



RECREATION BOARD MEETING AUGUST 12, 2025

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
5:30 PM

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PLEDGE TO THE FLAG**
4. **APPROVAL OF MEETING MINUTES**
 - a. **Approval of Recreation Board Minutes from June 10, 2025**
Approve, as written, the Recreation Board meeting minutes from June 10, 2025, at 5:30 p.m.
 - b. **Approval of Recreation Board Work Session Minutes from July 23, 2025**
Approve, as written, the Recreation Board Work Session meeting minutes from July 23, 2025, at 5:30 p.m.
5. **NEW BUSINESS**
 - a. **Active Adult Facility Membership**
Consideration of approval of membership for Active Adult participants at the Alpharetta Adult Activity Center and Preston Ridge Community Center.
6. **STAFF PRESENTATIONS & WORKSHOP DISCUSSION**
 - a. **DIVISIONS**
 - i. **Community Agriculture and Sustainability Division Monthly Report - August 2025**
Report on the latest updates, projects, events and/or initiatives of the Community Agriculture and Sustainability Division of the Recreation, Parks & Cultural Services Department.
 - ii. **Cultural Services Division Monthly Report - August 2025**
Report on the latest updates, projects, events and/or initiatives of the Cultural Services Division of the Recreation, Parks & Cultural Services Department.
 - iii. **Recreation Services Division Monthly Report - August 2025**
Report on the latest updates, projects, events and/or initiatives of the Recreation Services Division of the Recreation, Parks & Cultural Services Department.
 - iv. **Park Services (Excluding Wills Park) Division Monthly Report - August 2025**
Report on the latest updates, projects, events and/or initiatives of the Park Services (Excluding Wills Park) Division of the Recreation, Parks & Cultural Services Department.
 - v. **Park Services (Wills Park & Equestrian Center) Division Monthly Report - August 2025**
Report on the latest updates, projects, events and/or initiatives of the Park Services (Wills Park & Equestrian Center) Division of the Recreation, Parks & Cultural Services Department.
 - vi. **Senior Operations Monthly Report - August 2025**
Report on the latest updates, projects, events and/or initiatives of the Senior Operations Division of the Recreation, Parks & Cultural Services Department.
 - b. **DIRECTOR - August 2025**
Report on the latest updates, projects, events and/or initiatives of the Director of the Recreation, Parks & Cultural Services Department.
7. **RECREATION COMMISSIONER REPORTS**

8. PUBLIC COMMENT
9. ADJOURNMENT



STAFF REPORT

Department: Recreation, Parks & Cultural Services
Submitted By: Sarah Bausano
Meeting Date: August 12, 2025

AGENDA ITEM:

Approval of Recreation Board Minutes from June 10, 2025

Approve, as written, the Recreation Board meeting minutes from June 10, 2025, at 5:30 p.m.

STAFF RECOMMENDATION:

Approve, as written, the Recreation Board meeting minutes from June 10, 2025, at 5:30 p.m.

ITEM DESCRIPTION:

Administrative Office Coordinator, Sarah Bausano, prepared a synopsis of the pertinent information that occurred during the Recreation Board meeting on June 10, 2025, at 5:30 p.m.

Attendance - June 10, 2025, Recreation Board Meeting:

Recreation Board Members - Present

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

Recreation Board Members - Absent

- Brad Bowers

ATTACHMENTS:

1. 6.10.25 - RC Minutes (Unofficial)



RECREATION BOARD MEETING
UNOFFICIAL MINUTES
JUNE 10, 2025
ALPHARETTA CITY HALL
COUNCIL CHAMBERS | 2 PARK PLAZA | 5:30 PM

The public is advised that the following minutes are not a verbatim transcription of business presented at the Council Meeting of the date shown; but are a synopsis of pertinent information. The public is further advised that the video recording for said meeting is a matter of public record and is available to be viewed at the City Clerk's office during normal business hours or viewed online at <https://www.youtube.com/user/alpharettagov>.

I. **CALL TO ORDER**

❖ Chairman Mitchell called the meeting to order at 5:32 p.m.

II. **ROLL CALL**

• **Recreation Board Present**

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

• **Recreation Board Absent**

- Brad Bowers

• **Staff**

- Kurt Kirby, Senior Operations Manager, Recreation, Parks & Cultural Services
- Amanda Musilli, Community Agriculture & Sustainability Services Division Manager, Recreation, Parks & Cultural Services
- Kim Zane, Cultural Arts Division Manager, Recreation, Parks & Cultural Services Manager
- Eric Milley, Park Services Division Manager (Northern, Southern, Eastern, Downtown Districts), Recreation, Parks & Cultural Services
- Matt Casey, Park Services Division Manager (Western District & Equestrian), Recreation, Parks & Cultural Services
- Sarah Bausano, Administrative Office Coordinator, Recreation, Parks & Cultural Services

III. PLEDGE TO THE FLAG

IV. NEW BUSINESS

a. Election of 2025 Chair and Vice Chair

- Chairman Mitchell called for a motion to elect the Chair for the Recreation Board.
 - Board Member Rand offered a motion to re-elect Chairman Mitchell as the Chair for the Recreation Board.
 - Board Member Beach seconded the motion.
- The motion was approved (8-0).
- Chairman Mitchell called for a motion to elect the Vice Chair for the Recreation Board.
 - Board Member Rand offered a motion to re-elect Vice Chairman Saha as the Vice Chair for the Recreation Board.
 - Board Member Beach seconded the motion.
- The motion was approved (8-0).

V. APPROVAL OF MEETING MINUTES

a. Recreation Board Minutes from April 23, 2025

- Chairman Mitchell called for a motion.
 - Vice Chairman Saha offered a motion to approve the minutes, as presented, from April 23, 2025, Recreation Board meeting.
 - Board Member Kline seconded the motion.
- The motion was approved (6-0-2).

VI. STAFF PRESENTATIONS & WORKSHOP DISCUSSION

a. DIVISIONS

i. Community Services Division Monthly Report – June 2025

- Amanda Musilli, Community Services Division Manager for the Recreation, Parks & Cultural Services Department came forward to present the item.

Monthly Highlights:

- The participant feedback survey results and the environmental impact report are in from the Community Compost Program, which is attached for review. Great impact and feedback from participants.
- The ARC hosted their quarterly LUCC (Land Use Coordinating Committee) meeting at Old Rucker Farm on May 21st. Approximately 3 dozen City representatives from the five-county metro area were present to learn about the City Agriculture Plan process and tour Old Rucker Farm.
- Landscaping at the Adult Activity Center has been refreshed with native and edible plants, many of which were propagated by Alpharetta residents at their homes for this project. New additions include native azaleas and blueberry bushes.

- Cambridge High School Agaretta Box students completed their senior year with the Alpharetta Farmers Market on May 3rd and Taste of Alpharetta on May 8th. Their scholarship this year was the largest yet, with \$1,249.54 going to both of the students this year, who are off to Georgia Tech and Kennesaw State in August. We are very proud of them!

Monthly Initiatives:

- AG-Venture Camp is every week in the month of June, from 8:00 am to 1:00 pm. This is the first year the Farm's camp is completely full, with 20 campers each week. Numerous campers are here for their 2nd and 3rd year in a row.
- Plans are already underway for the fall harvest picnic at the farm, please Save the Date for Sunday, September 21st.
- Eight schools are signed up for the 2025/2026 School Garden Support Program. We are in the process of conducting sight visits to all of these schools, and they will receive seeds and seedlings in September and February for the gardens. In addition, they have the option to participate in the Chicken Hatching Program, where they will be given an incubator, cage, heat light, and feed, and then can give the chicks back to the farm once done with them.
- To date, we have donated 1,500 lbs of food to NFCC, which is a 100% increase over last year.

RECREATION COMMISSION Q & A:

C AG Camp is great, lots of fun things. (Piedrahita)

Q 95% of people said yes to the composting, was there any feedback from the no's? (Saha)

A No, there was no feedback given. (Musilli)

Q Were we responsible for selling the home composters? (Rand)

A No requirement to sell them and we will continue to sell them. (Musilli)

Q Arrangement with North Fulton Community Charities? (Rand)

A NFCC has 3 community gardens, 2 of them have our design and our seeds. (Musilli)

ii. Cultural Services Division Monthly Report – June 2025

- Kim Manning, Cultural Services Division Manager for the Recreation, Parks & Cultural Services Department came forward to present the item.

Monthly Highlights:

- Alpharetta Arts Center Classes & Summer Camps
- Paint the Town - Alpharetta Plein Air Events
- The Spotlight Community Stage - Grand Opening

Monthly Initiatives:

- Arts & Culture Master Plan Schedule
- Juneteenth Celebrations

- Bailey-Johnson Documentary Release
- Alpha Loop - Art & Signage

Monthly Happenings:

- Arts & Culture Online Calendar <https://www.alpharetta.ga.us/government/departments/recreation-parks/cultural-services>
- Alpharetta Music City - Live Music Calendar <https://www.awesomealpharetta.com/calendar/category/alpharetta-music-city-live-music/>
- Juneteenth Celebration presented by Alpha Kappa Alpha Sorority, Inc. Phi Phi Omega Chapter, Arts Alpharetta, and City of Alpharetta at the Alpharetta Arts Center on Saturday, June 14th. The event is free.
 - 3:00 pm to 5:00 pm AKA 4th Annual Juneteenth Celebration on the Lawn
 - 5:00 pm to 6:30 pm Gallery Exhibit & Reception Juneteenth Independence and Reflection
 - 6:30 pm to 9:00 pm Jazzin' Celebration Concert in the Black Box
- Bailey-Johnson School & Community Documentary Release at Alpharetta City Hall on Wednesday, June 18th from 6:00 pm to 7:30 pm. The event is free.
- Photographing Water in Nature presented by Alpharetta Chapter - Georgia Nature Photographers Association at the Alpharetta Arts Center on June 18th from 7:30 pm to 9:00 pm. The event is free.
- Alpha Jazz, Dance by Alpharetta City Band at the American Legion Post 201 on Friday, June 20th from 8:00 pm to 10:00 pm. This event is free.
- Concert Band, Patriotic presented by the Alpharetta City Band at Village Park from 6:00 pm to 7:00 pm. This event is free.
- Concert Band, 4th of July presented by the Alpharetta City Band at the American Legion Post 201 on July 4th from 6:30 pm to 9:00 pm

RECREATION COMMISSION Q & A:

Q Can people just rent the Spotlight Stage as residence? (Beach)

A Yes, it is open for rental. (Zane)

Q What is the seating capacity? (Piedrahita)

A About 140 to 160. (Zane)

Q How many sign ups so far? (Saha)

A We have about 7 to 8 bookings so far. (Zane)

Q Do you have the artist for the Alpha Loop Bridge Murals? (Beach)

A Yes, we have someone through our Call to Artists. (Zane)

Q How is pick up going for the Arts Center Summer Camps this year? (Rand)

A Going well, people can just drive up and the counselors are there. (Zane)

Q When do the concerts start up again at the Arts Center? (Norton)

A They will resume in August. (Zane)

iii. **Recreation Services Division Monthly Report – June 2025**

- Christine Young, Recreation Services Division Manager for Recreation, Parks & Cultural Services Department was not present and made her report available online.

iv. **Park Services (Excluding Wills Park) Division Monthly Report – June 2025**

- Eric Milley, Park Services (Excluding Wills Park) Division Manager for Recreation, Parks & Cultural Services came forward to present the item.

Monthly Highlights:

As we approach the end of the fiscal year, we are looking at several accounts to fund some incomplete projects and/or wants and needs in all parks and common areas. Mainly tree removal, concrete repairs, some sod, and plant/landscape replacement.

Monthly Initiatives:

As all these parks, trails, common areas, and athletic fields get used, we have to continue to develop new maintenance plans/practices, mainly scheduling maintenance and projects around peak times of usage.

RECREATION COMMISSION Q & A:

Q Fountains, how are they doing? (Rand)

A They are doing good. (Milley)

Q Parking at North Park? (Rand)

A Not sure, don't have an update at this time. (Milley)

A The Block Grant is what is funding it, there will be adjustments to the parking lot with that money. (Kirby)

Q Is there any talk with moving the bus barn? (Rand)

A There isn't a place to move it. (Kirby)

Q What about parking on the street? (Saha)

A I believe it is too narrow, but I can look into it. (Milley)

v. **Park Services (Wills Park & Equestrian Center) Division Monthly Report – June 2025**

- Matt Casey, Park Services (Wills Park & Equestrian Center) Division Manager for Recreation, Parks & Cultural Services came forward to present the item.

Monthly Highlights:

- Baseball has ended its spring season. Tryouts and tournaments will be in the coming weeks.
- Field 5 drainage project is complete.
- The walking trail at Wills Park was repaved with the help of Public Works staff.
- Equestrian Center has been busy. Horseshows have been well attended moving into the Summer series. Cub Scout day camp just finished and it was a success.

Monthly Initiatives:

- Focus on park enhancements to include common areas, keeping trails passable, and play structures safe.

RECREATION COMMISSION Q & A:

Q We had a garden work day on Saturday and a truck was parked across a lot of the spaces. What should I have done? (Rand)

A Give me a call. (Casey)

Q Are staff included in tournament cost? (Norton)

A Yes, they are factored in. (Casey)

vi. Senior Operations Monthly Report – June 2025

- Kurt Kirby, Senior Operations Manager for the Recreation, Parks & Cultural Services Division came forward to present the item.

Updates:

- Park Bond – Trying to maximize what we have to make budget. Hoping to break ground this fall.
- FY26 Budget – Should be able to turf Field 5 at Wills Park. As well as the much needed North Park Field 1-4 concession stand.
- Field Trip – Summer Camp Field Trip for the Recreation Board and City Council on June 25th.

RECREATION COMMISSION Q & A:

Q Wacky World Community Build? (Norton)

A It is one of the items that they gave us a proposal on. That is still in the plan. (Kirby)

Q Wills Park volunteer involvement? When? (Kline)

A Once we have the contract finalized then we will know more. (Kirby)

Q Bathrooms getting redone at Wills Park? (Rand)

A Yes, that is part of the plan. (Kirby)

VII. RECREATION COMMISSIONER REPORTS

- None

VIII. PUBLIC COMMENT

- Kelly came forward with playground concerns. The concerns she had were related to options for disabled individuals. She would like the City to take into consideration and move it forward with the Recreation Board. She would like to be able to have a wheelchair on a playground. Chairman Mitchell asked if she was asking about car parking and the accessibility to the playground? Kelly stated yes to that and to being able to have a spot on the playground to park wheelchairs and walkers. Matt Casey came forward and stated that the new Wacky World construction has hard surfaces incorporated into it. Eric Milley stated that North Park has ADA compliant mulch. Board Member Beach has The Miracle League Field that is designed for disabled individuals.
- Vijay came forward to discuss composting alternatives. Vijay is part of the Natural Resources Commission, he has designed and built in composter, looking for ways to get the word out and promote this from the City. This would be no cost to the City. Chairman Mitchell asked if he was going through the Natural Resources Commission? Vijay stated he has not. Chairman Mitchell asked what are you looking for from the Recreation Board? Vijay stated he was just seeking promotion and finding locations for the composters. Board Member Piedrahita asked what the

footprint of the composter is? Vijay stated that they are a 4 feet by 4 feet by 4 feet box that is fully enclosed. Board Member Saha asked if he has them located in any other places and if they have an odor? Vijay stated he has them at 3 other homes and they are fully enclosed so it doesn't smell or make much noise.

IX. ADJOURNMENT

- Chairman Mitchell called for a motion to adjourn the meeting.
- Board Member Rand made a motion to adjourn.
 - Board Member Norton seconded the motion.
 - The motion was approved unanimously (8-0).
- With there being no further business to consider or discuss, Chairman Mitchell adjourned the meeting at 6:36 p.m.

Respectfully submitted,

Sarah Bausano

Sarah Bausano

Administrative Office Coordinator

Recreation, Parks & Cultural Services



STAFF REPORT

Department: Recreation, Parks & Cultural Services
Submitted By: Sarah Bausano
Meeting Date: August 12, 2025

AGENDA ITEM:

Approval of Recreation Board Work Session Minutes from July 23, 2025

Approve, as written, the Recreation Board Work Session meeting minutes from July 23, 2025, at 5:30 p.m.

STAFF RECOMMENDATION:

Approve, as written, the Recreation Board Work Session meeting minutes from July 23, 2025, at 5:30 p.m.

ITEM DESCRIPTION:

Administrative Office Coordinator, Sarah Bausano, prepared a synopsis of the pertinent information that occurred during the Recreation Board Work Session on July 23, 2025, at 5:30 p.m.

Attendance - July 23, 2025, Recreation Board Work Session:

Recreation Board Members - Present

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

Recreation Board Members - Absent

- Derek Kaighn
- Brad Bowers
- Karla Piedrahita

ATTACHMENTS:

1. 7.23.25 Work Session Minutes (UNOFFICIAL)



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

This summary is provided as a convenience and service to the public, media, and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. This is not an official record of the Alpharetta Recreation Commission Meeting proceedings. Meetings are recorded and available for review at <https://www.youtube.com/user/alpharettagov>.

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

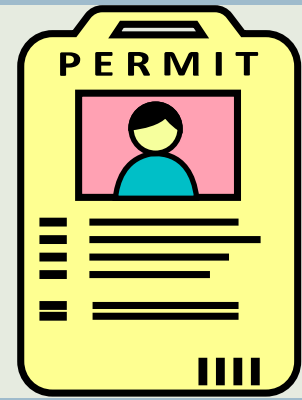
Private events and filming requests. Event/usage spaces are designated



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

3

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.

4

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.

5

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.

SCAN HERE







STAFF REPORT

Department: Recreation, Parks & Cultural Services

Submitted By: Morgan Rodgers

Meeting Date: August 12, 2025

AGENDA ITEM:

Active Adult Facility Membership

Consideration of approval of membership for Active Adult participants at the Alpharetta Adult Activity Center and Preston Ridge Community Center.

STAFF RECOMMENDATION:

Approve, as presented, the Alpharetta Adult Activity Center and Preston Ridge Community Center membership fee to be implemented on January 1, 2026.

BUDGET & PROCUREMENT:

BUDGETED ITEM: NO

FISCAL IMPACT: NO

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST:

APPROPRIATIONS:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
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EXTERNAL FUNDING SOURCES:

<u>ACCOUNT TITLE/NUMBER</u>	<u>DOLLAR AMOUNT</u>
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ITEM DESCRIPTION:

Background:

The Alpharetta Adult Activity Center (AAAC), established in 1988, and Preston Ridge Community Center (PRCC), opened in 2021, offer programs specifically for active adults ages 55 and older. Historically, all participants have paid the same fees, regardless of residency status. Many programs are offered free of charge or are subsidized by the City of Alpharetta to support health and wellness for both residents and non-residents.

In FY24, 65% of participants were non-residents, with non-resident participation reaching as high as 68–70% in previous years. Most comparable agencies in surrounding areas charge annual fees ranging from \$25 to \$250.

ARPCS Active Adult Membership Program – Benefits to the City:

- Aligns non-resident fees with other Alpharetta Recreation, Parks & Cultural Services (ARPCS) program areas.
- Helps offset the cost of City-subsidized instructor fees.
- Projected revenue for FY26: \$8,000–\$10,000.
- Enables more accurate participant tracking and annual reporting.

Membership Program Details:

- All AAAC and PRCC participants will be required to obtain an annual membership card, valid at both facilities.

- Members must scan their card upon entry.
- Resident members receive the card at no cost.
- Non-resident members will pay an annual fee of \$40.
- A \$5 replacement fee applies for all lost cards.
- Memberships follow existing refund policies: refundable within 10 days of purchase; no refunds after that period.
- Membership entitles participants to all activities at AAAC/PRCC at the resident rate, where applicable.
- Membership is valid for one year from the date of purchase.
- Program implementation begins January 1, 2026.

ALTERNATIVES:

There is one alternative to this recommendation:

1. Deny approval and continue to run programming without a non-resident fee.

ATTACHMENTS:

1. Active Adult Membership 2026

Active Adults

membership for all

3

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.

4

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.

5

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.

SCAN HERE







STAFF REPORT

Department: Recreation, Parks & Cultural Services
Submitted By: Amanda Musilli
Meeting Date: August 12, 2025

AGENDA ITEM:

Community Agriculture and Sustainability Division Monthly Report - August 2025

Report on the latest updates, projects, events and/or initiatives of the Community Agriculture and Sustainability Division of the Recreation, Parks & Cultural Services Department.

STAFF RECOMMENDATION:

This report is presented for Recreation Board discussion and information purposes. No vote or formal action is requested at this time.

ITEM DESCRIPTION:

Monthly Highlights:

- Fulton County hired a new North Fulton Young Farmer, Jessie Boland. Jessie comes from the Valdosta school district and will be teaching the Ag-Business course at Cambridge High School. We look forward to the partnership.
- The 2025/2026 year of Cambridge High School Agaretta Box students will start at Old Rucker Farm on Monday, August 11th. We have three students this year.
- Invasive plant removal will continue at Old Rucker Park this year and will begin in a small portion of Wills Park (corner of Old Milton Parkway and Wills Road). This work will be conducted monthly by ReForest ATL, who will remove and dispose of the invasive plants and also lead eight (8) volunteer "Habitat Restoration Days" at Old Rucker Park in the fall and spring.

Monthly Initiatives:

- Fall plant pick up begins for farm and home vegetable growers on August 26th and runs through September 6th. Program participants can pick up their plants and seeds at Old Rucker Farm at a time that works for them. Flower grower pickup will take place October 9th through the 15th.
- September 27th - an event centered on Southeastern US native plants and animals will take place at Rock Mill Park from 9:00 am to 3:00 pm. It will include educational workshops, native plant vendors, guided nature walks, and kids' activities. This event is free to attend.
- Annual Harvest Picnic is scheduled for Sunday, September 21st, please save the date!!

ATTACHMENTS:

None



STAFF REPORT

Department: Recreation, Parks & Cultural Services

Submitted By: Kim Zane

Meeting Date: August 12, 2025

AGENDA ITEM:

Cultural Services Division Monthly Report - August 2025

Report on the latest updates, projects, events and/or initiatives of the Cultural Services Division of the Recreation, Parks & Cultural Services Department.

STAFF RECOMMENDATION:

This report is presented for Board discussion and information purposes. No vote or formal action is requested at this time.

ITEM DESCRIPTION:

Monthly Highlights

- Alpharetta Arts & Culture NEW Fall Guide
- The Spotlight Community Stage - Upcoming

Monthly Initiatives

- Bailey-Johnson Documentary - Posted on the website <https://www.alpharetta.ga.us/371/Learn-Local-History>
- Alpha Loop - 2 Bridge Murals
- Instagram - Name updated to Alpharetta Arts & Culture
- Alpharetta Arts & Culture Master Plan - Presented at Council Work Session, Monday, August 18th, 2025

Monthly Happenings

- Arts & Culture Online Calendar <https://www.alpharetta.ga.us/government/departments/recreation-parks/cultural-services>
- Alpharetta Music City - Live Music Calendar <https://www.awesomealpharetta.com/calendar/category/alpharetta-music-city-live-music/>
- Cutting Loose: The Art of Collage Gallery Exhibit / Alpharetta Arts Center / Opening Reception on Saturday, August 9th at 5:00 p.m.
- Peter & the Starcatcher presented by Arcadia Theater, Inc. / Alpharetta Presbyterian Church / September 5th through 21st / Tickets: <https://www.arcadia-alpharetta.org/starcatcher>
- Alpharetta City Band Fall Concert / Preston Ridge Community Center / September 7th from 3:00 p.m. to 4:00 p.m., free
- GNPA - Alpharetta Chapter Meeting / Alpharetta Arts Center / September 17th at 7:30 p.m., free
- Eclectic Lawn - Funk Cake / Alpharetta Arts Center Terrace / September 19th at 7:00 p.m.
- Diamonds are Forever presented by the Alpharetta Symphony / Innovation Academy / September 19th from 7:30 pm. to 9:00 p.m.
- Alpha Jazz Big Band / American Legion Post / September 19th at 8:00 p.m.
- The Scene Art Gallery Spotlight on Art Global Landscapes / The Scene Gallery at North Point Mall / 5:30 p.m. to 7:30 p.m., free

ATTACHMENTS:

1. Staff Presentation_Arts and Culture_08_2025

Alpharetta Cultural Services Report August 2025



FALL-WINTER SEPTEMBER 2025-FEBRUARY 2026

Art Classes
Performing Arts
Workshops
Cultural Happenings
Events
Gallery Exhibits



Cultural HAPPENINGS

For more events go to: alpharetta.ga.us/316/Arts-Culture



• Community • Music • Events • Gallery Exhibits • Performing Arts •

Aug 1. **Electric Lessons** Summer Concert Series - Featuring Blair Crimmins & the Hookers
7 - 9:30 pm. Alpharetta Arts Center Terrace & Lawn. <https://www.alpharetta.ga.us/316/Arts-Culture>. Free

Aug 6 - Sep 27. **Cutting Loose: The Art of Collage** - Gallery Exhibit
Alpharetta Arts Center. <https://www.alpharetta.ga.us/316/Arts-Culture>. Free

Aug 9. **Cutting Loose: The Art of Collage** - Gallery Reception
5-7 pm. Alpharetta Arts Center. Free

Sep 5 - 21. **Peter & the Starcatcher** presented by Arcadia Theater, Inc.
Fri & Sat @ 7:30pm. Sun @ 2pm. APC Theater. <https://www.arcadia-theater.org/>. Ticketed

Sep 7. **Alpharetta City Band Fall Concert**
3-4pm. Preston Ridge Community Center. <https://alpharetcityband.com>. Free.

Sep 17. **GNPA** Alpharetta Chapter Meeting with Janet Newton
7:30-9pm. <https://gnpa.org/>

Sep 18. **Electric Lessons** Summer Concert Series
7 - 9:30 pm. Alpharetta Arts Center Terrace & Lawn. Free

Sep 19. **Diamonds are Forever** presented by The Alpharetta Symphony
7:30-9pm. Innovation Academy. <https://www.alpharettasymphony.org/diamonds-are-forever>. Ticketed

Sep 19. **Alpha Jazz Big Band Dance**.
8-10:30pm. American Legion. <https://alpharetcityband.com>. Ticketed

Sep 20. **The Scene Art Gallery Spotlight on Art: Global Landscapes**
5:30-7:30pm. The Scene Art Gallery at North Point Mall. Free

SEE ALL THE EVENTS HAPPENING IN THE MONTH OF OCTOBER



Oct 1 - Nov 15. **Off the Beds and Onto the Walls** - Gallery Exhibit
Alpharetta Arts Center. <https://www.alpharetta.ga.us/316/Arts-Culture>. Free

Oct 4. **Family Day at the Arts Center**. Meet our instructors. Free art for kids & adults. Live music and more.
10am - 2pm. Alpharetta Arts Center. <https://www.alpharetta.ga.us/316/Arts-Culture>. Free

Oct 11. **Off the Beds and Onto the Walls** - Gallery Reception
5-7 pm. Alpharetta Arts Center. Free

Oct 15. **GNPA** Alpharetta Chapter Meeting with Umit Yuskel
7:30-9pm. <https://gnpa.org/>

Oct 18. **Electric Lessons** Battle of the Bands
6 - 9pm. Alpharetta Arts Center Terrace & Lawn. Free

Oct 18. **The Scene Art Gallery Spotlight on Art: Against the Dark**
5:30-7:30pm. The Scene Art Gallery at North Point Mall. Free

Nov 2. **Alpharetta Symphony Youth Orchestras** Concert
5 pm. Innovation Academy. <https://www.alpharettasymphony.org/holiday>. Free

Nov 7. **Dvorak's 8th Presented by The Alpharetta Symphony**
7:30 pm. Innovation Academy. <https://www.alpharettasymphony.org/dvorak-8th>. Ticketed

Nov 15. **The Scene Art Gallery Spotlight on Art: Visual Textures**
5:30-7:30pm. The Scene Art Gallery at North Point Mall. Free

Nov 18. **GNPA** Alpharetta Chapter Meeting with Thomas Yeckley
7:30-9pm. <https://gnpa.org/>

Nov 22. **Artist Holiday Market**
10am - 4:30 pm. Alpharetta Arts Center. www.artsalpharetta.org/call-for-artists

Nov 28. **Alpharetta City Band Annual Holiday Concert**
2-3pm. North Point Mall. <https://alpharetcityband.com>. Free

Nov 28 - Jan 10. **Outta the Box** - Gallery Exhibit
Alpharetta Arts Center. <https://www.alpharetta.ga.us/316/Arts-Culture>. Free

Nov 30. **An Alpharetta Holiday Presented by the Alpharetta Symphony**
@3pm and @5:30pm. Innovation Academy. <https://www.alpharettasymphony.org/holiday>. Ticketed

Dec 5 - 21. **Annie** presented by Arcadia Theater, Inc.
Fri & Sat @ 7:30pm. Sun @ 2pm. APC Theater. <https://www.arcadia-theater.org/>. Ticketed

ADULT ART WORKSHOPS

HOW TO: PAINT WINTER PICTURE with Lena Joshi | AGES 18+
Learn the basic skills of watercolor - its consistencies, washes, and more. Join the workshop designed for those who wish to improve their watercolor. Our step-by-step demonstrations will help you understand how to paint well with watercolors! For beginners to intermediate.
Jan 31 Sa 10:30a-1:30p \$40/60NR \$12 fee #53584

LEARN HOW TO PUBLISH YOUR BOOK with Ashley King | AGES 16+
Discover the art of storytelling with Publisher and Author Ashley King. Learn how to write and publish a book while contributing to a powerful collective legacy. Empower your community with the power of your words and connect with fellow advocates. Join us in celebrating African American heritage and become a vital voice in preserving our history.
Feb 7 Sa 11a-12:15p \$25/\$37.50NR \$12 fee #35388

SCULPEY MAKING (Valentine's edition) with Sue Miller | AGES 12-18
Sculpey is a polymer clay with different colors. Students will be creating Millerfort, bullsseye, and checkerboard canes. This will be made into jewelry (Earrings, pins, and necklaces). All materials included.
Feb 7 Sa 12:30-3:30p \$75/112.50NR #35362

CERAMIC ARTS YOUTH & TEEN CLASSES



NEW! BEGINNER'S WHEEL THROWN POTTERY with Hai Li Dong | AGES 16+
This is an introduction to wheel-thrown pottery basics. Students will learn clay studio procedures, clay preparation, wheel throwing forms with trimming, and simple decorations/glazing. Prepare for muddy messes with an old towel and old apparel!
Sep 11-Oct 18 Th 2:30-5p \$158/234NR \$40 fee #35288
Jan 8-Feb 12 Th 2:30-5p \$158/234NR \$40 fee #35289

WHEEL THROWN POTTERY FOR BEGINNERS with Mary Maxwell | AGES 16+
This class is for true beginners to kickstart their journey into the world of pottery. This class will introduce throwing clay on a pottery wheel to create functional pottery, as well as a number of glazing and decoration techniques. Each student will be able to take home finished pieces of their own creation.
Sep 8-Oct 7 10a-12:30p Tu \$158/234NR \$40 fee #35320
Oct 21-Dec 2 (Skip 11/25) Tu 10a-12:30p \$158/234NR \$40 fee #35321
Jan 6-Feb 10 Tu 10a-12:30p \$158/234NR \$40 fee #35322

WHEEL THROWN POTTERY FOR BEGINNERS with Mary Maxwell | AGES 13+
This class is for true beginners to kickstart their journey into the world of pottery. This class will introduce throwing clay on a pottery wheel to create functional pottery, as well as a number of glazing and decoration techniques. Each student will be able to take home finished pieces of their own creation. This class is extended to both teen and adult age groups (also the perfect class for parents to take with their children!)
Sep 8-Oct 20 (Skip 10/13) M 6:30-9p \$158/234NR \$40 fee #35323
Oct 27-Dec 8 (Skip 11/24) M 6:30-9p \$158/234NR \$40 fee #35324
Jan 5-Feb 23 (Skip 1/18, 2/18) M 6:30-9p \$158/234NR \$40 fee #35325

Feb 6 - 15. **Fools by Neil Simon** presented by Arcadia Theater, Inc.
Fri & Sat @ 7:30pm. Sun @ 2pm. Alpharetta Arts Center. <https://www.arcadia-theater.org/>. Ticketed

Feb 6. **Revolution** presented by The Alpharetta Symphony Orchestra
7:30pm. Innovation Academy. <https://www.alpharettasymphony.org/revolution>. Ticketed

Feb 18. **GNPA** Alpharetta Chapter Meeting
7:30-9pm. <https://gnpa.org/>

Feb 21. **The Scene Art Gallery Spotlight on Art: Juiced**
5:30-7:30pm. The Scene Art Gallery at North Point Mall. Free



@316Arts-Culture 23



ALPHARETTA ARTS & CULTURE

ACTING CLASS
WITH BUILDING CHARACTER

SATURDAYS 11AM-NOON
MONDAYS 4:30-5:30PM
MONDAYS 5:30-6:30PM

K- 3RD GRADERS AGES 5-8 YR
1ST TO 5TH GRADERS AGES 6-10 YR
MIDDLE SCHOOLERS AGES 11-14 YR



ARCADIA Academy
PRODUCTION OF

FALL 2025

ROALD DAHL
Matilda JR.
THE MUSICAL

Book by Dennis Kelly Music & lyrics by Tim Minchin

SIGN UP FOR MATILDA JR. CLASS AT
ARCADIAACADEMY.ORG
(678) 250-8678

LIMITED SPOTS AVAILABLE | SIGN UP TODAY!

CALLING ALL YOUNG STARS!
KIDS CABARET AUDITIONS
PRESENTED BY BUILDING CHARACTER

Do you love to sing, dance, act, or entertain?
Now's your chance to shine in our exciting Kids Cabaret Show with an act of your choosing!

Spots are limited - sign up today!
The stage will be yours!
Prepare to dazzle us!

Sign up at www.buildingcharacter.com

Auditions:
September 13th
at Alpharetta Cultural Arts Center



SCHOOL OF ROCK
ALPHARETTA

SUMMER 2025 SEASON

August 9th, 2025

THE SPOTLIGHT Alphaletta Community Stage

The music of:
PUNK STRANGER THINGS
DOCK ROCK

Doors at 4 PM * Show at 5 PM
Alpharetta.schoolofrock.com



[Home](#) > [Government](#) > [Departments](#) > [Recreation, Parks & Culture](#) > [Arts & Culture](#) > [History](#) > [Learn Local History](#)

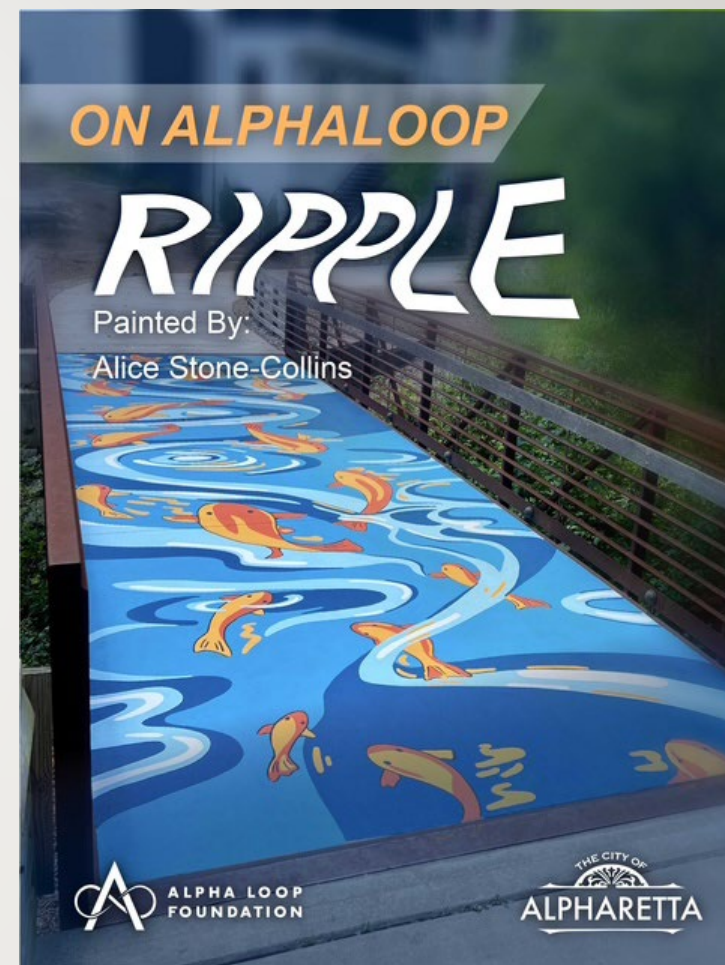
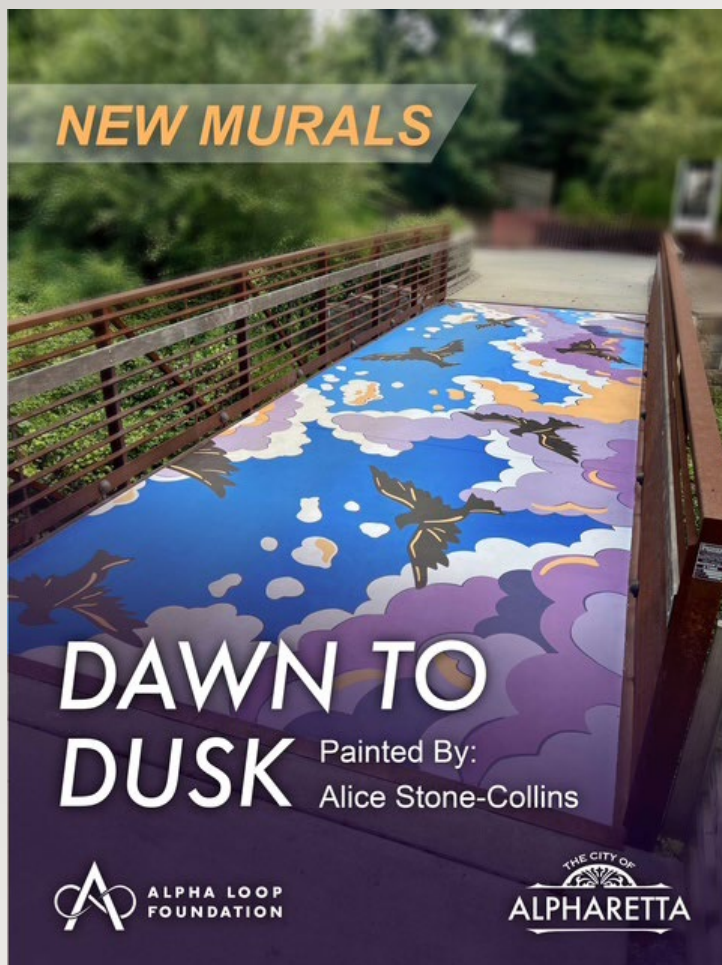
Learn Local History



Bailey-Johnson Documentary

The Bailey-Johnson School became the heartbeat of the community in the 1950s and 60s. The community which grew around it touched and started lifelong relationships. [Watch the documentary here.](#)

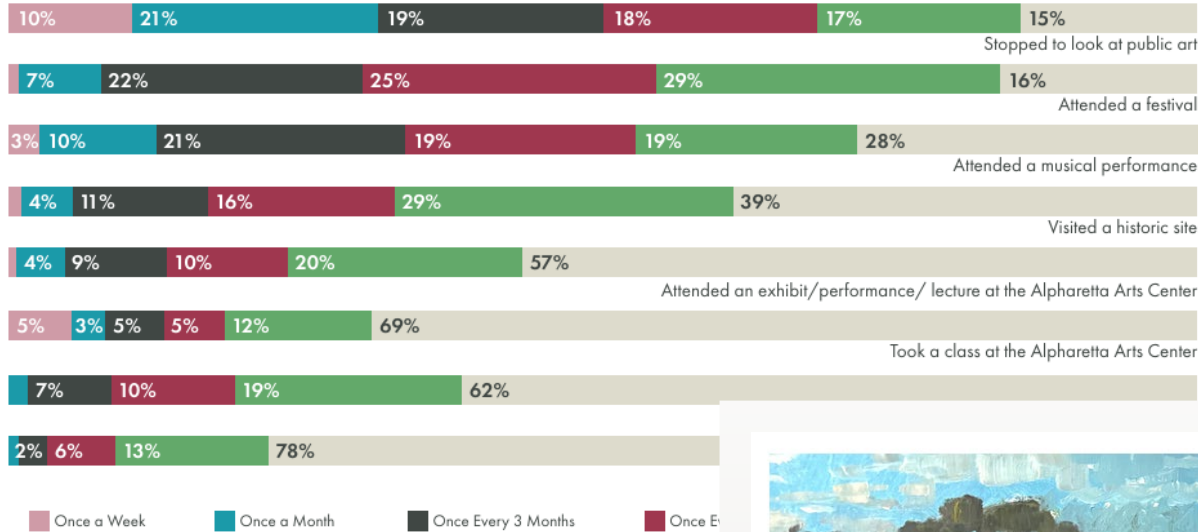




ONLINE SURVEY

In the fall of 2024, an online survey captured responses from 1,388 people. The majority are long-term residents of Alpharetta (57 percent) and fall between the ages of 40 and 79 (81 percent). More than half did not live with children (55 percent) and most identified as White (77 percent). The survey asked about arts participation, awareness of opportunities, preferred types and locations for art, what the City's role should be, and support for funding.

Survey Question: How often do you participate in these arts and culture activities in Alpharetta?



CITY OF ALPHARETTA ARTS & CULTURE MASTER PLAN

Arts Participation: Survey respondents frequently engage with public art, attend festivals, and participate in musical performances, but less so in dance and theater. This is consistent with the focus group feedback regarding performing arts being a weakness currently in Alpharetta.

STRATEGY

1 Boost Economic Development



Capitalize on Alpharetta's strong arts and culture opportunities to boost economic development. Arts and culture make good business sense, and support Alpharetta's role as an economic powerhouse. Investing in the arts and culture industry creates an inviting, innovative environment that can drive economic impact to local complementary businesses such as hospitality, retail, restaurants, and technology. Additionally, when the arts and businesses partner, it increases economic activity. While Alpharetta has a good start on harnessing arts and culture to activate economic development, collaborative and transparent processes will make these efforts much more efficient and impactful. The goal should be to create win-win partnerships for development, businesses, and arts and culture.

HOW DO PRIVATE DEVELOPERS AND OTHER BUSINESSES BENEFIT FROM ARTS & CULTURE?

Arts and culture are big business.

- » The most recent estimates by the Bureau of Economic Analysis and the National Association of State Arts Agencies find that arts and culture generated \$31.5 billion to Georgia's economy, more than utilities or agriculture and forestry. [Source: National Association of State Arts Organizations]
- » In Georgia, spending by non-profit arts and culture audiences generated a total of \$84.9 million in tax revenues for state and local government. [Source: Arts and Economic Prosperity VI]
- » The average non-profit arts event in Georgia generates direct and indirect related spending per person of \$32.77 for local attendees and \$76.43 for non-local attendees. [Source: Arts and Economic Prosperity VI]

Art attracts workforce talent.

- » From Americans for the Arts 2023 *Americans Speak Out About the Arts Survey*, "Half of people with a college degree (49 percent)—a majority of

would strongly consider the arts when deciding where to move for a job."
Culture is "important to their community's businesses, economy, and local jobs."
"foster employee well-being, and inspire a healthier work environment through unique and
Partner With the Arts? by the pARtnership Movement, Americans for the Arts)
to space, drives interest in properties, and contributes to placemaking.
/or location, developers immediately communicate to patrons the "vibe" of a place and

ner. Distinctive places can generate publicity and make businesses memorable, support their

Immediate Actions (Next 12 Months)

To implement the Arts & Culture Master Plan, the City should begin with tasks that signal immediate momentum to stakeholders, along with key actions that will serve as the foundation for the rest of the plan.

IMMEDIATE ACTIONS	POTENTIAL LEAD	POTENTIAL PARTNERS	COST	POTENTIAL \$ SOURCE	STRATEGY
Create an initial schedule for arts and culture convenings. Signal readiness to engage with the arts and culture community by scheduling an initial set of convenings, such as networking opportunities or listening sessions. The City should plan future events based on the group's feedback and interest areas.	Recreation, Parks & Culture staff	Arts and culture organizations, arts educators, arts-related businesses, cultural and historic heritage organizations	Staff Time	N/A	3
Assess and bolster the Arts Alpharetta partnership. Many key elements of the Master Plan rely on a more robust partnership with Arts Alpharetta. Work with the organization to determine its current and future capacity, identify areas that require more support from the City and/or community partners, and lay the groundwork for increasing staff and resources. Consider working with an outside consultant to develop a strategic plan for the organization's elevated role in the City's future arts ecosystem.	Recreation, Parks & Culture staff, Arts Alpharetta leadership	Outside consultant	Additional funds needed	City of Alpharetta: General Fund; Arts Alpharetta: donations, earned revenue, capacity building grants	2

CITY OF ALPHARETTA ARTS & CULTURE MASTER PLAN



City of Alpharetta Arts & Culture Master Plan



Executive Summary

Over the past two decades, Alpharetta has grown and changed remarkably: once a small town on the outskirts of Atlanta, it is now a destination and regional job center in its own right. Arts and culture are playing a significant role in this transformation, evidenced by the enviable calendar of special events, a dedicated arts center, a history center, and a growing collection of public art.

As arts and culture have grown, so has the need for a more defined plan—what is the vision for arts and culture in Alpharetta? And how do we best achieve it? The intent of this plan is to create a clear path forward for arts and culture to expand in an intentional manner.

Currently the City is very strong in certain aspects of the arts, notably in the visual arts opportunities provided at the Arts Center and a broad variety of music-based programming. Many arts and culture opportunities come from the City's Recreation, Parks, and Cultural Services Department, and there is a rich network of partner organizations that contribute to the City's growing arts scene.

ARTS & CULTURE GOALS

- **SPARK.** Will be integrated into the daily lives of the community
- **DISCOVER.** Will open doors to learning new skills, experiencing new cultures, and understanding topics in new ways
- **CONNECT.** Will provide opportunities for residents, business owners, and visitors to engage with each other and form connections
- **CREATE.** Will enrich public spaces by installing unique art and activating places with special events

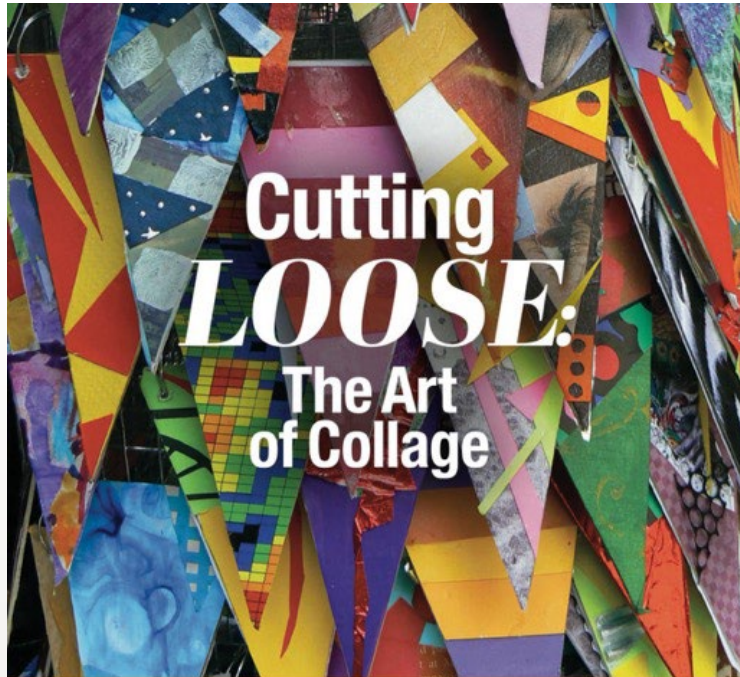
Through this planning process, the community identified a need for more performing arts, a desire to focus on local art and artists, and more diversity both in terms of locations of art and representing the cultural diversity of Alpharetta. To best meet these needs, the City will focus on expanding the following:

- **Public Art:** art-infused infrastructure, murals, sculpture, nature-based art
- **Performing Arts:** music, theater, dance
- **Culture & Heritage:** events, museums & sites, tours, lectures & classes

To expand arts and culture in Alpharetta, this plan recommends seven overarching priority strategies shown in the box below.

PRIORITIES & STRATEGIES

- **Boost economic development:** Capitalize on Alpharetta's strong arts and culture climate to boost economic development.
- **Foster partnerships:** Foster a culture of partnership between private business, non-profits, and the public sector in arts and culture initiatives across the city.
- **Serve as a connector:** Facilitate connections between Alpharetta's wide variety of historic, arts and cultural organizations.
- **Reflect the community:** Reflect Alpharetta's diverse collection of cultural backgrounds, interests, and places in all aspects of arts and culture.
- **Integrate into operational processes:** Further integrate arts and culture into projects and processes to create clear and transparent protocols.
- **Amplify marketing:** Boost public and private arts and culture activities with cohesive marketing and promotional tools.
- **Maintain character:** Utilize arts and culture to maintain Alpharetta's character in the region, while evolving and connecting with its residents.



**Cutting
LOOSE:**
The Art
of Collage

**ATLANTA
COLLAGE
SOCIETY**

Reception Aug. 9

arts
ALPHARETTA

THE CITY OF
ALPHARETTA
ARTS & CULTURE

BEFORE PETER PAN THERE WAS...

**PETER AND THE
STARCATCHER**

A PLAY BY RICH ELLICE
BASED ON THE NOVEL BY DAVID BARRY AND RIDLEY PEARSON
MUSIC BY WAYNE BARKER

SEPTEMBER 5-21, 2025

APC MAINSTAGE THEATER
180 ACADEMY ST. 30009
ARCADIA-ALPHARETTA.ORG
1878 SEP 2025



POPS

SEP 19

**DIAMONDS
ARE FOREVER**

3rd Annual
Eclectic Lawn
concert series

FREE Concert

ARTS CENTER
TERRACE & LAWN
FRI. AUG 1 • 7-9:30PM

RAIN PLAN

Moving inside
the Arts Center
**Blair Crimmins
& the Hookers**

THE CITY OF
ALPHARETTA
ARTS CENTER

ALPHARETTA
Arts & Culture
GEORGIA

3rd Annual
Eclectic Lawn
concert series

FREE Concert

ARTS CENTER
TERRACE & LAWN
FRI. SEPT. 19 • 7-9:30PM

**FUNK
CAKE**

THE CITY OF
ALPHARETTA
ARTS CENTER

ALPHARETTA
Arts & Culture
GEORGIA

3rd Annual
Eclectic Lawn
concert series

**BATTLE OF
THE BANDS**

1 DAY ONLY
SATURDAY NIGHT 6-9PM
October 18

Enjoy a Fun Competition of
Exciting Live Music.

REGISTER
678.297.6135

Part of the
3rd Annual
Eclectic Lawn
concert series

THE CITY OF
ALPHARETTA
ARTS & CULTURE

FOR MORE INFO GO TO: ALPHARETTA.GA.US/ARTS-CULTURE
678.297.6135



STAFF REPORT

Department: Recreation, Parks & Cultural Services

Submitted By: Christine Young

Meeting Date: August 12, 2025

AGENDA ITEM:

Recreation Services Division Monthly Report - August 2025

Report on the latest updates, projects, events and/or initiatives of the Recreation Services Division of the Recreation, Parks & Cultural Services Department.

STAFF RECOMMENDATION:

This report is presented for Recreation Board discussion and information purposes. No vote or formal action is requested at this time.

ITEM DESCRIPTION:

Monthly Highlights

- Summer day camps served 1,623 campers; specialty camps served 1,338.
- The pool is open to the public through Labor Day, September 1st. Senior swim, water aerobics and fitness, and lap swim extended by a week until September 27th, dependent upon weather.

Monthly Happenings

Upcoming Events:

- Free fitness POWER HOUR on Town Green, Tuesdays through October from 6:00 pm to 7:00 pm
- Rotary City Center Concert Series and Moonlight Market, Friday, August 15th, September 5th, and September 12th at 7:00 pm, Town Green and Downtown
- Farmers Market, Saturdays through October from 8:30 am to 12:30 pm Downtown
- Silver Spokes Learn to Ride, 55+, Preston Ridge Greenway, August 19th and September 18th from 9:45 am to 12:00 pm
- AAAC Trip: College Football Hall of Fame or Old Rucker Farm Tour & Summer Gardening, August 21st
- Rotary Under the Stars Concert Series, Guardians of the Jukebox, Saturday, August 23rd at Brooke Street Park at 6:30 pm
- AAAC Trip: Harrah's Casino, Murphy, NC, August 25th from 8:30 am to 6:00 pm
- Food Truck Alley, Thursday, August 28th, from 5:00 pm to 9:00 pm, Old Roswell Street
- AAAC Trip: Mercer Orchards, September 4th from 9:30 am to 4:00 pm
- Home By Dark at Union Hill, Saturday, September 6th at 7:30 pm
- AAAC Trip: Nantahala River Rafting, Tipton, NC, September 11th from 7:00 am to 4:00 pm
- 2025 Senior Talent Show, Saturday, September 13th at 10:00 am at Spotlight Stage
- Songwriters at Sundown Concert Series, Saturday, September 13th at 7:30 pm in Brooke Street Park
- Grilling & Gridiron, Saturday, September 13th, from 12:00 pm to 8:00 pm on Old Roswell Street
- AAAC Trip: Chattanooga Duck Boat Ride, September 18th from 12:30 pm to 5:00 pm
- Mayor's Corporate Challenge, September 18th from 4:30 pm to 10:00 pm at City Hall
- Rotary Under the Stars Concert Series, Purple Madness & The Ultimate King of Pop Show, Saturday, September 20th in Brooke Street Park at 6:30 pm
- AAAC Trip: Atlanta Braves Game versus the Nationals, September 24th from 10:00 am to 5:00 pm
- Food Truck Alley, Thursday, September 25th from 5:00 pm to 9:00 pm, Old Roswell Street
- Wire & Wood Music Festival, Friday & Friday, October 10th & 11th from 5:00 pm to 11:00 pm, Downtown Alpharetta

ATTACHMENTS:

None



STAFF REPORT

Department: Recreation, Parks & Cultural Services
Submitted By: Eric Milley
Meeting Date: August 12, 2025

AGENDA ITEM:

Park Services (Excluding Wills Park) Division Monthly Report - August 2025

Report on the latest updates, projects, events and/or initiatives of the Park Services (Excluding Wills Park) Division of the Recreation, Parks & Cultural Services Department.

STAFF RECOMMENDATION:

ITEM DESCRIPTION:

Monthly Highlights

- All parks are prepping all athletic fields and athletic common areas for all fall athletic programs. Examples: edging, adding infield mix, painting dugouts, score towers, and pressure wash seating areas.
- Downtown district is constantly prepping common areas for all weekly events, sweeping Town Green, organizing seating/chairs, turf maintenance programs around City Hall and Brooke Street Park, tree maintenance and pruning Main Street, trash removal, and receptacle maintenance/cleaning.
- Webb Zone is still working on the water leak repair for the Webb Zone stream.
- At Alpharetta Elementary, the playground was pressure washed, added play safe mulch, cleaned basketball goals, fresh pine straw at the entrance, fence maintenance, and mulched retaining area all before school started.
- North Park is adding two more batting cages and replacing all batting cage nets before the fall season starts.
- There is still more work to be done on the pond restoration project, and we do not have an exact timeline for completion. The pond work is complete, but there is still landscaping and concrete work that needs to be done.
- All the parks have ongoing tree removals, pruning, and maintenance due to storm damage, age, and pedestrian traffic.

Monthly Initiative

- All of the parks, trails, common areas, and athletic fields get so much use we are having to continue to develop new maintenance plans and practices. Mainly scheduling maintenance and projects around the peak times of usage.

ATTACHMENTS:

None



STAFF REPORT

Department: Recreation, Parks & Cultural Services
Submitted By: Matt Casey
Meeting Date: August 12, 2025

AGENDA ITEM:

Park Services (Wills Park & Equestrian Center) Division Monthly Report - August 2025

Report on the latest updates, projects, events and/or initiatives of the Park Services (Wills Park & Equestrian Center) Division of the Recreation, Parks & Cultural Services Department.

STAFF RECOMMENDATION:

This report is presented for Recreation Board discussion and information purposes. No vote or formal action is requested at this time.

ITEM DESCRIPTION:

Monthly Highlights

Summer season is concluding but the park has shown very well. Staff have multiple enhancements throughout the park. These include new seating areas, signage, and furniture along the walking trail for park patrons. New fencing was added in the stable areas at the Equestrian Center. Also, there are 3 new spectator pavilions that are being constructed beside Areen 1. These are funded through our partnership with the Equestrian Foundation.

Monthly Initiatives

Continue focusing on park enhancements moving into fall season.

ATTACHMENTS:

None