



# Swansboro Parks & Recreation Advisory Board Agenda

**Town of Swansboro**

Wednesday, March 15, 2023

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**I. Call to Order & Roll Call**

**II. Adoption of Minutes**

- [a.](#) 2-15-23 Meeting Minutes

**III. Adoption of Minutes**

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

**IV. New Business**

**V. Old Business**

- a. Comprehensive Master Plan  
Board Recommendation
- b. ARP Projects  
Cameras  
Parks Maintenance Truck  
UTV  
Splashpad
- c. Dog Park Features

**VI. Comments**

**VII. Adjournment**

**Next Meeting**

April 19, 2023, 5:30PM

**REGULAR MEETING MINUTES  
SWANSBORO PARKS AND RECREATION ADVISORY BOARD**

**February 15, 2023**

The Swansboro Parks and Recreation Board met at the Swansboro Recreation Center for a regular board meeting on Wednesday, February 15, 2022. Jennifer Steele called the meeting to order at 5:37 p.m.

Members present were Jenifer Steele, Debbie Harnatkiewicz, Nancee Allen, and Debra Pylypiw. Anna Stanley and Robby Fellows were present on behalf of the Town. Members absent were Patrick Larkin and Lawrence Abalos.

**ELECTION OF OFFICERS**

Debbie H. made a motion for the current officers to remain in their current positions and was seconded by Nancee A. All members were in favor.

**APPROVAL OF MINUTES**

The board reviewed the meeting minutes from the November 16, 2022, and corrected the first paragraph that Deb P. called the meeting to order. Deb P. made a motion to accept the minutes with the correction made, Jenn S. seconded and the meeting minutes were unanimously passed.

**REPORTS**

*Managers' Report:* The December 2022 managers' report was provided to the board for review. The advisory board had no questions or comments.

*Upcoming Programs:* Robby Fellows provided an update on previous and upcoming programs. Holiday camp had 8-12 kids per day. The Down Syndrome Network will continue to offer programs in 2023. The Teacher Workday Camps in January were full. At the end of January, the department celebrated the 10<sup>th</sup> anniversary of the Recreation Center. Program instructors and community partners (Pound! Fitness, Art instructor/educator Carol McDearmon, Tennis Bloc, Mandala Yoga, Hammocks Beach State Park, Swansboro Soccer Association, Trillium, Jessica's Dance Academy & more) will be on site to demonstrate and share information about their respective programs offered. During the event there was live music in the park along with Kaiyo Hibachi and Two Crazy Donuts food trucks. The 2023 pickleball league began and league time is Monday-Saturday, 9 am-noon. Lessons with Tennis Bloc are going well, and another session will begin in March. Pound fitness class continues, and participation is increasing, Music Therapy, Fellowship Night, Seaside Book Buzz, and theater trips continue. Summer Day Camp registration will open March 1, 2023. The next event the department has is the Easter Egg Hunt on March 31.

*Comprehensive Master Plan-* Director Stanley previous sent a draft of the plan to the Parks Board for review. Jenn S. made a comment that in the inventory section, Riverview Park, there was no mention of repairs needed and the possibility of Pineland Park becoming a passive park once the equipment was aged out or needed repaired. Anna S. replied that when the original assessment was done, the repairs of Riverwalk Park were not known. Anna S. made a note regarding Pineland Park and would make the recommendation. Directory Stanley wanted a recommendation of approval, however not all the board members had reviewed the document.

*Festivals-Sponsorship* packets were sent out in December and are beginning to come in. The department has collected \$10,000 in sponsorships to date. A couple of new sponsors have committed and a few previous had increased their donations.

*Arts by the Sea*-Vendors applications are being accepted and will accept until a few weeks prior to the festival or sold out. The department is proceeding with the Wine Tasting event again and reaching out to wine vendors to design a wine label dedicated to the festival.

*July 4<sup>th</sup> Celebration*-The event has been moved to July 3 and a new fireworks vendor has been hired. The new vendor conducted a site visit prior to being hired to ensure that the site could be utilized and no unforeseen issues. The Tams were able to move to July 3 to accommodate the new date.

*Mullet*: Deb P provided updates on the Mullet Festival; the department would like to add amusement rides to this years event. Deb P has contacted a few vendors and is waiting to hear back from them. Vendors applications are coming in as well.

## **NEW BUSINESS**

*Special Event Application*-Director Stanley revised the current special event application to include more detailed questions and information. The previous application did not contain enough information that was needed to process the application. Staff always needed to go back to the application and ask additional questions and gather more detailed information. Some new fees may need to be added which would include charges for not removing trash and if electricity was needed. Deb P. asked events with food or wine vendors would need to provide a certificate of insurance (COI). Anna S. will confer with the Town Manager but feels that is necessary to require the event to have a COI, and there is a Town ordinance that no alcohol is allowed in the parks. The board agreed and supported the revisions of the special event application.

*Dog Park Features*-Director Stanley consulted with a professional dog trainer for suggestions of what type of features may best suit the department's dog park. The professional suggested before adding any features, that a smaller fenced in area (within current area) for smaller dogs. Staff reached out to surrounding parks and recreation departments to inquire if they had a separate area for smaller dogs and in fact most departments did have separate areas. An initial assessment was that it would cost approximately \$1800. The board was in favor of adding a separate area for small and large dogs.

*Budget*-Director Stanley is currently drafting the budget for 2023-24 fiscal year. A full time Program and Event Coordinator and additional dock attendants were requested. Additional staff hours were requested to operate the concession stand on the weekends during May-September. Additional funds for festival marketing were requested since we are receiving funds from the county and Swansboro TDA. Director Stanley has met with Onslow County Tourism Director to discuss new ways to advertise and bring people into the area.

## **OLD BUSINESS**

*ARP Funding*-The Town of Swansboro was awarded funds from the American Rescue Plan and our department submitted capital projects, items, and equipment the department needed. Items funded were a UTV/gator, splashpad enhancements, cameras for Church Street Dock, replace toilets in park

restrooms, convert water fountains to have a bottle refill component and purchase a new parks maintenance truck. The rope climber has arrived and waiting for an installation date. The UTV has been ordered and is expected to arrive in the next month. Cameras for Church Street Dock have arrived, and installation will begin next week. Director Stanley is working with a dealership for the park's maintenance truck. The state contractors available for purchase either have not responded to inquiries, are not able to purchase trucks, or only have 1-2 models available. Director Stanley is working with a couple of vendors that have state contracts/Co-op for the splashpad improvements. Replacing outdoor restrooms and upgrading water fountains has been stalled due to no response from plumber. Public works is having the same issue and both departments will have to secure quotes from other plumbers.

#### **PUBLIC COMMENTS**

#### **OTHER COMMENTS**

#### **ADJOURNMENT**

Deb Pylypiw made a motion to adjourn the meeting and was seconded by Debbie H. and was unanimously approved and adjourned at 6:22 p.m.

**PARKS AND RECREATION  
JANUARY 2022**

Item III - a.

**DIRECTOR'S REPORT**

**Festivals/Events**

*Mullet*-began booking bands and procuring contracts.

***Sponsorship***

- Sponsorships have begun to come in.
- Reaching out to previous sponsors and potential sponsors.

***Misc.***

- Began securing portable toilets, tents, tables, shuttle service, and security services.
- Met with Curtis Media to review sponsorship and dates for the 2023 events.
- Met with Lamar Advertising to discuss marketing opportunities.
- Secured new fireworks vendor, fireworks will be held on July 3, 2023.
- Met with Diamond Bus Company to review shuttle needs for the year and secure sponsorship.
- Met with Onslow County Tourism discuss and develop new marketing strategies for the 2023 festivals.

**Comprehensive Master Plan Update**

- Received final draft, reviewing for changes, recommendations.
- Met with Town Manager for review of draft.

**ARP Funding Projects**

- Cameras-Cameras ordered, waiting for them to arrive.
- UTV-order placed.

**Miscellaneous**

- Initial meeting with Onslow County Parks and Recreation to begin working on logistics for PirateFest. Event will be held May 13, 2023, 10am-4pm, Downtown Swansboro.
- Preparing 2023-24 budget for the department.
- The Recreation Center celebrated its 10<sup>th</sup> anniversary this January. Event was held for celebration, free fitness demonstrations, pickleball class, performances from local dance studio, and other instructors featured classes offered at the Recreation Center.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Continue to manage Church Street Dock- monitor docks daily, on-call on weekends to take reservations and handle docking issues that arise.
- Continue to work at the Visitors Center twice 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.
- 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	14,251	15,098	1882	78
Instagram	615	247		29

## Organization Activity

From 1/7/2023 to 2/6/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created	P
All	93	40	14	0	85	
Resident	16	10	2	0	6	
Non-Resident	77	30	12	0	79	
No Residency Set	0	0	0	0	0	
Demographics						
< 18	25	0	1	0	15	
18 - 65	48	31	10	0	58	
65+	20	9	3	0	12	
Male	43	20	2	0	35	
Female	50	20	12	0	50	
Other Genders	0	0	0	0	0	
Online vs In-House						
Online	35	0	0	N/A	31	
In-Person	58	40	14	N/A	54	

## Revenue

Slip Fee - Town Dock	\$2122.50
Rental Fees-Parks	\$75
Rentals Rooms	\$200
Dog Park Registrations	\$875
Rec Program Fees	\$4083
Gym Memberships	\$715
Vendor Fees	\$755
Festival Sponsorships	\$3600
Program/Event Sponsorships	\$1000

## RECREATION PROGRAM SUPERVISOR

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/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 software for registration
- Created program proposals for new programs to be approved by Director
- Completed disbursement forms and processed room reservations damage deposit refunds.
- Submitted weekly Community Service Work Program timesheets
- Submitted departmental work orders
- Completed instructor payouts for recently finished programs
- Parks advisory board monthly meeting – presented past, current, and future programs to board

**Planned programs and other monthly work:****2022-23 Budget and End of Year Revenue/Expense Projections**

- Calculated expenses and revenue for remainder of fiscal year
- Prepared and adjusted budget for upcoming 2023-24 fiscal year

**Instructor Contracts**

- Contacted all current instructors to renew contract for 2023 year
- Requested updated Certificate of Insurance if needed

**Teacher Workday Camp – Jan. 23 & 24**

- Conducted full day program with scheduled staff
- Prepared classroom with crafts necessary for daily planned activities
- Emailed all camp policies and documents needed for all registered parents

**Pickleball**

- Put all new ordered league equipment in new bin and moved older nets to community bin
- Secured fencing at tennis courts in preparation for wind gusts and storms
- Removed damaged windscreens from fencing after damage from wind gusts and storms
- Received ordered windscreens from Practice Sports and prepared payment for invoice

**Fall Youth Flag Football**

- Researched and contacted other recreation department about flag football programs, leagues, registration details, policies, and rules.
- Discussed equipment pricing with BSN representative for startup cost and cost for season supplies.
- Contacted Pamlico Parks & Recreation about their experience and working with NFL Flag organization for their flag football league.
- Researched age group offerings by other recreation departments.

**Down Syndrome Network Onslow Carteret County**

- Held meeting with Tiffany Flint about upcoming events and programs offered for 2023
- Discussed Holiday party dates and room availability.
- Scheduled tentative date of December 2 for Holiday Party at the Town Hall Community Room.
- Reviewed contract with Tiffany Flint and requested Certificate of Insurance required for instructor led programs offered with the department.

**Basketball Court Renovation Project**

- Contacted local asphalt companies to request quotes for resurfacing the basketball court asphalt.
- Meeting with two local companies and completed a site walk through to discuss project.
- Requested quotes for new backboards, rims, nets, and paint.
- Prepared project proposal with project plans, affiliated costs, and justifications.

**Love Fur Exercise**

- Meeting with prospective fitness class instructor Carrie White
- Discussed future programs dates and themes to offer in the park and in the Recreation Center
- Reviewed contract with instructor and discussed pricing for new programs.

### **Fellowship Night- February**

- Requested February date for program from staff/instructor- scheduled for February 20
- Discussed program theme with staff/instructor and inquired about any supplies needed.

### **Easter Egg Hunt**

- Contacted event sponsor, Gigi Robles, about dates for Easter Egg Hunt and new sponsorship packet.
- Selected March 31 date for program from 6-7 PM.
- Contacted Scouts of America to request volunteer help for event.

### **Summer Day Camp 2023**

- Researched other local recreation department summer camp weekly fees/rates.
- Reviewed weekly dates for Summer Day Camp 2023.
- Adjusted rates for weekly and series camp fees for 2023.
- Set March 1 registration start date at 7:30 PM.
- Emailed recent summer camp attendees about upcoming March 1 camp registration.
- Requested field trip ideas and Summer Camp programming ideas with returning camp staff.

### **Theatre Trips**

- Contacted Wilson Center in Wilmington about upcoming May 7<sup>th</sup>, My Fair Lady show and costs for reserving tickets.
- Paid for remaining amount due for reserved tickets for Rehearsal for Murder show on February 26 at the Legacy Theater in Jacksonville.
- Discussed future trips with program/staff leader for upcoming months.

### **Be Inspired, Inc. Instructor Meeting**

- Held meeting with instructor Carol McDearmon. Discussed and planned new art/paint class offerings for the upcoming months.
- Discussed and planned Art in the Afternoons Half-Day Summer Camp program offering for summer 2023.
- Scheduled Art-a-Thon program date for March 4<sup>th</sup> at the Recreation Center.

### **Swansboro Parks & Rec 10 Year Anniversary Celebration**

- Prepared rooms and set up facility for event.
- Hosted event on January 28, 2023, from 10am-2pm
- Contacted and confirmed participation of program instructors and partners for event
- Confirmed food trucks participation and arrival time for event.



**PARKS AND RECREATION  
FEBRUARY 2023**

Item III - a.

**DIRECTOR'S REPORT**

**Festivals/Events**

*Mullet*-began booking bands and procuring contracts.

*Sponsorship*

- Sponsorships have begun to come in.
- Reaching out to previous sponsors and potential sponsors.

*Misc.*

- 
- Began securing portable toilets, tents, tables, shuttle service, and security services.
- Met with Curtis Media to review sponsorship and dates for the 2023 events.
- Met with Lamar Advertising to discuss marketing opportunities.
- Secured new fireworks vendor, fireworks will be held on July 3, 2023.
- Met with Diamond Bus Company to review shuttle needs for the year and secure sponsorship.
- Met with Onslow County Tourism discuss and develop new marketing strategies for the 2023 festivals.

*Piratefest*

- Partnership with Onslow County Parks and Recreation to host Piratefest in Downtown Swansboro, May 13, 2023, 10am-4pm.
- Save the date sent to previous performers and asking for proposals.
- Researching new performers for event.
- Proposals are being received.
- Portable toilets confirmed.

**Comprehensive Master Plan Update**

- Continuing to work with McAdams revising the draft master plan.

**ARP Funding Projects**

- Cameras-Cameras installed and working.
- UTV-has come in, accessories being added, waiting on delivery confirmation.

**Miscellaneous**

- Attending the Recreation Resource Services Directors Conference.
- Began preparing the 2023-24 Onslow County Tourism Assistance Grant.
- Attended Maintenance Management webinar.
- Met with EZ Dock for repairs on the kayak launch.
- Met with Bogue Banks Marine on Riverview, Church Street Dock, and kayak launch repairs.
- Preparing draft of 2023-24 budget for the department; attended BOC budget workshop.
- Revising standard operating procedures for Church Street Dock.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Continue to manage Church Street Dock- monitor docks daily, on-call on weekends to take reservations and handle docking issues that arise.
- Continue to work at the Visitors Center twice 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.
- 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	14,341	12,433	1976	70
Instagram	644	51		23

**Activity Report****Organization Activity**

From 2/6/2023 to 3/8/2023

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	188	46	8	0	138
Resident	34	3	2	0	14
Non-Resident	154	34	6	0	124
No Residency Set	0	0	0	0	0
Demographics					
< 18	105	7	1	0	48
18 - 65	56	25	6	0	75
65+	27	5	1	0	15
Male	76	14	4	0	55
Female	112	23	4	0	83
Other Genders	0	0	0	0	0
Online vs In-House					
Online	108	0	0	N/A	85
In-Person	80	37	8	N/A	53

**Revenue**

Slip Fee - Town Dock	\$860.50
Rental Fees-Parks	\$415
Rentals Rooms	\$2210
Dog Park Registrations	\$85
Rec Program Fees	\$1133
Gym Memberships	\$215
Vendor Fees	\$2010
Festival Sponsorships	\$9500

**RECREATION PROGRAM SUPERVISOR****Routine monthly job responsibilities:**

- Payments/Refunds for programs and special events.
- Emailed monthly distribution list the upcoming programs/events for the department.
- 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 software for registration.

- Created program proposals for new programs to be approved by Director.
- Submitted weekly Community Service Work Program timesheets.
- Submitted departmental work orders.
- Parks advisory board monthly meeting – presented past, current, and future programs to board.

### **Planned programs and other monthly work:**

#### **Budget**

- End of year Expenses and Revenue projections for 2022-23 fiscal year.
- Reviewed previous years approved budget.
- Calculated Expenses and Revenue for 2023-24 budget.

#### **Be Inspired: Art-A-Thon**

- Meeting with Instructor Carol McDearmon about art-a-thon at Rec Center, Art Summer Camps, and future paint programs.
- Discussed details of event with instructor.
- Requested COI from volunteering art instructor assisting with event.
- Recorded video for event promotion at Recreation Center.

#### **Summer Day Camp 2023**

- Discussed with SDC staff about camp field trips and new locations to visit.
- Started contacting field trip destinations for reserving dates/programs for our camp to attend.
- Started daily schedules for each of the 8 weeks of camp.
- Prepared reviewed all weeks of camp for registration on March 1<sup>st</sup>.
- Adjusted camp fees per week and per series.

#### **Spring Pickleball Tournament May 19-21**

- Reviewed Tournament prospective dates and tournament details and with Pickleball Ambassador, Rick Laskey
- Researched other pickleball tournaments in the area for dates during the month of May.

#### **Touch-a-Truck**

- Emailed past participants about date and event details.
- Requested police/fire to attend event.
- Emailed and requested DJ Services from Sam Lewis for event.

#### **Fall Youth Flag Football**

- Meeting with public works to discuss area at park to paint field at the Municipal Park.
- Held meeting with Lorenzo Abalos to discuss details of league (ages, number of players per team, equipment needed, and other league details).
- Researched registration fees of other recreation departments for Rec Flag Football.
- Created League Details, Rules, Modifications, & Regulations for upcoming fall season.

#### **Dog Park Fence Project**

- Met with Anchor Fencing, Clays Fencing, and Fences Unlimited for a site walkthrough and quote request for the project.

#### **My Fair Lady Theatre Trip**

- Requested pricing from Wilson Center for May 7 theater production.
- Received quote for 11 tickets and paid deposit in order to hold tickets.

#### **Tai Chi**

- Held meeting with Harold McMillion about future Tai Chi classes for the upcoming months.
- Reviewed contract and requested new COI from instructor.
- Emailed all previous registrants to notify of upcoming classes.

**Summer Teen Adventure Camp**

- Researched and contacted field trip locations for pricing (Rock Wall – Wilmington, Swamp Park Ziplining– Shallotte, Roanoke River Kayak Trip, Water Parks – Kinston & Wilmington).
- Added dates of camp to end of Summer (August 14-18).
- Reviewed and modified fee schedule for camp based on feedback from field trip costs.

**Spring Break Youth Sports Camp**

- Emailed HS Athletic coaches about recruiting Student athletes to come volunteer for SAT hours for the program.
- Boosted event/post on Facebook to acquire more camp registrations.

**Love Fur Exercise – Carrie White**

- Meeting with instructor about details of new programs (dates, times, fees, and descriptions).
- Requested Memorial Day Special Event details from instructor.

**Fellowship Night**

- Requested upcoming months dates and themes for program.
- Requested supplies list from staff/instructor for upcoming program dates.