



**Bentonville Parks and Recreation
Advisory Board Meeting
Monday, September 18, 2017 – 5pm
Melvin Ford Aquatic Center – 2000 SE Memorial Park Circle**

Agenda

Old Business

1. Approval of Meeting Notes from July – Tabled at August Meeting
2. Approval of Minutes from August Meeting

New Business

1. Public Art Installation – Bike Towers (2)
2. Melvin Ford Aquatic Center Walk Thru / Aquatics Presentation
3. BCC Natatorium – Hours of Operations

Other Business

Attachments:

*July 2017 Meeting Notes
August 2017 PRAB Minutes
Public Art Installation Worksheets / Locations
MFAC Annual Report
Capital Improvement Worksheet – August 2017*

**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
Budget Committee Notes
Meeting – July 18, 2017**

Budgeting: Attendees – David Wright, Chris Sooter, Jon Terlouw

Wright presented committee members with the 2018 proposed capital projects and the 2018 recreation program budgets. Wright emphasized that the 3028 capital budget should be supported by the Play Bentonville Plan (Parks and Recreation Master Plan) The committee reviewed each of the capital projects. These included:

- Old Tiger Park Improvements: Improvements call for refurbish track, new restroom, lighting, pavilion and sidewalk.
- Coughlin Property Master Plan
- Melvin Ford Master Plan
- Melvin Ford Slide Replacement
- Dave Peel Park Improvements
- Orchards Park Improvements
- Parking Lot Maintenance
- Community Center Fitness Equipment Replacement
- Memorial Park Fencing (Volleyball and Skate Park)
- Park Springs Land Clearing
- Phillips Park Fencing and Scoreboard
- Machinery and Equipment
- Vehicles
- Software Improvements

Each item was described to the committee members.

Wright also shared the desire to work with Bentonville A&P to work to begin converting ballfields in Memorial Park from natural surface to artificial turf. Wright stated he is working with Kalene Griffith to try to make funding possible for this project. He stated the Master Plan refers to Tournament Quality Fields – and this is the first step to being able to provide this quality year around.

Wright mentioned that everything on the list, at this point, is what the staff requested. There have been no adjustments or cuts. The number is certainly too high to submit. He would have to work with the staff to prioritize projects and requests to fit a number that could be presented to the Mayor.

Wright stated the final budget would be presented to the PRAB, hopefully at the August meeting.

Meeting adjourned at 5:50pm

**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
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.



Parks and Recreation Advisory Board Meeting Minutes

Meeting Date: Monday, August 21, 2017
Meeting Called to Order: 5:01 p.m.
Meeting Adjourned: 6:14 p.m.
Meeting Held: Downtown Activities Center, Conference Room

Attendees:

Chris Sooter	Michelle Malashock	Thomas Butrynski
Amy Davis	Craig Gilbert	Holly Hook
Holly Hook	Courtney Shaefer	Whitney Southerland
Jon Terlouw	Lee Farmer	Crant Osborne
Mike Power	David Wright	Tracy Acosta

Old Business

Introduction of new committee member – Whitney Southerland

Approval of minutes from June 19, 2017 Meeting

Motion to Approve by: Chris Sooter
Seconded the motion: Craig Gilbert

Approval of Notes from July Committee Breakout Meetings

This discussion was tabled due to all notes not being included in packet
These notes will be included in our next meeting packet to approved

Motion to Approve by:
Seconded the motion:

New Business

2018 Budget Presentation

Lee Farmer reviewed the Recreation Programs section of the budget. He shared that much detail and discussion goes into the process. We have approximately 150 programs and each are discussed in detail from revenue to expenses. The "free" programs were discussed in this meeting and Farmer confirmed these programs are not profitable however are paid through net revenue. He also stated 93% of our program are in fact profitable. Also mentioned in this discussion was our baseball/softball programs and that they generate about \$200,000 per year. However, we have to take into consideration things that are out of our control such as rain outs like we had this year when we lost the last four weekends of the season. This in-turn effects the project revenue. This was unanimously approved.

Motion to Approve by: Mike Power
Seconded the motion: Holly Hook
Approved: Jon Terlouw

Memorial Park Ballfields – Artificial Playing Service

David Wright discussed the process of installing artificial turf to our playing fields. He shared the cost for all nine (9) fields would be a price tag of approximately \$1.3 million. It will cost approximately \$900,000 to turf one soccer field. Wright proposed installing artificial turf to four (4) fields, (infield only) with a cost of \$690,000. This was unanimously approved.

Motion to Approve by: Michelle Malashock
Seconded the motion: Tom Butrynski

Capital Improvement Update

David Wright presented information regarding our capital improvements.

McKissic Creek

Cleaning and rebuilding the banks of the creek

Memorial Park – General

Fencing needs to be replaced

Memorial Park - Softball Fields

Four (4) softball fields would be under construction from November 2017 – February 15, 2018
These fields would be turfed first and five (5) baseball fields will follow in two (2) years

Memorial Park – Tennis Courts

Annual Maintenance / Resurfacing
\$20,000 to resurface four (4) current courts

Downtown Square

Installation of temporary black fencing around the Downtown Square
This would prevent high traffic on the grass area of the square
Temporary until the permanent fencing is approved next year

Old Tiger

Install a prefabricated restroom, resurface track and add lighting
Approximately a two year project

Coughlin Property

35 acre property
Design planning to begin in 2018.
Project is projected for 2019-2010 and would be paid for by impact fees

Melvin Ford Aquatic Center

Master Plan suggested upgrades (additions and update) to our current Aquatic Center
Replace current slide – D.W. is not comfortable opening next season with current slide
We will not proceed with anything until we have confirmation of our direction and have a solid budget

Downtown Parks

Master Plan suggested upgrades to our Downtown Parks, “A” Street and Dave Peel Park

Orchards Park

Tree Orchard – possible fall installation
Parking lot Maintenance

Bentonville Community Center

2018 will be three (3) years facility open
New fitness equipment needs to be purchased based on usage over past years

Park Springs Park

Contracted a company that will clear underbrush and make easier to maintain

Phillips Park

Installation of new fence
Current fence will be taken down and will have a five (5) black fence

Equipment

Normal wear and tear on current equipment that needs to be replace
New item – Sand Cleaner for sand volleyball courts can be used on fields as well

Motion to Approve by: David Wright

Seconded the motion: Mike Power

Bike Tower Sculpture Locations

Installed Spring 2017

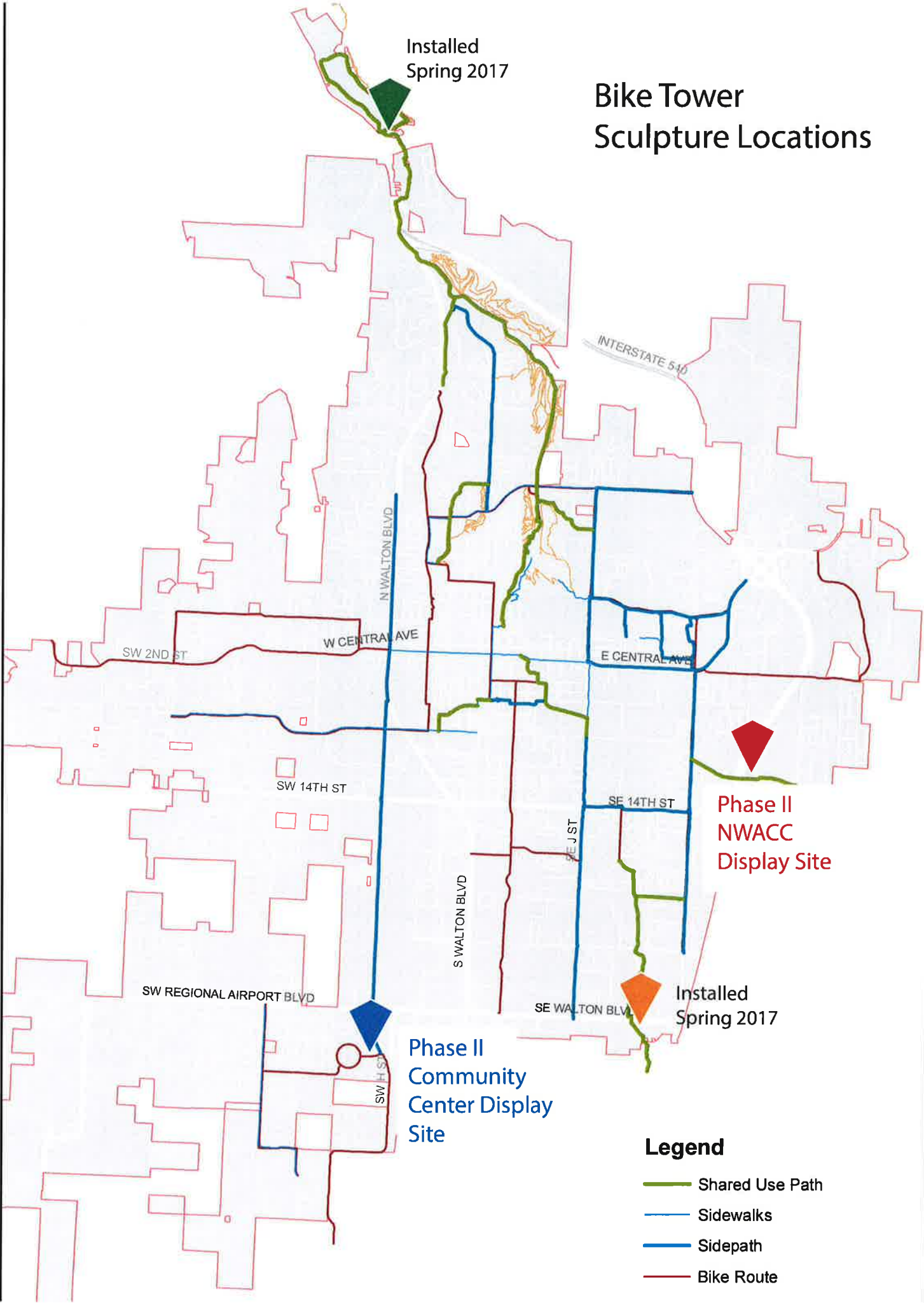
Phase II NWACC Display Site

Phase II Community Center Display Site

Installed Spring 2017

Legend

- Shared Use Path
- Sidewalks
- Sidepath
- Bike Route



Bike Towers

2016 Display Sites

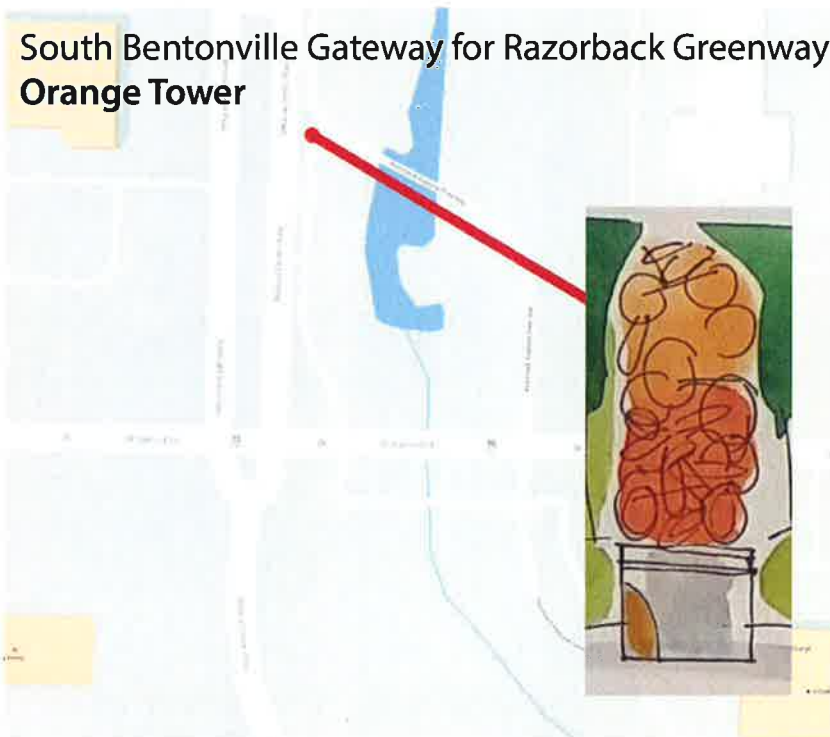
North Bentonville Gateway for Razorback Greenway Green Tower



Bike Tower Design



South Bentonville Gateway for Razorback Greenway Orange Tower



Memo



To: Parks and Recreation Advisory Board
From: Josh Stacey, Recreation Program Supervisor
CC: David Wright, Director
Date: September 15, 2017
Subject: BCC Aquatics Hours Change

When we first opened the Bentonville Community Center in 2015; we scheduled the leisure pool to be open at 1:00pm Monday-Friday. In March of 2016, the PRAB approved a change to update the operational hours (listed below) which we are currently following. Since March of 2016, we have continued to monitor and log our patron use for the facility. Upon a recent review, we found that on Monday and Fridays from 1:00-3:00 PM our patron usage is low.

The Leisure Pool average attendance from September 2016-May 2017 was eleven swimmers on Mondays and Fridays from the 1:00-3:00 PM period. We found that while eleven is our average number, 60% of the time our attendance is below the average number. On occasion, we will have a field trip or a special group come and swim from that 1:00-3:00pm period. We would still work with those special groups to offer an earlier swim time when needed.

Staff is seeking PRAB approval to adjust our Monday and Friday hours of operation due to low usage between 1:00-3:00 PM. This change would go into affect on January 8th, 2018 (first day that students return to school).

Current BCC Leisure Pool Hours

Monday:	1PM-7PM
Tues-Thurs:	3PM-7PM
Wednesday:	3PM-5PM
Friday:	1PM-6:30PM
Saturday:	12PM-6:30PM
Sunday:	12PM-5:30PM

Proposed BCC Leisure Pool Hours

Monday:	3PM-7PM
Tues-Thurs:	3PM-7PM
Wednesday:	3PM-5PM
Friday:	3PM-6:30PM
Saturday:	12PM-6:30PM
Sunday:	12PM-5:30PM

In addition, staff is seeking approval to continue the increased Pre-K Play Time to three days per week. Pre-K Play offers younger children the opportunity to play in the Leisure Pool area without all of the splash features running.

Please see complete Natatorium Hours Attached



Leisure Pool Hours

Monday	3pm – 7pm	8am – 10am River Walking Resistance 10am-12pm Pre K Play Time
Tuesday	3pm – 7pm	8am – 10am River Walking Resistance
Wednesday	3pm – 5pm	8am – 10am River Walking Resistance 10am-12pm Pre K Play Time
Thursday	3pm – 7pm	8am – 10am River Walking Resistance
Friday	3pm – 6:30pm	8am – 10am River Walking Resistance 10am-12pm Pre K Play Time
Saturday	12pm – 6:30pm	8am – 10am River Walking Resistance (Open Swim, Diving Boards & Blue Slide)
Sunday	12pm – 5:30pm	(Open Swim, Diving Boards & Blue Slide)

Competition Pool Hours

Monday	5:30am – 8am	11:30am – 1pm	5pm – 7pm
Tuesday	5:30am – 8am	11:30am – 1pm	5pm – 7pm
Wednesday	5:30am – 8am	11:30am – 1pm	5pm – 7pm
Thursday	5:30am – 8am	11:30am – 1pm	5pm – 7pm
Friday	5:30am – 8am	11:30am – 1pm	
Saturday	7am – 10am	12pm – 6:30pm	(Open Swim, Diving Boards & Blue Slide)
Sunday		12pm – 5:30pm	(Open Swim, Diving Boards & Blue Slide)

Monday – Friday Fitness & Swim programs during non-designated hours

Melvin Ford Facility Report - 2017

	JAN-APRIL	MAY	JUNE	JULY	AUG	SEPT-DEC	TOTAL
General Information							
Total Attendance	N/A	1,579	11,513	14,248	5,076	1,737	34,153
Daily Admission	N/A	349	7,728	7,618	1,902	418	18,015
Membership Admission	N/A	80	2,071	1,158	864	69	4,242
Days Open	N/A	5	28	31	31	4	99
Hours Open	N/A	56	346.5	370	293	25.5	1091
Average Daily Attendance	N/A	316	333	460	128	434	
Average Saturday Attendance	N/A	209	370	389	129	644	
Average Sunday Attendance	N/A	268	390	341	127	472	
Highest Daily Attendance	N/A	624 - 5/29/17	641 - 6/10/17	760-7/12/17	462 - 8/2/17	644 - 9/2/17	
Staff Expenditures							
PT Manager Hours	N/A	160	412.41	518.62	463.04	70.05	1,624.12
PT Manager Expense	N/A	\$2,160.00	\$5,567.54	\$7,001.37	\$6,251.04	\$945.68	\$21,925.62
PT Head Guard Hours	N/A	71	402.43	942.79	352.01	8.08	1776.31
PT Head Guard Expense	N/A	\$923.00	\$5,231.59	\$12,256.27	\$4,576.13	\$105.04	\$23,092.03
PT Lifeguard Hours	N/A	564.5	1,764.93	2,176.36	1,396.52	118.69	6,021
PT Lifeguard Expense	N/A	\$6,209.50	\$19,414.23	\$23,939.96	\$15,361.72	\$1,305.59	\$66,231.00
PT Cashier Hours	N/A	\$45.00	168.00	110.89	\$67.98	0	391.87
PT Cashier Expense	N/A	\$585.00	\$2,184.00	\$1,441.57	\$883.74	\$0.00	\$5,094.31
Total Labor Expense	N/A	\$9,877.50	\$33,595.53	\$44,639.17	\$27,072.63	\$2,356.31	\$117,541.14
Utilities Expense							
Electric Expense	\$7,309.96	\$3,045.24	\$4,197.97	\$4,961.44	\$4,128.00		\$23,642.61
Water Expense	\$960.38	\$359.15	\$12,699.81	\$9,324.17	\$6,085.00		\$29,428.51
Total Utilities	\$8,270.34	\$3,404.39	\$16,897.78	\$14,285.61	\$10,213.00	\$0.00	\$53,071.12
Chemical Expense							
Chlorine Expense	N/A	\$1,380	\$3,864	\$3,307	\$3,307		\$10,478
CO2	N/A	\$113	\$113	\$93	\$93		\$411
Shock	N/A	\$0	\$0	\$2,234	\$0		\$2,234
Acid	N/A	\$219	\$0	\$165	\$165		\$549
Stabilizer	N/A	\$0	\$638	\$150	\$150		\$938
Sodium Bicarb	N/A	\$0	\$1,176	\$432	\$456		\$2,064
Sodium Thiosulfate	N/A	\$0	\$435	\$0	\$0		\$435
Algaecide	N/A	\$0	\$0	\$590	\$0		\$590
Total Chemical Expense		\$1,712	\$6,226	\$6,971	\$4,171		\$17,699
Facility Revenue							
Daily Admission Revenue	N/A	\$3,159.00	\$18,568.00	\$17,983.00	\$4,757.00	\$1,050.00	\$45,517.00
Day Pass Attendance	N/A	1,316	7,728	7,618	1,902	418	18,982
Camps/Group Revenue	N/A	N/A	\$1,721.00	\$972.00	\$416.00	N/A	\$3,109.00
Camp/Group Attendance	N/A	N/A	816	1,230	195	N/A	2241
Special Events/Meet Revenue	N/A	N/A	\$1,784.00	N/A	N/A		\$1,784.00
Special Events/Meet Attendance	N/A	N/A	2,000	150	100	1,250	3,500
Pool Rental Revenue	\$800.00	\$1,800.00	\$2,100.00	\$8,650.00	\$0.00	N/A	\$13,350.00
Pool Rentals	N/A	N/A	5	10	5	N/A	20
Pool Rental Attendance	N/A	N/A	350	650	640	N/A	1,640
Swim Lesson Revenue	\$9,370	\$10,615	\$6,265	\$2,585	\$140	N/A	\$28,975
Swim Lesson Expense	N/A	N/A	\$4,987.50	\$4,533.75	\$2,501.25	N/A	\$12,022.50
Swim Lesson Participants	N/A	N/A	201	173	68	N/A	442
Barracuda Revenue		\$3,015.00	\$1,480.00	\$680	N/A	N/A	\$5,175
Barracudas Expense	N/A	N/A	\$2,700.00	\$2,268.75	N/A	N/A	\$4,969
Barracudas Participants	N/A	N/A	44	36	N/A	N/A	80
Masters Revenue	\$300.00	\$1,340.00	\$1,520.00	\$245.00	\$0.00	N/A	\$3,405.00
Masters Team Expense	N/A	N/A	\$2,370.00	\$ 183.75	\$ -	N/A	\$2,554
Masters Team Participants	N/A	N/A	28	31	31	N/A	90
Total Revenue	\$10,470	\$19,929	\$33,438	\$31,115	\$5,313	\$1,050	\$101,315
Total Expenses	\$0.00	\$14,993.89	\$66,776.61	\$46,835.37	\$28,400.46	\$2,553.13	\$207,856.56
Total Net Revenue	\$10,470	\$4,935	-\$33,339	-\$15,720	-\$23,087	-\$1,503	-\$106,542

Project	Budget	Status
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FY - 2016 Rollover Projects		
2016 - Parks and Recreation Master Plan	\$200,000	Project Complete
2016 - Razorback Greenway Wayfinding Signage	\$45,000	Project Complete
2016 - Citizens Park Trail	\$358,000	Under Construction - 10% 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	Project with Watershed Conservation Resource Center

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 Sidepath 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	Project Complete
Memorial - Bleachers Replacement	\$30,000	Project Complete
Orchards Park - Stone Work	\$16,000	Project Complete
City Website Update	\$65,000	Project Underway - 20% Complete. 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	Project Complete

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 under contract - expect completion 2Q 2018
Lake Bentonville Improvements		Project Design in approval stages - City Council April 25