

**Matthews Parks, Recreation, and Cultural Resources  
Advisory Committee  
June, 2016 Meeting Minutes**

Committee Members Present: Howie Labiner, Harvey Boyd, Gretchen Reid, Bob Evans, Mary Ciminelli, John Estes, Matt Jones, Sandi Lee  
Committee Members Absent: Corey Villas  
Staff Members Present: Corey King, Scott Rawls  
Staff Members Absent: Colten Marble, Michelle Savago, Lee Anne Moore, Ashley Warwick,

Chairman Howie Labiner called the meeting to order at 6:35PM

Minutes from the June meeting were unanimously approved.

Public Comment

Jay Camp- Senior Planner for the Town of Matthews

- Jay provided insight on how some planning decisions are made. A lot of information was given related to how projects are submitted by developers (timeline, approval steps). The advisory committee asked for any details available about property along Monroe Rd, near Sardis Forest neighborhood and other sites around Matthews.

Cultural Report- Colten Marble

- Programs/Activities
  - New gallery display: FREEDOM Art Gallery – Works from our Arts for Veterans class and the Arts for Special Needs classes. Reception and Sale: June 5, 2pm – 4pm
  - Summer Camps: Our registration numbers are slightly behind last year's pace (30-40 registrations behind)
    - Camps begin June 20th
    - Camp FUNshine is looking forward to a summer in a new place, Elizabeth Lane Elementary
    - 6 of the 7 FUNshine counselors are returning, 1 new addition
  - Matthews Playhouse: Getting ready to open Oklahoma (June 10 – 26) followed by a summer run of Junie B. Jones
- Public Art
  - The "Book Mural" behind the library has not been installed (Preview available digitally). We are working with the same company that installed the other murals in Town. This image contains approximately 25-30 books in a row, creating the look of a bookshelf in the parking lot. We worked with the library to pull the "most read" books in Matthews by pulling their list of the books most often checked-out.

- Roof Renovation
  - The renovation continues! To Colten’s knowledge, everything is moving along smoothly. We still do not have operational HVAC units on the top floor, but that should be changing soon. They are still predicting a mid-summer completion.
  - Corey will provide any additional update information.
- Staff
  - Hired 3 new Seasonal Recreation Leaders (Summer Camp staff at the MCC and Crews)
    - Bridget, Meredith, and Jeremy
  - Still waiting on HR paperwork process, staff starting June 20th
  - Hired 3 new Cultural Center Attendants (PT Staff that works the desk at the MCC and the MAC)
    - Barbara, Caitlyn, and Cathy
  - Began training 6/1, continuing through the month

#### Athletics Report

- Senior Games Basketball was held at Crews Recreation Center on 6/1/16. Event was successful. All participating teams qualified for the State tournament.
- Crews Summer Camps kick-off on June 20th
  - **June 20-24:** Muggsy Bogues Basketball Camp – Week 1.
  - **June 27-July 1:** Camp Gymstars Flag Football, Camp Crews Flag Football, Discovery Place Mini Engineers Camp.

#### Parks Report- Scott Rawls

- Phillips Road Community Garden – Plots are moving fast! Only 18/48 remain.
  - Contact Scott Rawls about plot rentals – [srawls@matthewsnc.gov](mailto:srawls@matthewsnc.gov) – 704-708-1288
- Parks/Outdoor Summer Camps kick-off on June 27th
  - **June 27-July 1:** Great Outdoors University Summer Camp

#### Special Event Report- Lee Anne Moore

- BeachFest was successful, good weather and great attendance. The number of visitors appeared to be low, compared to past Saturdays, even with low humidity. Car show was a hit again this year and bands were great. Friday night saw huge crowds throughout the evening.
  - Department will evaluate how to keep the festival fresh and vibrant each year. Headline bands for 2017 have already been booked.
  - Thoughts and input are welcome for future years. If you attend other festivals in NC or elsewhere that might be a good fit for Matthews in years to come—Lee Anne wants to keep all options open to change things up going forward. Questions like: “Is beach music still a good draw?”, “Is there another type of festival that we should be trying?” are examples of things being evaluated.

- Food Truck Friday still going well. Will be adding two nights of Fashion Trucks to the event, to help re-energize the event this summer.
- Food Fight Charlotte took place on May 21; large food truck rally with the addition of a craft beer provider in the park.
  - It went well, which was very important to us, makes it easier to be able to add craft beer, wine, etc to events down the road. We continue to try and offer events that interest families—but also that interest those that are not as family-focused.
- Summer Concert/Movie Series is underway now for 9 weeks, and going well so far.

#### Director's Report- Corey King

None

Items were covered on the agenda.

#### **Old Business**

##### Parks and Recreation Master Plan: Underserved Areas

The advisory committee was asked to play a role in updating the Parks and Recreation Master Plan.

Committee members were asked to utilize the existing map, indicating areas designated as underserved in 2007, and help determine if the areas should still be considered as underserved. The Advisory Committee was also asked to identify potential sites for park facilities in these areas that are considered underserved.

##### Outen Pottery

Staff informed the committee that the status of the Outen Pottery project is one of additional exploration about what the site should look like. One idea is for the kiln to remain as a fixture only for observance, and a passive park constructed around the other areas of the property.

##### Purser – Hulse Park Update

The Tarheel Trailblazers have completed a draft design for trails on the site. Staff and the Trailblazers will walk the site and make final determinations about the trail route.

#### **New Business**

##### Cost Recovery

The department has begun design for a cost recovery model that will assist in setting user fees, revenue goals and expectations. The advisory committee was asked to assist in the process, by providing input about programs. The committee was tasked with determining if the programs were of greater benefit to the community, an individual, or levels in between those two areas. This information will be discussed further at the next meeting.

The meeting was adjourned at 8:35