

# **Parks & Recreation Advisory Board Minutes**

## **October 21, 2020**

### **Members Attending**

RJ Hogan – Chair  
Will Bordeaux  
Andy McGlinn-Z  
Marissa Bryant-Z  
Hunter Holland-Z  
Shirin Jenkins  
Erika Robertson  
Emily Morgan  
David Eason-Z

### **Members Absent:**

Zach Gilbert  
Ingrid Corbi

### **Others Present:**

Davina Bell  
Margaret Isbell – Admin  
Amy Beatty  
Anne Ballweg  
Carson Porter  
Dennis Fleck  
Denise Freund

### **CALLED TO ORDER**

RJ called the meeting to order.

### **APPROVAL OF SEPTEMBER 2020 MINUTES**

Shirin made a motion to approve the September 2020 minutes, Will seconded the motion, all approved.

### **SPORTS COMPLEX PRESENTATION – ANNE BALLWEG, PROJECT MANAGER**

Anne Ballweg provided a presentation of the Sports Complex. This is a Parks Bond project. This project began in August 2019. Anne went through a presentation on the Sports Complex, a printout of the presentation was provided to the board members. Erika asked about there being more fields with the first design. Due to budget constraints they will only be the 4 additional fields. At this time they do not plan to add any additional fields. Emily asked about the restrooms and if they are ADA compliant. Andy asked if there was still coal ash Sutton Plant and does that cause any concerns. Per Davina, it does not pose a concern with the site. Emily asked about ADA accessibility to the fields. There is accessibility to the fields but not paved.

David asked about drainage, per Carson Porter there is no issues with drainage. David asked about a question about getting out there by bike. Per Carson, he doesn't really have a good answer for that. RJ made a comment about it being called a Sports Complex, so citizens knows that it is not just a soccer complex. Per Amy, during the due diligence period, they did water and soil testing, and everything came back good. Wind direction and drain, it does drain away from the fields. The regulation to clean up the coal ash is due to be completed before opening. The determine of the risk is very low.

### **GREENFIELD LAKE AMPHITHEATER – AMY BEATTY**

Greenfield Lake Amphitheater was built in 1962. In 2008, when renovations were complete, the facility was still underutilized due to lack of infrastructure. There was no covering for the stage, there was no fence that had no ability to have a secured area for event promoters and entertainers. In the late 2000's we produced some good events. It was also lacking areas where entertainers could get ready and be behind walls. With CIP and the Parks Bond in 2008 they built concessions, green room, restrooms for performers. Once promoters came around they were able to bring in better shows and started to make a profit. In 2019 we had 62 events, this is 40 some events in 2018. In 2020 we had 60 events scheduled but due to COVID-19 these were all either cancelled or postponed. Looking at capacity and knowing that we have the 2016 Parks Bond facilities coming up, for example the Davis Center gym, which is

under construction right now, and North Water Front Park, which is also currently under construction. The City had to look at what the best solution was to the understanding for general fund dollars and had to get creative and not make requests to increase the Parks and Recreation budget.

With these in consideration the City sent out a Request for Proposal (RFP) to have an outside agency run the operations, including concessions, for the Greenfield Lake Amphitheater. The city received two proposals, one from Live Nation and one from AEG. Live Nation is the largest concert venue worldwide where AEG is the largest sports and entertainment venue manager worldwide.

There was a committee that consisted of Thom Moton, City Manager; Jennifer Maready, Finance Director; Jennifer Goley, Purchasing; and Dave Pugh, Recreation Supervisor. Their recommendation was to offer the contract to Live Nation. The driving reason to go this way was Live Nation's familiarity with how the Amphitheater runs. This is important to the city in a neighborhood environment, space and parking challenges. AEG had not visited the site prior to submitting their RFP. Live Nation's RFP included the capital improvements of \$500,000.00 would be willing to put in. This would be for managing of the Amphitheater as well as \$250,000.00 for maintenance costs. The AEG quote did not include funds for capital improvements or maintenance. Also, since Live Nation will be managing North Water Front Park venue there could be cost savings for operations.

Recommendations were taken to city council on October 6, 2020. The key terms are the management of operations, booking events and scheduling services, consulting, facility maintenance and concessions. The city will receive payments of \$40,000.00 fixed rent up to 30 events and \$1,500.00 per each event per event over 31 events. Their contract limits up to 40 events. Events over 40 will require permission from the City Manager. The contract does allow for up to 10 city events as well as receiving \$2.00 per ticket sold for city revenue. They will be shifting some of the funds from the 2016 Parks Bond to fund to cover the new gym at the Davis Center.

Erika asked about current volunteer concessions, will they still be able to continue this under Live Nation management. Live Nation has 30% employment are members of non-profit. They will continue to use these. Live Nation has also reached out to the volunteer groups that were used in 2019 season. Andy reached out directly to Live Nation, regarding not using single use items. Amy has an email from Live Nation as to what items they will be using at both venues.

### **OLD NORTH STATE LEAGUE – ANDREA TALLEY (NO VOTE REQUIRED)**

Andrea received an email from Old North State League wishing to withdraw their proposal. Because of the Sharks coming back next year, Old North State felt it was too much of a financial commitment. If the Sharks do leave they would be willing to revisit.

Andrea gave an update on Legion Stadium rentals. She was approached by a semi-pro football team called the Carolina Bengals. They want to have 4-5 games per season, late summer and early fall season. Their use is subject to availability after the schools are scheduled. Andrea was also contacted by a private company called Film to Field, which is just getting started. It's run by a retired, professional football player, he was on the Ravens for a brief time on the roster, Brad Roach. He is starting a 7-on-7 high school league. Right now it's being played at Ogden Park. Would like to have the final game at Legion and perhaps some Spring games.

RJ asked a question regarding Old North State if it was an eye opener for some renovations at Godwin. The city is working on a contract with the Sharks and this was proposed to them about funding some of the renovations.

### **OLD BUSINESS**

#### **Adopt-a Park**

RJ proposed that everyone pick a park by the November meeting. Thanks to Erika for putting the spreadsheets together.

### **Pools**

Table the vote unit January 2021 meeting and have someone from the YMCA to present their proposal. The plan is to extend the NC Swim agreement for the use of Northside Pool. The timing of the county concerns and what Dick Jones presented has caused the board much concern. The city has asked YMCA to go back and revisit what they have proposed. Per Amy, we should keep this as old business and wait until the new proposal is received by YMCA. RJ made a recommendation to push this off to a sub-committee. Why are we so vetted to the YMCA? What is the drive? Per Amy, the YMCA has the skill set to manage the pools.

### **Update on Capital Projects**

In June, the city received a request from Buddy Milliken, he is the chair of the Northside Health and Wellbeing Parks sub-committee. He is officially requesting to make a change of scope of design for Northside Park for a pavilion/shelter. The government committee requested they reach out to Voyage and Northside Committee. Amy has asked the architect to advertise the design showing both options. They are finalizing the advertising bid and will be sent to council by end of November and awarded at the beginning of January.

### **NEW BUSINESS**

Request for Qualification – Parks, Recreation & Open Space Comprehensive Plan. The RFQ was posted on October 6, firms interested will need to respond by November 6. The hope is having it completed by July or August of 2021. Hoping to do interviews before the end of the year.

### **ADJOURNMENT**

RJ made a motion to adjourn the meeting, Shirin made the first motion, Will made the second motion to adjourn, all approved.