



Swansboro Parks & Recreation Advisory Board Agenda

Town of Swansboro
Wednesday, November 15, 2023

I. Call to Order & Roll Call

II. Adoption of Minutes

- a. September 20, meeting minutes

III. Adoption of Minutes

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

IV. New Business

- a. Mullet Festival-70th Anniversary

V. Old Business

VI. Comments

VII. Adjournment

Next Meeting January 17, 2024

Town of Swansboro
Swansboro Parks & Recreation Advisory Board
September 20, 2023

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, September 20, 2023. Deb Pylypiw called the meeting to order at 5:32 pm. Members present were Deb Pylypiw, Nancee Allen, Elena Messenger, and Debbie Harnatkiewicz. Members absent were Lawrence Abalos and Jennifer Steele. Anna Stanley and Walker Edwards were present on behalf of the Town.

II. Adoption of Minutes

- a. June 16, 2023 meeting minutes- The board reviewed the meeting minutes. Debra P. made a motion to approve the minutes. Nancee A. seconded the motion, and the meeting minutes were unanimously passed.

III. Reports

- a. **Monthly Report-** The May, June, and July manager's report was provided to the advisory board. There were no questions from the board.
- b. **Upcoming Programs/Events-** Recreation Program/Event Manager Travis W. Edwards updated the board on current and upcoming programs and events. Tai chi, Down Syndrome Network of Onslow and Carteret County Music therapy, Ty Foxworthy Pickleball Tournament (informed the board that due to weather, the tournament was moved into the old gymnastics building in Cape Carteret), Pound Fitness (informed the board that it was supposed to start September 16, but had to be cancelled and make up date was moved to the end of the series), Fall Wreath Making Class, Fellowship Night (informed the board that we are going to start advertising more for Fellowship Night), New instructor Susan Swain Mullet Gnome Door Hanger Workshop, Movin Mullet 5K Run, Teacher Workday Camp, Mullet Festival, Mullet Mash Metric, Halloweenie Roast (board asked if we were going to bring back hayride, Anna S. informed that we would like to bring it back, however not this year. Jennifer S. proposed an idea to run a pumpkin derby next year. Lighthouse reality group sponsored the Halloweenie Roast by purchasing some of the supplies needed for the event.

c. Updates

Festivals- Mullet- Debra P informed the board that in June all vendor spaces were filled. Deb P and Anna S. walked the downtown area to see where more spaces could be added. Thirty-seven spaces were added and sold out. Sold 195 spaces in total. The fire chief informed us that there are regulations about the number of tents in a row and required space between them. Staff will need to figure out how to sell spaces next year due to the fact that vendors like to buy the same spot for the next year. Emails were sent to all vendors providing them with festival rules and regulations and check in/out procedures. This year there were several new restaurants that provided donations for the VIP tent, which included Blazin Bird, Bamboo, El Cerro, Sweeter things. Swansboro Parks and Recreation staff member Beth Sigler is going to oversee the VIP tent. The volunteer area will be at the Visitors Center area instead of the VIP tent. There will be two stages of entertainment, Seaside Arts council is providing the music for

the second stage. Anna S. told the board that if they wanted to volunteer or knew someone that wanted to volunteer to let us know. All Town of Swansboro staff are required to work at the Mullet Festival. Debra P. informed that board that town staff will be responsible for clean up throughout the festival weekend instead of having to depend on volunteers. Next year is the 70th Annual Mullet Festival and the department is already looking to add additional things to the festival. Anna S. informed the board that she will meet with the Town Manager and entertainment committee in a few weeks to discuss bands for next year.

Flotilla- Anna S. informed that board that preparations for the Flotilla have begun and people are already calling to register their boats. Registration has been opened online. The graphic designer is working on the poster so that that it can be distributed after Mullet Festival. Confirmed the date of Flotilla for November 24.

d. Budgets

2022-23 Year End- Anna S. informed the board that the department needs to improve programming offerings. The department is approximately under budget by \$16,000 for income. Everywhere else is over budget for income. The department came in under budget for all the expenses. Debra P. informed the board that theatre trips are becoming harder to fill for the Wilson Center because it cost more than other venues. Deb P. will look at shows for Theatre trips to New Bern.

2023-24 Budget – Anna S. Informed the board that basketball courts were approved to be renovated with new goals and resurfacing. The department is exploring additional lighting in the park and tennis courts. The park’s maintenance truck replacement is on order. It was approved in the budget to begin replacing one piece of gym equipment every year; vendor suggested replacing the tread mill first because it has the most parts and is used more frequently.

IV. New Business

V. Old Business- Anna S. informed the board that Travis W Edwards was hired as the new Recreation Program/Event Manger and Justin Webb as the new Dockmaster. Four interviews are scheduled and but Director Stanley is concerned that since only part time positions are available the candidates may want more money that can be offered.

VI. Comments

VII. Adjournment- Nancee A. made a motion to adjourn the meeting and was seconded by Debra P. and was unanimously passed and adjourned at 6:02 pm

Next Meeting October 18, 2023, 5:30 PM

PARKS AND RECREATION
September 2023

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Vendor spaces were added 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.
- Posters distributed in Swansboro and Cape Carteret.
- Social media posts created and began posting daily.
- Military static displays confirmed.
- Updated festival website and RecDesk event page with current festival information, entertainment schedule, etc.
- Began preparing financial requests.
- Prepared miscellaneous documents, forms, signs, final checklist, and timeline needed for festival weekend.

Miscellaneous

- Dockmaster/Downtown Supervisor hired, began September 5. Reviewed policies, procedures, and completed RecDesk Training. Created binder for Dockmaster/Downtown Facility Supervisor.
- Special Event Applications
 - Swansboro Rotary Five-O King Mackerel Tournament, October 19-21, free concert in the Salt Water Grill parking lot on Oct 21.
 - Swansboro by Candlelight-November 11, 5-9am, Annual Tree Lighting
- Tunnel to Towers was held on September 9, over 600 runners participated.
- Assisted with the 2nd Annual Ty Worthington Memorial Pickleball Tournament.
- Continue to update the Recreation Center SOP.
- Began training Program & Event Manager, created training manual, reviewing programs and events.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Conducted interview for Recreation Assistant and Recreation Aide.
- 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	15,465	45,780	4700	263
Instagram	753	280		6

Organization Activity

From 9/5/2023 to 10/5/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	223	59	3	0	135
Resident	26	7	0	0	9
Non-Resident	197	51	3	0	126
No Residency Set	0	0	0	0	0
Demographics					
< 18	59	1	0	0	8
18 - 65	99	37	1	0	88
65+	65	20	2	0	39
Male	89	38	0	0	55
Female	134	20	3	0	80
Other Genders	0	0	0	0	0
Online vs In-House					
Online	96	0	0	N/A	52
In-Person	127	58	3	N/A	83

Revenue

Slip Fee - Town Dock	\$2991
Rental Fees-Parks	\$425
Rentals Rooms	\$965
Rec Program Fees	\$3267
Gym Memberships	\$150
Dog Park Memberships	\$30
Vendor Fees	\$2650
Concessions	\$85
Donations	\$14

Program/Event Manager Monthly Report – September 2023

Routine Monthly Job Responsibilities:

- 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, JD News, Tideland News, local magazines
- Created all programs/events in RecDesk software for registration
- Created program proposals for new programs to be approved by Director
- Completed instructor payouts for recently finished programs
- Parks advisory board monthly meeting – presented past, current, and future programs to board

Planned Programs

Tai Chi - September 14-October 19 (Thursdays) Continuing Program

- Program ran by Sifu Dr. Harold McMillion
- Full Program of 12 participants

POUND Fitness Class – September 16-October 14 (Saturdays) Continuing Program

- Program ran by Karen Daly
- September 16 was cancelled and moved to the end of the program, October 21
- September 23 was cancelled and moved to end of program, October 28

Sunflower Paint and Sip – September 21

- Program ran by Carol Burt
- Paint supplies ordered for this program and future programs
- Reposted on Facebook and in hopes to get more registered
- Printed Flyers
- 6 participants

Teacher Workday Camp – October 9, January 22-23, February 19, April 1, April 29

- All dates posted on RecDesk
- Posted on Facebook
- Flyer made for all dates and printed
- 10/5/2023 - currently 10 participants registered

Hammer and Stain - Mullet Gnome Door Hanger Workshop – October 13th

- Program ran by Susan Swain (new instructor)
- 10/5/23 - currently 9 participants registered

Fall Wreath making Class – October 17

- Program ran by Anna Stanley
- Program filled up in 2 weeks with 10 participants

Halloweenie Roast – October 20th

- Free for all
- Costume Contest
- Pumpkin Carving Contest
- Created potential expense report
- Met with Lighthouse Reality Group Sept. 18 to come on as a sponsor
- Lighthouse Reality Group donated \$282.47 worth of supplies
- Ordered candy/prizes
- Plan to buy hotdogs/buns/water on a later date
- 10/5/23 - currently 6 signed up for costume contest
- 10/5/23 - currently 5 signed up for pumpkin carving contest

Ricky's Retreat – December 12th

- Program ran by Wendy Kidwell for Mental Health
- Free for all

Ty Foxworthy Pickleball Tournament – ~~September 23~~ – October 7

- Created donation letters for prize donations
- Created poster template for donated raffle prizes
- Ordered food/beverages for the tournament participants

- Planned to use indoor facility on September 23 due to inclement weather, had to cancel due to state of emergency
- Scheduled new date to October 7
- Created spreadsheet of players that dropped out due to new date and their replacements

PARKS AND RECREATION
October 2023

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Conducted news interviews about Mullet Festival.
- 179 Vendor spaces sold for 2023.
- 132 Vendor spaces presold for 2024.
- After action meeting held with department directors.
- Followed up with service vendors, shuttles, security, tent rentals.
- Attended after action meeting with Jacksonville-Onslow Sports Commission regarding the Movin Mullet 5K.
- Committee formed to begin discussion of 2024 event-will be the 70th anniversary.

Flotilla

- Reconfirming logistics-portable toilets, security services, sound/DJ, golf carts,
- Registration opened for boaters the week after Mullet Festival.
- Posters created, began distribution.
- Social media posts and schedule created and began first week in November.

Miscellaneous

- Attended pickleball committee meeting to discuss 2024 season, lighting in the park, after action for fall tournament.
- Continue to assist Dockmaster with RecDesk administration.
- Assisted with the annual Halloweenie Roast-approximately 300 participants.
- Reached out to NC Coastal Federation to inquire if additional plantings were needed at Ward Shore.
- Attended the Swansboro Candidates Forum.
- Attended training session for Webgrants (PARTF and LWCF are moving to online).
- Continue to update the Recreation Center SOP.
- Continue training Program & Event Manager, created training manual, reviewing programs and events.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Conducted interview for Recreation Assistant and Recreation Aide.
- 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	15,692	72,763	16,649	314
Instagram	766	293		19

Organization Activity

From 10/3/2023 to 11/2/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created	F
All	300	84	4	0	153	
Resident	38	5	3	0	8	
Non-Resident	262	78	1	0	145	
No Residency Set	0	0	0	0	0	
Demographics						
< 18	67	2	0	0	26	
18 - 65	174	49	2	0	100	
65+	59	32	2	0	27	
Male	111	52	1	0	76	
Female	189	31	3	0	77	
Other Genders	0	0	0	0	0	
Online vs In-House						
Online	73	0	0	N/A	68	
In-Person	227	83	4	N/A	85	

Revenue

Slip Fee - Town Dock	\$4753.50
Rental Fees-Parks	\$365
Rentals Rooms	\$2330
Rec Program Fees	\$3394
Gym Memberships	\$160
Dog Park Memberships	\$30
Vendor Fees	\$22,971

Program/Event Manager Monthly Report – October 23, 2023

Routine Monthly Job Responsibilities:

- 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, JD News
- Created all programs/events in RecDesk software for registration
- Created program proposals for new programs to be approved by Director
- Completed instructor payouts for recently finished programs
- Parks advisory board monthly meeting – presented past, current, and future programs to board

Planned Programs

Tai Chi - September 14-October 19 (Thursdays)

- Program ran by Sifu Dr. Harold McMillion
- Reposted on Facebook in hopes to increase registration
- Started Sept 14th
- Full Program of 12 participants
- Cancelled October 19 class and moved to October 26

POUND Fitness Class – September 16-October 14 (Saturdays) Continuing Program

- Program ran by Karen Daly
- September 16 was cancelled and moved to the end of the program, October 21
- September 23 was cancelled and moved to end of program, October 28

- October 14 class was cancelled and moved to November 4

Ty Foxworthy Pickleball Tournament – September 23 – October 7

- Created donation letters for prize donations
- Created poster template for donated raffle prizes
- Ordered food/beverages for the tournament participants
- Planned to use indoor facility on September 23 due to inclement weather, had to cancel due to state of emergency
- Scheduled new date to October 7
- Created spreadsheet of players that dropped out due to new date and their replacements
- Completed the tournament with all current and new players attending.
- \$1250 raised for Onslow Community Outreach

Teacher Workday Camp – October 9

- Programs for the year posted on RecDesk
- 10/5/2023 - currently 10 participants registered
- Completed program with 10 registrants

Hammer and Stain - Mullet Gnome Door Hanger Workshop – October 13th

- Program ran by Susan Swain (new instructor)
- Created/published program in RecDesk
- 10/5/23 - currently 9 participants registered
- Completed the program with 12 registrants
- Issued Instructor Payout 10/19/23

Fall Wreath making Class – October 17

- Program ran by Anna Stanley
- Program filled up in 2 weeks with 10 participants
- Completed Program 11 registrants and 5 on the waiting list, two people could not make it, filled their spots with the waiting list

Halloweenie Roast – October 20th

- Free for all
- Costume Contest
- Pumpkin Carving Contest
- Created potential expense report
- Met with Lighthouse Reality Group Sept. 18 to come on as a sponsor
- Lighthouse Reality Group donated \$282.47 worth of supplies
- Ordered candy/prizes
- Plan to buy hotdogs/buns/water on a later date
- 10/5/23 - currently 6 signed up for costume contest
- 10/5/23 - currently 5 signed up for pumpkin carving contest
- Completed event with 78 participants in the costume contest and 10 in the pumpkin carving contest
- Note for next year- need to buy one more box of hotdogs

Theatre Trip – To Kill a Mockingbird – November 1

- Extended registration date to get enough registrants and pushed out on Facebook
- Program maxed out at 11 registrants including Deb
- Purchased parking pass

Kids Night Out by Candlelight – November 11

- 10/27/23 - 1 registered
- Plan to push out on Facebook again closer to program date

Tai Chi Class – November 16-December 28

- Moving inside to multi-purpose Room from 2:00pm-3:00pm due to change in weather
- 6-week series
- 10/27/23 - 2 registered

Theatre Trip – Pretty Woman – November 17

- 5 registered
- Enrolment ended on 10/18/23

Fellowship Night – November 20 – Media Night

- Posted on Facebook – got feedback from community to continues posting
- Printed flyers

Holiday Wreath Making and Wine Class – November 20

- Printed flyers
- 10/27/23 - 4 registered

Ocean Sunset wave Paint and Sip – November 30

- 10/27/23 - 1 registered
- Will push out on Facebook 2 weeks before program date 11/16/23

Elf in the Woods – December 2

- 10/30/23 - 1 registered

HIIT Bootcamp Fitness Class – December 2-December 30 (Saturdays)

- Met with new potential fitness class instructor – 10/17/23
- Signed contract to do 70/30 split fitness series for the month of December and potential to have additional classes in the future

Tennis and Pickleball Lessons – December 12-February 4

- Not ran by Swansboro Parks and Recreation
- Posted on recdesk with link to their website to register

SantaFest – December 9

- Booked Bob Hefner for Santa 10:00am-2:00pm
- Booked Tapsnap for Santa pictures
- Posted on recdesk

Kids Holiday Camp – December 18-22, 27, 28

- 10/30/23 - 3 series registrations, 9 day registrations

Ricky's Retreat – December 12th

- Program ran by Wendy Kidwell for Mental Health
- Free and open to the public