



**TOWN OF HOLDEN BEACH  
PARKS AND RECREATION ADVISORY BOARD  
SPECIAL MEETING  
THURSDAY, JANUARY 9, 2020- 2:00 P.M.**

The Parks and Recreation Advisory Board of the Town of Holden Beach, North Carolina met at 2:00 p.m. on Thursday, January 9, 2020 in the Town Hall Public Assembly. Present were: Chair Karen Fleischhauer, Vice Chair Becky Willis, Members Dolly Mitchell, Candace Vick, Suzannah Tucker and Olivia Gomez. Member John McEntire could not attend. Assistant Town Manager Christy Ferguson was also in attendance.

**CALL TO ORDER**

Chair Fleischhauer called the meeting to order at 2:00 p.m.

**AGENDA APPROVAL**

*Motion to approve the agenda as written by Member Vick; second by Member Tucker; approved by unanimous vote.*

**APPROVAL OF MINUTES**

*Motion to accept minutes as written by Vice Chair Willis; second by Member Mitchell; approved by unanimous vote.*

**PRESENTATION/DISCUSSION- P&R MASTER PLAN UPDATE**

Assistant Town Manager Ferguson introduced Mr. Derek Williams as the guest speaker. She stated he was a resource for the planning process the board is getting ready to go through. He gave his background by stating that he was a landscape architect and park planner. He stated he was a NCSU graduate and undergraduate (undergrad P&R; grad landscape architect). He continued that his company has completed plans for Smithville Park, Waccamaw Park, and most recently for OIB Park. In addition, they did the design for Novant Hospital. He stated he sold his company 5 years ago and has been retired for 2 ½ years. Mr. Williams said his passion is parks and recreation planning. Last fall he did a session at the NC/SC Joint Conference in Myrtle Beach. It was on do-it-yourself master plans. He also had Thomas Marshburn speak during the presentation. He stated if you are going to do it in-house you have to have staff. If you are doing your plan in-house you might be able to do it cheaper, but it can still be very expensive. Someone doing a plan is going to spend several hundred to hundreds of hours to do a plan. He stated that after the meeting he talked with PRAB members who asked him to come and speak. He said he understands the Town is not looking to do an in-house plan, but some of the points applied. He suggested we might go through his talking points and hope we can cover some things. He said he looked at our master plan and it is outdated. There are changes that have occurred and he thinks we would want to do some updating.

Mr. Williams stated we need to figure out if we want to do an update or do a whole new plan. Member Mitchell talked about the response from the survey. Chair Fleischhauer said as she read through our current plan, it was amazing how many short-term goals were met. Mr. Williams said the Parks and Recreation Trust Fund (PARTF) will only take a survey that is 10 years old, so we are winding down on the survey as well. He said at the end of it don't be surprised if results are very similar. He continued that people like outdoors, walking, open space, and playgrounds. He stated where you find more detailed information is when you hold public workshops. He continued that he saw where there were public workshops held with the first plan but didn't see it was reflected in the plan. He spoke about special interest groups showing up for public workshops and used pickleball players arriving in mass as an example. Member Mitchell asked about kayaking and canoeing. Mr. Williams said it is good to balance between what you get in surveys and what you can get in workshops.

Member Mitchell said she thinks it can be skewed because we are predominantly a retirement community and that more than once she heard no playground was needed the first time. She pointed to the number of people who use the current playground all the time. Mr. Williams said it will be important to determine what the service population is and who the Town is trying to meet goals for. He said certainly it is important to say tourism is a major part of this island. He talked about facilities counting in the effort. Member Tucker asked if you send out an RFP what price it might be. Digitally sending out surveys was mentioned. Assistant Town Manager Ferguson stated that she asked for an estimate for an update last year and the figure was around \$25,000. Mr. Williams said relating to surveys, it might be great to have a consultant to help with the survey and to create questions. He said when we do it the next time, the Town should send it out in hard copy format and give the public a chance to send it back. Others can also do it electronically. The main thing is that you are able to control and know where the responses are coming from. He said that is a separate thing and you keep electronic information separate. Member Tucker asked since it wasn't in the budget could we still front load with money for starting a survey. Member Vick said she would hate to do a survey separate than the consultant. Mr. Williams said he wanted to link the survey with the public workshops. He said when Brunswick County does theirs, they will have to do dozens of workshops. He thought doing two to three public workshops will be a good idea for the Town. It will be good to say here we are and here is what we are doing. Vice Chair Willis said that it might not be a bad idea to have one public workshop first to get ideas for things you might not have thought of for the survey. Mr. Williams said if you want to pay money for a consultant, you can do something like that through the process so that it can serve as brainstorming. Member Mitchell said it might be good to have public workshops during holidays for more feedback. Mr. Williams also stated it might be good to do it around the tourist season to be sure to collect that information since tourists are such a large part of the community dynamic. He also stated it might be good to do it during a festival.

Town Manager Hewett said he doesn't want to be a wet blanket, but the BOC has to approve the master plan and he would be hesitant to begin with a survey before they approved it in the budget. The survey would be part of the RFP. Mr. Williams said you are going to have to do a new survey anyway in his opinion. He said there is enough discussion about new things and approaches that he thinks he would recommend a new plan. Vice Chair Willis asked what a new plan would cost. Mr. Williams said you could easily spend \$20,000 on a survey alone. He thinks you need to be careful not to let it get out of control. He thinks \$25,000 might be a good number if the survey was done in-house and you could assist the consultant. Member Vick said with the PARTF one of the things they look at is the plan. The plan helps you see what funding sources including PARTF are available to help. It looks at how a capital improvement plan is involved. There needs to be a road map. She thinks that is a selling point. Member Vick said the current plan was well used. Now we need to have a springboard to go forward. She said hopefully the people that live here will participate. Mr. Williams said he came over here on New Year's Day and Bridgeview Park was buzzing. He said one of the things he would recommend is to contact the RRS office and get Brittany Ship to come and talk to PRAB about all of that. He said if PARTF is a major part of the process, the sooner you get the Recreation Resource people involved the better. He also suggested going to the Recreation Resource website for points and definitions for comprehensive master plans versus site-specific master plans. He said if the plan starts to lean toward doing

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something at a specific location, then a site-specific plan can be helpful. He said it is not rocket science, but you can struggle. Member Vick says PARTF understands that small communities may not be able to do everything. Communities should put their best foot forward. Mr. Williams said one last recommendation may not be related to PARTF. He said that Brunswick County is planning to update their plan. He recommends that we get with them and work with them. He said their plan is their plan, but we are a part of their plan. Overall, recommendations should align. Member Vick said it might be a hybrid. Sometimes maps and other things could be incorporated. Mr. Williams said it will take staff time. He said public workshops and other things take time. He said this board needs to be involved. It allows the board to hear firsthand what is going on and forms a bond between this board and the public. It helps in taking it forward.

The community of Rock Hill was discussed. Member Tucker said she thinks it is a no-brainer. Possible Town property sites were discussed. The board discussed the timing of the documents and possible phasing of the process.

*Motion by Member Vick that Assistant Town Manager Ferguson include in her budget a new parks and recreation master plan; second by Member Mitchell; approved by all.*

## **PROGRAMS AND FACILITIES UPDATE**

Assistant Town Manager Ferguson stated that Christmas events were well attended. She thanked the board for their assistance. She stated that 2020 is shaping up to continue a large selection of programs. The concert schedule is near completion. As far as special events, Run HB will be Saturday, January 18. The bridge will close at 6:50 a.m. and will remain so for approximately 30 minutes. After that time traffic will be at a standstill for about an hour to an hour and ½ and heavy for the next couple hours after that. She said citizens should expect delays. Currently there are 740 racers with close to 1000 expected by race day.

Building on an idea from last year, she told the board that the Town plans to work with the Brunswick Arts Council to host a race on Saturday, March 14<sup>th</sup>. The event will include a unique idea that she plans to promote during the state award nominations. Race participants and spectators, as well as people visiting the park during race hours, will be able to assist in the painting of a mural on the Bridgeview Park restroom. An artist will do a layout ahead of time and participants will paint by number. She stated the Town is excited about this collaborative effort.

In a facilities update, Assistant Town Manager Ferguson said the walkway at 289.5 was complete. She continued that it looks great. The Town will continue to plan to include walkway improvements in the budget each year. She said the Town is continuing to look for options for the dog park. Several people asked about it at the Sandy Paws Dog Parade.

Member Mitchell said that Lewis Mitchell does a lot of walking on the beach and she wondered if we could start a replacement program for bike racks. She said she attended the HBBC meeting yesterday and their President, Linda Rast, said the current mural on the park fence is becoming faded. The club doesn't know if the Town is going to continue to leave it there. If it does stay there it needs to be touched up. She said the club will do the touch-up if it is going to be a part of the Town. Chair Fleischhauer said she would hate to see Phyllis's painting go away. She said there may be a scout group that wants to do it. She said Public Works Director Clemmons may need to look at the uprights and determine if the outside is good.

## **CLOSING OF TIME CAPSULE**

The board decided last year that they wanted to close the time capsule after a year. Assistant Town Manager Ferguson stated that staff proposes that we hold a luncheon on Friday, February 14th at noon to celebrate the Town's birthday and officially close the capsule. The Town will provide the food. Chair Fleischhauer has taken pictures from around the island. She said she thinks it is important to include those with something written on what it is. Vice Chair Willis said she will print some of the 50<sup>th</sup> anniversary pictures. There was a question about what could be done to get more people to come to the lunches.

## **FEBRUARY MEETING DATE**

Staff communicated a conflict with the regularly scheduled February meeting. The board was told they could either cancel the meeting or reschedule. Staff suggestion for a reschedule is February 13th at 2 p.m. The board decided to take the reschedule suggestion.

## **PUBLIC COMMENT**

There was no public comment.

## **ADJOURNMENT**

*Motion to adjourn (3:19 p.m.) by Member Mitchell; second by Member Gomez; approved unanimously.*