



Swansboro Parks & Recreation Advisory Board Agenda

Town of Swansboro
Wednesday, September 20, 2023

I. Call to Order & Roll Call

II. Adoption of Minutes

- a. June 16, 2023 meeting minutes

III. Reports

- a. **Monthly Report**
- b. **Upcoming Programs/Events**
- c. **Updates**
- d. **Budgets**

2022-23 Year End

2023-24

IV. New Business

V. Old Business

VI. Comments

VII. Adjournment

Next Meeting September 20, 5:30 PM

Town of Swansboro
Swansboro Parks & Recreation Advisory Board
June 21, 2023

I. Call to Order & Roll Call

The Swansboro Parks and Recreation Board met at the Swansboro Recreation Center for a regular board meeting on Wednesday, June 21, 2023. Jennifer Steele called the meeting to order at 5:41 p.m. Members present were Jenifer Steele, Nancee Allen, Debra Pylypiw, and Elena Messenger. Members Absent were Debbie Harnatkiewicz and Lawrence Abalos. Anna Stanley was present on behalf of the Town.

II. Adoption of Minutes

a. April 19, 2023, meeting minutes- The board reviewed the meeting minutes. Nancee A. made a motion to approve, Jenn S. seconded the motion, and the meeting minutes were unanimously passed.

III. Reports

a. **Monthly Report**-The April manager's report was provided to the advisory board. There were no questions from the board.

b. **Upcoming Programs/Events**-Director Stanley informed the board that no new programs would be implemented until a new Recreation Program and Event Manager was hired. Current programs will continue: Summer Day Camp, Pound, Half Day Adventure Camp and Kids Fishing Night with Pogies Fishing Center, Summer Art in the Afternoon Camps, theatre trips, Fellowship Nights, and a few fitness programs.

c. **Updates**

Festivals-Arts by the Sea Festival overall went well. The wine tasting sold out with 100 presold tickets. 20 tickets will be available to purchase at the gate. There is discussion about getting a larger tent next year so patrons can spread out more. Another thought to add for next year is to host a "Taste of Swansboro". Any Swansboro restaurant would be able to attend. Ticket holders will vote on food categories. Winners could receive a plaque, run an article in the newspaper, other options for recognition. Staff will start earlier to develop a more robust event.

The overall attendance for the event was down. Even though the attendance was down, vendors were very pleased with their sales. We collected \$6500 for the 2024 festival, which is half of the spots available. Vendors were happy that there were not a lot of duplicates of sales offerings.

The shuttle did break down for about an hour, but we were able to get the Town Van to fill in during that time. We will now leave the Town Van at Public Works in case of any emergencies, or if the van is needed. All the Town Departments worked at the event, which was very noticeable. Many logistical items ran much

smoother and want to continue this for all the festivals. Discussion about how to obtain volunteers from base and the new process that is in place.

July 4 Celebration-We are changing the name to Independence Day Celebration since the town has not had the event on the actual 4th of July in many years. The Tams will be playing, fireworks are confirmed, and all logistics are confirmed. Velvet Rodeo will sing the National Anthem. Jenn S. asked if we were having the fireworks as Cape Carteret, and yes they are the same day.

Mullet-Vendor spots are almost sold out for the festival.

IV. New Business

a. Staffing-Vacant Positions

Recreation Program and Event Manager-this position was re-classified from Program Supervisor to Program and Event Manager. This position will handle a majority of the festival planning so the Director can focus on the direct needs of the department, i.e. project planning, grants, etc. The position is now Grade 15. A couple of applications have been received.

Dock Attendant-this position is posted as well. Public Works will assist with the interviews.

- b. 2023-24 Approved Budget-Copies of the approved budget was provided to the board. The Church Street Dock and Visitors Center has been combined into one department. Some of the staffing funds were moved into the correct department, ex, the Visitors Center and dock staff. Director Stanley asked the board if they had questions about the budget. No specific questions were asked.

New staff positions-The Dockmaster/Downtown Facility Supervisor was approved.

Approved projects-Renovating the basketball courts was approved. This entails new asphalt, lining, and new basketball goals.

V. Old Business

- a. Approval of Comprehensive Master Plan-The Comprehensive Plan was approved on June 12, 2023.

VI. Comments

VII. Adjournment-Deb P made a motion to adjourn the meeting and was seconded by Nance A. and was unanimously passed and adjourned at 6:31 pm

Next Meeting September 20, 2023, 5:30 PM

PARKS AND RECREATION
May/June 2023

DIRECTOR'S REPORT

Festivals/Events

Arts by the Sea

- 87 vendors attend the event, 18% increase in revenue over 2022.
- Wine tasting sold out, 150% increase in revenue over 2022.
- Vendor surveys were completed, all positive comments, vendors extremely satisfied
- Participant surveys collected
- 50 vendors prepaid for 2024 festival, which is over half of the vendors that participated this year.

Mullet-

- Continue to accept vendor applications
- Band contracts completed
- Partnering with Jones Onslow Sports Commission to host the Movin Mullet 5K on October 7. Run will be in Downtown Swansboro.
- Finalizing poster design

Misc.

- Continue to update website for each upcoming festival

Comprehensive Master Plan Update

- The Comprehensive Master Plan was presented on June 12, 2023 and adopted.

Miscellaneous

- Final revisions of the 2023-24 budget for the department.
- Completed equipment orders, docks, and playgrounds.
- Furniture for the Recreation Center lobby, game room and offices were purchased.
- Splashpad opened the second weekend in May.
- Continue to work on Splashpad Renovation Project.
- Final meeting with Robby F to review upcoming programs and camps tasks, marketing efforts, and on-going projects.
- Revised Recreation Program Supervisor position and advertised the position.
- Attended Tunnels to Towers planning meeting.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Continue to manage Church Street Dock- monitor docks daily, on-call on weekends to take reservations and handle docking issues that arise.
- Continue to work at the Visitors Center twice a month.
- Attend weekly Zoom meetings with NCRPA (North Carolina Recreation and Park Association) Director's call.
- Serve on the Jacksonville Onslow Sports Commission board as a liaison. Attend quarterly meetings, update the board on the department's programs, events, and festivals.
- Continue to manage and monitor budget and funds.
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Metrics-Social Media

Media Outlet	Followers	Page Reach	Post Engagement	New Followers
Facebook	14,973	27825	5200	82
Instagram	751	305	91	10

EXPORT TO EXCEL

Organization Activity

From 6/5/2023 to 7/5/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created	POS Transactions
All	259	70	4	0	193	19
Resident	20	3	3	0	8	
Non-Resident	239	64	1	0	185	
No Residency Set	0	0	0	0	0	
Demographics						
< 18	38	2	0	0	16	
18 - 65	171	51	4	0	149	
65+	50	14	0	0	28	
Male	88	40	2	0	80	
Female	171	27	2	0	113	
Other Genders	0	0	0	0	0	
Online vs In-House						
Online	59	0	0	N/A	81	
In-Person	200	67	4	N/A	112	

Revenue

	May	June
Slip Fee - Town Dock	\$4629	\$5395
Rental Fees-Parks	\$2440	\$585
Rentals Rooms	\$3082	\$1030
Rec Program Fees	\$4521	\$3603.78
Gym Memberships	\$0	\$145
Dog Park Memberships	\$40	\$0
Vendor Fees	\$4235	\$9310
ABTS Wine Tasting	\$2720	\$2060

RECREATION PROGRAMS

**STAYING BUSY
- July 2023-
Town of Swansboro Parks & Recreation**

All activities take place at the Recreation Center (830 Main St Ext) in Swansboro, unless otherwise noted. The Recreation Center's hours are as follows: Mon-Fri, 9 AM-7 PM, Sat, 8 AM-12 PM, closed Sunday. Call (910) 326-2600 for more info. Be sure to visit our website at swansboro.recdesk.com to register for programs/events.

Adult Programs

Onslow County Senior Services Nutrition Site: Mon-Fri, 9 AM-12 PM. Contact Onslow County Senior Services for more information.

Special Events

Independence Day Celebration

July 3, 6PM-10PM

This year's Independence Day Celebration will be held on July 3rd.

Music by the TAMS will be held from 6-10 pm at the Pavilion. There will be a several food/snack vendors and we encourage patrons to visit the downtown restaurants.

Fitness Programs**POUND Fitness Class****Saturday's, 9-10AM**

Come get fit with Ripstix! Join us at the Swansboro Recreation Center for our 5-week Pound fitness class with OFFICIAL POUND Instructor Karen Daly. Pound is a fun, total body workout that fuses the best strength training, Pilates, and cardio moves through drumming exercise. The use of Ripstix, lightly weighted drumsticks, challenges the body's stability and balance resulting in constant core activation. This program is appropriate for all fitness levels, ages 13+, men and women. This class is for all different experience levels and movement modifications are taught throughout the class. Register for the entire series for \$25 or drop-in for \$6 per individual session.

Programs**Open Play Pickleball Annual Registration 2023****MON-SAT 8AM-12PM**

The 2023 Pickleball Open Play Membership will start January 1, 2023, and run until the end of the year, December 31, 2023. This is a casual and co-ed season perfect for any age or ability. The league will meet Monday through Saturday mornings from 8 am to 12 pm (spring/summer hours) and 9 am - 1 pm (fall/winter hours). \$35 for resident and \$40 for non-resident for the entire season, or drop-in fee of \$5 for any one session.

Kids Half-Day Adventure Camp**July 11, July 18, & July 25, 8 AM-12 PM**

Kids join us for a half day of guided sharktooth and shell searching, crabbing, and fishing with Pogie's Fishing Center. A snack will be provided halfway through the program. This program will run from 8am-12pm. Drop-off and pick-up will be at Pogie's Fishing center located at 114 E. Corbett Ave in Swansboro starting at 8 am. Drop off as early as 7:30am and you have until 12:30pm to pick-up. This program is limited in space due to the number of seats in the boat. \$60 per individual.

Kids Fishing Night**July 14, July 28, 5 PM-9 PM**

Pogie's Fishing Center will be providing the bait and gear for a night of fishing fun for kid's ages 7-12 years old. We will be meeting up at Pogie's Fishing Center to throw out some lines. Please send your angler with water, snacks, sunscreen, appropriate water shoes/clothing, and anything else they might need, and we will provide the rest! Pizza dinner will be provided for all participants. Drop-off and pick-up will be at Pogie's. For more information or to register, call 910-326-2600, come by the Swansboro Recreation Center, 830 Main St. Ext. or go online to swansboro.recdesk.com

Fellowship Night**July 17, 6-7 PM**

This program welcomes adults of all abilities to come together for a fun evening with a rotating theme or activity scheduled every month. This program is geared towards adults with special needs and will be held once a month as an after dinner/evening group. We extend this invitation to anyone who is in their senior year of high school and above. For more information, call 910-326-2600 or come by the Swansboro Recreation Center, 830 Main St. Ext.

Summer Art in the Afternoon**July 10-July 14, July 17-July 21 & July 31-Aug. 4 Mon-Fri****1 PM-5:30 PM**

Get your kids to dive into art! Get them out of the sun through these fun filled summer afternoons of hands-on/ minds on colorful explorations. Each of the first four days of the weeklong session will explore a different art medium culminating by putting them all together on the last day to create a mixed-medium expression. Parents and family members and friends are invited to a final day exhibit of weekly work. Each week will offer different experiences based on returning and/or new students and their grade levels.

Music Therapy – DSNOCC**July 15, 10:30-11:30 AM**

Swansboro Parks and Recreation and Down Syndrome Network of Onslow and Carteret County are partnering to offer inclusive musical therapy sessions geared towards youth and young adults they are all FREE to attend! Sessions will be held at the Swansboro Recreation Center at 10:30 AM once a month.

STAYING BUSY**- August 2023-****Threatre Trips****The Little Mermaid- August 4th @ 5:30pm****To Kill A Mockingbird- November 1st @ 5:30****Pretty Women- November 17th @ 5:30**Fitness Programs**POUND Fitness Class**

Saturdays 9-10am

Come get fit with Ripstix! Join us at the Swansboro Recreation Center for our 5-week Pound fitness class with OFFICIAL POUND Instructor Karen Daly. Pound is a fun, total body workout that fuses the best strength training, Pilates, and cardio moves through drumming exercise. The use of Ripstix, lightly weighted drumsticks, challenges the body's stability and balance resulting in constant core activation. This program is appropriate for all fitness levels, ages 13+, men and women. This class is for all different experience levels and movement modifications are taught throughout the class. Register for the entire series for \$25 or drop-in for \$6 per individual session.

Programs**Open Play Pickleball Annual Registration 2023****MON, TUES, THURS & SAT. 8am-12pm****WED & FRI. 5-8pm**

The 2023 Pickleball Open Play Membership will start January 1, 2023, and run until the end of the year, December 31, 2023. This is a casual and co-ed season perfect for any age or ability. The league will meet Monday through Saturday mornings from 8 am to 12 pm (spring/summer hours) and 9 am - 1 pm (fall/winter hours). \$35 for resident and \$40 for non-resident for the entire season, or drop-in fee of \$5 for any one session.

Kids Half-Day Adventure Camp**August 1, 8 AM-12 PM**

Kids join us for a half day of guided shark tooth and shell searching, crabbing, and fishing with Pogie's Fishing Center. A snack will be provided halfway through the program. This program will run from 8am-12pm. Drop-off and pick-up will be at Pogie's Fishing center located at 114 E. Corbett Ave in Swansboro starting at 8 am. Drop off as early as 7:30am and you have until 12:30pm to pick-up. This program is limited in space due to the number of seats in the boat. \$60 per individual.

Kids Fishing Night**July 14, July 28, 5 PM-9 PM**

Pogie's Fishing Center will be providing the bait and gear for a night of fishing fun for kid's ages 7-12 years old. We will be meeting up at Pogie's Fishing Center to throw out some lines. Please send your angler with water, snacks, sunscreen, appropriate water shoes/clothing, and anything else they might need, and we will provide the rest! Pizza dinner will be provided for all participants. Drop-off and pick-up will be at Pogie's. For more information or to register, call 910-326-2600, come by the Swansboro Recreation Center, 830 Main St. Ext. or go online to swansboro.recdesk.com

Summer Art in the Afternoon**August 7th-11th 1:30 PM-5:30 PM**

Get your kids to dive into art! Get them out of the sun through these fun filled summer afternoons of hands-on/ minds on colorful explorations. Each of the first four days of the weeklong session will explore a different art medium culminating by putting them all together on the last day to create a mixed-medium expression. Parents and family members and friends are invited to a final day exhibit of weekly work. Each week will offer different experiences based on returning and/or new students and their grade levels.

Music Therapy – DSNOCC**Aug 19th, Sep 23rd, Oct 14th, Nov 4th, Dec 9th 10:30-11:30 AM**

Swansboro Parks and Recreation and Down Syndrome Network of Onslow and Carteret County are partnering to offer inclusive musical therapy sessions geared towards youth and young adults they are all FREE to attend! Sessions will be held at the Swansboro Recreation Center at 10:30 AM once a month.

Be on the lookout for additional August programs**Register for programs at: swansboro.recdesk.com****Like us on Facebook: [Town of Swansboro](https://www.facebook.com/TownofSwansboro)****Follow us on Instagram: [@swansboro_recre8](https://www.instagram.com/swansboro_recre8)**

PARKS AND RECREATION
July 2023

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Continue to accept vendor applications, although the spots are very limited. Vendors will be added to side streets within the festival area to accommodate more vendors.
- Band contracts completed
- Partnering with Jones Onslow Sports Commission to host the Movin Mullet 5K on October 7. The run will be in Downtown Swansboro.
- Finalizing poster design
- Met with Down East Cyclist to host a 60/30/10-mile bike ride. Possibly on festival weekend. Event would not interfere with any festival activities.

Misc.

- Continue to update website for each upcoming festival
- Beginning to plan marketing efforts for Mullet and Flotilla. Meeting with two firms in August to finalize plans.

Miscellaneous

- Received event application for a fundraiser, will meet with Parks Park for recommendations.
- Preparing to open concession stand the first weekend of August.
- Revise and finalize Dockmaster/Facility Supervisor job description. Position has been posted and received applications. Interviews to begin soon.
- Conducted interviews for Recreation Program Supervisor position. Candidate was selected and begins at the end of August.
- Attended Tunnels to Towers planning meeting.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Continue to manage Church Street Dock- monitor docks daily, on-call on weekends to take reservations and handle docking issues that arise.
- Continue to work at the Visitors Center twice a month.
- Attend weekly Zoom meetings with NCRPA (North Carolina Recreation and Park Association) Director's call.
- Serve on the Jacksonville Onslow Sports Commission board as a liaison. Attend quarterly meetings, update the board on the department's programs, events, and festivals.
- Attend quarterly meetings for the Onslow County Tourism Board.
- Continue to manage and monitor budget and funds.
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Metrics-social media

Media Outlet	Followers	Page Reach	Post Engagement	New Followers
Facebook	15,012	36,515	5620	136
Instagram	752			8

Organization Activity

From 7/9/2023 to 8/8/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	126	66	9	0	136
Resident	12	11	5	0	11
Non-Resident	114	49	4	0	125
No Residency Set	0	0	0	0	0
Demographics					
< 18	47	3	1	0	29
18 - 65	51	42	6	0	90
65+	27	15	2	0	16
Male	54	33	5	0	65
Female	72	27	4	0	71
Other Genders	0	0	0	0	0
Online vs In-House					
Online	23	0	0	N/A	45
In-Person	103	60	9	N/A	91

Revenue

Slip Fee - Town Dock	\$2268
Rental Fees-Parks	\$535
Rentals Rooms	\$3895
Rec Program Fees	\$3161
Gym Memberships	\$250
Dog Park Memberships	\$25
Vendor Fees	\$2725

RECREATION PROGRAMS

- Summer Day Camp program has been full each week and is full till the end of summer.
- Partnering with Pogies Fishing Center to offer Kids Half Day Adventure Camps and Kids Fishing Nights throughout the summer. They will continue into August.
- Pound Fitness programs continue to be offered on Saturday mornings.
- Two theatre trips were offered.
- Pickleball Leagues continues to grow, currently 204 members and drop ins weekly.
- Began planning for the Fall Pickleball Tournament for league only.
- Partnered with Tennis Bloc for pickleball and tennis clinics. A new class session will begin in August.
- Offering Summer Art in the Afternoon camps throughout the summer.
- Conducted paint classes and will continue every other month, if not once a month.
- Continue to partner with American Red Cross to host blood drives.
- Continue to partner with the Down Syndrome Network of Onslow & Carteret County to offer Music Therapy.
- Continue to offer Fellowship Nights once a month.
- Thai Chi classes will begin at the end of August.
- Exploring new art and craft classes for the fall.

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Continue to accept vendor applications, although the spots are very limited. Vendors were added to side streets within the festival area to accommodate more vendors.
- Partnering with Jones Onslow Sports Commission to host the Movin Mullet 5K on October 7. The run will be in Downtown Swansboro. Logistical meeting with Department Directors.
- Poster design finalized, will be distributed in September.
- Begin creating social media material and schedule posts.
- Submitted request for military static displays.

Misc.

- Met with DFS Agency to plan marketing efforts for Mullet and Flotilla.
- Continue to update website for each upcoming festival

Miscellaneous

- Concession Stand opened August 5. Conducted staff meeting to review procedures.
- Conducted interviews for Dockmaster/Downtown Supervisor
- Attended quarterly meeting with Town staff and Computer Warriors.
- Met with Computer Warriors regarding other camera options for Municipal Park.
- Attended Downtown Merchants Candlelight meeting.
- Researching educational signage for wildlife in the parks.
- Received Special Event Application for the Rotary 5'O Fishing Tournament.
- Attended Tunnel to Towers planning meetings.
- Began updating the Recreation Center SOP.
- Began creating an Employee Handbook.
- Created training schedule for Program & Event Manager and preparing a binder of program information.
- Created binder for Dockmaster/Downtown Facility Supervisor.
- Met with RecDesk account rep to inquire setting up online reservations. The process is not as simple as originally thought. Will work with Dockmaster to implement.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Continue to manage Church Street Dock- monitor docks daily, on-call on weekends to take reservations and handle docking issues that arise.
- Attend bi-weekly department meetings
- Attend weekly Zoom meetings with NCRPA (North Carolina Recreation and Park Association) Director's call.
- Serve on the Jacksonville Onslow Sports Commission board as a liaison. Attend quarterly meetings, update the board on the department's programs, events, and festivals.
- Attend quarterly meetings for the Onslow County Tourism Board.
- Continue to manage and monitor budget and funds.
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Metrics-social media

Media Outlet	Followers	Page Reach	Post Engagement	New Followers
Facebook	15,199	22,821	3010	160
Instagram	751	261		9

Organization Activity

From 8/6/2023 to 9/5/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	166	66	12	0	112
Resident	25	6	6	0	15
Non-Resident	141	50	6	0	97
No Residency Set	0	0	0	0	0
Demographics					
< 18	8	3	0	0	3
18 - 65	97	41	8	0	81
65+	61	12	4	0	28
Male	59	35	3	0	59
Female	107	21	9	0	53
Other Genders	0	0	0	0	0
Online vs In-House					
Online	29	0	0	N/A	25
In-Person	137	56	12	N/A	87

Revenue

Slip Fee - Town Dock	\$3070.50
Rental Fees-Parks	\$695
Rentals Rooms	\$3160
Rec Program Fees	\$1903
Gym Memberships	\$300
Dog Park Memberships	\$0
Vendor Fees	\$3295
Concessions	\$60

RECREATION PROGRAMS

- Summer Day Camp concluded August 11. Conducted after action meeting with Summer Day Camp staff.
- Pound Fitness programs continue to be offered on Saturday mornings.
- Pickleball Leagues continues to grow, currently 20 members and drop ins weekly.
- Continue to plan for the Fall Pickleball Tournament for league only.
- Partnered with Tennis Bloc for pickleball and tennis clinics. A new class session began August 28.
- Continue to partner with the Down Syndrome Network of Onslow & Carteret County to offer Music Therapy.
- Continue to offer Fellowship Nights once a month.
- Thai Chi classes will begin September 14.
- Exploring new art and craft classes for the fall.