



Recreation Commission Meeting
May 14, 2019

Community Services Report

Alpharetta Special Events

- Taste of Alpharetta was a great success:
 - 50% increase in attendance; estimate 45k
 - \$25k+ increase in ticket sales over 2018
 - Facebook: 25% increase in followers
 - Facebook Event Growth: 421% increase; reach of 240,000+ as compared to 46k in 2018
 - Instagram: 14% increase in followers
 - Spent \$0 on social media; leveraged partners, sharing, etc.
 - Print ads in Appen, Milton Life; podcast week prior to event
 - Taste with No Food Waste: Donated 200+ lbs. of food to Second Helpings, with help of Alpharetta Chamber of Commerce
- Other Events:
 - Food Truck Alley: Kick-off re-set for May 16, due to rain out May 9
 - Brooke Street Park Summer Concerts: Begins May 18 at the park, featuring Alpharetta Symphony this Saturday
 - Alpharetta Arts Streetfest: Memorial Day weekend on the Green



Community Services Report

Marketing

- Hosted a Marketing Strategy Lunch & Learn; people are utilizing marketing tools shared

Alpharetta Community Agriculture

- Sprinkler irrigation installed by one of community garden members
- Two bee hives installed by Metro Atlanta Beekeepers Association
- Summer crops nearly all in the ground; buckwheat cover crop is sprouting
- Donated over 200 lbs. of food from Farm to NFCC, via Growers Connect
- Launched annual membership program to fundraise for Farm projects; membership is growing daily
- Community Garden Events: May 18
 - Farm Work Day, 9-11am
 - Summer Seed & Transplant Pick Up, 11am-2pm



Wills Park Report

Wills Park

- Atlanta Braves Country Battle
Youth Baseball Tournament
May 17-19 at Wills Park



Equestrian Center

- Celebrate Freedom Rodeo was held last weekend
- 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 pool building



Recreation Services Report

Programs Update

- Athletics:
 - Adult Softball, Teen & Men's Basketball finals held
- Adult Activity Center:
 - Golden Games events are going well
 - Pickleball competition held at North Park



- Summer Programs
 - Summer Kick-off event was a success; 300+ attendees; 15 instructors
 - Staff is gearing up for Summer!

Recreation Services Report

Aquatics Update

- Pool and Concession Stand passed inspections
- Training has begun for lifeguards and staff
- Opening Day to public is Sat, May 25
- Water Aerobics began May 13
- Sharks Swim/Dive Team:
 - Practice started May 8
 - 177 swim members
 - 17 dive members



Project Management Report

Project Updates

- Wills Park Pool: Additional shade structures installed



- On-call vendor to install park signs:
 - RFP in committee; meeting set for May 15
 - Recommendation for City Council approval on May 28
- On-call vendor to construct trails:
 - On agenda for City Council approval on May 20
- Windward Park design:
 - On agenda for City Council approval on May 20

Project Management Report

Windward Park Design Concept



Cultural Services Report

Arts Center Happenings

- Fulton County Strategic Planning Meeting, with Mayor Pro Tem Donald Mitchell
- Fulton County Arts Council, hosted monthly meeting
- Act1 Shakespeare in the Park: “Much Ado About Nothing”
 - Sat, May 18, 7:30pm, Lions Club Pavilion at Wills Park
 - Sun, May 19, 2pm, Act1 Main Stage Theater
- Fiber & Folk Art Exhibit:
 - Gallery exhibit is open now; runs through June 21
 - Reception on Sat, May 18 from 5-7pm

Art Leader Groups

- Meeting with groups regarding partnerships

AMPS – Alpharetta Music Project Strategy

- Music Match Program: Awarded \$4200 grant from Fulton County
- TRAP: Rhythmic drum educational program for special needs
 - Miracle League to incorporate into their summer camp
 - City plans to offer TRAP program in the fall



Cultural Services Report

History Update

- Farm House, Alpharetta's original settlement c. 1830
 - Filming a short documentary with interviews
 - Using drone for aerial footage

Public Art

- Marietta Street Mural:
 - Partnered project with Alpharetta High School National Honors Arts Society
 - Work in progress; please drive by and take a look!
- Sculptures:
 - Miscellany Exhibit: Poll results are between The Laborer and the Scorpion pieces
 - Music Series: Saxophone by Gregory Johnson on Academy Street



Park Services Report

Parks Update

- Webb Bridge Park:
 - Prepping upper soccer field for sod
- North Park:
 - Work Day held April 20, with Church of Latter Day Saints (below)
 - Work Day set May 17, with Wave volunteers (Alpharetta business)
- Greenway
 - Boardwalk repairs completed; re-opened to public

