

Winchester Parks and Recreation
Advisory Board Meeting
Monday, September 26, 2011
6:30pm

Meeting Location: Lord Fairfax Room

Present: Krista Farris (Chair), Catherine Mattens, Jules Bacha, Brian Wigley, Matt Mintschenko

Absent: John Elliott (Co-Chair), Mark Miller, Kyle Homan

Council Representative: Milt McInturff

City Staff: Brad Veach (Director), Lisa Hamaker (Assistant Director)

Media: Northern Virginia Daily, Candice Sipos and TV3, Katrina Bush

Krista Farris called the meeting to order at 6:35pm.

Public Comments

None

Chairman's Report

Approval of August Minutes:

Upon a motion by Brian Wigley and a second by Jules Bacha the August minutes were approved.

Naming Rights Examples Discussion:

Brad Veach e-mailed to all Park Advisory Board Members, prior to the meeting; examples of naming rights documents/ policies for honoring, memorializing or recognizing citizens that have been created by other City Governments and organizations.

All Board members had reviewed the documents and the topic was opened for discussion. In the presented documents different approaches were taken some went through an Ad-Hoc committee, some used a criteria checklist and in some examples City Councils made the decision.

Various views from the Park Advisory Board Members were the importance to include a policy, use criteria checklists, keep the process streamlined and simple, consider timelines and renewal dates. Brad Veach stated that naming rights have come about in various ways some being community service, financial contributions or in honor of services.

Milt McInturff stated by creating a protocol from the Park Advisory Board and bringing something to City Council, Council would have the final decision but would rely heavily on the recommendations from the Park Advisory Board.

Staff will create a relatively short category document with descriptive levels and a list of criteria then provide a draft to the Park Advisory Board for review.

Director's Report

Upcoming Events:

- 1) Boo & Brew- An adult themed Halloween event held on Saturday, October 15, in the Winchester Star and Oak Crest parking lots. The park is partnering with the Winchester Parks Foundation.
- 2) International Children's Festival- Event will be held Saturday, October 1, is totally free to the public. The event allows different countries to showcase their culture. The event expands in size each year.
- 3) Green Circle 5K- This race brings about awareness of the Green Circle Trail and starts at 8:30am on Saturday, October 1.
- 4) Spookcessible- An accessible needs Halloween program held at Christianson Familyland on Tuesday, October 18. Accessible programs and events are very popular and even some sporting events are now being offered.

Park Projects Update:

- 1) Preston Field renovation- Winchester Parks and Recreation, Blue Ridge Youth Soccer and the Winchester/Frederick Co Youth Football Association partnered together to renovate Preston Field into a multi-purpose field. Both organizations have been very committed to the project. Football played their first game on the field Saturday, September 24. Old fencing that came from Preston Field was taken down and re-installed at the BMX Track.
- 2) Lowry Tennis Court revitalization- Winchester Parks and Recreation and Shenandoah University partnered together to re-surface and renovate the Lowry Tennis Courts. They also worked with the Perry family to re-design the Jeff Perry stand alone court into 2 courts. The re-dedication of the Lowry Tennis courts will be held Friday, October 7, 2011. Invitations will soon be e-mailed.

Monthly Staff Reports to Park Advisory Board:

Brad Veach spoke to the Park Advisory Board asking what they would like to see from staff as far as reports. Some replied they liked quarterly Board member attendance reports, quarterly or semi-annual reporting of programs highlighting changes in numbers as they occur, departmental flow chart of the number of employees. All staff Coordinators will be asked to come before the Park Advisory Board over the next few months with a short presentation of what they do in their division.

Recreation Center Entrances:

Lisa Hamaker addressed the Park Advisory Board about the concept of closing the old front entrance of the War Memorial Building and using it only as an emergency exit. The creation of the new facility in 2008 actually changed the flow of customer traffic into the building and was designed to use one main entrance so patrons would have to pass the front desk in order to be checked into the building. By keeping the old entrance open as an option to enter the building it has become a safety issue in the fact of people walking into the building and gaining access down the hallway without the staff being able to tell they are here.

The goal is to phase in the elimination of the entrance, re-educate the public and staff by having everyone that is entering the building stop at the front desk. The plan is to start educating the patrons

around January 1, 2012 that the entrance will be closing. Since the plan is clearly safety related there was no opposition from the Park Advisory Board.

Park Utilization Plan Committee:

The committee is refining the gift catalog and will work with the Winchester Park Foundation to manage the donations.

The committee reviewed naturalization in some park's areas and are investigating the cost association and the cost benefits for the use of land.

Skate Plaza Committee:

Krista Farris reported on behalf of John Elliott the fundraising cookout raised about \$1,000.00. TV3 interviewed Krista Farris and she spoke about the Skate Plaza and their efforts. Catherine Mattens commented she attended the Skate Plaza cookout fundraiser and how well organized and friendly they presented themselves. Krista Farris asked Brad Veach about a demo as a Park Event. He stated there is an approach to cross promote. Lisa Hamaker cited that there are some limitations of patron involvement due to insurance reasons.

October Advisory Board Meeting Dates:

(Both held at the War Memorial Building)

Park Utilization Committee- Monday, October 24, 2011 @ 5:30pm

Monthly Advisory Board- Monday, October 24, 2011 @ 6:30pm

Board Comments:

None

Adjournment:

With no further business to discuss Krista Farris asked for a motion to adjourn; Brian Wigley made the motion, Jules Bacha seconded and the meeting was adjourned at 7:35pm.

Respectfully submitted; Jennifer Stotler, Park Administration Coordinator, October 10, 2011