

Matthews Parks, Recreation & Cultural Resource

Advisory Committee Meeting Agenda

January 8, 2020

6:30PM

Advisory Committee members: Howie Labiner – Chair VACANT - Vice Chair Harvey Boyd
 Ryan Maclatchie Sandi Lee John Gatlin
 Debbie Chopas Susan Chambers Scott Rossmeisl

- 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
 - a) Project Updates
 - b) Map of Public Property in Matthews
- VI.** Old Business
 - a) Public Art – Historic Photo as Mural
- VII.** New Business
- VIII.** Adjournment

Parks, Recreation & Cultural Resource Advisory Committee

Department Updates: January 2020

CULTURAL RECREATION UPDATE

Programs/Activities

- January Gallery Display: Charlotte Artists Guild. This will be on display through January 31, 2020.
- Art display at Town Hall; these installments will rotate every 60-90 days.
 - Current show: Artist Emerson Perez will display his charcoal drawings for January & February 2020. His focus is on nature and wildlife; this is a truly impressive display!
 - Upcoming show: Artist Lela Kometiani's Memory Care students will display their art work.
- Public art update:
 - New Love sculpture by Tom Risser was installed in December next to SeaBoard and the Public Parking lot on Trade Street.
 - In talks with Martha Krauss and Gretchen Reid with Bee City to bring artist Matthew Willey to Matthews to paint a bee-themed mural in downtown Matthews. Martha and Gretchen will be presenting on this at the February Advisory Committee meeting.
- The Town's first ever Menorah Lighting event on Thursday, December 26 was a huge success. There was a large crowd of at least 75-100 people. In talks with Zab's Place Bentzion Groner to move it to Town Hall next year.
- Tickets for Cool Vibes concerts are on sale on Eventbrite now. Thanks to our sponsor Dessi Dufresne with Edward Jones. These concerts will feature an upscale vibe, with heavy hors d'ouvres, beer and wine sales, and a social hour before the concert begins. Continuing to market these concerts with print, social media and radio advertising.
- New Community Room flooring is being installed as of December 30. This will update the space and make it more appealing for renters, as well as make clean up from events much easier.
- Matthews Playhouse upcoming mainstage production: *Mamma Mia*.

PARKS/OUTDOOR RECREATION

- Stumptown Park
 - The stage floor, railings, and beams are all going to be repainted to match the existing colors. The paint gets worn down over the years with all the events hosted at the park. The work is currently underway.
- Squirrel Lake Park
 - Four swing seats and chains were replaced. The old seats were showing wear, and would soon have become a safety hazard.
 - Pond tested positive for Blue-Green Algae. Mecklenburg County and a pond maintenance company were consulted, and the best solution is to educate the public that it is unsafe for

people and animals to swim/play in the water. Signs have been posted. The algae should die when cold weather arrives. At this time, the water has not been retested

CREWS RECREATION CENTER

- Programs/Activities
 - Program Recap
 - Date Night Drop-Off: The December 13th Date Night Drop-Off reached full capacity. Currently, 9 youth have registered for the next program scheduled to take place on January 10th.
 - Holiday Drop N' Shop: The first Holiday Drop N' Shop was a tremendous success. 60 youth registered and attended the event on Monday, December 23rd. Youth participated in recreational, athletic, arts/crafts, board games and video games. Staff will definitely offer this program next holiday season.
 - Crews Family Fun Night: The fourth Family Fun Night event is scheduled for Friday, January 3, 2020. Many families have registered and staff expects a large crowd.
 - Upcoming/New Programs
 - Crews Family Fun Night: Professional Wrestling Family Fun Night will be offered on Friday, March 6th. Tickets are currently on sale (Adults \$5 and Youth \$2). This event will be the last event for the season and will take place from (6-9pm).
 - Senior Women's Basketball League: The 2019-20 Senior Women's Basketball League at the Crews Recreation Center is scheduled to begin on Wednesday, January 8th. Games will take place every Wednesday at 6:50pm and 7:30pm through the month of March 2020. Currently, the league is 4 spot short of fielding 4 teams. A final decision regarding the League will be made the second week of January.
 - Soul Line Dance: In partnership with ASC and Purple Steppers Crews Recreation Center will be offering a Soul Line Dance class on Mondays (12-1pm). The program is scheduled to begin on January 6th.
 - Valentines Dance: The 2020 Valentines Dance will take place on Saturday, February 8th (4-7pm). Tickets go on sale January 3rd (\$15 per person). The event will consist of music, dancing, snacks, dinner, desserts, crafts and photography.
 - Summer Camp Programs: Staff has scheduled the majority of summer camps for 2020. Staff has added a new All-Sports youth camp and hopes to offer a new video game/eSports summer camp this year. Discussions are ongoing with the vendor. Staff hope to finalize this new camp by mid-January. Summer camp registration is scheduled to start on February 1st.

SPECIAL EVENTS

- January is a time to schedule, plan, and renew things in the Special Event office. Please see attached event schedule for 2020—mark your calendars.

Staff is re-signing sponsors, getting applications from food trucks, attending event conferences, scheduling event staff, and thinking about ways to refresh all events where possible. We welcome your thoughts and input in this process!

- Valentine Dance – Staff is ordering supplies and preparing for the Valentine Dance in February. This event will continue to be available to ALL parent-child combinations this year.
- Food Truck Fridays – applications have been sent out to trucks, and are coming back in. Staff will schedule all trucks in our annual planning days for FTF—January 21 and 22. Staff will continue to focus on a variety of food at each event, and an appropriate number of trucks for the crowds and time of year. Staff is signing music acts for the 11 concerts—rock, pop, two jazz, country, Chicago/Genesis/REO Speedwagon tributes, and beach!
- BeachFest –staff is re-signing sponsors and exhibitors, and is reserving inflatables. Staff will also work with the carnival provider to upgrade the rides where possible. Craft applications will go out shortly.
- Matthews Alive –is also already signing new exhibitors and new crafters. The Board is voting on candidates for the open seat in Arts & Crafts on January 8. Bands are being booked now—major headliners are first steps.



Town of Matthews Government Owned Land

Legend

- Downtown Loop
- Path Connections
- Lot Lines
- Town Limits
- Town of Matthews Owned
- Mecklenburg County Owned
- City of Charlotte Owned

