



## **Parks, Recreation & Cultural Resource Advisory Committee**

### **Department Division Updates: SEPTEMBER 2019**

#### CULTURAL RECREATION UPDATE

##### Programs/Activities

- September Gallery Display: Matthews Artists Guild Matthews Alive! Gallery display will be up through October 4. This is a judged art show, and the winners are on display.
- Art display at Town Hall; these installments will rotate every 60-90 days.
  - Current show: Waxhaw Artists Guild will be on display for September-October.
  - Next show: Local artist Lela Kometiani mixed media abstract art.
- Public art update:
  - Celebrating Matthews mural by Carol Hambridge was installed the last week of August, just in time for Matthews Alive. Artist Carol Hambridge will be recognized by the Town Board at the meeting on September 23.
- Maintenance Update:
  - Meeting with companies about portable vertical platform lifts and other accessibility options for the stage in the theater.
- Matthews Alive Update: Record attendance at the Kids Connection area; ticket sales went really well, even with only 3 activity offerings. Attendance at the McDowell Arts Center was slow, but possibly higher than last year.
- Fall programs start this week!
- Partnering with the Matthews Chamber Art and Jazz Fest to host the student art show. Entries will be accepted September 16 & 17, and this contest is open to all high school students residing in Matthews. Winners will be chosen on Friday, the 20<sup>th</sup>, with the Winner's Reception on the 24<sup>th</sup>.
- Meeting with ASC's Culture Blocks Director to discuss the expansion of the ASC Culture Block's programming here in Matthews.
- Matthews Playhouse upcoming mainstage production: Madeline
  - Partnering with MPH and our Sister Cities organization to offer a free French storytime, games and activities hour; registration for this event will include a ticket to the 2pm performance on October 19.

#### CREWS RECREATION CENTER

- Programs/Activities
  - Program Recap
    - Date Night Drop-Off: Registration for Date Night Drop-Off scheduled for September 13<sup>th</sup> is currently ongoing. 15 youth attended the August 9<sup>th</sup> Date Night Drop-Off.

- Pickleball Clinic: A 4-week Pickleball Clinic was offered August 7<sup>th</sup>-28<sup>th</sup>. 12 participants attended the program and there were several more on the waiting list. Staff is planning to offer a Spring Clinic and possibly a tournament in the summer.
- Power-Up Fitness Bootcamp: Approximately 15 ladies participated over the course of the 8-week program. Staff is working to develop an ongoing program for participants.
- Upcoming/New Programs
  - Homeschool PE Program: The Homeschool PE Program is offered every Tuesday and Thursday through December. Additional advertising/marketing will be done to increase program participation.
  - Senior Sculpt: This full-body workout program for seniors is designed to dramatically improve definition and tone by working arms, legs, core and abs. Class is offered on Fridays at 11am.
  - Kid's Afterschool Fitness Bootcamp: Staff has planned to offer an after-school bootcamp for kids ages 7-11 years old. Class is offered on Wednesdays at 4pm.
  - Crews Family Fun Night: Family Fun Night will return to Crews Recreation Center on Friday, October 6<sup>th</sup> (Indoor Laser Tag). Family Fun Night will take place every first Friday of the month (6-9pm) through March 6, 2020. Please see the attached flyer for a full lineup of scheduled activities and entertainment. **Please help spread the word to make this year bigger and better than last year!**
  - Senior Women's Basketball League: The 2019-20 Senior Women's Basketball League at the Crews Recreation Center is scheduled to begin on Wednesday, November 6<sup>th</sup>. Games will take place every Wednesday at 6:50pm and 7:30pm through the month of March 2020. Each team will play approximately 40 games throughout the season (3-on-3; half court). Interested participants should contact Charles Smith via email at [csmith@matthewsnc.gov](mailto:csmith@matthewsnc.gov) or by phone 704-708-1289.
  - Babysitter Certification Course: The third quarterly Babysitter Certification Course is scheduled for November 16<sup>th</sup>.
  - Winter Basketball Clinic: Staff has planned to offer two (2) winter basketball clinics in partnership with one of the best trainers in the Greater Charlotte area, Eddie Oates. Clinics will be offered Dec. 23<sup>rd</sup>-Dec. 26<sup>th</sup> and Dec. 30<sup>th</sup>-Jan. 2<sup>nd</sup> (9am-1pm). Currently, this program is pending until a date is selected to install the permanent bleachers.
- Staffing
  - Staff is currently in the process of selecting and hiring several Recreation Leaders. A new Recreation Programmer was promoted from within. The Center should be fully staffed by the end of September. Current Recreation Leaders and the Recreation Program Manager will work additional hours to ensure the facility is properly staffed until new staff is completely on board.

- Revenue
  - Rentals: Increased efforts have been made maximum facility usage by renting out the facility outside the normal hours of operations.
  - Vending: In an effort to generate additional revenue staff is looking at an alternative vending machine. Other options include a healthy vending machine.
- Facility Maintenance/Upgrades
  - Bleachers: Staff is in the final stages of having permanent bleachers installed in the gym. The system will add approximately 140 seats and will eliminate the task of using chairs and moving portable bleachers during games.

Crews Recreation Center Presents... *Fun for the Whole Family!*

**family fun night**

Crews Recreation Center  
1201 Crews Road  
Matthews, NC 28105

**OCTOBER 4, 2019**  
• LASER TAG NIGHT

**NOVEMBER 1, 2019**  
• GLOW IN THE DARK  
DODGEBALL NIGHT

**December 6, 2019**  
• GAME TRUCK NIGHT

**JANUARY 3, 2019**  
• MINI GOLF NIGHT

**MARCH 6, 2019**  
• PROFESSIONAL  
WRESTLING NIGHT  
• Admission Fee:  
Adults: \$5  
Children: \$2

Family Fun Night at Crews returns with a fun-filled lineup of activities and entertainment including mini golf, laser tag, glow in the dark dodgeball and newly added Professional Wrestling. Light refreshments will be provided at all Family Fun Night events.

Town of **Matthews**  
Parks, Recreation &  
Cultural Resource

FOR MORE INFORMATION CONTACT US AT (704)758-1238 OR EMAIL CS@TOWNOFMATTHEWSNC.GOV

## PARKS/OUTDOOR RECREATION

- Yoga in the Park
  - Returns on Friday, September 6 at 9:30am in Stumptown Park. 8-week session.
- Storytime in the Park
  - Returns Thursdays, October 3<sup>rd</sup> through November 14<sup>th</sup>, 11am-12pm, Squirrel Lake Park Shelter A.
- Kids In Nature Day
  - Saturday, October 12, 10am-1pm, Squirrel Lake Park
- Squirrel Lake Park
  - Pond fountain motor was replaced.

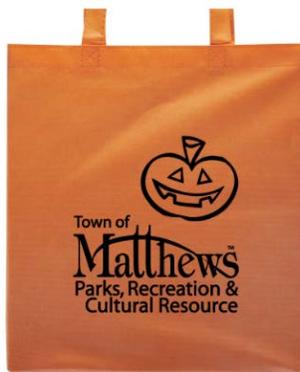
- Pond tested positive for Blue-Green Algae. Mecklenburg County and a pond maintenance company were consulted, and the best solution is to educate the public that it is unsafe for people and animals to swim/play in the water. Temporary signs have been posted. Permanent signs have been ordered.
- Garden Workday scheduled for 9/21, 8:30am-10:30am. Bring gloves and garden tools to help HAWK clean and mulch the pollinator garden in the park.
- Rice Park
  - The park sign is scheduled to be completed by 9/13.
- Stumptown Park
  - Landscape lighting was repaired/replaced on the section along the back fence near the picnic area and playground equipment.
- Town Green
  - Two new benches will be installed in the gazebo on 9/6.

### SPECIAL EVENTS

- Food Truck Fridays: A record attendance has been recorded for the series this year. Many compliments have been paid on both the band schedule and truck lineups each week. The weather has also been spectacular, packing the park with crowds. August 23 was rained out about halfway through the event, but the crowd remained fairly large. The addition of beer and wine is still a hit. There are only 2 dates remaining in the 2019 series, September 13 and September 27
- Matthews Alive was another huge success this year! Staff is awaiting final numbers and expenses to come through, but an initial look showed record income and record attendance. Higher expenses will affect the bottom line, but the hope is for yet another record give-back to the non-profit groups that worked the festival. The main stage headliners, specifically Lonestar, pushed the limits of the park infrastructure with equipment and concert attendees. The weather was amazing, and was a main contributor to record crowds. More to come in October, concerning the non-profit payout.
- Pawsitively Matthews: This event is on its way. Roughly half of the vendor spots are full for this event and half of the animal rescue spots filled. Staff is still working on selecting a band and food truck for this event. The “Matthews Finest Fido” contest is underway with the top 5 dogs being selected and posted on the Town Facebook page. The winner will be selected by mid-September and sent to the t shirt artist for a design to be created. All sponsors are returning with a new sponsor on board this year, Williams Subaru.



- Not-So-Spooky Halloween: Staff will continue with the revamped Not-So- Spooky Halloween event that was switched last year since it was so well received. All 20 trick-or-treating vendor spots are full with some on a waiting list. Carriage rides, trick-or-treating, pumpkin judging, face painting, balloon artists, with the addition of a bounce house this year have all been arranged. Staff will try the pumpkin carving contest again this year to see if more participants get involved, compared to last year (8 participants last year). Once again the night will ends end with a not-so-spooky movie in the park with popcorn and other treats. This year 2 food trucks have been invited since this event is at dinner time (Hungry Howies and a Halloween themed ice cream truck). Staff will also be handing out trick-or-treat bags with the Matthews Parks and Rec logo on them, and glow sticks to participants while supplies last.



- Tree Lighting: event staff is securing performers for this event, as well as reserving events elements (carriage rides, train ride, etc). Staff will be confirming soon whether the event will move to Stumptown Park this year and add lights in the park, or remain at Town Hall.

## DIRECTOR'S REPORT

### Project Updates

- The request for proposals for the Crestdale Heritage Trail Project was advertised on September 4<sup>th</sup>. Bids must be submitted by Wednesday, September 25<sup>th</sup>. A public bid opening is scheduled for October 2, 2019 at 10AM. Staff anticipates selecting a vendor and proceeding with a contract very soon.
- Stevens Creek Sub-Area study progressing well. The firm leading the department continues to work towards a draft to present to the Advisory Committee.
- The FY20 Tourism Grant Sub-Committee has been formed with Sandi Lee, Ryan Maclatchie, Susan Chambers, and Harvey Boyd. We will confirm the application review date very shortly. The dollar amount budgeted is \$83,000

