



RECREATION COMMISSION
WORK SESSION
UNOFFICIAL MINUTES
JULY 23, 2025
ALPHARETTA CITY HALL
COMMUNITY ROOM 132 | 2 PARK PLAZA | 5:30 PM

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I. CALL TO ORDER

- ❖ Chairman Mitchell called the meeting to order at 5:30 p.m.

II. ROLL CALL

- Recreation Commissioners Present

- Dennis Mitchell (Chair)
- Jit Saha (Vice Chair)
- Cheryl Rand
- Shuntel Beach
- John Norton
- Cameron Kline

- Staff

- Morgan Rodgers, Director, Recreation, Parks & Cultural Services
- Kurt Kirby, Senior Operations Manager, Recreation, Parks & Cultural Services
- Christine Young, Recreation Services Manager, Recreation, Parks & Cultural Services
- Sarah Bausano, Administrative Office Coordinator, Recreation, Parks & Cultural Services

III. WORK SESSION ITEMS

a. Special Event Permit Fee

Background:

Special events currently collect a \$200 permit fee through the online event application. The \$200 permit fee is currently waived for partner events and charged only to outside events and film permits.

The recommendation is to collect \$200 for all permits issued for special events and filming.

Reasoning:

Covers the cost of staff time in processing permits; any one permit may have up to 25+ staff members from multiple departments (Public Works, Public Safety, Fire, Code Enforcement, Parks, Recreation Services, City Administration, Community Development, Risk Management) reviewing the application, commenting, making recommendations, asking for clarification, or requesting additional information and then approving.

For partner and outside groups alike, it is a small fee to ensure all steps are taken to make their event(s) safe and successful; for partnered groups, it would be their sole financial responsibility to the City of Alpharetta for their event.

If a partner group has more than one event (ex: Brew Moon, Farmer's Market), they will be charged one \$200 permit fee for all events (dates must be included on one application).

Current fees collected for outside and film are \$5,000; will increase to \$11,000 if all permits are charged \$200. (Attached is the document that Christine presented at the meeting).

RECREATION Q&A

Q The \$200 fee, would ABA have to pay two different fees, one for Farmers Market and a separate one for Brew Moon? (Kline)

A Yes, they will have two separate fees to pay. (Young)

Q I agree with doing this, but I wanted to check to see if you received any feedback from other Cities? (Norton)

A I did not but I can certainly check. (Young)

Q Are the Partnered Events fundraisers? Should we be charging for those? (Rand)

A They are fundraisers but there are a lot of funds that go into these events. (Young)

Q If the \$200 doesn't cover the cost, why don't we charge more? (Rand)

A That is the fee across the board, and it keeps things consistent. Our Partnered Events need to have some skin in the game. (Rodgers)

Q Typically I am opposed to fees, I feel tax dollars should pay for things. Can we make it to where non-profits or education do not pay the fee? (Saha)

A We wouldn't charge for those. The Mayor's challenge is expensive for the City but it is a great event for Rotary. (Rodgers)

C It is just such a small fee. (Mitchell)

Q The \$200 is an administrative fee, what is the cost associated on the admin side? (Kline)

A It is hard to say, it depends on the event. (Rodgers)

C There is a lot of staff communications that goes on. (Young)

Q Skin in the game, have we had any events not show? (Rand)

A We do not have people backing out. (Young)

Q Do you think people will get mad? (Rand)

A Yes, people will get mad, but they will pay the fee. (Mitchell)

b. Active Adult Facility Membership

Background:

The Alpharetta Adult Activity Center and Preston Ridge Community Center offer activities specifically designed for active adults, age 55+. Since the opening of the AAAC in 1988 and PRCC in 2021, non-residency fees were not a part of the fee structure and all participants paid the same fees, regardless of residency. Many programs offered are free of charge and several programs at each facility are subsidized by the City of Alpharetta to pay for instructors, at no cost to participants, as part of promoting overall health and wellness for the active adults in the community and surrounding communities. Participation in FY24 showed 65% of participants were non-residents and at times in the past, it has been as high as 68-70% non-residency participation.

Most active adult centers in surrounding agencies charge fees ranging from \$25 up to \$250 annually.

The benefits of the ARPCS Active Adult membership program to the City of Alpharetta:

1. Non-resident fees are consistent with all other program areas.
2. Create the ability to track unique members and provide more accurate reporting annually.
3. Off-setting of the costs of subsidized instructor fees.
4. Estimated fees collected for FY26: \$8,000 to \$10,000.

The membership program will be structured as follows:

1. All active adult participants at the AAAC and PRCC will be required to obtain a membership card, issued annually, and valid at either facility. Participants will be required to scan their membership upon entrance to the facilities.
2. Resident members receive membership cards at no charge; non-resident members are subject to an annual membership card fee of \$40; card replacement fee of \$5 for all.
3. In following the refund policies for Open Gym and Pool Passes, memberships will be refundable within 10 days of purchase; no refunds will be issued thereafter.
4. BENEFIT TO PARTICIPANTS: Membership entitles the passholder to all activities at AAAC/PRCC at the resident rate when fees apply, as well as access to all activities at the Centers.
5. Membership is for one-year, starting the date of purchase.
6. Program will be implemented January 1, 2026.

RECREATION Q&A

Q Higher Residential versus Non-Residential, are the classes full? Will this hurt the attendance? (Saha)

A We are busting at the seams. Trying to get the non-taxpayers to put some money forward. (Young)

Q How many people to anticipate this affecting? (Mitchell)

A Hard to say because we cannot track it currently. (Young)

- Q How many do you charge for now? (Mitchell)
- A Currently we do not charge non-residents. (Young)
- C \$40 is reasonable. (Norton)
- Q Why hasn't there been fee prior to this? (Kline)
- A Everyone is welcome (Young)
- A Milton surrounds North Park. (Rodgers)
- C We are the only Senior Center up in this area. (Young)
- C Worth it to see who is in the building. (Mitchell)
- C Easier to track. (Rand)
- Q Can we combine cards with the pool? (Saha)
- A There might be a way, great idea. (Young)
- Q North Park was built with a Block Grant, I thought that was the reason we didn't charge anything. Is that not the case? (Rand)
- A It is CBDG money from the County. It says that you can't deny but you can charge a different fee. (Rodgers)
- Q If you can't pay the fee, isn't that denying someone? (Saha)
- A We will have options for lower income individuals. (Rodgers)
- C This seems fair, maybe other Cities will step up and do something. (Rand)
- Q There are a couple programs that aren't that full, is that going to affect that? (Rand)
- A I would like to see us subsidize the programs. (Rodgers)
- Q Is there still a Resident and Non-Resident fee? (Saha)
- A There isn't a difference with this membership. (Rodgers)
- Q How long will this take? (Mitchell)
- A We would like to start in January. (Young)

IV. BOARD MEMBER COMMENTS

Chairman Mitchell asked how many Scholarship applicants there have been and Christine stated there have only been two. Vice Chair Saha asked if there is any advertising for the Scholarships and Christine stated that they are advertised on the website and through social media.

Vice Chair Saha brought up the reservation system with the Pickleball Courts and Active Net and how difficult it is. Christine stated that they were working on fixing it.

Chairman Mitchell stated that he would be stepping down from the Recreation Board and moving over to the Planning Commission. Everyone congratulated him and said he would be missed.

V. ADJOURNMENT

❖ Chairman Mitchell adjourned the meeting at 6:25 p.m.

Respectfully submitted,

Sarah Bausano

Sarah Bausano
Administrative Office Coordinator
Recreation, Parks & Cultural Services

SPECIAL EVENT PERMIT FEES

Proposal to collect \$200 permit fee for all events: Partnered, Outside, Film



CITY EVENTS

Taste of Alpharetta, 4th of July, Scarecrow Harvest, Season of Celebration, Sunwriters at Sundown Summer Concert Series



PERMIT STATUS

NO PERMIT ISSUED, CITY STAFF RUN AND MANAGED

PARTNERED EVENTS

The majority of events; managed by partnered groups with approval of City Council members, City administration or Directors



PERMIT STATUS

CITY SUPPORTS THESE EVENTS AND COLLABORATES WITH PUBLIC SAFETY, PUBLIC WORKS, CODE ENFORCEMENT AND PARKS PROVIDING ROAD CLOSURE, POLICE, CLEAN UP, ETC. CURRENTLY NO FEES ARE PAID BY PARTNERED EVENTS.

OUTSIDE EVENTS/ FILM PERMITS

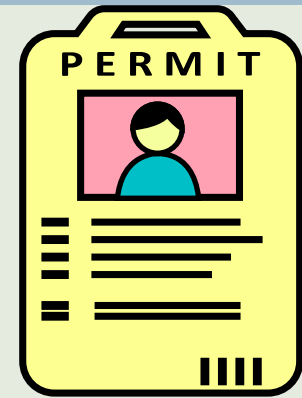
Private events and filming requests. Event/usage spaces are designated



PERMIT STATUS

BOTH OUTSIDE EVENTS AND FILM PERMITS ARE CHARGED A \$200 PERMIT FEE

WHY PERMIT FEES?



➡ Covers the cost of staff time in processing the permit; any one application may have 25+ staff members with eyes on it for approval .

➡ Partnered groups: sole financial responsibility for their events.

➡ If a group has more than one event, both dates can be submitted on the application for the one permit processing fee.

➡ Creates consistency with all permits issued: facility, field, pavilion rentals

Active Adults

membership for all

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Comparative Fees:

ROSWELL: \$24 annual membership; additional fees for fitness center, luncheons, Aquatics center.

JOHNS CREEK: Free social programs, fees for fitness, cooking & art classes.

DOROTHY BENSON CENTER: \$100 annual membership in-county residents.

SMYRNA: Annual \$25 resident membership; \$50 NR membership

1

Residents 55+

Resident participants at both the AAAC and PRCC will be issued an annual membership at no charge. The membership card must be presented for a scan upon each entry to either facility.



2

Non-Residents

Non-resident participants at both the AAAC and PRCC will be issued an annual membership costing \$40. The center is open approximately 260 days a year; attending $\frac{1}{2}$ that time, 130 days, comes out to a cost of 30 cents a day. $\frac{1}{4}$ of that time, 65 days, is 62 cents a day.

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Next Steps

- City Council
- If approved, Active Net training and equipment installation at AAAC and PRCC- completed by end of October
- October- announcement in newsletter, email, social media
- December- 2026 registration forms and membership registration begins
- January 5, 2026 membership required for entry
- Refund policy: full refund within 10 days of purchase; no refunds will be issued thereafter.

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ARPCS Active Adult Programming



FREE PROGRAMMING: Programming includes fitness classes, games, ping pong, line dancing.

FEES: Bingo, Silver Spokes, Art Classes, Trips, Luncheons, Special Events.

