



Swansboro Parks & Recreation Advisory Board Agenda

Town of Swansboro

Wednesday, May 21, 2025

I. Call to Order & Roll Call

II. Adoption of Minutes

- [a.](#) April 16, 2025 Meeting Minutes

III. Reports

- [a.](#) **Monthly Report**
- [b.](#) **Upcoming Programs/Events**
- [c.](#) **Updates**

Arts by the Sea

Independence Day Celebration

IV. New Business

- a. Summer Day Camp
- b. Memorial Day Service

V. Old Business

- a. PirateFest

VI. Comments

A public comment period is offered in accordance N.C.G.S. 160A-81.1 and the Town of Swansboro's Board of Commissioners Policy No. 4 Meeting Procedures and Guidelines and comments will be limited to 5 minutes unless otherwise stated by the Mayor/Presiding Officer.

No June Meeting

Next Meeting July 16, 2025

VII. Adjournment

Town of Swansboro
Swansboro Parks & Recreation Advisory Board
Meeting Minutes April 16, 2025

I. Call to Order & Roll Call- The Swansboro Parks and Recreation Advisory Board met at the Swansboro Recreation Center for a regular board meeting on Wednesday, April 16, 2025. Debra Pylypiw called the meeting to order at 5:30 p.m.

Members present were Debra Pylypiw, Matthew Prane, Ryan Swanson, Bets Love, and Jennifer Steele. Elena Messenger was absent. Anna Stanley, Sara Elliott, Mayor Bill Justice, and Town Manager Jon Barlow were present on behalf of the Town.

II. Adoption of Minutes

- a. March 19, 2025, Meeting Minutes-The board review the meeting minutes from March 19, 2025. Jennifer S. made a motion to approve the minutes, Matthew P. seconded the motion, and the meeting minutes were unanimously passed.

III. Reports

- a. **Monthly Report**-Director Stanley said the monthly March reports were in the packet with updates in red and asked if there were any questions. There were no questions.
- b. **Upcoming Programs/Events**-Sara E. reviewed upcoming programs

Spring Break Camp finished today with nine campers. The Easter Egg Hunt is tomorrow and have plenty of volunteers to help make the event a success. Next week is the Touch-A-Truck event with 33 different vehicles attending. PirateFest is in May and Swansboro Parks and Recreation are partnering with Lady Swan to offer a Pirate Cruise on the day before PirateFest. The Mother's Day Craft Night is in May as well. This year it is focused on mothers and children, not just daughters. Tiny Trekkers and Sprout Scouts continue with a focus on events that are happening. Debra P. is hosting two more theatre trips. One is already booked and the other is scheduled for June with some spots available.

Director Stanley stated that Festival Sponsorships were closing this week. Swansboro Parks and Recreation received a sponsorship that was collected by Bets L. Director Stanley announced that \$35,500 in sponsorships has been collected to date. There are several new sponsors and some returning sponsors that have been committed. The Arts by the Sea Festival will offer the Food and Wine tasting again. Tickets will go on sale soon.

Deb P. stated that vendor spaces are almost full for Arts by the Sea. Sara E. explained that Arts by the Sea highlights local entertainment and the Marine Corps Band will finish the set. Deb P. added that vendor spaces for the Mullet Festival are almost filled. and food vendors are completely full. Director Stanley added that entertainment is almost set, but there is one more spot for a band available. Independence Day has everything confirmed other than the permit from Onslow County. Independence Day only has food vendors. There are no updates on the Christmas Flotilla. There were no questions about upcoming programs and events.

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IV. New Business

V. Old Business

- a. Event & Festival Economic Impact- Director Stanley provided figures on PirateFest with attendance and the economic impact. The total economic impact for PirateFest last year was over \$54,000. Director Stanley uses a formula from Onslow County to get the correct estimate. Director Stanley also provided the attendance for all the festivals for the past three years. The overnight stays are tracked by the Hampton Inn with a code used at check-in for each festival. The total economic impact for festivals is \$340,306.
- b. Swimming Pool Committee (added presentation 4/15/25)-Matthew P. provided an update on the Swimming Pool Committee and asked for feedback on the presentation that he would like to give to the Board of Commissioners. The committee was formed because of the information from the Master Plan. Matthew P. stated that a programming pool should be constructed to meet the needs of the community, including a diving board. There are currently three different types of pool that have been discussed which include a programming and diving pool, community/competition pool, and a warm water therapy pool. Depending on the pool type will determine the type of programs that can be offered. A steel or dome building that can be used as a hurricane shelter can cost upward \$13 million but has potential to generate revenue. Matthew P. looked at another option for a community/competition pool that would cost \$7.4 million. The costs include restrooms, showers, changing facilities, and utility room. All these amenities are required by the state. The pool committee is planning to present a less costly version that would cost \$200,700 in the first year. The costs are overestimated, including the pool, concrete pad, insurance (annual quote), staff, and pool operating costs. The pool would be above ground so a fence would be a way to control access. These costs do not include shades, chairs, utilities, fencing/decking, storage facility, and bathroom/shower facilities. Matthew P. would like to have six guards per day at \$15/hour. Other staff would include supervisors and pool operators. Matthew P. discussed the different potential revenue streams that include membership fees, swim lessons, swim meets, and kids' triathlon for a potential of \$181,860 a year. Matthew P. summarized the key takeaways that including drowning prevention, programming, more special events, more outdoor fitness classes, outdoor concerts and movies, and community centered health and wellness.

Matthew P. asked board members to provide feedback on the presentation. Deb P. asked about the membership target and what type of memberships it included and asked if the number of children for learn to swim (96 kids/day) was reasonable. Matthew P. responded that the membership rates would need to be reviewed with more details and believes that there is enough children to fill the program. Sara E. asked if he has asked other facilities about their swim lessons programs and how many swimmers they have. Matthew P. has not asked and Deb P. added that she has been to other facilities and has seen three or four swimmers, but it could be dependent on the time of year. Deb P. asked if the ADA access included a lift. Matthew P. responded yes, just depending on the set-up of the pool. It does not include the actual lift into the pool which is not a requirement. Matthew P. commented that North Carolina does not require lifeguards at pools so it may be something to consider to limit costs. Jennifer S. asked about the scheduled of swim meets for the high school which is during the winter months. The pool is

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proposed to be open during the summer. Matthew P. stated that there are some options including a dome so that way more programs and swim meets can be offered year round. Another consideration is if the current staff under Parks and Recreation handle this increase in program registration. Director Stanley asked for clarification on what the costs include. Matthew P. stated that there is more that needs to be included depending on the direction of the pool. The proposed pool does have a five-year warranty and can be bought back after before or at five years. There were no more questions or comments.

c. Pickleball Courts (added agenda item 4/15/25)

No new updates- Director Stanley stated there are two options that are being considered for the pickleball courts. The first option is the build three dedicated pickleball courts at the skate park or build six new dedicated pickleball courts that would be regulation size next to the current tennis courts. The current storm water permit will need to be modified, and Director Stanley is consulting with professionals now. Director Stanley is gathering all information needed for both options to create a proposal for the Town Manager and then ask the Parks and Recreation Board for a recommendation. The recommendation would then be presented to the Board of Commissioners. Once the recommendation is confirmed, Director Stanley will put the project out for bids. The current tennis courts will remain as their current use. The courts will need to be resurfaced within the next three years. There has been some miscommunication on the courts so Director Stanley will provide any updates at the Parks and Recreation Board Meeting and the Board of Commissioners Meeting. No information will be posted on GroupMe as it is not an official form of communication for the department. The board had no questions or comments.

VI. Comments

Mayor Justice asked that the patrons continue their patience as this money has been allocated to the pickleball courts. The project will take some time as there is still a lot that needs to be decided. A patron asked that Mayor directly if there was a specific timeline that could be set for the courts as other organizations/businesses have built courts within three months. Director Stanley commented that she is working on getting quotes but cannot force contractors to get back to her on quotes. Director Stanley stated that she is just one person that has the help of Sara E. but has other responsibilities in the department. Another patron commented that league members can ask another business for the costs, but as stated before, Director Stanley will still need to contact businesses and get specific quotes. A government entity is different from a private company and projects like this will take more time. Both options will be presented and then decided based on quotes or what the board wants. Another patron asked why the current tennis courts cannot be resurfaced since there are not as many tennis players as pickleball players. Director Stanley responded that there is still a need for tennis courts, the department needs to provide the service, and the Board of Commissioners have expressed that they want the tennis courts to stay. Mayor Justice commented on whether this section was for comments or discussions. Mayor Justice wanted to remind patrons not to attack Director Stanley and remember that she is working hard to get the dedicated pickleball courts. Patrons agreed that Director Stanley cannot control whether businesses respond about quotes. Mayor Justice asked the patrons what they felt were a reasonable timeline for the pickleball courts and responded six months. Given that six months is not reasonable to even build the courts, steps were discussed. The first step is the storm water

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permit which is in motion with the consultant. Another patron asked if a pickleball court committee would be helpful, but Director Stanley stated that it would not be because she would still be the one solely responsible for the quotes and proposals. Mayor Justice commented that with the possibility of offering more tournaments, that it will help the project. A patron commented that she felt the pickleballs were being held hostage, but Director Stanley stated that the balls were tracked to better understand what the department needs to budget. Also, pickleballs have gone missing in the past.

A patron asked how Matthew P. received his information about the comprehensive master plan, and he responded that it is on the Parks and Recreation website. The comprehensive master plan was completed in 2023 and if it were repeated, it would cost thousands of dollars. Mayor Justice expressed that the Board of Commissioners are there to help and to reach out to them about any questions or concerns.

VII. Adjournment- Matthew P. made a motion to adjourn the meeting at 6:39 pm and Bets L. seconded the motion. All members were in favor.

Next Meeting May 21, 2025, 5:30 PM

April 2025

DIRECTOR'S REPORT**Festivals**

- Festival website updates-ongoing
- Sponsorships are being received. Many new sponsors this year, to date have raised \$40, 250
- Collaborating with graphic designer for 2025 marketing materials; rack card, sponsor graphic, Arts by the Sea (ABTS) and Independence Day Celebration.
- Held logistical meeting for ABTS
- Applications are still being accepted for all festivals, close to being full.
- Met with WITN to review marketing plan for ABTS and Independence Day Celebration.

ARP Project Updates*Basketball Courts*

- Purchase order submitted for asphalt work and new basketball equipment (backboards, goals, and nets).
- Equipment has been received.
- Resurfacing will take place after the first of the year, weather conditions need to be warmer. **Resurfacing is complete. After the asphalt cures, it will then be sealed. New goals, nets, and backboards will be installed.**

*Replacement of outdoor toilets- Completed**Splashpad*

- Completed: tables and seating have been installed. Grand re-opening scheduled for May 17, 2025

Events*PirateFest*

- Annual event is held on the second Saturday in May (May 10, 2025) in partnership with Onslow County Parks and Recreation.
- Accepting food vendor applications.
- Added new feature: Pirate Cruise on May 9, 2025. Partnering with the Lady Swans and pirate entertainers to host a sunset cruise. Max participants is 25.
- Held logistical meetings with Department heads.

Miscellaneous

- Receiving proposals for two options for dedicated pickleball courts. Met with Musco Lighting to discuss lighting options for new courts.
- Preparing for Onslow County Senior Games-work with county departments to hold annual games this May. Worked with Onslow County Tourism for Jacksonville-Onslow Chamber of Commerce Leadership Class. Provided an overview of the four festivals held each year and Parks and Recreation programs and events.
- Working with RecDesk to update website and add pages to existing site.
- Preparing documents for the annual Splashpad inspection.
- Met with an organization wanting to rent a small portion of athletic fields in the fall and spring of each year.
- Assisted with the annual Easter Egg Hunt.
- Attended online seminar: Reaching the Next Generation
- Attend Pool Committee meetings.
- Manage on-going reservations.
- Attend bi-weekly departmental managers' meeting.
- Continue to manage staff timesheets, hours tracking, and schedules.
- Continue to manage and monitor budget and funds.
- Continue to manage on-going weekly and monthly reservations.
- Continue to manage parks, repairs, and work with the Public Works Department for maintenance.
- Manage community service work program.

- Recreation Center-answer phone calls, assist in managing Pickleball League, process dock, room, and p
- reservations, process memberships, and oversee day-to-day operations of the Recreation Center.
- Serve on the Onslow County Senior Games Committee, meetings held once 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
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Metrics-social media

April

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook-Parks & Rec	18,637	53,400	6200	236,200	122
Facebook-Festivals	9183	426	139	959	6

Revenue

April

Slip Fee - Town Dock	\$6,616
Rental Fees-Parks	\$705
Rentals Rooms	\$2,995
Rec Program Fees	\$3700
Gym Memberships	\$225
Dog Park Memberships	\$80
Festival Vendor Fees	\$1320
2025 Festival Sponsorships	\$17,000

PROGRAM/EVENT MANAGER MONTHLY REPORT

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Compiled daily deposits
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram
- Created all programs/events in RecDesk for registration
- Completed instructor payouts for recently finished programs
- Completed monthly reservation receipts
- Ordered all supplies for upcoming programs and events
- Submitted Health Department application for PirateFest
- Completed all PirateFest social media posts
- Planned and managed Tiny Trekkers and Sprout Scouts
- Managed staff scheduling for Rec Center, events, and reservations
- Attended Parks & Recreation Advisory Board meeting
- Attended Senior Games meeting
- Event Manager for Senior Games
- Created PirateFest Most Wanted

- Met with potential Contract Instructors
- Executed Touch-A-Truck Event
- Executed Easter Egg Hunt
- Worked and managed Spring Break Camp
- Completed all purchases for Easter Egg Hunt
- Continued planning Splash Pad Reopening Event
- Executed Earth Day program with Swansboro High School Eco Club

Planned Programs

Tiny Trekkers – April 25th

- 10 registered and 9 attended
- 4 waitlisted

Sprout Scouts- April 11th

- 10 registered and 10 attended
- 2 waitlisted

POUND! – March 29th – May 3rd

- 11 drop-ins
- 1 series

First Aid & CPR Training

- 6 registered and 6 attended

Theatre Trip- Ain't Misbehaving'

- 11 registered and 11 attended
- 3 waitlisted

Tai Chi – March 6th – April 10th

- 10 registered
- 3 waitlisted

Touch-A-Truck – April 26th

- 33 vehicles registered
- 2 food vendors
- Estimated 2,000 in attendance

Spring Break Camp – April 14th – April 16th

- 9 registered and 9 attended

Spring Blooms Wreath Class- April 1st

- 9 registered and 9 attended

Fellowship Night- April 14th

- 3 attended

STAYING BUSY

- June 2025-

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:

Contact Onslow County Senior Services for more information.

Mon-Fri, 9 AM-12 PM

Fitness Programs

POUND Fitness Class

9 AM – 10 AM

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. Register for the entire series for \$25 or drop-in for \$6 per individual session.

Tai Chi

May 8th – June 12th

Join Swansboro Parks & Recreation for Tai Chi with instructor Sifu Dr. Harold McMillion for a 6-week series, every Thursday starting at 2:00PM at the Swansboro Recreation Center. Tai chi is a series of gentle physical exercises and stretches. Each posture flows into the next without pause, ensuring that your body is in constant motion.

2025 Open Pickleball League

January 2025 – December 2025

The 2025 Pickleball Open Play Membership will start January 1, 2025 and run until the end of the year, December 31, 2025.

Events

Arts by the Sea

June 14th 9 AM – 5 PM

This fabulous arts and fine crafts festival takes place from 9 a.m. until 5 p.m. Come and see the best artists and crafters as they line our historic streets with beautiful fine art and handmade crafts. The show, which is a juried craft show, represents some of the finest crafters in the Southeast. Pottery, jewelry, paintings, stained glass, fiber, carvings, photography, sculpture and metal work are just a few of the crafts represented at this annual event. The festival features live, local entertainment at the Harry C. Pugliese "Pug" Pavilion throughout the day.

Arts by the Sea Food and Wine Tasting

June 14th 4 PM – 7 PM

Join us downtown at Arts by the Sea for a special Wine and Food Tasting. We will have representatives from local wine vendors pouring paired with local Swansboro restaurants

providing some delicious food samples. This year's restaurants will also be participating in a Taste of the Town competition. Item III - b. best appetizer, entrée, and dessert voted on by event attendees. This event has a limited number of tickets available, so hurry up and reserve your ticket today! Must be 21 to purchase tickets and I.D.'s will be checked at the entrance of the tent.

Programs

Sprout Scouts- Dig & Dump

June 20th 10 AM – 11 AM

Welcome to our Sprout Scouts program, designed specifically for our littlest ones ages 1-2. Our program aims to provide a stimulating and engaging environment where toddlers can explore, create, and play in a safe and nurturing setting.

Tiny Trekkers- Flutter & Fly

June 27th 10 AM – 11 AM

Welcome to our Tiny Trekkers program, designed specifically for our little ones ages 3-5! Our program offers a variety of age-appropriate crafts, activities, and games! From sensory play to art projects, there's always something fun and educational for our Trekkers to enjoy.

Summer Art in the Afternoon

June 9th – June 13th & June 23rd - June 27th

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.

STEM Innovation Camp

June 16th – June 19th

Calling all students who love science, math and getting just a tad bit messy. This is not the week to wear your Sunday best. Campers will be creating bouncy balls, creating a working arcade out of cardboard, investigating solid, liquid and gasses, as well as other science based investigations. Mad scientist hair not included.

Theatre Trip- Hairspray

June 29th

Join us for a trip to the Theater! Swansboro Parks and Recreation will be providing transportation and tickets to Hairspray at Thalian Hall! \$60/person. Dance your way back to the 1960s with Hairspray, where big dreams, big hair, and even bigger heart come together! Follow Tracy Turnblad as she fights for integration and acceptance on her favorite TV dance show, spreading joy and unity in this feel-good musical packed with catchy tunes and a message of inclusion.

Be on the lookout for additional programs

Register for programs at: swansboro.recdesk.com

Like us on Facebook: Town of Swansboro

Follow us on Instagram: [@swansboro_recre8](https://www.instagram.com/swansboro_recre8)

