

**Matthews Parks, Recreation, and Cultural Resources
Advisory Committee
September 14, 2016 Meeting Minutes**

Committee Members Present: Howie Labiner, Harvey Boyd, Gretchen Reid, Mary Ciminelli, Sandi Lee
Committee Members Absent: Matt Jones, John Estes, Bob Evans
Staff Members Present: Corey King, Charles Smith, 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.
August minutes were unanimously approved.

Public Comment

None

Cultural Report- Colten Marble

- Programs/Activities
 - New gallery display: MAG: Matthews Alive Show – Amazing show that was on display for the festival and will remain on display through October 1st. Juried show, which also includes selections made by the Mayor, and other members of the Town.
 - Next show: Piedmont Pastel Society
 - Summer Camps: Total numbers for the summer (entire Department): 1,143 Campers
 - 2015: 1,208
 - 2014: 1,195
 - Matthews Playhouse: Next production is Charlotte's Web (October 14 - 23) followed by The Best Christmas Pageant Ever (December 2 – 18)
 - Matthews Ballet & Dance is gearing up for the 20th Year of producing The Nutcracker (November 26 – December 4)
 - Tickets for all of our Holiday Events (Nutcracker, Sugar Plum Parties, Breakfast with Santa) become available 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.
- Public Art
 - There are no pieces currently awaiting production. The Library Book Mural is the most recently completed piece.

- Roof Renovation
 - The renovation is complete! We have all 3 floors back and the Matthews Playhouse will begin using the 200-level for classes on Monday, September 12th. HC Rummage did an outstanding job and the Doug Carnes, the main contact on-site throughout the project, was great to work with. To my knowledge, we did not experience any major issues. Touch-up painting will continue the week of September 12th. The final piece to the project is new doors for the historic front of the building, which we are still waiting for. The project finished in time for Matthews Alive.

Athletics Report

- Charlotte Fencing Academy resumed programming on Thursdays (started September 1st)
- Grace Academy Volleyball practices and games continue
- Open Gym Volleyball is scheduled every Friday (12:30pm-5:30pm)
- Date Night Drop-Off will take place on Friday, September 9th (5:00pm-9:00pm)
- Charles Smith, Recreation Program Manager, started position on August 29th

Parks Report- Scott Rawls

- Phillips Road Community Garden – Only 12/48 remain.
 - 9/10 – Fall Workday
- Contact Scott Rawls about plot rentals – srawls@matthewsnc.gov – 704-708-1288
- Parks/Outdoor Programs – For more information, contact srawls@matthewsnc.gov – 704-708-1288
 - 9/7 – Discovering: Owls
 - 7pm-8:30pm, Squirrel Lake Park, Shelter B
 - 9/24 – Discovering: Native Trees and Plants
 - 1pm-2pm, Squirrel Lake Park, Shelter B
- Kids In Nature Day – 10/1
 - Free family event at Squirrel Lake Park. 10am-2pm.
 - Enjoy nature activities such as catch and release fishing, hikes, fairy house construction, scavenger hunts and visit with nature exhibitors.
 - For more information, visit HAWKNCWF.org, or email: hawkncwf@gmail.com

Special Event Report- Lee Anne Moore

- Summer Concert/Movie Series
 - Lee Anne will be doing research in September to see if we can combine efforts with Food Truck Fridays in some way. Have better bands May through August, add a kid-friendly element, etc.
- Matthews Alive
 - Even with the Friday night wash-out and cancellation, the good weather and good crowds brought us back to a nice revenue level. The loss of a Friday is the loss of about \$31,000. And

after Monday, we were only about \$17,000 below our best year ever (2015). So—we feel pretty good about that. We would have been on track for another record, making up \$14,000.

- Final numbers and non-profit payouts will take place at our October meeting. Check presentation will take place at Town Hall on Monday October 24.
- All ideas and observations from the festival are welcome! Next year is the 25th—and it needs to be special!
- Halloween events are next. I am looking for a new element for the NSS Halloween event; something fun and fresh, and within budget.
- Work is underway for 3rd annual Pawsitively Matthews on November 12th.
 - 12 vendors already 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 Lee Anne prepared for Matthews Alive— many thanks to them!
- Some work has also begun for the Tree Lighting on Dec 3rd—performers, artists, Santa contracted. Lee Anne will be moving this event forward, after vacation and during October.

Director's Report- Corey King

- Corey introduces the new Recreation Program Manager, Charles Smith
- Cost Recovery
 - According to the Resource Allocation and Cost Recovery Philosophy:
 - “The creation of a cost recovery and subsidy allocation philosophy and policy is a key component to maintaining an agency’s financial control, equitably pricing offerings, and helping to identify core services, including programs and facilities.

Critical to this philosophical undertaking is the support and buy-in of elected officials and advisory boards, staff, and ultimately citizens. Whether or not significant changes are called for, the organization should be certain that it philosophically aligns with its constituents. The development of a financial resource allocation philosophy and policy is built upon a very logical foundation, based upon the theory that those who benefit from parks and recreation services ultimately pay for services.”

- Corey presents the committee with a list of Parks & Recreation programs and events that have been identified as:
 - Mostly Individual Benefit (Tier 4)
 - Considerable Individual Benefit/Some Community (Tier 3)
 - Considerable Community Benefit/Some Individual (Tier 2)
 - Mostly Community Benefit (Tier 1)

- The committee analyzed each program/event category, requesting a change in tiers for some
- The committee felt 3 tiers would be most appropriate to distinguish expectations for programs in Matthews (combined Tier 2 & Tier 3)
- Next steps will include Parks and Recreation staff evaluation, discussion with Finance/Administration departments. Staff will present this follow information to the P&R Advisory Committee. The final findings will then be reported to the Matthews Town Board.

The meeting was adjourned at 8:30PM