



Swansboro Parks & Recreation Advisory Board Agenda

Town of Swansboro
Wednesday, September 18, 2024

I. Call to Order & Roll Call

II. Adoption of Minutes

- a. [August 21, 2024 Meeting Minutes](#)

III. Reports

- a. **Monthly Report**
- b. **Upcoming Programs/Events**
 - Barkfest
 - Halloweenie Roast
 - Santa Fest
 - New holiday programs

IV. New Business

V. Old Business

- New logo design
- Mullet Festival activities
- Field Rental Rates
- ARP Projects

VI. Comments

VII. Adjournment

Next Meeting October 16, 2024, 5:30 PM

Town of Swansboro
Swansboro Parks & Recreation Advisory Board
August 21, 2024

Item II - a.

- 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, August 21, 2024. Deb Pylypiw called the meeting to order at 5:29 p.m.

Members present were Jenifer Steele, Lawrence Abalos, Debra Pylypiw, Matthew Prane, Debbie Harnatkiewicz, and Elena Messenger. Anna Stanley and Sara Elliott were present on behalf of the Town.

II. Adoption of Minutes

- a. July 17, 2024, Meeting Minutes- The board reviewed the meeting minutes from July 17, 2024. Elena M. made a motion to approve the minutes Jennifer S. seconded the motion, and the meeting minutes were unanimously passed.

III. Updates

a. Monthly Report

- a. Director Stanley. said that the Monthly Report was in the packet and asked if there were any questions. Deb P. mentioned Mullet Festival being full for vendors, but Director Stanley said that this is July's report, and festivals would be reviewed later in the agenda.

b. Upcoming Programs/Events

- a. Tunnel to Towers held a logistical meeting and everything is on track for the event. The Board Members were encouraged to sign up with a QR to volunteer for the event. Sara E. discussed Summer Camp and how the camp had to close due to the hurricane for two days. BarkFest is coming up on September 28th from 10 AM – 2 PM. It is a free dog event and have secured two local K9 demonstrations, dog competitions, food vendors, dog photographer, and a craft tent for the dogs. Elena M. asked about the liability, but since it is in the park, all dogs must be leashed. Participants will need to follow normal park guidelines it will be strongly encouraged to leash their dogs and have vaccinations. All vendors are required to have some sort of dog giveaway. Elena M. asked about charging vendors, Sara E. replied that vendor fees are in place, but it is much less expensive than normal events/festivals. The goal is to have the splashpad open for the dogs on BarkFest. Matthew P. mentioned using the base dog handlers, Sara E. responded that the base had been contacted but were denied due to other dogs being at the event. Deb H. mentioned using a different dog rescue for an adoption event. Sara E. will research other possibilities. Tiny Trekkers and Sprout Scouts continues each month. Before Tunnel to Towers, the department is hosting a Wreath for Heroes class. Deb P. also mentioned Seaside Buzz Book Club is starting again in September and there is a waitlist. There is also a blood drive happening at the Recreation Center on Thursday, August 29th.

c. Updates

Festivals-All vendors are full for Mullet Festival. All entertainment is confirmed. Director Stanley is doing another round of confirmation with everyone, and the first logistical meeting will be in the second week of September. Deb P. stated the need to get more boats involved for the Blessing of the Fleet on Friday night. There are usually about 15 boats but would like to increase the number of pleasure and commercial boats. The ceremony is broadcasted through VFH radio. The window clings for our Festival Sponsors came in and are being mailed out this week with the Mullet Festival VIP tent invitation. Deb P. discussed the Mullet Festival t-shirt with the new update of the historical SMF flag. The Jacksonville Onslow Sports Commission will host the 2nd Annual Movin' Mullet on October 5th.

IV. New Business

- a. Mullet Festival Activities- Director Stanley stated at a previous meeting the board had had discussed offering activities that were fishing related. A. Stanley told the board that the mullet activities would need to be overseen by them, since all park staff have other festival duties. The location for the new activities would be down by the Mattocks Stage and have added food vendors and music entertainment at that site. Volunteers can be used, but as long as the advisory board is able to facilitate the activities. There was discussion to have an informational booth or use a QR on A-Frame signs to give locations and entertainment schedule.
- b. Swimming Pool Committee- The Board of Commissioners has officially approved a swimming pool committee. Matthew P. discussed the committee and how there are two other people on the committee and what the next steps are. The next step is to establish a meeting schedule and have an initial meeting with committee responsibilities and expectations. Other steps include finding a location and a having feasibility study completed. Several board members expressed their concerns about financial commitments and the pool can be managed and sustained once it is opens. The advisory board would like to review research of smaller towns having a community pool to understand how it was funded, managed, and sustained. Deb H. mentioned that there are ongoing projects that need financial support. Elena M. discussed that the Parks and Recreation Department needed to grow (in terms of programming and staff) and then could show that it may be feasible to build, operate, and manage a pool facility. Matthew P. said that the Master Plan used a case study incorrectly about the pool not being supported, when in fact the case study, does approve it. The pool committee will need to have public meetings with an agenda and minutes recorded just like any other Town Committee.

V. Old Business

- a. Field Rental Fees- Director Stanley met with the Town Manager about the Soccer Association field rental fees. They are currently paying \$3/hour and Director

Stanley would like to increase the rate. The last contract was for three years and would like to change to an annual contract invoicing the fall and spring seasons separately. Director Stanly provided field rental rates from many other departments in the surrounding areas. After much discussion of rates compared to other departments, the advisory board recommended the rate should be \$10/hour and with an increase in spring to the actual price of \$20/hour. The advisory board felt that since the association is only using our fields for practice, they should be paying the normal resident rate. The advisory board did agree that it should be increased in increments so it would not be a drastic increase. Elena M. made a motion to charge \$10/hour in the fall with an increase to \$20/hour in the spring to match the current rate. Deb H. seconded the motion, and it was unanimously passed.

- b. Logo- The design from Elena was sent to the graphic designer. The advisory board decided to remove the birds, boat, mullet, and bench. Elements to add; a woman and dog with the child walking, suggested to move the sun to the sky and zoom in on the entire image to make the recreation center and swan larger. Sara E. will send notes to the designer for another revision.
- c. ARP Projects- Splash Pad had some delays due to weather and shades being back ordered but is on track and the goal is to open in the next two weeks. Director Stanley already ordered two picnic tables: one ADA accessible. There were different examples of metal and concrete benches, but the advisory board did not think metal was the best option. Director Stanely presented colorful single concrete stools to order with the picnic tables and the advisory board all agreed the small concrete stools would add a nice pop of color. It was also determined that one more picnic table would fit under the shade, so there will be three picnic tables in total. Once those tables are in place, Director Stanley will determine how many single concrete seats to order. Director Stanley is getting new quotes on all other ARP projects including the water fountains, outdoor restrooms, and basketball courts. This will be discussed at the next meeting.

VI. Comments-

VII. Adjournment- Lawrence A. made a motion to adjourn at 6:55 pm and Jennifer S. seconded the motion. All members were in favor.

Next Meeting September 18, 2024, 5:30 PM

DIRECTOR'S REPORT**Festivals/Events**

- Mullet Festival vendor spaces are sold out
- Securing fireworks for 2025
- Working with WITN for Mullet festival advertising
- Preparing final logistics for the Mullet Festival, re-confirming toilets, tents, shuttles, golf carts, and creating final task sheets for departments.
- Met with Jacksonville Onslow Sports Commission and staff. Reviewed 2023 Movin' Mullet 5K logistics with department heads, Town Manager and new recommendations made for 2024 run.
- Received \$10,000 reimbursement for the Onslow County Tourism Assistance Grant and the Swansboro Tourism Development grant.

ARP Project Updates*Splashpad Renovation*

- Concrete work complete: the 5ft addition around the splashpad, seating wall, and patio area. Shade structures will be installed the first week in September. The Advisory Board recommended additional amenities, will obtain quotes. Amenities will be installed over the next couple of months.

Basketball Courts

- Began contacting asphalt companies to obtain new quotes. Contacted four companies, waiting for a response. Receiving quotes for new goals, backboards, and nets.

Replacement of outdoor toilets/water fountains: Contacted recommended plumber to obtain quotes on toilets and water fountains.

Miscellaneous

- New treadmill installed.
- Attended T2T meeting, reserved facilities, reviewed volunteer responsibilities
- Presented two special event applications to the Board of Commissioners for fee waiver recommendations.
- Recreation Center-answer phone calls, assist in managing Pickleball League, process dock, room, and park reservations, process memberships, and oversee day to day operations of the Recreation Center.
- 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
- 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
August

Media Outlet	Followers	Reach	Post Engagement	Page Visits	New Followers
Facebook	17,868	24,409	3,038	5,600	195
Instagram	844	279		38	11

Activity Report
August

Organization Activity

From 8/4/2024 to 9/3/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	118	44	6	0	102
Resident	11	7	1	0	5
Non-Resident	107	37	5	0	97
No Residency Set	0	0	0	0	0
Demographics					
< 18	23	6	0	0	14
18 - 65	82	32	2	0	76
65+	12	6	4	0	11
Male	33	17	3	0	42
Female	85	27	3	0	60
Other Genders	0	0	0	0	0
Online vs In-House					
Online	45	0	0	N/A	49
In-Person	73	44	6	N/A	53

Revenue
August

Slip Fee - Town Dock	\$2427
Rental Fees-Parks	\$180
Rentals Rooms	\$1345
Rec Program Fees	\$1294
Gym Memberships	\$105
Dog Park Memberships	\$80
Festival Vendor Fees	\$0

PROGRAM/EVENT MANAGER MONTHLY REPORT

Program/Event Manager Monthly Report

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Dock Slip reservations
- 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
- Continued supervising Summer Day Camp and worked Week 8
- Planned and managed Tiny Trekkers and Sprout Scouts
- Handled staff scheduling for Rec Center, Visitor's Center, and all reservations
- Secured local vendors and businesses for BarkFest
- Began planning and posting Mullet Festival posts
- Helped promote T2T and volunteer program
- Created flyers for new programs, Wreaths for Heroes, Fall Pinecone, and Wreath & Wine
- Processed monthly reservations and damage deposits
- Submitted applications for Veteran's Day Service
- Created Parks & Recreation Month prizes and contacted winners
- Attended TAC meeting
- Attended T2T meeting
- Attended end of summer camp meeting

Planned Programs

Fellowship Night- August 19th

- 11 attended

Tiny Trekkers- August 30th

- 10 registered and 7 attended

Sprout Scouts- August 23rd

- 10 registered and 6 attended
- 3 waitlisted

POUND! – August 17th – September 21st

- 7 drop-ins
- 2 series

Summer Day Camp Weeks 7 & 8

- Had to cancel camp due to Tropical Storm on August 8th and 9th
- 4 field trips for week 8