



**TOWN OF BEAUFORT, NORTH CAROLINA
PARKS & RECREATION ADVISORY BOARD
2026 STRATEGIC RETREAT AGENDA
Wednesday, December 3, 2025
8:00 AM – 4:00 PM**

Facilitated by:

Town Manager Matt Zapp
Community Engagement Director Jen Welborn

8:00 – 8:30 AM

Welcome, Introductions, and Retreat Overview

- Opening remarks – Facilitator Matt Zapp
- Purpose of the retreat
- Review of PRAB's Purpose, Values Statement, and Relation to the BOC
- Review of the Parks & Recreation Comprehensive Plan's key vision and priorities
- Overview of expected outcomes for the day

8:30 AM – 8:50 AM

Duke University Marine Lab Student Presentation

- Findings from John Newton Park Surveys

8:50 – 9:30 AM

State of Parks & Recreation – 2025 Snapshot

Presenter: Town Staff

- Review of key strengths, opportunities, and current challenges
- Review of completed or in-progress initiatives since the previous planning cycle
- Budget overview and capital resource constraints
- Q&A

9:30 – 10:45 AM

Community Input, Needs, and Participation Themes

Facilitated Session

- Discussion of public engagement findings, community surveys, and feedback trends
- Identification of recurring priorities (facilities, youth programs, senior activities, waterfront parks, trails, events, connectivity, dog park, etc.)

- Group facilitation exercise: Prioritizing needs from a community service level perspective

10:45 – 11:00 AM

Break

11:00 AM – 12:00 PM

Gap Analysis and System Needs Assessment

- Review alignment with Comprehensive Plan recommendations
- Identify priority service gaps by category:
 - Facilities
 - Programming and recreation services
 - Parks maintenance and capital improvements
 - Seasonal and special events
 - Accessibility and ADA compliance
- Begin shortlisting potential projects
- Funding

12:00 – 1:00 PM

Working Lunch – Open Discussion

- Optional topics:
 - Partnerships with nonprofits, business sponsors, Beaufort schools, and regional agencies
 - Volunteer utilization
 - Long-term community capacity building
 - Communication of events and volunteer opportunities

1:00 – 2:30 PM

Project Identification and Development Workshop

Facilitated Group Exercise

Each proposed initiative will be evaluated using the following framework:

1. Project description and objective
2. Location or facilities required
3. Alignment with the Comprehensive Plan
4. Community benefit and demand
5. Estimated cost and staffing needs
6. Potential funding sources (Town budget, grants, private contributions, partnerships)

Board members divide concept proposals into:

- Quick wins (2026 implementation possible)
- Mid-range projects (3–5 years)
- Long-range vision items (6+ years)

2:30 – 3:00 PM

Prioritization and Ranking

- Collective scoring and ranking of projects

- Clarify top priorities for FY2026 budget discussions
- Consensus on Board recommendations

3:00 – 3:15 PM

Break

3:15 – 3:50 PM

Drafting the 2026 Goals and Action Plan

- Confirm measurable goals for the 2026 work program, such as:
 - Infrastructure improvements
 - New programs and services
 - Capital planning milestones
 - Master plan implementation steps
 - Funding and grant application strategy
- Assign preliminary responsibilities and timelines

3:50 – 4:00 PM

Closing, Next Steps, and Adjournment

- Summary of decisions and deliverables
- Expected report delivery schedule to the Board of Commissioners: 1/29 & 1/30/26
- Next scheduled meeting: January 8, 2026

Breakfast provided by Cru and Dunkin
Lunch provided by Turner Street Market