



Swansboro Parks & Recreation Advisory Board Agenda

Town of Swansboro
Wednesday, August 19, 2026

I. Call to Order & Roll Call

II. Adoption of Minutes

- [a.](#) Special Meeting Minutes July 8, 2026

III. Reports

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

Staff

IV. New Business

- [a.](#) 2026-27 Approved Budget

V. Old Business

- [a.](#) Municipal Park Enhancement Project

- [b.](#) **Advisory Board Documents**

Board Responsibilities

Strategic Plans

- [c.](#) **Future Agenda Topics**

Capital Improvement Plan

Park Maintenance Plan/Manual

VI. Comments

VII. Adjournment

Next Meeting September 16, 2026, 5:30 PM

Town of Swansboro
Swansboro Parks & Recreation Advisory Board
Special Meeting July 08, 2026

Item II - a.

I. Call to Order & Roll Call

The Swansboro Parks & Recreation Advisory Board Special Meeting was called to order at 5:30 PM on Wednesday, July 8, 2026. Roll call was conducted and the following members were recorded as present: Betts Love, Elena Messenger, Jennifer Steele, and Ryan Swanson. Members absent were Deb Pylypiw and Matthew Prane.

II. Adoption of Minutes

- a. Adoption of June 17, 2026 Minutes- The Chair invited the Board to confirm that members had reviewed the minutes from the previous meeting. A motion was made to approve the June 17, 2026 minutes.

Motion to approve the June 17, 2026 minutes was made by Jennifer Steele and seconded by Betts Love. The motion carried unanimously.

III. New Business

- a. RFQ-Proposals for Grant Writing Services- Staff presented background on a proposed municipal park improvement project that had previously been brought before the Board of Commissioners. The project concept involves combining several park improvement initiatives into a single grant application effort, with the goal of scoring higher on competitive grant criteria by including multiple facilities or amenities. The proposed improvements include dedicated pickleball courts, resurfacing the existing tennis courts, replacement of the tot lot, and a potential conversion of the skateboard area. Staff noted that grant scoring criteria favor applications encompassing three or more facilities, making the consolidated approach strategically advantageous.

Staff explained that two primary grant programs were being targeted: the Land and Water Conservation Fund (LWCF), which allows a maximum request of \$750,000, and the Parks and Recreation Trust Fund (PARTF), which allows up to \$500,000. Both grants require a dollar-for-dollar match. In a best-case scenario, receiving both grants could result in little to no cost to the Town. Staff further noted that the project allows up to three years for completion, which would enable any required Town contribution to be spread across multiple fiscal years rather than absorbed in a single budget cycle. The Town had already set aside \$150,000 in capital reserve funds to cover consulting costs.

The RFQ was advertised for approximately two weeks through the Town's communications channels and through the North Carolina Recreation and Parks Association, and two proposals were received in response.

Coastal Planning Services was the first firm reviewed. Staff noted that this firm, led by Kathy Vinson, is currently on retainer with the Town and has a demonstrated track record of successful grant writing on behalf of Swansboro, including grants for the boardwalk extension, the renovation of a local park with a new pavilion, fishing station, and kayak launch, as well as stormwater and CAMA-related work. Staff indicated that a follow-up question would be needed to confirm whether Coastal Planning Services had specifically written and been awarded both PARTF and LWCF grants in combination.

Withers & Ravenel was the second firm reviewed. Staff noted that while there was no prior direct working relationship with this firm through the Parks and Recreation department, the Town is currently engaged with them on a stormwater management plan nearing completion, representing an existing working relationship with the Town. Staff had connected with a representative from this firm at a directors' conference, where they presented on the topic of leveraging and matching grant funds — the exact type of work being contemplated. Staff noted that their preliminary conversations indicated a cost in the range of \$20,000 to \$30,000 for their services, and that the firm provided a detailed proposal that closely followed the RFQ requirements. Their scope of services included preparation of all public meeting materials, letters of recommendation, environmental surveys, and coordination of required community presentations, with the ability to manage both grant applications simultaneously to avoid duplicated public process requirements.

Board member Elena Messenger commented that while the existing relationship with Coastal Planning Services was a meaningful consideration, the size and scope of this particular grant effort warranted careful scrutiny of each firm's specific experience with LWCF and PARTF. She noted that Withers & Ravenel's proposal clearly highlighted their experience with these specific grant programs, citing over 47 projects and more than \$19 million in grants managed, with a dedicated section addressing the matching and partnership of LWCF and PARTF together. She observed that the relevant experience and dollar amounts presented by Withers & Ravenel more closely aligned with the scale of what the Town was seeking. She further noted that the absence of specific LWCF and PARTF combined experience in Coastal Planning Services' proposal gave her pause, as she would have expected such relevant experience to be included if it existed.

A board member asked whether the lack of confirmed PARTF and LWCF combined experience from Coastal Planning Services would affect the outcome of a vote, noting that confirmation of such experience might improve confidence in that firm, though likely would not fully change the direction of the recommendation given the difference in scale and specificity of experience presented.

Staff noted the urgency of moving forward, as the LWCF application deadline falls in November and delay could require separating the two grant applications rather than submitting them concurrently. Staff indicated the intent was to bring the Board's recommendation to the Board of Commissioners at their next meeting the following Tuesday.

Motion to recommend Withers & Ravenel as the Town's grant consultant for the LWCF and PARTF grant application process was made by Elena Messenger and seconded by Ryan Swanson. The motion carried unanimously.

IV. Old Business

- a. Pumpkin Derby- Board member Elena Messenger provided an update on the planning status of the Pumpkin Derby event, which is scheduled to coincide with the Halloweenie Roast on the Waterfront event in October. After receiving event mapping and venue

logistics information from staff, she conducted an on-site walk-through with staff to assess feasibility.

She outlined several challenges considered during the planning process. The originally preferred grass location would require specialty surfacing materials to create a suitable racing surface, which would increase the cost of the event and potentially price it out of reach for participants. Alternatives were explored, including use of a nearby parking lot, but concerns were raised about safety given active vehicle traffic, spectator proximity, and the number of parking spaces that would need to be removed from an already heavily attended event. Staff noted that over 1,000 attendees came through the event the prior year, making preservation of parking capacity an important consideration. Other locations were discussed and ruled out due to being too far removed from the main event area or having insufficient width.

The board ultimately agreed to pursue use of the grass area with a flat surface solution using available plywood boards, which staff indicated may be accessible through the Town's existing supply of hurricane boards maintained by the public works department. Staff noted the need to confirm availability with the appropriate department. Seam concerns with plywood sheets were discussed and considered manageable with minor bracketing. Hay bales used for other event features could potentially be shared for use as lane borders. Staff indicated a willingness to work through the logistics and cost considerations to make the event viable without passing undue costs to participants or drawing on public funds outside of what had already been agreed upon.

The board discussed the event structure, including a bracket-style heat format with three participants racing at a time. For the first year, it was agreed to cap participation at 15 to 18 pumpkins to keep the event manageable within the allotted time window and avoid conflicts with other programmed activities. Award categories were noted as items to be finalized, with common options including fastest, spookiest, and funniest. The event was confirmed as open to all ages and abilities with no restrictions.

Staff confirmed that the Halloweenie Roast is scheduled for Friday, October 23, and that event registration would be set up through the Town's recreation management software. Staff agreed to work with the board member to get the event listed and to provide a sponsorship packet that could be shared with potential donors. Any sponsor contributions designated specifically for the Pumpkin Derby ramp or related expenses would need to be clearly noted on the donation to be allocated accordingly.

b. Advisory Board Documents- No discussion was recorded for this item.

- V. Comments-** A member of the public thanked the board for their time and commitment. He noted prior experience serving on the board from 2010 to 2013 and expressed appreciation for the board's persistence in advocating for park improvements and community events. He indicated that the grant initiative discussed earlier in the meeting represented significant potential benefit for the community and commended the quality and relevance of the data presented during the discussion.

Staff announced that the upcoming Board of Commissioners meeting the following Tuesday would include a Parks and Recreation presentation for the Arts by the Seat Taste of the Town awards, as well as recognition of sponsors, volunteers, board members, and staff in observance of Parks and Recreation Month in July. Board members were encouraged to attend.

Staff also noted that beginning with the next meeting, the agenda format would be adjusted to include more focused items such as Capital Improvement Plan updates and budget reviews, as the Town's budget had recently been approved.

VI. Adjournment- Motion to adjourn was made by Betts Love and seconded by Ryan Swanon. The meeting was adjourned at 6:19 PM.

Next Meeting August 19, 2026, 5:30 PM

DIRECTOR'S REPORT

Festivals

- Festival website updates are ongoing.
- After action meeting for Independence Day Celebration held.
- Beginning to create marketing plan for remaining 2026-27 festival season
- Met with New Bern Sun Journal for marketing opportunities.
- Contacted Jacksonville Onslow Sports Commission to obtain updated information for Movin' Mullet Run. Information to follow and logistical meetings will be scheduled.
- Posted parade application on website.
-

Projects-Municipal Park Enhancement

- Reviewed grant proposals with Town Manager, Finance Director, and Parks and Recreation Advisory Board. The board selected WithernRavenel and will present to the Board of Commissioners (BOC).
- Presented to the BOC on July 14 and approved to proceed with contract negotiations.
- Conducted first meeting with WithersRavel to begin contract negotiations, discuss project outline, and set up shared website.
- Meet with solar light company to discuss lighting plans for Municipal Park.
- Began gathering quotes and designs for replacement for tot lot in Municipal Park.
- Gathering updated quotes on pickleball court amenities for Municipal Park Enhancement Project.
- Gathering quotes for fencing for new pickleball courts.
- Developing budget online for project.

Miscellaneous

- Presented Parks and Recreation Proclamation to Commissioners and community.
- Prepared soccer associations contracts for the upcoming 2026-27 season.
- Conducting interviews for staff vacancies.
- Closing out 2025-26 expenses.
- Creating new budget documents to manage 2026-27 revenues, expenses, projects, etc.
- Executed annual contract for Onslow County Senior Services.
- Submitted request for reappropriation of funds from 2025-26 playground mulch that was backordered and park swings that have not been received. Finance Director submitted and was approved.
- Arranged for Titan Aquatic Chemical to deliver large drum of chlorine. This is beneficial as it a cost reduction, less need for staff to handle chemicals, and when the chlorine is low, a call is made to schedule a deliver.
- Completed staff annual performance evaluations.
- Managing special event applications.
- Manage on-going reservations.
- 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.
- Manage community service work program.

- Recreation Center-answer phone calls, assist in managing Pickleball League, process dock, room park reservations, process memberships, and oversee day-to-day operations of the Recreation Center.
- 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.

Activity Report

Organization Activity						
From 7/4/2026 to 8/3/2026						
	Registrations	Reservations	Memberships	Check-Ins	Profiles Created	POS
All	178	25	7	0	111	
Resident	24	2	6	0	11	
Non-Resident	154	22	1	0	100	
No Residency Set	0	0	0	0	0	
Demographics						
< 18	51	1	1	0	29	
18 - 65	104	20	5	0	76	
65+	23	3	1	0	6	
Male	89	15	5	0	55	
Female	89	9	2	0	56	
Other Genders	0	0	0	0	0	
Online vs In-House						
Online	86	0	0	N/A	65	
In-Person	92	24	7	N/A	46	

Metrics-social media

July

Media Outlet	Followers	Views	Viewers	Content Interactions	Page Visits	New Followers
Facebook-Parks & Rec	19,965	252,600	38,900	2,300	8,600	171
Facebook-Festivals	9,398	7,3000	2,300	66	560	16

Revenue
July

Item III - a.

Slip Fee - Town Dock	\$2,439
Rental Fees-Parks	\$390
Rentals Rooms	\$195
Rec Program Fees	\$1,786
Gym Memberships	\$280
Dog Park Memberships	\$25
Festival Vendor Fees	\$1,804
Festival Sponsorship	\$5,000

Assistant Director Monthly Report

- Processed Payments/Refunds for programs and special events
- Emailed monthly distribution list the upcoming programs/events for the department
- 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
- Completed monthly reservation receipts
- Ordered supplies for upcoming programs and events
- Handled staff scheduling for Rec Center, events, and reservations
- Planned and executed Sprout Scouts and Tiny Trekkers
- Planned and executed Parks & Recreation Month Programs and Events
- Confirmed Paddles & Pizza program
- Executed July 3rd Festival
- Handled organizing all Safety town supplies and communications with partners
- Met with Fire Chief to discuss Safety Town program
- Ordered supplies for all Parks & Recreation Month Programs and Events
- Attended Board of Commissioners meeting for Parks & Recreation Month Proclamation
- Attended Tunnel to Towers logistical meeting
- Organized and attended July 3rd After Action meeting
- Created dog media ads for BarkFest and Mullet Festival
- Scheduled interviews and handled reference checks for new employees
- Attended Senior Games meeting
- Submitted National Night Out Health Department application
- Began planning upcoming Theatre Trips
- Completed finance reports for past programs

Planned Programs and Events

Bubble Bash July 1st

- Estimated 250 in attendance

Independence Day Celebration July 3rd

- Estimated 10,000 in attendance

Tie Dye Tuesday July 7th

- 25 registered and 24 attended

Sunrise Yoga July 10th

- 9 registered and 7 attended

Doggie & Me July 11th

- 25 attended

Safety Town July 13th – 15th

- 46 registered and 36 attended

Storytime in the Park July 16th

- 20+ families attended

Sprouts of Freedom July 17th

- 13 registered and 11 attended

Music Bingo July 20th

- 42 registered and 32 attended

Popsicles at the Pad July 21st & 29th

- Estimated 80+ attended

Twist & Bleach July 23rd

- 15 registered and 15 attended

Tiny Patriots July 24th

- 13 registered and 13 attended

Glow in the Park July 25th

- Estimated 50+ attended

Summer Canvas July 27th – 30th

- 14 registered and 400 votes counted

Aquatic Adventure July 31st

- Estimated 250+ attended

STAYING BUSY

- September 2026 -

Town of Swansboro Parks & Recreation

All activities take place at the Recreation Center (830 Main St Ext) in Swansboro, unless otherwise noted. The Recreation Center's hours are as follows: Mon-Fri, 9 AM-7 PM, Sat, 8 AM-12 PM, closed Sunday. Call (910) 326-2600 for more info. Be sure to visit our website at swansboro.recdesk.com to register for programs/events.

Adult Programs

Onslow County Senior Services Nutrition Site:

Contact Onslow County Senior Services for more information.

Mon-Fri, 9 AM-12 PM

Fitness Programs

2026 Open Pickleball League

January 2026 – December 2026

The 2026 Pickleball Open Play Membership will start January 1, 2026 and run until the end of the year, December 31, 2026.

Tai Chi

September 3rd – October 8th 2 PM - 3 PM

Join Swansboro Parks & Recreation for Tai Chi with instructor Sifu Dr. Harold McMillion for a 6-week series, every Thursday starting at 2:00PM at the Swansboro Recreation Center. Tai chi is a series of gentle physical exercises and stretches. Each posture flows into the next without pause, ensuring that your body is in constant motion.

Adult Voice Classes

September 2nd – October 7th 2 PM – 3:30 PM

Do you love to sing and want to grow your skills? Or maybe you've always dreamed of learning but never knew where to start—this program is for you! Our Adult Voice Classes are designed to help you build confidence, discover your voice, and explore the joy of singing. Whether you're a complete beginner or have some experience, you'll find support, encouragement, and plenty of fun along the way. Dr. Ayumi Nakamae brings years of study and a Doctorate of Arts in Music, along with a deep passion for voice performance. She can't wait to share her expertise and help you on your musical journey!

Events

Tunnel to Towers

September 19th 8:30 AM

The Tunnel to Towers Run & Walk Series was created to honor the heroic life and death of Stephen Siller, a New York City firefighter (FDNY) who lost his life on September 11, 2001, after strapping on his gear and running through the Brooklyn Battery Tunnel to the Twin Towers. We honor all of those who lost their lives on 9/11 and support our first responders and military who make extraordinary sacrifices in the line of duty! This will be the 5th year in Swansboro, and we are excited to bring our community together once again to HONOR our Military & First Responders, REMEMBER 9/11, and raise funds to DO GOOD through the Tunnel to Towers programs.

BarkFest

September 26th 10 AM – 2 PM

Get ready for a tail-wagging good time at BarkFest!

Item III - b.

This free, dog-friendly event is all about celebrating our four-legged friends with fun activities and treats! Pups can enjoy pup cups, get creative with a tie-dye bandana station, and explore a variety of dog-related vendors. Watch exciting K9 demonstrations, grab some delicious food, and connect with fellow pet lovers in the community. Whether you're bringing a pup or just love them, BarkFest is the ultimate mutt day out for all ages!

Programs

Sprout-lympics

September 11th 10 AM

Get ready for big fun for our littlest athletes. Sprout-lympics is designed especially for children ages 1–2 to introduce movement, basic sports skills, and active play in a safe and supportive environment. Through age-appropriate activities, your little one will develop gross motor skills, balance, coordination, and hand-eye coordination while building confidence and having fun. Parents and caregivers are encouraged to participate alongside their child to support engagement and create meaningful shared experiences.

Pumpkin Patch Party

September 30th 2 PM

Join us for a festive fall afternoon at our Pumpkin Patch Party! Families with children ages 1–6 are invited to enjoy an afternoon filled with pumpkin decorating, fall-themed crafts, games, music, photo opportunities, and seasonal refreshments, all in a comfortable indoor setting at the Swansboro Recreation Center. Each child will have the opportunity to choose a pumpkin from our pumpkin patch and participate in a variety of fun, family-friendly activities. Come celebrate the season, get creative, and make some fun fall memories with us!

Be on the lookout for additional programs

Register for programs at:

swansboro.recdesk.com

Like us on Facebook: Town of Swansboro

Follow us on Instagram: [@swansboro_recre8](https://www.instagram.com/swansboro_recre8)



PARKS & RECREATION						
	FY 2023-24	FY 2024-25	FY 2025-26	FY 2025-26	FY 2026-27	FY 2026-27
DESCRIPTION	ACTUAL	ACTUAL	BUDGETED	PROJECTED 6/30/2026	DEPT. REQUEST	MGR. RECOMMENDATION
SALARIES FULL TIME	139,878	162,516	175,075	173,317	220,808	179,450
SALARIES OVERTIME	971	(650)	1,000	2,000	2,000	2,000
SALARIES PART TIME	45,691	43,030	51,720	51,720	55,000	45,000
LONGEVITY	1,825	1,725	2,275	1,800	2,050	2,050
CELL PHONE STIPEND	1,125	1,600	1,800	1,800	2,450	1,800
FICA	15,381	16,039	17,737	17,644	21,597	17,618
FEES OTHER	1,236	835	1,500	2,164	1,500	1,500
RETIREMENT	20,532	25,163	31,033	27,645	40,699	33,213
INSURANCE-GROUP	14,862	18,501	15,929	19,511	35,631	21,681
PROFESSIONAL SERVICES	2,130	2,130	4,750	4,750	8,750	3,750
SERVICES-SOFTWARE SUPPORT	3,800	3,850	3,900	3,993	5,900	4,150
SERVICES-OTHER	202	254	280	280	544	280
SUPPLIES-PROGRAMMING	3,993	4,623	12,468	11,668	11,160	10,468
SUPPLIES-DEPARTMENT	4,237	1,240	3,210	3,210	3,852	3,210
CLASS INSTRUCTORS	6,702	5,362	13,415	13,415	8,315	8,000
CONTRACT SERVICES	2,089	1,557	1,800	1,800	5,100	2,700
CAMP/PROGRAM ACTIVITIES	5,042	2,493	6,600	6,600	3,800	4,800
RENTALS	413	-	600	600	700	600
GROCERIES/FOOD CATERING	492	-	-	-	-	-
SPECIAL EVENTS	6,651	7,570	7,708	5,600	11,200	11,200
PUBLIC PERFORMANCES	395	-	-	-	1,950	-
REC CONCESSIONS	-	-	-	-	-	-
UNIFORMS	794	1,325	1,228	1,228	1,495	1,228
SUPPLIES-GAS/OIL	2,025	1,901	1,750	1,750	2,330	2,000
TRAVEL/CONFERENCE/TRAINING	3,049	2,802	2,614	2,614	5,320	2,720
SUBSISTENCE	-	-	150	150	150	150
TRANSPORTATION EXPENSE	424	679	770	1,467	720	1,000
TELEPHONE	-	-	600	600	720	720
SPECTRUM	1,358	1,418	1,368	1,368	1,560	1,560
R/M EQUIPMENT	1,270	891	1,350	1,350	1,450	1,350
R/M-SPLASH PAD	2,480	2,929	3,950	4,945	6,525	5,875
PLAYGROUND EQUIPMENT	6,293	4,876	24,391	24,391	15,045	1,000
R/M-DOCKS	1,078	-	-	-	-	-
R/M VEHICLES	1,780	1,129	1,640	1,640	1,640	1,640
R/M - GROUNDS	9,798	6,815	11,400	11,400	11,400	11,400
R/M-TRAFFIC SIGNS	-	-	330	330	250	250
SIGNS	-	99	250	250	300	250
ADS/NOTICES	449	1,176	2,250	2,250	4,420	2,250
DUES-SUBSCRIPTIONS	1,744	1,764	1,897	1,897	1,887	1,848
NON-CAPITALIZED OUTLAY	5,605	1,708	28,199	28,898	19,654	-
CAPITAL OUTLAY	5,801	-	150,000	150,000	102,000	60,000
CAPITAL RESERVE	-	-	-	-	74,000	-
DEPARTMENT TOTAL	\$ 321,594	\$ 327,350	\$ 586,936	\$ 586,044	\$ 693,871	\$ 448,711
Parks & Recreation Director						
Public Works:Crew Leader						
Recreation Program & Event Manager						

FESTIVALS & EVENTS							
	FY 2023-24	FY 2024-25	FY 2025-26	FY 2025-26	FY 2026-27	FY 2026-27	
DESCRIPTION	ACTUAL	ACTUAL	BUDGETED	PROJECTED 6/30/2026	DEPT. REQUEST	MGR. RECOMMENDATION	
SALARIES-OVERTIME	26,147	26,352	30,000	30,000	30,000	30,000	
SALARIES-PARTIME	7,924	6,769	10,000	10,000	12,500	8,500	
LONGEVITY	200	200	225	200	200	200	
FICA	621	533	3,077	3,075	3,267	2,961	
SUPPLIES-DEPARTMENT	1,907	1,443	1,450	1,450	1,900	1,900	
PARADE EXPENSES	1,335	1,569	1,700	1,039	1,700	1,700	
MULLET FESTIVAL EXPENSES	31,019	34,049	34,604	7,491	39,485	39,485	
JULY 4TH EXPENSES	29,833	26,851	34,015	32,400	33,180	33,180	
FLOTILLA EXPENSES	5,184	5,507	7,494	6,803	9,110	9,110	
ARTS BY THE SEA	6,786	4,085	14,730	8,230	9,060	9,060	
PUBLIC PERFORMANCE LICENSE	1,628	1,489	1,552	2,006	1,645	1,645	
SUPPLIES-GAS/OIL	114	273	450	480	450	450	
TRAVEL/CONFERENCE	374	-	1,270	1,228	1,500	1,500	
POSTAGE	-	-	-	-	160	160	
UTILITIES	969	135	300	300	100	100	
R/M-MAINTENANCE GROUNDS	-	-	100	100	100	100	
R/M-TRAFFIC SIGNS	-	-	4,002	4,002	330	330	
ADS & NOTICES	6,519	6,284	15,280	15,280	25,780	25,780	
DUES/SUBSCRIPTIONS	447	559	490	490	165	165	
NON-CAPITAL OUTLAY	408	448	450	450	1,500	1,500	
DEPARTMENT TOTAL	121,415	116,547	161,189	125,024	172,132	167,826	

Swansboro Parks and Recreation Advisory Board Strategic Plans

Mission: To enhance the quality of life of town residents through quality parks and multi-purpose indoor/outdoor recreational facilities and spaces

Mission statement: “To enhance the quality of life for the citizens of Swansboro through recreation programs, facilities and experiences designed to meet the leisure needs of the community and to provide people of every age, race and creed, and ability an opportunity to come together, participate, create and share the positive experiences of life.”

Values:

- Promote diversity, inclusion, wellness and quality
- Pursue safe, family friendly and welcoming spaces
- Build a strong sense of community
- Focus on positive experiences
- Promote the benefits of parks and recreation
- Advocate for actions that benefit local, regional and state parks and recreation services

PARKS AND RECREATION BOARD

Mission: Create an effective Parks and Recreation Board for the Town of Swansboro

Goal: To develop informed and effective board members through new member orientation and ongoing training and teambuilding opportunities

- Develop and implement an Orientation Manual
- Provide and encourage training opportunities for board members (i.e. NCRPA conferences, regional workshops, etc.)
- Develop and conduct teambuilding activities
- Request financial assistance to attend workshops, conferences, etc.

PROGRAMMING

Mission: Advise in the enhancement of quality of life services for Swansboro residents through recreation programs

Goal: Advise in the development of diverse, inclusive and innovative programs

- Be informed of current Department programming opportunities and their benefits
- Make recommendations and/or suggestions
- Advise the director to pursue programs that are revenue neutral or generating
- When possible, volunteer to assist in programs sponsored by the department

LAND AND PROPERTY ACQUISITION

Mission: Advise the board of commissioners (or Director) on the acquisition of land and property that will enhance the quality of life in Swansboro

Goal: Identify opportunities for enhancing community parks and recreation facilities and spaces

- Refer to and support the Parks and Recreation Comprehensive Plan
- Review and/or revise the comprehensive plan at least every five (5) years
- Inventory available town property that may meet public need and/or interest
- Prioritize top priorities
- Develop community support
- Advocate for acquisition

MARKETING AND COMMUNITY OUTREACH

Mission: Assist the director in gathering feedback and/or informing citizens of Parks and Recreation opportunities and issues

Goal: Recommend improvements to the dissemination of information, social media and/or marketing processes.

- Be informed of current department processes
- Make recommendations to improve processes
- Assist in identifying organizations with heavy citizen patronization
- Develop and/or assist in building relationships with their leaders
- Assist in communicating town parks and recreation opportunities.
 - Events.
 - Meetings
 - Fundraising
- Be informed of new and/or changes in communication processes

DEVELOPMENT AND MAINTENANCE OF PARKS AND FACILITIES

Mission: Make recommendations in maintaining and developing safe, family friendly parks and facilities

Goal: Advise and/or recommend actions that enhance safety and innovation of town parks.

- Members should periodically visit and become familiar with town parks
- In coordination with the director, perform an annual review of parks
- Assist in soliciting community feedback for park improvements
- Advise and/or make recommendations for improvements

REVENUE AND FUNDING

Mission: Increase revenue for Swansboro's Parks and Recreation Department

Goal: Advise and assist the director in identifying and developing consistent opportunities for raising funds for Swansboro's Parks and Recreation Department

- Assist in building positive relationships with sponsors and potential sponsors
- Continually show appreciation for sponsor support
- Receive monthly updates on department revenues and expenditures
- Conduct an annual review of the department's fee structure
- Grants
 - Assist in researching grants opportunities
 - Assist with grant writing
 - Advocate appropriate governing bodies for grant approvals

ADVOCATE FOR PARKS AND RECREATION SERVICES

Mission: To support legislative action by local, county and state entities that will benefit parks, recreation, cultural and conservation services in Swansboro and in the surrounding area

Goal: To become an active participant in expressing support for legislative actions that would be beneficial to local, regional and state parks and recreation services

- Be informed of local, county and state issues and actions that may favorably, or adversely, affect local parks and recreation services
- Advocate for actions that will improve Swansboro and regional parks and recreation services
- Review and discuss the benefits of parks, recreation, the arts and land/water conservation
- Learn about and become more active with the NC Parks and Recreation Association and other entities that can assist the town in meeting its parks and recreation goals
- Participate in the annual Parks and Recreation Advocacy Day at the NC Legislature

Parks and Recreation Advisory Board Responsibilities

Item V - b.

Responsibility to the community: To advocate or community needs and wants. To participate in P&R events and be present to hear from the community. Ask questions, even the tough ones. Advocate the actions passed by the PR board.

Responsibility to the board: Be respectful of each other's thoughts, opinions, ideas and time. Treat each other with respect and professionalism. Show up on time and prepared. Be studied and well informed of the topics. Provide insight and offer constructive conversation. Display to the public a professional, organized and relevant PR board and team.

How we communicate: Professionally, respectfully and tactfully. Email (not group conversation). Phone calls. In person. Board Members should not communicate with one another if four or more are in a group. Four members of an advisory board communicated in any media results is an official meeting.

Bylaws: Reviewed annually. Board members can recommend changes to bylaws at meetings. Provide structure and boundaries for the PR board. Are a product of the town ordinances. We cannot operate outside of town ordinance.

Strategic plan: Provide guidance to the PR board and its members. An outline that paves a path toward the mission and vision of the PR board.

Meeting structure: Role, approval of minutes, updates, new business, and comments.

Current vacancies: none

Expectations: Comments are constructive, relevant and on topic. Communicate in advance if you want items on agenda. Follow bylaws and work towards fulfilling the strategic plan. Be studied, informed, an advocate for the department and our board.