



RECREATION AND PARKS COMMISSION MEETING OF MAY 14, 2019

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I. CALL TO ORDER

- Commission Chair Dennis Mitchell called the meeting to order at 7:00 pm

II. ROLL CALL

- Commission members present: Sandy Barth, Dana Davis, Kevin Johnson, Melissa Jurgens, Dennis Mitchell, Cheryl Rand, Jit Saha
- Commission absent: Shuntel Beach
- City staff present: Director of Recreation Parks & Cultural Services Morgan Rodgers, Wills Park Manager Matt Casey, Project Manager Kurt Kirby, Park Services Manager Eric Milley, Community Services Manager Amanda Musilli, Recreation Services Manager Christine Young, Cultural Services Manager Kim Zane, Administrative Assistant II Amy Rickman
- City Council: Jason Binder

III. PLEDGE OF ALLEGIANCE

IV. APPROVAL OF MINUTES OF April 9, 2019

- Motion by Dana Davis to approve the minutes of April 9, 2019 as written. Second by Kevin Johnson.
- No discussion.
- **All in favor. Motion carried**

V. OLD BUSINESS

- None

VI. NEW BUSINESS

- None

VII. REPORTS

A. Divisions:

1. Community Services – Amanda Musilli

- Alpharetta Special Events:
 - Taste of Alpharetta was a great success!
 - 50% increase in attendance; estimate is 45,000
 - \$25k+ increase in ticket sales over 2018
 - Facebook – 25% increase in followers
 - Facebook Event Growth – 421% increase; reach of 240,000+ as compared to 46,000 in 2018
 - Instagram – 14% increase in followers
 - Spent \$0 on social media; leveraged partners, sharing, etc.
 - Print ads in Appen and Milton Life
 - Podcast on week prior to event
 - Taste with No Food Waste – donated 200+ lbs. of food to Second Helpings, with help of Alpharetta Chamber of Commerce; planning more advance education to vendors and public for next year
 - Food Truck Alley: Kick off re-set for May 16, due to rainout May 9
 - Brooke Street Park Summer Concerts: Season begins May 18 with Alpharetta Symphony performance
 - Alpharetta Arts Streetfest: Held Memorial Day weekend on the Green
- Marketing:
 - Hosted a Marketing Strategy Lunch & Learn in April
 - Staff and instructors are utilizing marketing tools provided
- Alpharetta Community Agriculture:
 - Sprinkler irrigation installed by one of community garden members; short-term access system involves 500-gallon tank filled by Matt Casey, with a pump to sprinklers; long-term plan will be to connect to well system on property
 - Two bee hives installed at Farm by Metro Atlanta Beekeepers Association
 - Summer crops nearly all in ground; buckwheat cover crop is sprouting
 - Donated over 200 lbs. of food from Farm to North Fulton Community Charities (NFCC), via Growers Connect
 - Launched an annual membership program to fundraise for Farm projects; membership is growing daily; raised nearly \$3000 to date
 - Community Garden Events, May 18:
 - Farm Work Day, 9am-11am
 - Summer Seed and Transplant Pick-up, 11am-2pm

2. Wills Park and Equestrian Center – Matt Casey

- Wills Park:
 - Atlanta Braves Country Battle, Youth Baseball Tournament held at Wills Park on May 17-19
- Equestrian Center:
 - Celebrate Freedom Rodeo held earlier this month, with attendance of approx. 1400 on Friday and 2000 on Saturday

- Covered arena beams and ceiling to be painted soon; will be scheduled around contracted events
- Concession stand and restrooms will be painted next; utilizing same color scheme as the pool building

3. Recreation Services – Christine Young

- Athletics:
 - Adult Softball, Teen and Men's Basketball finals were held
- Adult Activity Center:
 - Golden Games events being held this month and are going well
 - Pickleball competition was held at North Park
- Summer Programs:
 - Summer Kick-off event was a success, with 300+ attendees, 15 instructors
 - Hold on earlier date next year, for folks to plan in advance for summer
 - Staff is gearing up for Summer! Camps begin first week of June
- Aquatics:
 - Pool and concession stand passed inspections
 - Training has begun for 40 lifeguards plus staff
 - Water Aerobics program started May 13
 - Sharks Swim & Dive Team practice started May 8; team has 177 swim members and 17 dive members (lower than 2018 numbers)
 - Pool opens to the public on Saturday, May 25

4. Project Management – Kurt Kirby

- Wills Park Pool:
 - Additional shade structures have been installed
- On-call vendor to install Park Signs:
 - RFP in committee; evaluation meeting set for May 15
 - Recommendation planned for City Council approval on May 28
 - Classification system and standards for different types of signs
 - Will include new logo, refreshed look, per plan approved 18 months ago
 - Start signage process with money in this year's budget
 - Entrance signs, wayward signs, park rules, etc.
 - Priority plan developed for sign replacement
- On-call vendor to construct Trails in Parks:
 - Recommendation on agenda for City Council approval on May 20
- Windward Park design concept:
 - Recommendation on agenda for City Council approval on May 20
 - Approved plan from couple years ago; same footprint with minor changes

5. Cultural Services – Kim Zane

- Arts Center:

- Fulton County Arts Council Strategic Planning Meeting, with Mayor Pro Tem Donald Mitchell; good local representation and ideas at meeting; more information will be presented to Commission later this summer
- Fulton County Arts Council's monthly meeting hosted at the center
- Act1 Shakespeare in the Park, "Much Ado About Nothing"
 - Saturday, May 18, 7:30pm, Lions Club Pavilion at Wills Park
 - Sunday, May 19, 2pm, Act1 Main Stage Theater at the church
 - Spring and fall performances planned for each year
- Fiber & Folk Art Exhibit:
 - Gallery exhibit is now open; runs through June 21
 - Reception on Saturday, May 18, 5pm-7pm
 - Arts Alpharetta hosts reception and oversees gallery exhibits; this one will be a juried show with art sales
- In July, hosting Fulton County Special Needs Services and Expo; cities in North Fulton are pooling efforts to showcase local businesses and services for special needs; more information to follow
- Art Leader Groups:
 - Meeting with groups regarding partnerships
 - Arts Alpharetta has been having meetings with all groups to seek to cross-pollinate performance and art opportunities amongst groups
- AMPS – Alpharetta Music Project Strategy:
 - Music Match Program awarded \$4200 grant from Fulton County
 - Partnering with Alpharetta restaurants and businesses to host artist/musical performance; \$300 match for \$300 business funds
 - Seeking producer for events and to match entertainers with venues
 - TRAP – rhythmic drum educational program for special needs
 - Miracle League will incorporate into their summer camp
 - City plans to offer TRAP program in the fall
- History Update:
 - Farm House, Alpharetta's original settlement c. 1830
 - Filming a short documentary with interviews at the museum
 - Using drone for aerial footage
- Public Art:
 - Marietta Street Mural
 - Project with Alpharetta High School National Honors Arts Society
 - Work in progress; please drive by and take a look
 - Sculptures
 - Miscellany Exhibit poll on Facebook for which sculpture to purchase for home in Alpharetta; between "The Laborer" and "Scorpion" pieces
 - Alpharetta Convention & Visitors Bureau purchased Panda Bear
 - Music Series with "Saxophone" by Gregory Johnson to be installed on Academy Street at City Center

6. **Park Services – Eric Milley**

- Webb Bridge Park:
 - Prepping upper soccer field for sod
- North Park:
 - Work Day held April 20, volunteers from Church of Latter Day Saints
 - Work Day set May 17, volunteers from Wave, an Alpharetta business
 - Work day projects include thinning underbrush and spreading mulch
- Greenway:
 - Boardwalk repairs have been completed; re-opened to the public

B. Director Update – Morgan Rodgers

- Proposal for inclusive playground at Alpharetta Elementary School (handout)
 - To be used by school in session and by community at other times
 - Miracle League and Alpharetta Elementary School have reviewed plan
 - Helps to address accessibility and also national/local goal of providing “10-minute Walk to a Park”
 - Currently 75-80% of residents meet this goal of parks close to residency; research shows that folks are healthier and happier when closer to a park
 - Goal timeline is tied to funding, which was helped with bond passage; hopefully success in school partnership will translate to other sites
 - Also have to consider barriers to parks, even when close; i.e. access points
 - Kathy Cook has helped by requiring developers to include parks in new development plans, which also funds installation of park
- Maintenance shed survey completing and plans for moving will be presented to council in early June; location for move will be back of property; survey determined that no wetlands existed in area; stream buffer will be put into place
- Introduction of Valerie Jackson as new Office Manager; she and her skills have brought a breath of fresh air to how we do administrative processes

C. City Council – Jason Binder

- Milton MOU still in discussion to maintain some type of agreement between the two cities; will keep Commission updated as this progresses
- In April, group went to Equestrian Center in Aiken, SC to gather input on how it was developed, to gain ideas for moving forward with our plans; footing at all rings is the first focus, as a safety issue for horses
- Foundation given the ability to move forward with fundraising efforts
- North Point place-making; full presentation in the future from City Development
- Budget: \$850,000 approved towards implementation of Wills Park Master Plan; future turf field replacements will be in future budget
- Need to start pitching for “Friends of Parks” groups for residents regarding parks near them; keep in mind for when speaking with community groups
- Manning Oaks is currently a desert-area for parks near to neighbors; Jit Saha offered to make connection to Manning Oaks School for how to assist

VIII. CITIZEN’S COMMENTS

- None

IX. ADJOURNMENT

- Motion to adjourn by Cheryl Rand. Second by Dana Davis.
- **All in favor. Motion carried**
- Meeting adjourned at 7:55pm
- Next Commission meeting: June 11, 2019 at 7pm