



TOWN OF LAKE LURE *Parks and Recreation Department*

MEMORANDUM

TO: Honorable Mayor Bob Keith, Commissioner Silvey, Commissioner Moore, Commissioner Cameron, Commissioner Webber, the Mayor-elect, the Commissioners-elect

FROM: James S. Walters, Chair of the Lake Lure Parks and Recreation Board *JSW 11/6*

CC: Edward Dittmer, Vice-chair of the Lake Lure Parks and Recreation Board

DATE: November 6, 2017

RE: Morse Park Site Plan and Adoption via Resolution 17-11-14

1. I am pleased to have the opportunity to present the Morse Park Site Plan and support documents to you, and anticipate an engaging and fruitful discussion when I make my formal presentation to the Town Council at 5:30PM on Tuesday, 14 November 2017. I am indebted to the members of the Lake Lure Parks and Recreation Board for trusting me with this responsibility. I am further honored to acknowledge the professional contributions of Melodie Potter, Valerie Hoffman, Ron Nalley, Shannon Baldwin and Clint Calhoun and to recognize the community involvement of "Town Stakeholders" and dedicated citizens of the Town of Lake Lure and the Hickory Nut Gorge. The organized and systematic process which was followed to create the Morse Park Site Plan has guaranteed that none of it was accomplished capriciously, selfishly or in isolation from any segment of our government, our citizens, our guests, or any person who uses and enjoys Morse Park.

2. The Parks and Recreation Board's use of existing data and historical information has led us to a position where we are poised to progressively move toward improving and enhancing the recreation facilities and opportunities in Morse Park. Please know that we:

- a. Conducted surveys - both personally and online - to accumulate data to support and understand the desires of the people who actively use Morse Park;
- b. Benefitted from professionally facilitated sessions where consensus was reached regarding the specific actions which are being proposed; and
- c. Integrated recommendations from as many sources as possible to allow a landscape architect to develop a proposal which enumerates and demonstrates the improvements and enhancements.

3. We recognize that this will be an iterative and evolving process, and we are confident that success will beget success and that Morse Park will mature into a beautiful facility which meets many needs and offers increasingly interesting and positive experiences to those who will use it.

4. We are cognizant that funding for this endeavor is vitally important and we are committed to aggressively pursuing as many revenue sources as possible to absolutely minimize the tax burden on the Town of Lake Lure and its citizens. Included among these fiscal sources are:

- a. Grants from private sources, non-profit organizations and public foundations;
- b. Revenue from organizations which use the park facilities and associated vendors who are present in conjunction with events;
- c. Partnerships with businesses and other governmental organizations which take advantage of the amenities of the park to sponsor events and gatherings;
- d. Concession agreements to use the park;
- e. Sponsoring agreements with businesses and advertising entities;
- f. Memorials and honoraria;
- g. Naming rights agreements for facilities in the park or events which are scheduled in the park;
- h. Donations; and
- i. Proceeds from wills or estates, and beneficiary funds from insurance.

All of these types of sources have been successfully used in various combinations in other jurisdictions.

5. We are committed that no facilities which currently exist in Morse Park will be eliminated as available recreational opportunities to the users of the park, but they may be relocated to more agreeable or convenient locations within the town. This, as you know, may require additional planning work by the Parks and Recreation Board.

6. We appreciate your support of our efforts to this point, and commit that we will progress in an open, honest, involved and straight-forward manner keeping you, our citizens, our guests, our voters and our Town Staff engaged at every step of our journey.

A handwritten signature in black ink, reading "James A. Watters". The signature is written in a cursive, flowing style with a large initial 'J'.