



Swansboro Parks & Recreation Advisory Board Agenda

Town of Swansboro
Wednesday, August 21, 2024

I. Call to Order & Roll Call

II. Adoption of Minutes

- a. [July 17, 2024 Meeting Minutes](#)

III. Reports

a. Monthly Report

b. Upcoming Programs and Events

Tunnel to Towers

Barkfest

c. Updates

IV. New Business

Mullet Festival Activities

Swimming Pool Committee

V. Old Business

Field Rental Fees

2023-24 End of Year Budget Review

a. ARP Projects

Splashpad

Basketball Courts

Outdoor Restrooms

Water Fountains

VI. Comments

VII. Adjournment

Next Meeting September 18, 2024, 5:30 PM

Town of Swansboro
Swansboro Parks & Recreation Advisory Board
July 17, 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, July 17, 2024. Deb Pylypiw called the meeting to order at 5:53 p.m.

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

II. Adoption of Minutes

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

III. Updates

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

Festivals-Independence Day Celebration had record setting attendance. Fire and Police estimated 10,000 attendees. The fireworks preparation was successful and there were no issues with the company or logistics. This year the Fire Department worked with DOT to close one lane of the highway for participant viewing. Lawrence A. commented that it was one of the best things we have done. Several of the food trucks sold out. Director Stanley is already working on securing fireworks vendor for next year. Lawrence A. suggested to have the music play till 11 pm. This may elevate some of the traffic immediately following the fireworks. Deb P mentioned that Arts by the Sea was very successful, no major incidents. Deb P and Sara E. ran the event efficiently. Fifty nine tickets were sold for the wine tasting. Next year tickets will be limited to 100. Staff needs to hold an after action meeting to review this year's events and suggestions for next year. The festival added a Taste of the Town component to the wine tasting which seemed to be successful. Participants voted for their favorite appetizer, entrée, and dessert. Winners of the categories were The Boro Café, Preston's Corner, and El Cigno. . The festival hopes to have more restaurants participate next year. Fifty percent of the vendors spaces were sold for the 2025 event. Elena M. asked what kind of recognition the restaurants received. Deb P. stated that each was presented a plaque at the Board of Commissioners (BOC) meeting and was in the Tideland News. Lawrence suggested that announce all year end winners, sponsors, etc. at Flotilla.

Splashpad Renovation-The splashpad was closed on July 15 for renovations to begin. 811 will come out to make any electrical or water lines. There was a delay in the shade fabric. Rather than the project any longer the construction company will begin the seating wall and hopefully when that is complete the shade structures can be installed. Director Stanley mentioned that she did not want to close the splashpad during the summer, but was concerned that come September/October that a hurricane could delay construction even longer.

2023-24 Budget Review-moving to the August meeting agenda, as all the final expenses have not been finalized to close out the year.

2024-25 Budget-2024-25 Annual Budget was approved by the Board of Commissioners. Director Stanley highlighted cuts that could affect the department. Part time staff was cut by \$10,000 and no COLA increase for all Town of Swansboro Staff. Special events were cut by \$5000, which includes Piratefest. The event is held in conjunction with Onslow County Parks and Recreation and pays approximately 60% of the total expense. The director is concerned once the event leave Downtown Swansboro it will not return. Director Stanley is hoping to go before the Board of Commissioners and ask that Piratefest be reinstated. Training was cut by \$1200 and would have been cut completely if it wasn't for two staff members have to obtain CEU's to meet certification requirements. Splashpad repairs and maintenance was cut by \$2,000, playground equipment was cut by \$1500 and Director is concerned that she will have to go back to the BOC to ask for additional funds for playground repairs. All non-capitol requests were denied. The director requested replacing another treadmill, park trash cans, and pet waste containers for the parks.

No capital projects the director requested were funded. The director asked for funds to replace the Tot Lot in Municipal Park. The piece of equipment is more than 20 years old and parts are becoming obsolete. The director is hoping that repairs can still be made, if not the entire piece of equipment will have to be removed. The BOC requested \$150,000 to add additional pickleball courts and was approved. Costs of the courts will depend on the location, how many courts added, and if a new stormwater permit will be needed. Elean M asked if tournaments are held at the courts, director replied that only one was held last year and it was just for the league only. Elena M. suggested to research putting in large courts and hosting tournaments to offset the cost. Jenn S. asked if the full \$150,000 was not used for pickleball courts could the funds for other projects. Deb P stated the community members ask her permanent corn hole boards could be installed and disc golf. Director Stanley mentioned that the topic of disc golf has come up before and is something to definitely consider with the amount of land in Municipal Park.

IV. New Business

- a. Little Pink Houses of Hope- Little Pink Houses of Hope offers free vacation retreats to breast cancer patients and their families. They are also partnering with Swansboro Paddle Boarding to host this event. Ocean Cure, from Wilmington, leads kayaking and paddleboarding for families. The event will be held on August 21, 2024, 9am-12:30 pm at Bicentennial Park. The fee would be \$40 for an open space permit. Little Pink Houses of Hope is asking for a waiver of fees for the event. Non-profit letter and certificate of insurance will be received prior to the event. The request was presented to the Parks and Recreation Advisory Board on July 17, 2024, for their recommendations. The advisory board recommended that the fees be waived for the Little Pink House of Hope event on August 21, 2024.
- b. Swansboro Historical Association- SHA is a non-profit organization requesting the Town of Swansboro waive the fees for use of the Assembly Room/Old Town Hall for their quarterly evening programs, occasional planning sessions, and daytime seminars. Programs planned for this year are August 21, 2024, 5-9pm (Pride of Swansboro: Boats and Boat Building), and two in November (dates and program, to be determined). The SHA has been hosting free programs to the community since 2016. The special event application was presented to the Parks and Recreation Advisory Board on July 17, 2024, for their recommendations. The advisory board recommended that the fees be waived for SHA programs for the remainder of the year or until a lease agreement is signed.
- c. Parks and Recreation Logo Ideas-Several logo graphics were provided to the board for review. Eleana M. submitted a design, which all board members liked. Suggestions were made to remove some of the elements because it was too much detail for a small logo. Sara E. will send Elena's design and board suggestions to the graphic designer.

V. Old Business

VI. Comments-Deb P. stated that cars parking in vendor areas after the no parking time has always been an issue. Deb P. would like to discuss with the police chief if tickets can be issued to cars parked in areas after the road closures. Lawrence A. suggested that we have a tow truck onsite.

VII. Adjournment- Elena M. made a motion to adjourn at 6:25 pm and Jennifer S. seconded the motion. All members were in favor.

Next Meeting August 21, 2024, 5:30 PM

DIRECTOR'S REPORT

Festivals/Events

- Continuing to collect applications Mullet Festival; spaces are almost sold out
- Successfully executed Independence Day Celebration, the largest turnout in the past couple of years
- Securing fireworks for 2025
- Meeting with WITN for festival advertising
- 2024 sponsorships-\$26,000, increase from 2023
- Met with Front Row Communications to develop advertising plan for the 2024-25 fiscal year
- 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.
- Completed and submitted reimbursement documents for the Onslow County Tourism Assistance Grant and the Swansboro Tourism Development grant.

ARP Project Updates

Splashpad Renovation

- Concrete work began, the 5ft addition around the splashpad is complete. Seating wall and anchors for the shade structures scheduled to begin the first week in August.

Miscellaneous

- Attended T2T meeting, reserved facilities, reviewed volunteer responsibilities
- Finalizing financials to close out end of year budget; processed remaining receipts and invoices
- Completed annual contract with Onslow County Senior Services for use of the Multipurpose Room in the Recreation Center
- Received two special event applications, presented to the Parks and Recreation Advisory Board for fee waiver recommendations. Event applications will be presented to the Board of Commissioners at the August 13th meeting.
- 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

July

Media Outlet	Followers	Reach	Post Engagement	Page Visits	New Followers
Facebook	17,687	66,700	6,959	8,600	231
Instagram	832	538		80	11

**Activity Report
July**

Organization Activity

From 7/6/2024 to 8/5/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	92	37	9	0	89
Resident	7	11	7	0	10
Non-Resident	85	24	2	0	79
No Residency Set	0	0	0	0	0
Demographics					
< 18	30	6	2	0	21
18 - 65	49	21	6	0	55
65+	13	8	1	0	13
Male	43	15	5	0	38
Female	49	20	4	0	51
Other Genders	0	0	0	0	0
Online vs In-House					
Online	37	0	0	N/A	45
In-Person	55	35	9	N/A	44

**Revenue
July**

Slip Fee - Town Dock	\$844
Rental Fees-Parks	\$290
Rentals Rooms	\$2640
Rec Program Fees	\$2025
Gym Memberships	\$200
Dog Park Memberships	\$30
Vendor Fees	\$3175

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
- Oversaw Independence Day Festival
- Continued supervising Summer Day Camp
- Oversaw Tiny Trekkers

- Handled staff scheduling for Rec Center, Visitor's Center, and all reservations
- Began planning BarkFest 2024
- Created new online application for vendors
- Planned and posted all Independence Day Celebration social media posts
- Organized and planned Parks & Recreation Month events
- Facilitated new STEM Lego Robotics Camp
- Created new volunteer fly for Tunnels and Tower and met with MP about handling volunteers this year

Planned Programs

Fellowship Night- July 15th

- 10 registered and attended

Tiny Trekkers-July 12th

- 10 registered and 8 attended

POUND! – July 13th- August 10th

- 9 drop-ins
- 2 series

Independence Celebration – July 3rd

- Cat 5 performed
- 10 vendors
- ~10,000 in attendance

Summer Day Camp Weeks 3, 4, 5, & 6

- 12-13 registered, 12-13 attended
- 16 field trips
- Rest of camp is full

Art in the Afternoon – July 8th -12th

- 7 registered

Art in the Afternoon – July 29th -August 2nd

- 10 registered
- Only had 1 day due to medical emergency with instructor

LEGO Robotics STEM Camp – July 15th-18th

- 8 registered

Parks & Recreation Month (Month of July)

- Popsicles at the Park (every Tuesday)
- Dog Day (8th & 22nd)
- Park Play Palooza (29th)
- Art in the Park (17th & 25th)
- Chalk the Park (19th)
- Rock Art in the Park (31st)
- Roughly 150 people participated
- Passports for continued participation