU Students.

Krista Farris called the meeting to order at 6:30pm.

Approval of September 23, 2013 Minutes:

A motion was made by Shelly Lee to approve the September 23, 2013, minutes as presented, Jules Bacha seconded the motion. The motion carried.

McCormac Amphitheatre History and Potential Vision presented by Shenandoah University Students:

Shenandoah University students along with faculty and staff gave a presentation to the Advisory Board of their class project, The McCormac Amphitheatre. The project was undertaken and completed during 6 hours on their Partnership with Community Day, April 4, 2013.

That day large groups of students worked with park staff to clear and improve the McCormac Amphitheatre site while other groups focused on the history and a conceptual design.

Students then presented their findings and ideas. History was provided and 3 conceptual designs were reviewed; a traditional design that included a natural setting type facility, a modern aesthetic design with a green concept and a sound bowl design.

Several Advisory Board members commented that the students had done a wonderful job on their class project and thanked them for coming.

Jules Bacha asked if there would be more discussions on the Amphitheatre. Krista Farris stated it is conceptual for now. Jennifer Jones added that it is part of the City's Strategic Plan. Doug Hewett replied The Needs Assessment will determine if another venue is needed or wanted and that no costing has been done as this concept presented from SU was just a one day Community Learning Project done by the students.

Public Comments:

No Public Comments.

Chairman Comments: Krista Farris

No Comments.

Jim Barnett Park Master Plan/Winchester Parks and Recreation Needs Assessment Status and Project Consultants:

Jennifer Jones commented that a Master Plan is a site and facility plan while a Needs Assessment addresses site, facility and programming and suggested moving forward to a Needs Assessment with a Consultant handling the project.

In her research; she found no evidence in City Code, Board Bylaws and State Code that mandates local Parks and Recreation Departments to have a Master Plan, the only exception being State Parks but, each locality does have to have a Comprehensive Plan that would include the Needs Assessment.

She has reached out to Universities seeking potential Grad Students or Professors that could handle a turnkey Needs Assessment for approximately \$14,000. She has asked them to return proposals by November 15, 2013.

Krista Farris commented it was a good concept that could in turn produce a great working document but wants the Advisory Board's voice to be included in the process.

John Bentley asked if Jennifer Jones could forward the Advisory Board members some examples of current Needs Assessments from other localities.

Once chosen; Jennifer Jones will ask the Consultant to come to the Advisory Board meeting in November so Board members can propose questions.

Director's Report: Jennifer Jones

Community Recreation Programming and Fess (Recommendation)

Jennifer Jones presented a new Community Recreation Programming Fee Plan that can provide affordable programming to the community. She asked for a recommendation from the Advisory Board to accept the Community Recreation Programming Fee Plan as proposed. Shelly Lee made a recommendation to accept the Community Programming Fee Plan as presented and Jules Bacha seconded the motion; Brian Wigley asked if there was data for the 30% recovery and Lisa Hamaker commented yes; Krista Farris asked about instructor fees and Lisa replied it provides a more consistent pay plan than before when pay was based from a percentage; the motion carried with no opposition.

Marketing:

Read media, Blog, New Program Guide and Social Media are all new efforts to boost Marketing for the department. Jennifer Jones commented the new Program Guide goes to print on December 2.

Paradigm Shift- Streamline Data Collections

Jennifer Jones stated that the department has reviewed all of their data collections and streamlined the process.

Park Projects Updates:

Children's Dream Accessible Playground: Resurfacing is almost finished and the playground is expected to re-open around November 1, 2013.

Bridgeforth ADA Project: As part of the project the restrooms are being renovated to meet ADA requirements and they are being winterized so they can be used year round.

Artificial Turf: The engineering design is being done and specs are being planned.

Skate Pavilion: The first set of concrete sections is being planned.

Dog Park: New gates have been installed in the small dog area so they do not have to enter with the larger dogs.

JBP Infrastructure: Water leaks are being fixed in Jim Barnett Park as 75% of the water budget has been used. Aging infrastructure is on the City's CIP plan.

Jennifer Jones commented a Community Gardens Meeting is planned for November 4, 2013 at 5pm in the War Memorial Building and invited Advisory Board members to attend.

Assistant Director's Report: Lisa Hamaker

New Community Programming:

Lisa Hamaker reported that staff had been very productive in the Community Programming and a wide variety of classes are planned for the new Program Guide.

Gym Schedule:

The Gym schedule will change soon to provide a clear, concise across the board playing time for all. Children's play will be moved earlier than adults to allow children to be able to return home before so late in the evening.

The Free Little Library:

The Free Little Library was installed in the rose garden.

Board Comments and Idea Sharing:

John Elliott commented that the Needs Assessment Consultant should have a background in the Parks, Rec and Tourism field.

Shelly Lee commented she is very excited about the new programming plans.

Advisory Board Meeting Dates: Krista Farris

Advisory Board Meeting: Monday, November 25, 2013 @ 6:30pm

Optional: Master Plan Committee discussions, Tuesday, November 19, 2013 at 6:00pm in the Social Hall.

Adjournment: With no further business to discuss Krista Farris asked for a motion to adjourn the meeting; John Elliott made the motion and it was seconded by Brian Wigley. The motion was approved and the meeting was adjourned at 8:05pm.

Respectfully submitted; Jennifer Stotler; Park Administrative Coordinator