

**Zebulon Parks & Recreation Department  
Advisory Board Meeting  
December 21<sup>st</sup>, 2020**

The Zebulon Parks and Recreation Advisory Board met Monday, December 21st at 6pm. This meeting was held virtually. The public could access the meeting remotely as noted below.

To watch, please visit our Public Input Meeting Page: <https://publicinput.com/D7837>

**Board Member Attendance:** Erica Parsons, Garrett Underhill, Brandon Wiggins, Andi Wrenn, Debbie Wheless, Dexter Privette, Allen Boyette

**Meeting Agenda**

1. Call to Order

Start – 6:00 PM

Erica Parsons called the meeting to order

2. Approval of Agenda

1<sup>st</sup> - Brandon Wiggins

2<sup>nd</sup> - Dexter Privette

All Voted In Favor

3. Public Comment: Public comments are limited to 3 minutes by phone or 400 written words by email. Anyone wishing to speak must enter the speaker que or leave a voicemail by 5:50 PM. Emailed comments must be received by 3 PM in order to be read into the minutes of the meeting.

Example of a public comment through voicemail provided by Sheila Long to show Advisory Board the procedure if someone were to leave a message for public comment.

Hannah Blische read the following message out loud: *“Good evening Advisory board members. Just wanted you to experience what it would be like if someone left a voicemail for you using this platform, and I also wanted to take the opportunity to share. My thanks to each of you for your support of our Parks and Recreation Department and Recreation in our community this year and wish you a merry Christmas. Happy New Years and happy holidays. Thank you.”*

4. Consent

- a. Adoption of Minutes

Erica Parsons called for a motion to adopt the minutes.

- i. November 16<sup>th</sup>, 2020

1<sup>st</sup> - Andi Wrenn

2<sup>nd</sup> - Dexter Privette

All voted in favor.

5. Presentations/ Work Session

a. FY 2020 Budget Preparation

Sheila Long: The Town Manager has shared budget instructions with staff for the upcoming fiscal year. Staff has begun the process of developing our budget recommendation. Focus areas for our department to date include:

- Continued implementation of initial master plan findings
  - Staff reorganization
  - Marketing & communication
  - Expand routine maintenance and small park improvement projects
  - Downtown events
  - Expand programs beyond the Community Center
- Recognize impacts of COVID-19
  - shift in community interest in the arts
  - comfort level for programs/events with larger participation and less opportunity to social distance.

Are there any areas, programs, and park improvement projects you would like for us to further consider and research as we develop the budget?

Erica Parsons asked what types of art programs we are looking to add.

Sheila Long: We currently provide a variety of art activities for different age groups and plan to continue offering a variety of programs for all age groups.

Erica Parsons asked about cost concerns for families following COVID and if it is a possibility to offer discounts to families with more than one child etc.

Sheila Long: The board may need to review the fee schedule. This can be discussed at the meeting in January if necessary.

Andi Wrenn asked about having more physical fitness classes socially distanced in the gym. Sheila said staff has mapped out the community center and created a plan to keep everyone safe while exercising and participating in activity in the gym. After restrictions changed, they found a safe way to continue to hold classes in the side rooms. But as we grow and our class sizes grow we plan to utilize the gym space more.

6. New Business

a. January Meeting Change

Sheila Long: The Parks and Recreation Advisory Board meeting is held the third Monday of every month at 6 PM. Every January, this meeting falls on Dr. Martin Luther King Jr. Day. It is customary to move the meeting to the next business day or the following Monday.

Staff's recommendation is to change The January meeting to Tuesday, January 19<sup>th</sup>.

Erica Parsons moved to change the January regular meeting to Tuesday, January 19<sup>th</sup>

2<sup>nd</sup> - Brandon Wiggins

All voted in favor.

## 7. Open Discussion

Andi Wrenn discussed utilizing Instagram to reach a younger audience and using paid advertising to reach more people. Sheila Long noted that we have an Instagram account for Zebulon Parks and Recreation, Public Input will help us to utilize the paid advertisements to reach a more specific audience or demographic. Erica Parsons shared an example of social media influences, Zebulon Pottery advertised a food truck setup outside of their business and she went and supported them after seeing the post on Instagram. Garrett Underhill mentioned opportunity to link social media accounts. Andi Wrenn shared interest in holding a food truck rodeo or bike parade.

Erica Parsons asked if we have any outdoor movies or bingos planned. Sheila Long noted that staff are currently assessing our Winter programs due to COVID changes. We are looking to hold a movie later in the Spring when the weather is nicer and more people may be interested in attending. We have decided to close the community center and suspend programs through January 19<sup>th</sup> to keep everyone safe in an anticipation of COVID cases following Thanksgiving.

Andi Wrenn asked how the Santa Letters and Toy Drive went. Sheila noted that the toys were donated to Share His Glory organization and 375 toys were collected. Only 35 letters were submitted which is a lot less than our normal participation numbers, not sure why this number was low this year

Allen Boyette noted that he saw the construction of the Weaver's Pond greenway and said it is looking great!

## 8. Staff Updates

### a. Department Update

- **Winter Market**
  - 2 weekends
  - Held in the Alley on Arendell
  - Had a great turnout.
  - Had a lot of great conversations with vendors, market customers, and downtown business owners regarding the Alley Space. Everyone is extremely excited about the improvements in downtown and how great the space looks. They cannot wait to have more events in the alley and in downtown Zebulon.
- **Community Center**
  - **Fitness Classes & Memberships:** we have seen a drop in numbers since the latest Executive Order requiring masks while working out. Fitness Room memberships are starting to build back up
- **Parks**
  - **Park Signs:** Installed signs at Little River and Wakelon Elementary. Cleaned Park sign at Wakelon.
  - **Winter Projects**
- **Administration**
  - After review of the first 3 chapters of the Master Plan, we asked the consultants to pause to address some concerns. The draft was good, but we have a high expectation. We don't want to sacrifice quality over meeting a deadline.

- Economic Development
  - Presented to the Board of Commissioners about the Farmer's Market's role in economic development in Zebulon.
- b. Next Regular Meeting: proposed Tuesday, January 19<sup>th</sup> at 6 PM
- c. Annual Retreat: January TBD

As in past years, we intend for this meeting to just be a Saturday morning meeting. Working with Dr. Jason Bocarro from NCSU to do a training based on the book Reframing Organizations by Bolman and Deal. If you would like to read it, let me know.

#### 9. Adjournment

Erica Parsons called for a motion to adjourn the meeting.

1<sup>st</sup> - Brandon Wiggins

2<sup>nd</sup> - Garrett Underhill

All voted in favor.