

APPROVED



Parks and Recreation Advisory Board Meeting Minutes

Meeting Date: Monday, August 5, 2019

Meeting Called to Order: 5:05 p.m.

Meeting Adjourned: 6:06 p.m.

Meeting Location: Downtown Activity Center – 215 SW A Street

Attending Board Members: Chris Sooter Mike Power Cortney Carlson
Justin Hundley Steven George Craig Gilbert
Dan Grover Cortney Schaffer Whitney Sutherland

Attending Staff Members: David Wright Josh Stacey Scott Mendenhall
Layne Hyatt Danny Bartlett Tracy Acosta

Old Business

Approval of June 3, 2019 Minutes

Motion to Approve by: Mike Power
Seconded the Motion: Courtney Schaffer

Approval of July Subcommittee Minutes

Motion to Approve by: Stephen George
Seconded the Motion: Whitney Schaffer

New Business

BPR Organization Structure – Staff Reorganization

David announced Lee Farmer's resignation and would be taking a new position with Fayetteville Parks and Recreation. His replacement would be Josh Stacey.

All American Extension

David discussed with the committee the purpose is to create an introductory experience for riders that are interested in more challenging trail rides, but are not ready for the most challenging rides. It will also increase and activate the trail connectivity from Slaughter Pen to Crystal Bridges. This allow the introductory rider to be more successful and confident. This extension is at no cost to us. David asked the committee for a vote for this extension to be made.

Motion to Approve by: Cortney Carlson
Seconded the Motion: Dan Grover

Naming Multiple Trails

All of the trails on the Razorback Greenway are named. Currently there are four trails that need to be named. The committee was given examples of names, Mama Bear, Warthog, Blackbird, Berm Creek. David asked the committee to come up with names for the four new trails. This item will be tabled for 30 days and will be voted on at the next PRAB meeting on September 9, 2019.

Motion to table for 30 Days: Cortney Carlson
Seconded the Motion: Justin Hundley

Committee Reports

Layne Hyatt – Marketing Subcommittee Meeting

Highlights:

- Need assistance promoting current videos on social media
- Lake Bentonville was one of the most shared videos with 9,000 shares
- Close to 15,000 Facebook followers
- Currently post ten times per week
- 77% of the followers are women
- Instagram – 2 years old – close to 3,000 followers
- We need designated hashtags to grow the following on social media
- We currently don't have the ability to pay for ads-everything we currently post is organic reach
- We rely on people to share our posts

Josh Stacey – Aquatics Subcommittee Meeting

Highlights:

- We currently have 1,000 swim lessons in our program as of June 2019
- 800 single private lessons
- Staff training constantly with lifeguards due to the responsibility
- Sound panels will be installed by the end of the year
- Trying to incorporate water features into other areas of parks/trails
- Accessibility of wheelchairs – possibility of purchasing water wheelchair in 2020 budget
- Adjusting hours of the pools to be consistent Monday through Friday

Danny Bartlett – Recreation Subcommittee Meeting

Highlights:

- Partner with the Boys and Girls Club for flag football
- Art class signs ups are being featured now as single classes
- Ice Rink hours changing–sessions were too long-accommodating the community with shorter sessions
- If there are new programs the committee would like us to explore, please share

Scott Mendenall – Maintenance Subcommittee Meeting

Highlights:

- David introduced Scott to the committee.
- David commended Scott on his performance to the department.
- Organizational chart – remarkable since that last year – able to fill most all positions
- Minimum Wage is changing in 2020 – increasing wage for temporary staff
- Graffiti – relative to the community–this is not an issue for the most part-we are prepared when it does happen
- Phillips Park restroom – improvements in 2020 budget request
- Possibility of satellite maintenance office on Coughlin property
- Downtown Square lights will all be replaced on all buildings downtown - bid opens this Thursday
- Soccer renovation at Citizens being done now
- Christmas lights are coming up next

David Wright – Finance Subcommittee Meeting

Highlights:

- This committee has not met
- This committee will meet at a later date when the budget has been addressed by City Hall officials

Other Business

Courtney Schaffer voiced her concerns and disappointed with the soccer fields. She would like the children to be able to play on the fields in the summer. David explained the process to her and the committee, that natural turf needs time to recover and that is why the signs are there for “renovations” and the fields are currently closed. To the citizens, it may not look as if anything is being done, but actually we are letting the grass grow. Courtney suggests something being done to allow play on these fields. David is willing to work with the committee and the committee decide on the solution. However, he would like the members of the committee to walk the fields now as well as in May of next year to show field conditions before and after season.

Steven George suggested having a public art/graffiti wall. David shared we don't really have a graffiti problem in our area. We may get a call once a month about graffiti so, this doesn't require too much attention as a rule.

David shared our next meeting date is September 2nd which is Labor Day. Our office will be closed. We will have our next PRAB meeting on Monday, September 9, 2019.