



**Lake Lure Parks & Recreation Joint Meeting
with the Town Council
January 3, 2019**

Call to Order

Chairman Jim Walters called to order the January 3, 2019 meeting of the Parks & Recreation Board at 1:30 p.m. at the Lake Lure Town Hall.

Roll Call

Board Members present:

Jim Walters, Chairman

Maureen Bay

Ed Dittmer

Bill Massey

Dale Minick

Larry Czajkoski

Jessica Hough, Seated Alternate

Town Council Members present:

Kevin Cooley, Mayor

Bob Cameron, Commissioner

John Kilby, Commissioner

Stephen M. Webber, Commissioner

John Moore, Commissioner

Other Members Present:

Shannon Baldwin, Town Manager

Melodie Potter, Town Parks and Recreation Supervisor

Laura Krejci, Town Communication Specialist

Absent:

Martyn Watts

APPROVAL OF AGENDA AND MEETING MINUTES

The Agenda for the January 3, 2019 meeting was reviewed. **Mr. Massey made a motion to approve the Agenda as presented. Mr. Dittmer seconded and all were in favor.**

The Minutes of the December 6, 2018 meeting were reviewed. **Mr. Minick made a motion to approve the Minutes as presented. Mr. Massey seconded and all were in favor**

JOINT MEETING WITH TOWN COUNCIL – NEW PARKS AND RECREATION DIRECTOR POSITION
DISCUSSION AND REVIEW

The Board held a joint workshop meeting with Town Council in regards to the new Parks and Recreation Director Position.

a) Review Comprehensive Plan Vision Statement

Mayor Cooley read the Town's Vision Statement. Mr. Czajkoski stated that he feels that PRB does a good job fulfilling this mission.

b) Review Short List of Town Facilities

The Town Council and PRB reviewed the list of Town Facilities. Mr. Czajkoski pointed out that Buffalo Creek Park and Weed Patch Mountain Trail are not primarily used for tourists but are also used by tax payers and voters.

c) Review List of Recreation Facilities

The Town Council and PRB reviewed the list of Recreation Facilities. Commissioner Webber pointed out that the Lake Lure Flowering Bridge and Luremont Properties should also be listed with Recreation Facilities.

d) Discuss Management of Recreation Facilities

Mayor Cooley pointed out that the recreation facilities are operated and maintained by town staff, volunteers, or private entities with oversight by the Town. Mr. Czajkoski stated that parks and recreation assets are complex and deserve a dedicated resource, which is why the PRB applauded the idea of a new Parks and Recreation Director position. He stated that in terms of leadership and management he sees the need for someone who understands the operation and management of the parks, trails, and land based recreational facilities and felt it would be best served as a separate position from one also overseeing lake events.

e) Coordinator Versus Director: Why One or the Other?

Mr. Czajkoski conducted a presentation on the TOLL Parks & Recreation Director Position and its importance to the Town to benefit the citizenry and the TOLL. (Presentation attached) He stated that the PRB feels strongly that tangible skills are needed for the Parks & Recreation Director position in order to maintain the existing parks and recreation assets, develop and grow additional parks and recreation assets, develop and grow outdoor recreation opportunities and economic impact opportunities by maximizing town parks and recreation assets, cultivate partnerships and collaborate with external organizations. Mr. Czajkoski noted that the PRB is not asking for more money than what was already approved by Council. He submitted that the parks and recreation assets are as essential as

any other town assets and should be treated as such, noting that they will provide opportunities for the Town year-round.

Mayor Cooley stated that the Town needs leadership, management and a full-time focus beyond the volunteer leadership that the PRB provides the Town. Commissioner Webber mentioned that there is a lot of press going around for the Town parks which will help to bring in visitors each year. Mr. Czajkoski added that if the Town could get someone to reach out to those groups, such as Conserving Carolina, it would help to create economic impact, noting that town parks enhance property values. Mr. Dittmer pointed out that a lot of the visitors to the Town do not come to use the lake, but come to use the hiking trails, adding that the PRB feels a Parks and Recreation Director position is necessary. Mayor Cooley explained that the Town Manager recommended adding a full-time coordinator position to help with both parks and recreation and lake operations and to put this position under the Lake Operations Director. This position would also co-work with the PRB to combine the functionality of the lake and land based assets. He noted that Lake Lure is a small town with extraordinary assets and facilities with limitations on what can legitimately be done well, stating that the Town must manage the critical infrastructure needs first. Town Council and the PRB ensued in further discussion on this matter.

Commissioner Webber felt that the position description was sufficient enough for what is needed for parks and recreation and felt that the biggest issue the PRB has is that the position is only 75% Parks and Recreation. Mr. Czajkoski pointed out that the Parks and Recreation Coordinator position description did not entail everything that the original description for the Parks and Recreation Director position did and stated he was not in favor of the coordinator job description as presented as he did not see it as an active leadership role, noting that the business aspect was not incorporated into the coordinator position. Mr. Baldwin mentioned that the presented position description was not a derivative of the previous director position description. He noted that the 75% Parks and Recreation, 25% Lake Operations, was just an expression of what he expects the person in this position to give in order to assist in both departments.

Mayor Pro Tem John Moore stated that the coordinator position helps to accomplish having a backup for the Lake Operations Director as there is currently no backup for that position. He pointed out that this position would be an addition to help manage parks and recreation that is currently not in place now. Mayor Cooley explained that linking the two positions together would help them learn off of one another, stating that the focus will be mainly towards parks and recreation.

Mr. Czajkoski felt that there are things in the position description that needs revised and the Mr. Baldwin agreed. He requested that the PRB be involved with updating the position description. Mr. Baldwin asked that all board members review the position description and provide him with any suggestions in order to help him revise the position description. Commissioner Cameron suggested that the Town Council, Mayor, and Town Manager get together every couple of months to review the person in this position to oversee that things are being done as expected. Mr. Baldwin suggested that this meeting be to discuss progress and goals. Commissioner Cameron suggested the PRB create a list milestones, priorities, and dates for this position and provide it to the Town Manager and Town Council. Commissioner Webber suggested that either the Lake Operations Director or the Parks and Recreation Coordinator attend the Lake Advisory Board and PRB meetings each month. Mr. Czajkoski stated that the PRB will need to hold a workshop to discuss milestones. Mr. Baldwin mentioned that the PRB may want to wait until this position is filled until a work plan is discussed. Mr. Massey felt that

we are moving in the right direction and this would be a great step forward in our Town. Mr. Minick pointed out that Communications Specialist Laura Krejci would be helping with the management and coordination of events which would help the person in this new position.

PARK PRESENTATION AND DISCUSSION

Buffalo Creek Park – Larry Czajkoski

Mr. Czajkoski began by thanking Mrs. Laura Krejci and Mrs. Melodie Potter for their immediate assistance during the storms for getting signs up showing closing of the park. The park was closed for a total of ten days due to storms. Mr. Czajkoski updated the Board on the TrafX counter and application which was purchased just short of five years ago. The contract is up in 60 days. It is \$500 to renew for five years. The Town Manager is good with the renewal. Mr. Czajkoski felt that he could get Conserving Carolina to split the cost.

MOTION - Mr. Massey made a motion to approve renewing the software maintenance for the TrafX counter application software for a five year period with expenditure up to \$500. The Motion was seconded by Mr. Czajkoski and all were in favor.

Mr. Czajkoski mentioned that Chimney Rock State Park is sharing the information on Buffalo Creek Park on the Eagle Rock Kiosk. Mr. Czajkoski stated that he and State Park Ranger Katie Scheip are working to share information regarding both parks on both kiosks at Buffalo Creek Park and Eagle Rock Trail Head.

Dittmer-Watts – Mr. Ed Dittmer

Mr. Dittmer reported that there was damage to the park with an estimated 20 trees down. The largest was across the Dogwood Trail. He thanked Mrs. Potter and her staff for their work in cutting trees up and moving them. Mr. Dittmer stated that he and his family spent a holiday out there cleaning up as well. There was discussion regarding the large tree on Dogwood Trail and the possibility of rerouting the trail around the tree. Mr. Dittmer stated there were still no counters on the trail. Mr. Dittmer discussed with Mrs. Potter about the parking area that she repaired by the trail head. He thanked her and there was further discussion regarding how to avoid a recurrence. They will both look at this further for a solution.

Flowering Bridge – Mr. Bill Massey

Mr. Massey stated that the white lights are still up and the Flowering Bridge looks beautiful. They're in the process of removing all Christmas decorations.

Lake Lure Municipal Golf Course – Mr. Dale Minick

Mr. Minick reported that December was an interesting month. He also remarked that the storm left him with many downed trees on #5, #2 and the bank of tee of #1. The membership promotion brought in 134 members. 20% of those were in the area code of 28746. Crews have been unable to cut the greens due to the weather.

Morse Park – Mrs. Melodie Potter

Mrs. Potter stated that there was no new news.

Parks and Recreation Supervisor – Mrs. Melodie Potter

Ms. Potter mentioned that the Polar Plunge brought in almost 150 Plungers and around 650 people. Mrs. Potter mentioned she was waiting on the sign for Buffalo Creek Park. Mr. Czajkoski described the double sided sign. It should be in within two weeks.

Recognition of Guests and Their Discussion Topics – Mr. Jim Walters

Chairman Walters thanked guests for attending. No one from the public requested to speak during this time.

Re-Election of Chairman and Vice Chairman of Lake Lure Parks & Recreation

A Motion was made by Mr. Czajkoski to elect Jim Walters as Chairman and Ed Dittmer as Vice Chairman of the Lake Lure Parks & Recreation. The motion was seconded by Mr. Minick and all were in favor.

Council Liaison Report – Commissioner Stephen Webber

Commissioner Webber asked about the Flowering Bridge sign. Mr. Massey stated that he is getting with Mrs. Potter on where to place the sign.

Commissioner Webber asked Mr. Minick how many of the 134 members brought in from the membership drive were new. Mr. Minick stated there were roughly 100 new members. He stated that he believes they got some of these from the Rutherford Country Club due to its closing.


Adjournment

Mr. Minick made a motion to adjourn the meeting at 4:03 pm. Mr. Massey seconded and the motion and all were in favor

Minutes were transcribed by Kat Canant, LLPD Admin Assistant

The next regular meeting of the Parks & Recreation Board meeting will be February 7, 2019 at 1:30 pm.

ATTEST:

A handwritten signature in black ink, appearing to read 'Ed Dittmer', with a horizontal line drawn across the middle of the signature.

Ed Dittmer, Vice Chairman



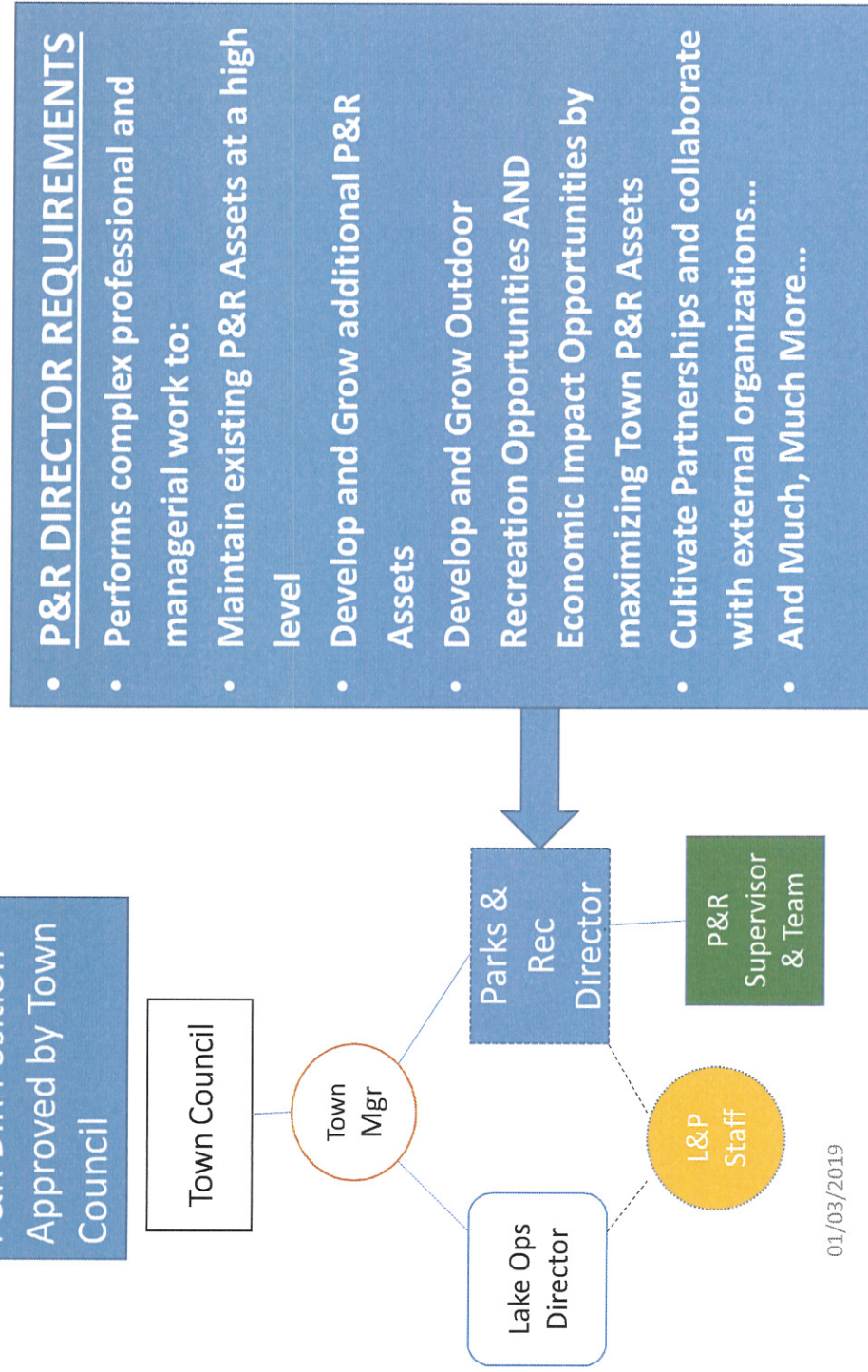
TOLL Parks & Recreation Director

The Face of Lake Lure Recreation
For
The Future of Lake Lure Recreation



P&R DIR Position
Approved by Town
Council

TOLL PARKS & RECREATION DIRECTOR



01/03/2019



Parks & Recreation Assets

ESSENTIAL to Lake Lure's Success

- BCP (BCP Loop & WPM Trails -13 miles)
 - Hiking & Trail Running
 - Mt Biking
 - Rock Climbing & Bouldering
- Dittmer-Watts Trails (3.25 miles)
 - Hiking & Trail Running
- Morse Park
 - Trails (1+ miles)
 - Tennis, Pickleball, Recreation, Competitions
 - Festival, Concerts, Events venue
 - Picnicking, Groups/Associations
- Pool Creek Park
 - Picnicking, Recreation
- Flowering Bridge
- Golf Course
 - Golf, Footgolf
- Luremont Trails (1.25 miles)
 - Trails
- BCR Property
 - Camping, River Access
- Related Assets
 - CRSP...Hiking, Climbing
 - Rumbling Bald...Climbing
 - Broad River...Paddling
 - WildCat Rock...Hiking, Climbing
 - Shumont...Climbing



Real Economic Development

- Outdoor Recreation Federal
 - 7.6M Jobs Nationally
 - \$887B Consumer Spending
 - \$65.3B in Fed Tax Revenue
 - \$59.2B in State/Local Tax Revenue
- Outdoor Recreation North Carolina
 - 260,000 Direct Related Jobs
 - \$28B Consumer Spending
 - \$8.3B Wages, Salaries
 - \$1.3B in State/Local Tax Revenue
- Nantahala & Pisgah Forests Studies
 - Towns Impacted: Asheville, Hendersonville, Brevard, Morganton, Old Fort, Marion, Black Mt.,....and more...
 - Climber visits 200,000 per year (60% by WNC Residents)
 - Climbers spend \$13.9M per year in around area
 - Climbing supports presence of 170 full-time jobs and \$4M in job income
 - WNC Residents spend additional \$12.9M per year...
 - Mt Biker visits 435,000 per year (60% by WNC Residents)
 - Mt Bikers spend \$30.2M per year in around area
 - Mt Biking supports presence of 366 full-time jobs and \$9M in job income
 - WNC Residents spend additional \$18M per year...
 - **Paddlers spend \$3.2M per year in around area**
 - **Paddling supports presence of 35 full-time jobs and \$827,000 in job income**



Real Economic Development

- Chattanooga, TN climbing areas
 - Climbing brought 16,565 non-resident visits in 2015-2016 (Winter) climbing season
 - Climbing generated \$16.5M economic impact to City
 - Climbing generated \$484,000 in S&L tax revenue annually
- Red River Gorge, KY climbing areas
 - Climbing brought 7,500 visitors annually
 - Climbing generated \$2.9M economic impact
- 2018 NRPA Study:
 - ***“P&R is an engine of substantial economic activity in communities...”***
 - Case Study siting Asheville’s Outdoor Recreation related to its Economic Development
- Rutherford Co TDA 2013 Study - Economic Impact Analysis of Outdoor Recreation
 - ***“Communities that have invested in outdoor recreation facilities, events and marketing get that money back and more!”***
 - ***“WNC and Asheville are hubs of outdoor activity and Rutherford Co is perfectly positioned to become a destination unto itself.”***
- **Local Use Case: HNG Climbing**
 - HNG climbing potential equal in scale to Chattanooga, TN
 - Winter is predominant climbing season in HNG
 - Bouldering is NET PLUS to rock climbing...Lake Lure area has BOTH...!
 - Rumbling Bald parking lot required expansion
 - CCC hosts “The Rumble” yearly at Rumbling Bald...in 2018 event pulled 300 people to Lake Lure...IN FEBRUARY...!!!
 - IMAGINE other such Recreation events...!!!



Toll Parks & Recreation Assets

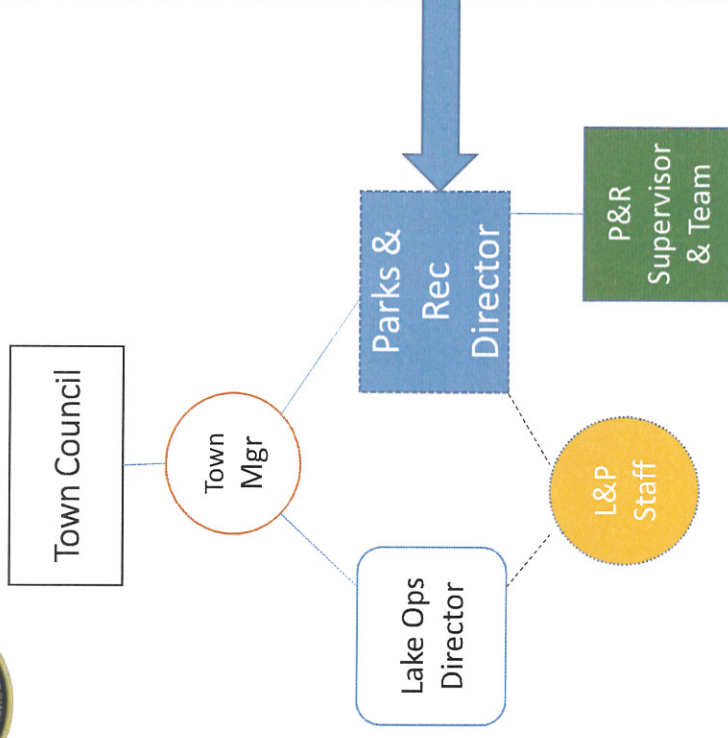
THE Town's Future Cash Crop and

POSITIONED TO PROVIDE YEAR ROUND OPPORTUNITIES!

- BCP (BCP Loop & WPM Trails -13 miles)
 - Hiking & Trail Running
 - Mt Biking
 - Climbing & Bouldering
- Dittmer-Watts Trails (3.25 miles)
 - Hiking & Trail Running
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 - WildCat Rock...Hiking, Climbing
 - Shumont...Climbing



TOLL PARKS & RECREATION DIRECTOR REQUIREMENTS



- VISION for GROWTH of Outdoor Recreation Objectives and Opportunities
- ACTIVE LEADERSHIP Skills to DRIVE Economic Development via Outdoor Recreation... THINK ROI...!
- DEVELOPS, PLANS, IMPLEMENTS Programs, Activities, Partnerships...and More
- Applied Business Knowledge
- P&R Experience, Certs, Credentials/Education
- PASSION & DRIVE to Fulfill the Potential that is Lake Lure Recreation...
- WE NEED A FACE OF LAKE LURE RECREATION...FOR THE FUTURE OF LAKE LURE RECREATION...!