



**Bentonville Parks and Recreation
Advisory Board Meeting
Monday, August 21, 2017 – 5pm
Downtown Activity Center – 215 SW A Street**

Agenda

Old Business

1. Approval of Minutes from June Meeting
2. Approval of Notes from July Committee Meetings

New Business

1. 2018 Budget Presentation
2. Eagle Scout Project – Gaga Ball Pit at Memorial Park Pavilion
3. Memorial Park Ballfields – Artificial Playing Surface
4. Capital Improvements Update

Other Business

Attachments:

June 2017 PRAB Minutes

July Committee Notes

Capital Improvement Worksheet – August 2017



Parks and Recreation Advisory Board Meeting Minutes

Meeting Date: Monday, June 19, 2017
Meeting Called to Order: 5:05 p.m.
Meeting Adjourned: 6:02 p.m.
Meeting Held: Downtown Activities Center, Conference Room

Attendees:

Chris Sooter	Mike Power	Michelle Malashock
Amy Davis	Holly Hook	Craig Gilbert
Lee Farmer	Crant Osborne	David Wright
Angel Stuler	Tracy Acosta	

Not Attending:

Tom Butrynski	Jon Terlow	Courtney Shaefer
---------------	------------	------------------

Old Business

Approval of minutes from May 15, 2017 Meeting

Motion to Approve by: Holly Hook
Seconded the motion: Craig Gilbert
Approved: 6-0

2018 Holiday Hours for the Bentonville Community Center Closing on Easter Sunday

This discussion was tabled from the previous board meeting
It was agreed today, the Bentonville Community Center will be closed on Easter Sunday

Motion to Approve by: Chris Sooter
Seconded the motion: Holly Hook
Approved: 6-0

New Business

Public Art Approval – Memorial Park Skate Park – Natural Skate Bentonville

Wright described details and several views of the proposed art. IGNITE program students are involved. This will be at no cost to the City of Bentonville. Mars Advertising will maintain the art which will include annual painting and routine maintenance. The construction of this project will take approximately one week. This project has been approved by Public Arts Council and will be on the agenda for City Council's approval at the June 27th meeting. Projected construction will take place after public school opens in August 2017. Sooter asked about electric boxes for the project.

Motion to Approve by: Chris Sooter
Seconded the motion: Mike Power
Approved: 6-0

Master Plan for Parks and Recreation

Wright stated a booklet has been provided listing detailed suggestions about our Ten Year Master Plan. Highlights and suggestions from the proposed plan are to improve parks west of Walton Blvd., dressing up John DeShields skate park, upgrading Melvin Ford Aquatic Center, options to handle the growth we are experiencing at our Community Center, upgrading the Downtown Activity Center, new trail head at Park Springs Park and additional parking at Slaughter Pen are just a few items discussed.

Citizens Park Tennis Court Project

Construction will begin in 2018 of the tennis courts. The design of this project is included in our Ten Year Master Plan. We are hiring CEI to do the construction of these courts. They are the same company that built the courts at Memorial Park. Some of the same designs can be used. Wright stated we hope to have 12 courts in this new complex. Several items were discussed as possible options at the complex such as parking, restrooms and club house area. It was also stated that there will be tennis programs offered at the complex as well as hosting more events such as tournaments.

Sub-Committee Meetings – Dates/Locations

Wright created five sub committees for members to be a part of. Recreation, Aquatics, Budget, Facilities, Marketing/Public Relations. These committees will meet the week of July 17th.

**Bentonville Parks and Recreation
Recreation Committee Notes
Meeting – July 18, 2017**

Marketing: Attendees- Lee Farmer, Layne Moore, Holly Hook, Michelle Malashock

Lee Farmer and Layne Moore began the committee meeting with a brief overview of our current social media platforms and the analytics of those mediums. This included Facebook, Twitter, and Instagram. Additionally, they explained the different types of posts and audiences that we intend to reach through these platforms. We touched on some of our major goals for Social and talked about hitting a major milestone of reaching 10,000 Facebook followers earlier this year.

The next topic for discussion was weekly Newsletters and Constant Contact. Holly Hook elaborated on frustrations with her own use of Constant Contact in the past. Hook explained her recent switch to MailChimp and the ease of use in the program. The idea of changing platforms from Constant Contact to MailChimp was discussed. It should be noted that MailChimp does have the ability to conduct surveys as well. The committee will delve deeper into comparing these 2 options.

We briefly touched on REACH Media network and explained the in-house marketing capabilities of this program.

The Committee then discussed Peachjar. Peachjar is an email-marketing program in which local organizations may submit their marketing pieces to be distributed digitally to all parents in the Bentonville School District.

BPR discussed some of the analytics and challenges that we have faced with Peachjar. The key concern was whether this is truly an effective use of our marketing dollars. An alternative approach would be to go back to printed forms and direct mailers. We are currently in our 2nd year of using Peachjar. Hook discussed an industry standard of a 3-year evaluation process. She suggested using Peachjar for another year and then taking a closer look at whether to continue using this service after that point.

Lastly, Moore told the committee about the citywide website update. An example of a similar website (Miramar, FL) created by Civic Plus, whom the city is under contract with, was displayed. Moore explained that the new city website will include two special "built out" pages and that Parks & Recreation will receive one of these pages. This will essentially be a website within a website. A visitor to the City landing page will see a change in colors and logo when they move to the Parks & Recreation page. They will also see special headers that are applicable to the parks & recreation department. Moore asked for suggestions from the committee on an intuitive structure to the Parks & Recreation pages as we build out the website over the next year. We discussed the challenges of displaying all of our department's offerings to the public in an easy to use format.

**Bentonville Parks and Recreation
Aquatic Committee Notes
Meeting – July 20, 2017**

Marketing: Attendees- Lee Farmer, Josh Stacey, John Terlouw

Lee Farmer and Josh Stacey began the committee meeting with a brief overview of our current Aquatic staff format. We went over some of the recent changes and successes of aquatics program including swim lessons.

The next topic for discussion was our 2018 aquatics programming schedule. We reviewed programs like swim lessons and swim teams. We also discussed special programs like Mermaid Academy and Paddle Board Lessons along with special events like Glow Swims.

John brought up a few areas that we may want to look into. One of those was putting fans in the lockers rooms at MFAC to allow better air circulation. He also mentioned that offering SCUBA lessons might be a good program to bring back. We spoke at length about the Master Swim Program and how we might be able to recruit more swimmers by including social events or swim meets. John is going to speak with some master swimmers and bring back some ideas on what they would want from the program.

**Bentonville Parks and Recreation
Recreation Committee Notes
Meeting – July 20, 2017**

Recreation: Attendees- Lee, Danny, Holly, Amy, Michelle

Lee Farmer gave a brief overview of all recreation programs planned for 2018. These included youth sport programs, adult sport programs, cycling events, fitness programs, running events, special events, community family friendly events, community events, and mentioned aquatic programming. He explained that Bentonville Parks and Recreation has over 160 programs and special events planned for this upcoming year.

Farmer discussed Bentonville Community Center planned programming in length and explained changes and adjustments we're making in 2018. Farmer briefly went through outdoor recreation sports, before yielding the discussion to Bartlett to introduce the new addition to our youth sports plans in 2018.

Danny Bartlett discussed plans for next year's Lacrosse program to the committee. He discussed the partnership with US Lacrosse and the role NWA LAX will take in the sport in our area moving into this transition. NWA LAX and Bentonville Parks and Recreation have been working towards this for quite a while now and in 2018 the plan is to make the move for our department to run the k-4 lacrosse program in Bentonville with the guidance and assistance in administration of the youth lacrosse program. Concerns were raised from the committee about experience in the sport and quality programming, until we mentioned and discussed the partnership and involvement US Lacrosse would have in the program.

The committee talked about Melvin Ford and the renovations that were recently completed on the new facility. Year-to-date figures were given for the facility and the discussion was had on how the renovation has effected this year's participation. Lee Farmer discussed the options in the future of expanding Melvin Ford with the Master Plan.

Lastly, Bartlett and Farmer discussed with the committee about the master plan and how it will affect our department moving forward. This was a brief discussion on where our department will go from here.

Project	Budget	Status
---------	--------	--------

FY - 2016 Rollover Projects		
2016 - Parks and Recreation Master Plan	\$200,000	Final Adopt - August 24
2016 - Razorback Greenway Wayfinding Signage	\$45,000	Project Complete
2016 - Citizens Park Trail	\$358,000	Under Construction - 0% Complete
2016 - Phillips Park Restrooms	\$53,000	
2016 - Phillips Park Scorebooths		
2016 - Razorback Greenway Fitness Station	\$68,000	Project Complete
FY 2017 Projects		
Melvin Ford Aquatic Center Renovations	\$505,000	Project Complete
Citizens Park Pavilion / Parking Lot	\$400,000	Project in Design - Project scheduled to bid in May (?)
Citizens Park Amphitheater	\$20,000	Project in Design - Project scheduled to bid in May (?)
Citizens Park Inclusive Playground		First Review Complete - Designer making revisions
Slaughter Pen Restrooms	\$67,000	Project Complete
North Bentonville Trail - Creek Stabalazation	\$115,000	

Razorback Greenway ReRoute - Design and ROW	\$440,000	30% Drawings Submitted - Under Review by Planning / Engineering / AHTD
Razorback Greenway ReRoute - Construction	TBD	Construction Project - \$500,000 Grant from AHTD
McCullough Street Sidewalk Trail	\$600,000	30% Drawings Completed - Under Review by Planning / Engineering / AHTD
Memorial Park BB / SB Fencing Project	\$75,000	Bid Opening - September 14
Memorial Park Soccer Fencing Project	\$12,000	Project Complete
Memorial Soccer Field Renovations	\$55,000	Project Complete
Memorial - Soccer Recycle Containers	\$16,000	Project Complete
Memorial - Tennis Court Resurface	\$20,000	Work to occur week of August 14
Memorial - Bleachers Replacement	\$30,000	Project Complete
Orchards Park - Stone Work	\$16,000	Project Complete
City Website Update	\$65,000	Project Kickoff - April 18. Launch Date February 2018
Public Art - Razorback Greenway Bike Towers	\$24,000	Project Complete
BCC - Natatorium Sound Panels	\$47,000	
Trail Amenities - Signage	\$15,000	Project Complete
Wishing Spring Trail Tunnel Lights	\$41,000	Project Complete
Public Art - Monarch and Dandelion	\$18,050	Work to occur week of August 21st

Citizens Park Tennis Court Design	\$34,500	Project Underway
Grant Funded Projects - Not necessarily administered by BPR		
North Walton Trail - Harps to Stonehenge		Project underway - 40% Complete - expected completion October
Lake Bella Vista - Parking Lot Improvements	250,000 Grant	Property Transfer in process
Razorback Greenway - Downtown Realignment		Project Complete
3rd Street - 8th Street Trail		Project in design - expect to bid within 30 days
Lake Bentonville Improvements		Project Design in approval stages - City Council April 25