



Recreation Commission Meeting
July 9, 2019

Cultural Services Report

Upcoming Cultural Events

- Southern Summer Exhibit ... July 6-Sept 27 ... Arts Center
- Alpharetta's Music at Twilight ... July 19 & Aug 9 ... Downtown

Marketing for Cultural

- Website ... updated content, work-in-progress
- Cultural Guide & Calendar ... creating new format for fall launch

Music

- AMPS, Alpharetta Music Project Strategy
 - Music Match Program
 - Producer to launch program for fall

History Update

- Farm House, Alpharetta's original settlement c. 1830
 - Completion of documentary in July
- Stories Project
 - Editing 70 interviews for shorter viewing in museum
 - Link for longer interviews available on website



Cultural Services Report

Public Art

- Plaque guidelines to communicate info about public art pieces
- High school apprentices working on piano project
- Marietta Street Mural plaque installation for 'Single Use Planet'
- Sculptures
 - *Miscellany Exhibit*
'The Laborer' has permanent home in Alpharetta
 - *Omnium Gatherum Exhibit*
Council approved new sculpture exhibit, Arts Alpharetta developing placement plan for council approval prior to installation

Arts Center

- Southern Summer Exhibit reception was a success!
- 'Scorpion' sculpture moved to corner of front property
- Arts Alpharetta finalizing rental agreement for Arts Center
- New Landscaping – completed; creates an outdoor art space



Before



The Design



Plan view of the Art Center



Final plan view of layout of the pathways connecting the patios

After



Park Services Report

Parks Update

- Gathering contractor quotes for several projects



- City Center Fountain
 - Drainage issues at two little islands
 - Weather or spray shift creates a mess



Park Services Report

- Adult Activity Center
 - Exterior buildings need painting
 - Same color scheme as pool bathhouse
 - Board replacements; gutter improvements



- Silos Park
 - Pressure-washing of silos
 - Repainting of domes

Community Services Report

Alpharetta Special Events

- Brooke Street Park Summer Concert
 - Sat, July 13, Home by Dark
 - Marcia Ramirez, Christopher Cross band member
 - Caeland Garner, from 'The Voice'



- Upcoming Partnered Events
 - Old Soldiers Day Parade, Aug 3
 - Mayor's Corporate Challenge Run, Aug 22
 - Grilling & Gridiron, Sept 14
 - European Market, Sept 21-22
 - Brew Moon, Sept 28
- Upcoming City Sponsored Events
 - Scarecrow Harvest, Oct 5
 - Wire & Wood, Oct 11-12, working on talent line up



Community Services Report

Alpharetta Community Agriculture

- Rainwater Barrel Workshop
 - Sat July 13, 9:30-10:30am
 - Coordinated by Terry Porter, City's Environmental Educator
- Farm Food Donation
 - Over 75 lbs. to North Fulton Community Charities on July 2
 - Currently averaging 100 lbs. of donated food weekly
- Cambridge High School FFA Team
 - Students to operate CSA program during schoolyear
 - Produce sold to teachers and staff
 - Proceeds split 50/50 with the City
 - Cambridge portion used to create a scholarship



Community Services Report

Marketing – Activity Guides

- New Publishing Timeline
 - School Year ... Aug-May ... Fall/Winter/Spring Registration
 - Summer Guide ... May-Aug ... Summer Registration

<https://tinyurl.com/Schoolyear-Guide>



- Strategic Marketing Goals/Objectives
 - **Raise Awareness**
 - Parks & Park Services (p.8-11)
 - Branded Ads
 - Summer 2020 (p.39)
 - It's My Town App (social links, back cover)
 - **Increase Participation**
 - Registration Links (p.14-36)
 - Better Navigation, Table of Contents (p.3)
 - Promotional Card
 - Seasonal Registration, color coding (p.38)
 - New Youth Basketball Program Director (p.33)
 - Health & Wellness (p.18-19, online calendar)
 - **Engage Community**
 - Cover Photo Contest; Sam Culotta, SY19/20 winner
 - Kids of Alpharetta (p.11)
 - Community Partner Spotlight (p.4-5)
 - Future Parks, email addresses for community input (p.4)

Wills Park Report

Equestrian Center (EC)

- EC covered arena painting completed
- Working with local organizations to upgrade sound/lighting
- Elite Show Jumping to host nationally-rated show next 2 weeks; City will have a ringside table for spectators
- EC bathhouse and Tennis Center restrooms also painted



Tennis Center - before



Tennis Center - after



EC Arena - before

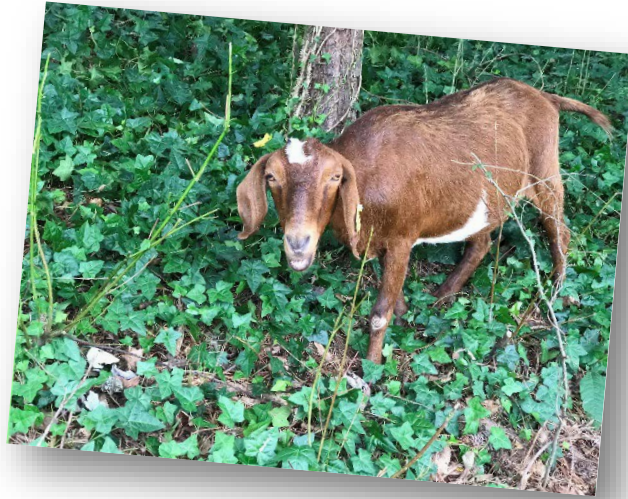


EC Arena - after

Wills Park Report

Wills Park

- Goats were successful removing underbrush
- Cleared from community center to dog park
- Utilizing in specific areas during summer



Recreation Services Report

Programming Update

- July is Park & Recreation Month!



- Athletics
 - Recreational Youth Soccer ... registration thru July 26
 - Teen Dodgeball Night ... July 10
 - Teen Social Dodgeball League ... registration July 22-29
 - Fall Teen & Adult Leagues ... registration begins July 15



Recreation Services Report

- Summertime
 - Summer Camps halfway through the season
 - July 4th Celebration was a blast!
- Aquatics
 - Alpharetta Sharks Team ... State Champions!
 - C.O.A.S.T.
- Exceptional Population
 - Special Needs Services & Expo ... update



Project Management Report

Project Updates

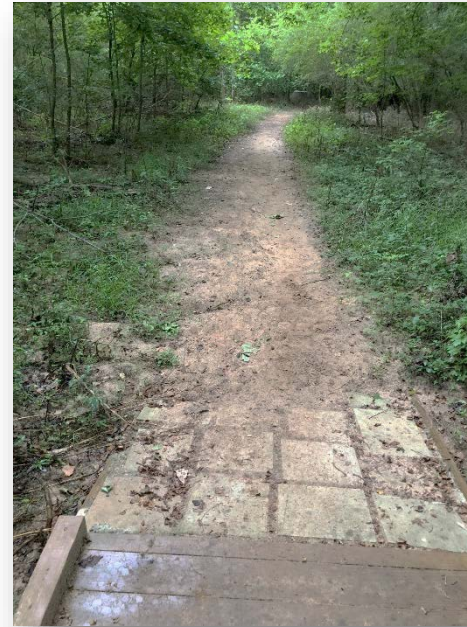
➤ Cross Country Trail



Before



After



Before



After

Project Management Report

➤ North Park Restrooms by Fields 1-4



Before



After



Before



After

➤ Backyard Area – Food Truck Alley

Project Management Report

FY19 Overview

- 25 Umbrella Projects
- 100 separate items addressed in FY19
- 227 items identified to be addressed:
 - 115 items currently in active status
 - 112 items inactive at this point

