

**Matthews Parks, Recreation, and Cultural Resources
Advisory Committee
September 9, 2015 Meeting Minutes**

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

Chairman Howie Labiner called the meeting to order at 6:35pm. Attendance was taken and August minutes were unanimously approved.

Cultural Report- Colten Marble

- Matthews Alive was a success.
 - The Community Center housed displays from the Woodworkers of Charlotte, the Dream Weavers of Matthews Basket Guild, the Charlotte Woodcarvers Association, and 3 rooms of quilts.
 - The McDowell Arts Center housed the Matthews Artists Guild show, which is on display until October 2nd.
 - Lee Anne, Corey, the Mayor, and Colten made "Guest Judge" selections.
- Matthews Playhouse is starts their fall season of classes and productions this month, with James and The Giant Peach as the first show on the schedule.
- Matthews Ballet is beginning their rehearsals for The Nutcracker. Performances start the weekend of Thanksgiving.
- New classes at the MAC: Arts Delivered Clay classes start this fall. We had great success with the clay summer camps and hope that will carry over into the classes.
 - Other new programs include Portrait Painting, Basics of Oil Painting, and more.
- No new public art pieces to approve this month.
- Roof Renovation: Awaiting word on when construction will begin and what timeline to expect. We have worked out the room rearrangements, which include the:
 - Playhouse moving classes downstairs and postponement of Community School of the Arts classes and Matthews Concert Band rehearsals.
 - Limited space for rentals and new programs

Athletics Report- Karla Thornhill

- First Friday will be starting back up on October 2nd with the showing of Adams Family.
- We will also be showing Rocky Horror picture show on October 10th. There is a Theater Group that will be interacting with the crowd throughout the movie. Movie starts at 8pm.
- Date night drop off maxed out this month. Has become very popular!
- Karla will be presenting to Matthews Elementary PTO on October 5th in efforts to promote the activities at Crew.
- In talks with a wrestling instructor about bringing youth wrestling to Crews.
- All other programs are doing well with increasing participant numbers especially in bridge, pickleball and Karate.
- Busy season starts back up next month with all our programs and basketball practices and games starting up.

Parks Report- Scott Rawls

- Challenger Sports Soccer Programs @ Sportsplex
 - (Mini Kickers and British Training - Starts 9/11 - 5 weeks)
- Kids In Nature Day, Oct. 3 - Working closely with HAWK to get everything prepared.
 - Next KIND planning meeting is 9/22.
- Haunted Trail, Oct. 16, 17, 23, 24
 - Conflict on 16th - Working around theater performance. Traffic should be minimal due to show time. Will meet with Don soon.)
- Working to offer Bird Hikes at Squirrel Lake Park
- Working on a tennis program @ Christ Covenant
- New "Town of Matthews Parks, Recreation, and Cultural Resource Department" Facebook page.
- Gretchen mentioned that she loved the new corn hole boards; however, she expressed her concerns about them possibly becoming ramps for skateboarders and BMX riders.

Special Event Report- Lee Anne Moore

- Matthews Alive:
 - Receipts from carnival and games were \$20k higher than last year.
 - Sponsorships increased this year.
 - Expenses increased this year in logistics, still feel we are on schedule for another record-breaking give back amount; confirmation will come in October.
 - Great weather, huge crowds that stayed thru midday heat, and good entertainment that packed the park and carnival; lots of spending in craft area, new amusements at ends of festival footprint.

Director's Report- Corey King

- End of FY year findings
 - Sample surveys showed a high score for customer service by the department
 - Revenue exceeded expectations (collected 160% of budgeted revenue)
 - 11% of programs were new or redesigned ideas (goal = 10%)
- Community Center Roof Repair
 - Not prepared to release project for bid as of 9/09/15; few unanswered questions remain from Building Standards

- Stumptown Park Lighting Project
 - Lighting installed at rear of stage; additional lighting planned for stage rear to increase tree foliage lighting
 - Landscape lighting along the complete perimeter planned to begin soon, including new flagpole light
 - All LED lights used in the project
- Sportsplex Grand Opening: Preliminary discussions about how to make it something very special; WOW effect is expected

- Tourism Grants
 - Schedule: Application Submission Deadline: **September 23, 2015**
Applicant Interviews: **October 7 - 9, 2015**
Advisory Committee review and recommendation: **October 14, 2015**
Award Decision by Matthews Board of Commissioners: **October 26, 2015**

 - Tourism Grant sub-committee Members: Gretchen Reid, Harvey Boyd, John Estes, Mary Ciminelli, Sandi Lee, Matt Jones
 - Committee can agree on time to begin interviews on 10/07; committee and applicants will meet at the Matthews Community Center.

 - Committee will use scoring system to rank applications, award amounts will be based on a combination of impact on tourism in Matthews, committee's evaluation of the event, and funds available.

The meeting was adjourned at 7:30pm.