



Swansboro Parks & Recreation Advisory Board Agenda

Town of Swansboro
Wednesday, February 21, 2024

I. Call to Order & Roll Call

- a. Election of Chair and Vice Chair

II. Adoption of Minutes

- [a.](#) November 15, 2023 meeting minutes

III. Adoption of Minutes

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

IV. New Business

- a. Board Meeting Times
- b. Master Plan Review
- c. New Budget Requests

V. Old Business

- [a.](#) Splashpad Enhancements

VI. Comments

VII. Adjournment

Next Meeting March 20, 2024

Town of Swansboro
Swansboro Parks & Recreation Advisory Board
November 15, 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, November 15, 2023. Deb Pylypiw called the meeting to order at 5:33 p.m. Members present were Deb Pylypiw, Nancee Allen, Elena Messenger, and Debbie Harnatkiewicz. Lawrence Abalos was absent.

II. Adoption of Minutes

- a. The board reviewed the September 20, meeting minutes. Deb P. made a motion to approve which was seconded by Nancee A and the minutes were approved unanimously.

III. Reports

- a. **Monthly Report Managers report:** Anna Stanley provided the September and October monthly managers' report. She informed the board that a dockmaster/downtown supervisor was hired at the beginning of September. Director Stanley introduced the new Program and Event Manager, Walker Edwards, who was hired in September. The board did not have any questions.
- b. **Upcoming Programs/Events:** Recreation Program and Event Manager Walker Edwards provided the board updates on current program offerings. The pickleball league continues and has changed to winter hours. Pound class enrollments have increased, and Fellowship Night continues once a month. Upcoming programs include the holiday wreath class, Pretty Woman theatre trip, Ocean Sunset Paint and Sip, Elf in the Woods, Santa Fest, Kids Holiday Camps and Ricky's Retreat resource event.
- c. **Updates:** Mullet Festival weekend: The weekend kicked off Friday evening with the Blessing of the Fleet. There were about 10 boaters that participated. The weather hindered some attendance on Saturday, with rain on and off much of the day. We were worried that the vendors' sales would be low, but after speaking with them they had a good day. Many of them said that the Saturday was better than last year's Saturday. Many positive comments were received from the vendors. Approximately 60 percent of the vendors signed up for the 2024 festival.

Flotilla: Deb P said there are 21 boats already registered. Director Stanley said last year there were 23. Justin Webb, the new Dockmaster will assist in coordinating the event, with the intent that he will conduct all boating activities next year. The fire department will assist the Coast Guard on the water to help ensure the safety and flow of the boats.

Hiring: Three Recreation Aides were hired and will start soon. One of the new hires has special event experience and will assist in the planning of the festivals and will work with Deb.

Other Updates:

Lighting project: Director Stanley contacted Duke Energy and placed a work order for Municipal Park to review lighting options for the tennis courts and walking trail around the park.

Park enhancements: Director Stanley contacted another company to make a site visit to the splashpad to complete the concrete work and hopes to obtain quotes by the end of the year. Repaving the basketball courts and replacing the goals was also approved this year.

IV. New Business

Mullet Festival-70th Anniversary: Staff have already begun planning the 2024 Mullet Festival and next year marks the 70th anniversary. Comments received from the public were to offer a variety of band line ups. Originally there was discussion of adding a Friday night concert, but there were some concerns. Deb P pointed out the complications of closing the streets and staff costs. There was also discussion of adding amusement rides on Friday night and making it a family night to kick off the festival. With it being the 70th anniversary, staff wants to promote the event throughout the year concentrating on the historical significance. Deb P is working with the T-vendor to incorporate historical icons into the logo/T-shirt design. Other ideas for next year's event include mullet hair contests, mullet toss and other theme activities were mentioned. The staff is considering changing the day and time of the Blessing of the Fleet. Deb P announced we will no longer offer vendors electricity due to all the past problems working with the town, residential properties, and logistical concerns. Anna S. mentioned that many festivals do not offer electricity.

V. Old Business

VI. Comments

VII. Adjournment

Nancee A. made the motion to adjourn, and Deb P seconded the motion unanimously approved at 6:10 p.m.

PARKS AND RECREATION
November 2023

Item III - a.

DIRECTOR'S REPORT

Festivals/Events

Mullet-

- Committee met to begin discussion of 2024 event-will be the 70th anniversary. Discussed entertainment options and new attractions to add.
- Began to revise 2024 applications.

Flotilla

- Held logistics meeting for final preparations.
- Social media posts and schedule created ran the entire month of November.
- Digital targeted advertising ran for weeks prior to the event conducted by DFS Agency.
- Local ads in the Tideland News.
- Facebook targeted advertising conducted by Front Row Communications
- 28 boats registered, 24 participated, 67 attended the Awards Breakfast.
- The lights this year were spectacular, the best in many years. Many positive comments from the public, boaters, and social media.
- Awarded \$2000 in cash prizes and door prizes were provided by Downtown Merchants.

Miscellaneous

- Hired two Recreation Aide, training began the end of November.
- Assist Program & Event Manager with planning events.
- Contacted Division of Coastal Management inquiring about renewing CAMA permit at Ward Shore for future wetland plantings or future projects.
- Conducted wreath class for the department, class was a max capacity.
- Continue to manage on-going weekly and monthly reservations.
- Continue to assist Dockmaster with RecDesk administration.
- Continue to update the Recreation Center SOP.
- Continue training Program & Event Manager, created training manual, reviewing programs and events.
- 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.
- 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	15,934	75,952	13,170	262
Instagram	769	299		8

Activity Report

Item III - a.

Organization Activity

From 11/4/2023 to 12/4/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	193	72	7	0	140
Resident	36	5	0	0	5
Non-Resident	157	61	7	0	135
No Residency Set	0	0	0	0	0
Demographics					
< 18	77	3	0	0	28
18 - 65	78	38	6	0	80
65+	38	25	1	0	32
Male	86	39	4	0	68
Female	107	27	3	0	72
Other Genders	0	0	0	0	0
Online vs In-House					
Online	93	0	0	N/A	78
In-Person	100	66	7	N/A	62

Revenue

Slip Fee - Town Dock	\$3944.50
Rental Fees-Parks	\$325
Rentals Rooms	\$1255
Rec Program Fees	\$1267
Gym Memberships	\$75
Dog Park Memberships	\$25
Vendor Fees	\$425

Program/Event Manager Monthly Report

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Created program proposals
- Dock Slip reservations/Pump Outs
- Compiled daily deposits
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram, JD News
- Created all programs/events in RecDesk 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

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 (CANCELLED)

- 10/27/23 - 1 registered

- Plan to push out on Facebook again closer to program date
- Program cancelled due to low enrollment

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
- 11/30/23 – Program maxed at 14 participants

Theatre Trip – Pretty Woman – November 17

- 5 registered
- Enrolment ended on 10/18/23
- Completed program with 12 participants including 1 staff member

Fellowship Night – November 20 – Media Night

- Posted on Facebook – got feedback from community to continue posting
- Printed flyers
- 12 participants

Holiday Wreath Making and Wine Class – November 20

- 10/27/23 - 4 registered
- 11/30/23 – Completed program with 13 participants

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
- 11/30/23 – Maxed out program with 10 participants

Elf in the Woods – December 2

- 10/30/23 - 1 registered
- 11/30/23 – 5 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
- Pushed out on Facebook 11/14/23
- 11/30/23 – 1 series registration

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
- Printed flyers

SantaFest – December 9

- Booked Bob Hefner for Santa 10:00am-2:00pm
- Booked Tapsnap for Santa pictures
- Bob Hefner had to back out, Reserved John Kopka as Santa

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

- 10/30/23 - 3 series registrations, 9 day registrations
- 11/30/23 – 3 series registrations, 27 day registrations

Ricky's Retreat – December 12th

- Program ran by Wendy Kidwell for Mental Health

Tai Chi Class – January 4-February 8

- Instructor made the decision to make max number of participants to 8 due to overcrowding.
- 6 week series

HIIT Bootcamp Fitness Class – January 6-January 27

- 4 week series

POUND Fitness Class – January 6-February 3

- 5 Week Series

Fellowship Night – January 15

- Theme: New years

Wooden Snowman Box Workshop – January 11

- Program by Susan Swain

Paint and Sip ENCORE: Hydrangeas

- Finger painting class for adults

PARKS AND RECREATION
December 2023

Item III - a.

DIRECTOR'S REPORT

Festivals/Events

- Finalized all the Christmas Flotilla invoices, receipts, and payments.
- All 2024 vendor policies and applications were revised.
- Sponsorship thank you letters sent with benefit recap.
- Sponsorship packet revised.
- Began training a Recreation Aide that will be assisting with festival planning.

Mullet-

- Began researching band, two bands confirmed and processing contracts.
- 2024 applications posted online

ARP Projects

Splashpad Renovation

- The splashpad area will include concrete bench seating, a patio area with large shade structure and seating options (benches, picnic tables), The patio area will connect to the playground area. The concept is to provide a cohesive area while still having splashpad separate from the playground.
- Working with Bliss Products for conceptual design and amenities.
- Conceptual drawings received for concrete work for the area.
- Conting vendors for quotes on concrete work.
- Reviewing shading and seating options.

Commercial Toilets & Drinking Fountain w/ bottle fillers.

- Install new toilets in the outdoor restrooms: Municipal Park, Pirates Den, and Bicentennial Park.
- Met with plumber that completed the concession stand project. Site visit was conducted and proposal was to be sent. Never received information after the site visit and vendor would not return calls.
- Currently looking for a new plumber for the project.

Completed

- Utility Terrain Vehicle
- Church Street Dock Cameras
- Rope Climber in Municipal Park
- Parks Maintenance Truck Replacement

Miscellaneous

- Conducted several days of training for new staff members.
- Assist Program & Event Manager with planning events.
- Applied for CAMA renewal permit at Ward Shore for possible future wetland plantings or future projects.
- Began creating new documents and spreadsheets for the next budget cycle.
- Began preparing annual contracts for on-going reservations and other departmental annual contracts.
- Review and revised refund policy for programs and festival vendors.
- 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 assist Dockmaster with RecDesk administration.
- 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

Media Outlet	Followers	Page Reach	Post Engagement	Page Visits	New Followers
Facebook	16,063	26,487	2,745	3,684	155
Instagram	775	299		13	6

Activity Report

Organization Activity

From 12/4/2023 to 1/3/2024

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	141	46	1	0	125
Resident	22	4	0	0	4
Non-Resident	119	42	1	0	121
No Residency Set	0	0	0	0	0
Demographics					
< 18	41	1	0	0	31
18 - 65	65	32	1	0	76
65+	35	13	0	0	18
Male	60	26	0	0	51
Female	81	20	1	0	74
Other Genders	0	0	0	0	0
Online vs In-House					
Online	57	0	0	N/A	75
In-Person	84	46	1	N/A	50

Revenue

Slip Fee - Town Dock	\$2,679.50
Rental Fees-Parks	\$75
Rentals Rooms	\$1,495
Rec Program Fees	\$1,982
Gym Memberships	\$250
Dog Park Memberships	\$25
Vendor Fees	\$855

Program/Event Manager Monthly Report

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- Created program proposals
- Dock Slip reservations/Pump Outs
- Compiled daily deposits
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram, JD News
- Created all programs/events in RecDesk 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 Class – November 16-December 28

- Moving inside to multi-purpose Room from 2:00pm-3:00pm due to change in weather
- 6-week series
- As of 10/27/23 - 2 registered
- As of 11/30/23 – Program maxed at 14 participants

Elf in the Woods – December 2

- As of 10/30/23 - 1 registered
- As of 11/30/23 – 5 registered
- As of 12/2/23 - Maxed out at 10 participants

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
- Pushed out on Facebook 11/14/23
- As of 11/30/23 – 1 series registration
- As of 12/30/23 - 4 drop-ins and 1 series

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
- Printed flyers

SantaFest – December 9

- Booked Bob Hefner for Santa 10:00am-2:00pm
- Booked Tapsnap for Santa pictures
- Bob Hefner not able to attend, Reserved John Kopka as Santa

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

- As of 10/30/23 - 3 series registrations, 9 day registrations
- As of 11/30/23 – 3 series registrations, 27 day registrations
- As of 12/28/23 - 3 series, 50 day registrations

Ricky's Retreat – December 12th

- Program ran by Wendy Kidwell for Mental Health Resource Event
- In an effort to reduce the suicide/overdose rate for young adults in our community, Ricky's Retreat provides a safe place for young people with trained peer support specialists available 24/7

Tai Chi Class – January 4-February 8

- Instructor made the decision to make max number of participants to 10 due to overcrowding.
- 6 week series
- Program maxed out at 10 participants

HIIT Bootcamp Fitness Class – January 6-January 27

- 4 week series

POUND Fitness Class – January 6-February 3

- 5 Week Series

Fellowship Night – January 15

- Theme: New years

Wooden Snowman Box Workshop – January 11

- Program by Susan Swain

Paint and Sip ENCORE: Hydrangeas – January 18

- Finger painting class for adults
- As of 1/1/24 - 7 registered

Cook with your Kid: Pie Making – January 20

- As of 1/1/24 - 12 participants, 5 on waitlist

Teacher Workday Camp – January 22-23

- As of 1/1/24 - 11 participants registered for both dates

Play with paper Pulp – February 3

- Art program for kids in the works by Carolyn McDearmon

Item V - a.



UPRIGHTS CHARTREUSE BENCHES BLUE SHADE FABRIC SKY

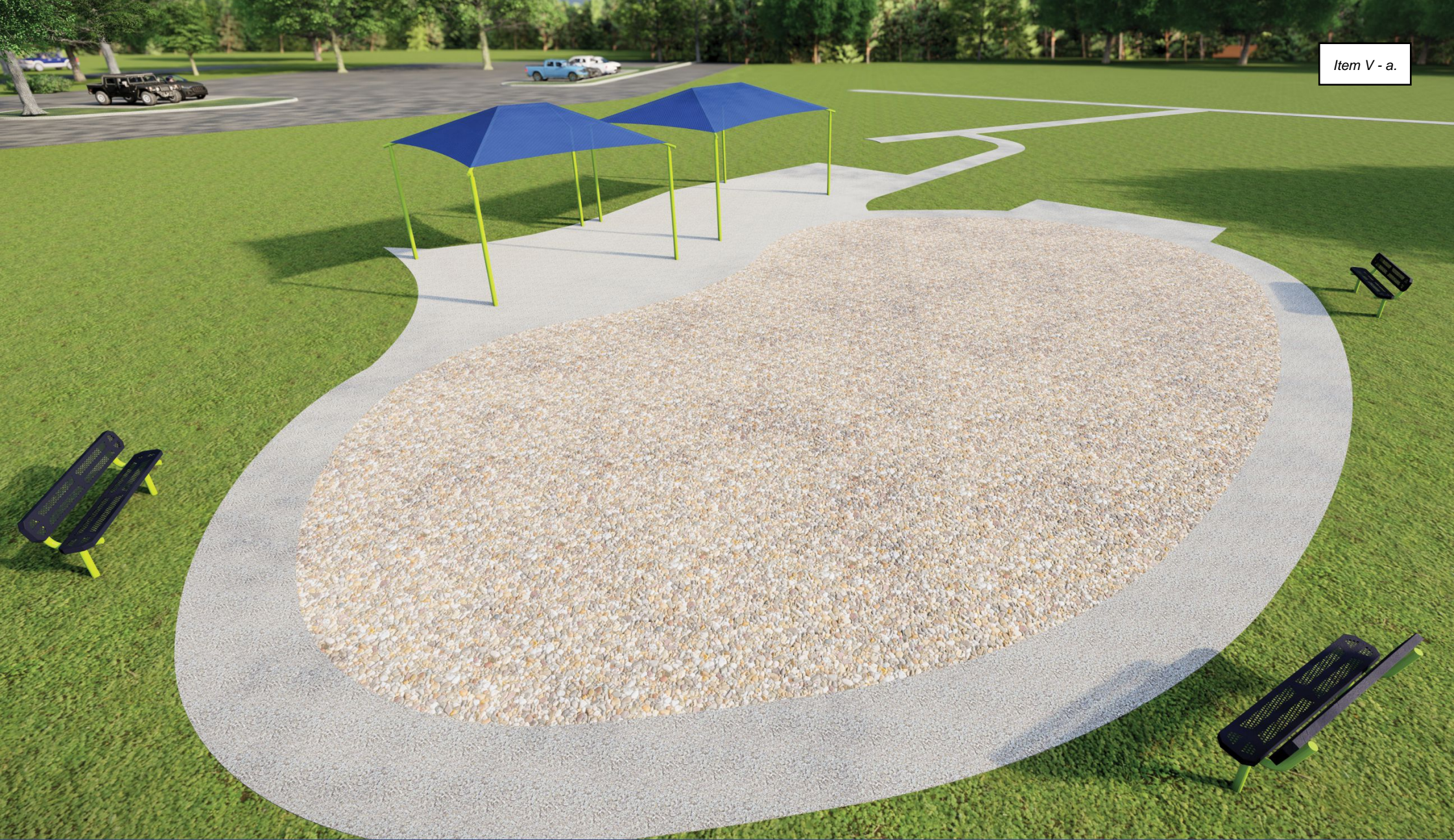
SWANSBORO PARKS & RECREATION - SHADES FOR SPLASH PAD
SWANSBORO, NC

645-159414

PLEASE NOTE: RENDERINGS ARE FOR VISUAL PURPOSES ONLY. ANY PRODUCTS AND/OR SITE DETAILS HEREIN MAY BE SUBJECT TO CHANGE WITHOUT NOTICE.



6831 S. SWEETWATER
LITHIA SPRINGS, GA 30058
800.248.2437
BLISSPRODUCTS.COM



Item V - a.

UPRIGHTS CHARTREUSE BENCHES BLUE SHADE FABRIC SKY

SWANSBORO PARKS & RECREATION - SHADES FOR SPLASH PAD
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800.248.2437
BLISSPRODUCTS.COM

Swansboro Parks & Recreation
Shade for Splash Pad
Swansboro, NC 28584

Bliss Products & Services

This play equipment is
recommended for
children ages:

5-12

Minimum Area Required:
n/a

Scale: 1" = 10'-0"
This drawing can be
scaled only when in
an 11" x 17" format

Drawn By:
Martina Lawrence
Date:
5/9/2023
Quote Number:
645-159414A

play&park
structures

A PLAYCORE Company
544 Chestnut Street
Chattanooga, TN 37402
800-727-1907 / www.playandpark.com

User Capacity

n/a

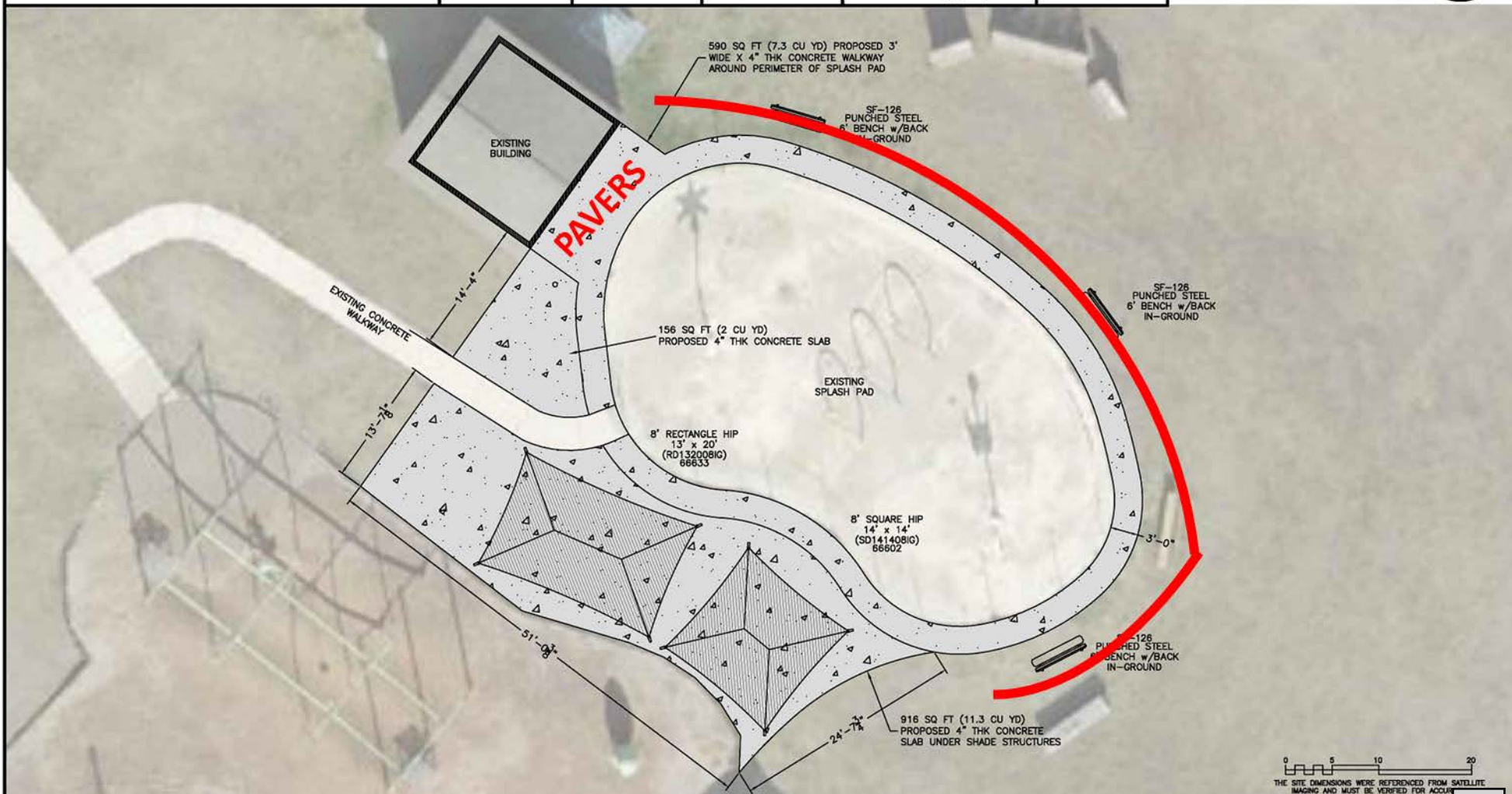
Critical Fall Height

n/a

ISO
9001
CERTIFIED

Item V - a.

years old



Top View drawings and measurements are for overall site and structure appearance purposes. Top view should not be conceived as a construction detail; therefore, all measurements and slope requirements should be field verified prior to construction.
IMPORTANT: Never install play equipment over hard, unresilient surfaces such as asphalt, concrete, or compacted earth. It is the owner's responsibility to ensure the "minimum area required" contains an appropriate amount of resilient material to cushion accidental falls.