



Parks and Recreation Advisory Committee Meeting Minutes

Location: Commissioners' Meeting Room, Lee County Government Center, 106 Hillcrest Drive, Sanford, NC 27330

Time: 5:30pm

Date: Monday, January 27, 2020

Members present were, Chairman LeVerne Kinney, Vice Chairman Chad Spivey, Greg Crowson, Cameron Sharpe, Bill Oberkirsch, Katelyn Vogt and Bobby Piggie also present were Joseph Keel, Parks and Recreation Director and Judith Wilson secretary.

Absent were Mickey Bowman and Emilia Guerrero

I. MEETING CALLED TO ORDER

Chairman LeVerne Kinney called the meeting to order at 5:30pm.

II. AGENDA ADJUSTMENTS / APPROVAL OF AGENDA

Bill Oberkirsch made the motion to approve the agenda Greg Crowson seconded, all in favor unanimous.

III. CONSENT

a) Special Called Closed Meeting December 9, 2019 Minutes

Chad Spivey made the motion to approve December's minutes Katelyn Vogt seconded, all in favor unanimous.

IV. PUBLIC COMMENT

None

V. OLD BUSINESS

None

VI. NEW BUSINESS

a) Upcoming Spring Registration

We will be increasing our marketing by strategically placing banners throughout the county. Seven have been ordered and should be here on Wednesday. We already have flyers in the schools. We will be calling all the participants from last year to let them know sign-ups are going on now through February 21st or until full. I want to get to the point where we are filling up the programs so on the last day; we have to put people on a waiting list. When this happens, it will teach the parents not to wait to the last day, to go ahead and sign up because there may



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not be a spot for their child. Joseph Keel ask the board for any other marketing ideas. Cameron Sharpe asked if we were doing any marketing before. Joseph Keel replied; flyers were given to the schools, no banners or calls. Chad Spivey asked if we were doing social media. Jamie Brown handles Facebook for the county; she does post our program flyers. Joseph Keel also talked to Jamie Brown about possibly doing a Facebook boost, which means that if someone lives in Lee County but does not like the Lee County page they would still see Lee County posts in their news feed. Katelyn Vogt suggested doing ads over boosting on Facebook you get more for your money. LeVerne Kinney asked if there online registration. Joseph Keel said yes we do have online registration and we advertise that option on our flyers. LeVerne Kinney asked if there is any kind of incentive to keep the kids coming back; doesn't have to be much maybe like just a t-shirt. Joseph Keel said he would talk to the staff and get their thoughts. I have talked to the athletic staff about doing a one-year appreciation party. We are getting into a special event market. This coming up spring with Easter extravaganza we will have it at the Tramway Road complex behind our office and we'll have an Easter egg hunt, bounce houses and food trucks. So if you have participated in one thing art, baseball, dance you can come out eat a hot dog or hamburger just to have something to show our appreciation for participating. LeVerne Kinney brings up the Splash Pad and the possible overcrowding, he asked; how will it be handled. Joseph Keel reminds LeVerne that the City of Sanford owns it. Don Reuter with the City of Sanford called to set up a meeting about hosting some events together. In this up coming budget we will be asking for more money for marketing.

b) Adult Softball

On my first day as director, Larry Stutts calls me to see what our intentions were for Lett Family Park in Broadway. Larry Stutts and Tommy Womack came in the next day to talk and I expressed to them that we are looking into expanding our offerings. One of which is adult softball that we do not currently offer. LeVerne Kinney said the reason why there is no adult sports is that there are certain adults that do not know how to act. They will be signing the new code of conduct as they did when signing their kids up. Our full time athletic staff will be at the games we will no longer lean on part time staff. We have already implemented Ben & Bill have been at the games the few weeks and Lora has received a phone call from a parent saying they were glad to see Ben out there. So the athletic staff will be tasked with being at all of their programs for the first three weeks then spot check once a week. Back to Larry Stutts, we told him that we wanted to run the adult softball so he is stepping down and gave us all of the teams contact information. Larry's only request was that we run the adult softball at Lett Park. Registration will open up soon. Cameron Sharpe asked what the T-ball program that Tommy Womack runs at Lett Park. Joseph Keel said Tommy would still run that at Lett Park.



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c) Sponsorships

Sponsorships are in our fees schedule and is something that we should take advantage of right now the sponsorships fee schedule for the different sports at different fees and with no opportunity for league sponsorship and that is where the bigger organizations to come in and write a big check and knock out eight teams. We are looking to simplify the fee schedule with a team fee and a league fee. We are putting together a document that will spell out what the sponsor will get for the sponsorship. What I would like to propose tonight is to amend the fee schedule to \$250 per team making it more structured. I would like to introduce the league sponsor at \$1,500. I think this is will only benefit us. With bringing in more money to the county and it's also going to be benefiting the business as well by getting their names on the shirts and then the sponsors will also receive a team plaque. Something else we're doing is, I got a photographer coming for basketball starting on Thursday. He will take pictures; whatever he makes we get 15% back and then typically we don't have sponsors for basketball so the coaches are getting plaques donated by the department. Going forward in the spring all sponsors will get plaques and if we get a corporate sponsor to a league, they will get a frame posting with all the teams. Katelyn Vogt asked are the funds air marked or does it go to the general fund. Joseph Keel replied; it goes to the general fund. Which we have an expectation to bring in, and we're not meeting that expectation. So, I'm looking at ways that we can try to meet that expectation and ways that we can take advantage of some of the resources that we have in front of us. Just to give you a number, I think this year for we were expected to bring in 253,000 in athletics, right now we are at 105,000. It's all about structure, if we can provide structure it makes it easier for parents to sign up. Katelyn Vogt made a motion to approve the \$250 fee team sponsorship and \$1,500 league sponsorship Greg Crowson seconded all in favor unanimous.

d) Coaches

This issued was brought to me by our staff, that we're seeing a trend of coaches not coming back and just not going to have enough coaches. Are there any insight you guys had on coaches or any ideas that you may have? One time I had thought about offering free registration for a child whose parent would coach but thought better against it because I felt like we would be getting coaches that were doing it for the wrong reasons and that's not the kind of coaches we want to have. LeVerne Kinney said; most coaches that choose to coach is really in it for his kid and has a love for the game. So, I would say that the coach's kids should be able to play without the coach paying the fee, because he has dedicated his time and effort. Joseph Keel stated that if you bring the lack of coaches before the parents one will usually step up to coach. So, I think it's going to take a little bit more initiative a little bit more pushing on Parks & Rec's end to get these coaches to come out. In the fall we are looking to start 4yr old basketball so to get the parents in coaching and feeling comfortable and wanting to come back next year and do it again. The board continues to discuss the possibility of the coaches with a child on his team not paying the registration fee. Cameron Sharpe suggest going through the spring season to see how it things goes then take a look it. Bill Oberkirsch made a motion that everyone pays Bobbie Piggy seconded all in favor unanimous.



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e) Rental Procedures

Right now, the rental procedure is that the public can call to book a date and have put on the calendar with no money down. I'm a little hesitant about keeping it going in that direction because now we've blocked that date off from someone else coming in and reserving that date who is ready to pay for it. It also seems to be putting a lot more work on our staff have to track people down for their payments. Bill Oberkirsch stated that the customer should pay up front if they want to hold a date. LeVerne Kinney stated that some organizations such as churches have to go through a process and cannot pay up front. LeVerne Kinney suggest giving them one week to pay their money. Chad Spivey stated that is where pre-planning would come into play. Joseph Keel stated that where I came form in Chatham County, you had to pay up front and in full to book that date on the calendar. LeVerne Kinney ask if payment was refundable. Joseph Keel stated, for inclement weather you got a 100% refund, if you canceled 21 or more days out you got a full refund, less than 21 days you got half, within a week you did not get a refund. LeVerne Kinney said we should give them some time to get in to pay so someone else cannot slip in before you, and get the date you want. Joseph Keel reminds the board that our rentals are available online. Chad Spivey said that he believes it is on the customer to pre-plan. The board seems to agree with him. The board members would like to see a policy in writing. We just booked 14 Top Gun and 2 AAA tournaments. Top Gun used Tramway Road complex some in 2018, not so much in 2019 and Dr. Crumpton noticed it set empty. We are starting June 7th to give the schools and Parks & Rec. a chance to use it.

VII. Additional Comments

Again with the fee schedule; on field rentals it list field 1, 3 & 4 as \$175 and field 2 (the big field) as \$300. Now if we have Top Gun renting out fields 1,3 & 4 we won't be renting out field 2 separately to someone else to use. The way we did it Chatham County we had a flat fee and what you got was fields drugged in the morning, trash pick and you got the whole complex. So to make it more structured I would like to change the fee schedule to \$825 per day for the complex instead of per field. The field lights are \$10 for field 1,3 & 4 and \$15 for field 2 again I want to make some structure and make all \$45 tournament and \$15 individual per hour. Joseph Keel to write up fee description for the board. We will be ordering staff uniforms, polo's with the county seal on it to look more professional for the public.

VIII. Adjournment

Katelyn Vogt motion to adjourned at 6:38pm Bill Oberkirsch seconded all in favor unanimous.



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, Chairman
Lee County Parks & Recreation Commission

, Secretary