

**Matthews Parks, Recreation & Cultural Resource**

**Advisory Committee Meeting Agenda**

**Wednesday, November 9, 2016**

**6:30PM**

Advisory Committee members:

Howie Labiner - Chair	Gretchen Reid - Vice Chair	Matt Jones
Mary Ciminelli	Bob Evans	Sandi Lee
Harvey Boyd	John Estes	VACANT

- I.** Call to Order
- II.** Roll Call
- III.** Public Comment
- IV.** Division Reports:
  - a) Special Events
  - b) Athletics
  - c) Parks/Outdoor Recreation
  - d) Cultural Resources
- V.** Director's Report
- VI.** Old Business
- VII.** New Business
  - a) Parks, Recreation & Cultural Resource Advisory Committee Applicant recommendations
- VIII.** Adjournment

**Parks, Recreation & Cultural Resource Advisory Committee**  
**Department Division Updates: November 2016**

SPECIAL EVENT UPDATE

- Summer Concert/Movie Series and FTF Combo Fact-Finding

Thoughts are to host FTF on the 2<sup>nd</sup> and 4<sup>th</sup> Fridays of each month, March through September. See basic idea below—feedback welcome!

- \* Discontinue movies in the park.

The begin too late at night for many small children  
Weather/Temperatures a factor  
Low attendance

- \*Use FTF budget, combine with SCMS budget

Keep Symphony night in June in SCMS budget  
Keep July 4th event in July in SCMS budget  
Until further notice, hold some money back for Volunter Dinner in SCMS budget

- \*MFTF in general:

March through September, 2nd and 4th Fridays of each month, total of 14 weeks  
2 rented bounce house/obstacle/inflatable interactives in volleyball area of lawn  
Hula hoops and balls in that area for kids' free play  
Two adult jenga games in upper park area (one time purchase, dept supplies?)  
Two adult corn hole games in upper park area  
P&R tent  
Beer tent and roped alcohol area in upper park  
Ten food trucks in gravel lot  
Band on stage

**BUDGET**

\$13,000 MFTF budget  
\$15,700 From SCMS budget (keep \$14K in for Symph, \$3K for July 4th band, \$1300 for VDinner)  
**\$28,700** total, or **\$2050** for each of 14 weeks

weekly      \$300    Inflatable  
                 \$500    Inflatable  
                 \$1,200    Band  
                 \$30    Trash cans  
                 \$20    Trash bags  
                 \$2,050

Budget does not include:

Police, electricity, Darryl extras, Spec Event Team, Curley

- Work is underway for 3<sup>rd</sup> annual Pawsitively Matthews on November 12<sup>th</sup>; 42 vendors confirmed, interactive Hamster Races coming back, rescues enrolled, sponsors secured, beer/wine ordered for Pawvilion. Anna Neubert (perm Part Time employee in Special Events) and Barbara Davis (Special Event Team Leader) have been managing the event while I prepared for Matthews Alive— many thanks to them.

### **CREWS RECREATION CENTER**

- Programs/Activities
  - First Friday Event (Crews Family Night)
    - The Crews Family Night took place on Friday, November 4<sup>th</sup> (6-10pm). The event included the following: 30-minute group fitness session, face painting, a food truck vendor, door prizes and a movie (Wreck it Ralph)
  - Date Night Drop-Off
    - 34 youth participated in the event on Friday, October 14<sup>th</sup>. The next Date Night Drop-Off is scheduled for Friday, November 11<sup>th</sup>.
  - Senior Women's League Basketball
    - Started on Wednesday November 2<sup>nd</sup>; Three teams and sixteen participants;
  - Wrestling Event
    - We will be hosting a CWF Mid Atlantic wrestling family friendly event on Saturday, December 17<sup>th</sup>. Promotional materials are on display.
- Rentals
  - Facility is usually occupied most evenings and weekends. Multiple schools will be using the gym for basketball games in the coming months.
- Staffing
  - Two new Recreation Leaders started the week of October 31<sup>st</sup>
- Professional Development
  - Attended the 2016 North Carolina Parks and Recreation Conference October 24<sup>th</sup>-26<sup>th</sup>; Excited to utilize some of the things I learned (i.e. Kosmic Dodgeball)

### **PARKS/OUTDOOR RECREATION**

- Phillips Road Community Garden – Only 2 plots remain.
  - Contact Scott Rawls about plot rentals – [srawls@matthewsnc.gov](mailto:srawls@matthewsnc.gov) – 704-708-1288
- Matthews Haunted Trail – October 27, 28, 29, 30
  - 1,900+ participants throughout the whole weekend!
  - Contact Scott Rawls for more information – [srawls@matthewsnc.gov](mailto:srawls@matthewsnc.gov) – 704-708-1288

## **CULTURAL RECREATION UPDATE**

### Programs/Activities

- New gallery display: MAG: Pre-Holiday Show – November 5 – December 10
- Focus on providing opportunity for people to shop for local artwork as holiday gifts.
- Next show: Guild of Charlotte Artists
- Matthews Concert Band
- Upcoming Performances in Fullwood Theater: Thursday, November 10th and Tuesday, December 20th; Both performances are at 7:30pm and are Free to attend.
- Tickets for all of our Holiday Events (Nutcracker, Sugar Plum Parties, Breakfast with Santa) go onsale Saturday, November 5th at the Matthews Community Center at 9am. Tickets are sold in person only, not online, and are available via cash, check, or credit card.
- The Community Center is prepping for another year of our holiday Theater-Share:
- Matthews Ballet will be performing The Nutcracker on November 26th, November 27th, December, 3rd, and December 4th.
- Matthews Playhouse will be performing The Best Christmas Pageant Ever on December 2nd –18th.
- The final weekend of The Nutcracker and the opening weekend of The Best Christmas Pageant Ever overlap...so naturally rehearsals, stage time, tech time, dressing room usage, etc. overlap as well. This has been the case for multiple years now, which shows how much the Fullwood Theater is used. Evan Kinsley, the Production Manager for the Matthews Playhouse, has done an outstanding job navigating this theater share over the past few years.
- Evan will be leaving the Matthews Playhouse in November, but I expect the relationship with the Matthews Playhouse to remain as strong as ever.

### Miscellaneous Winter Programming

- Various other winter-themed programs are on tap, including holiday-specific Basket Weaving classes, KidzArt Holiday Workshops, winter themed clay classes, and more.
- In January the Community Center will have programs themed around the idea of “New Year, New You”, with a focus on personal growth and improvement through such topics as wellness, movement and exercise, nutrition, the mind-body connection, etc.