

MINUTES
BREVARD CITY COUNCIL
Joint Transylvania County Board of Commissioners and
Brevard City Council Workshop
September 26, 2016 – 7:00 PM

The Brevard City Council met with the Transylvania County Board of Commissioners during the regular scheduled Commissioner meeting held on Monday, September 26, 2016, at 7:00 PM in the Board of Commissioners Chambers. Purpose of the workshop is to discuss the Transylvania County/City of Brevard Parks and Recreation Master Plan.

City Council Members Present – Mayor Jimmy Harris, Mayor Pro Tem Mac Morrow, Council Members Maurice Jones, Ann Hollingsworth, Charlie Landreth and Gary Daniel.

Board of County Commissioners Present – Chairman Mike Hawkins, Commissioners Kelvin Phillips, Larry Chapman, Page Lemel and Jason Chappell.

City Staff Present – City Attorney Michael Pratt, City Manager and Finance Director Jim Fatland, City Clerk Desiree Perry, Parks & Property Management Director Lynn Goldsmith.

Press Present – Derek McKissock, Transylvania Times

Welcome and Call to Order. Chairman Hawkins called the meeting to order at 7:00 PM. Commissioners and staff were introduced, Commissioner Chapman offered an invocation and the pledge to the Flag was led by Commissioner Lemel.

Mayor Harris thanked the Commissioners for inviting Council and then called the meeting of Brevard City Council to order at 7:04 PM.

Quorum – A quorum of City Council was present.

The Board of Commissioners conducted business as scheduled upon their Agenda.

Commissioners Agenda Item IX – Workshop/Joint Meeting with Brevard City Council. At 7:14 PM County Parks and Recreation Director Carleen Dixon introduced the Parks and Recreation Master Plan consultant team of Mr. Steve Fritz of Barge, Waggoner, Summer and Cannon, Mr. Leon Younger of Pros Consulting, and, Mr. Hunter Marks of Watermark Consulting.

Mr. Fritz and Mr. Younger presented a power-point describing: Goals, stakeholder input methods, efficient delivery recommendations, quality of existing parks, observations, recommendations for improving quality of existing parks, recommendations to acquire land/add new facilities, stakeholder desires and recommendations for walking and biking trails and greenways, additional stakeholder desires and least met needs, level of service analysis, land acquisition recommendations, new park and facility recommendations, recommendation for blueways along French Broad river, planning costs, capital costs, cost recovery, vision and mission, implementation plan, and, recommended priorities. (Exhibit A)

Consultants presentation comments included:

1. Consolidate City and County Parks and Recreation – Maximize staffing; Supports greenway system throughout the County; Reduce duplication of services and perception of competition; Allows for one-stop shopping; Maximize marketing efforts and State and Federal grant opportunities; and, Memorandum of Understanding with County School System to share resources and design keeping both public recreation and school system needs in mind.
2. Community Centers – Leadership of community centers by the County is recommended.

3. Quality of Existing Parks – Due to the age of the facilities and design few elements of the City and County parks meet current standards, including ADA standards.
4. Master Plans – Recommend Master Plans for all parks; Create a joint City/County greenway master plan; Master plans to include detailed budgets and ADA evaluation.
5. City Sports Complex – Recommend combine City Complex with County Recreation and to then repurpose fields in a way to avoid loss of a playing season.
6. Indoor Pool and Multi-Generational Center – An indoor facility ranked high on the survey requests; County could partner with others like WCCA, TC Schools, hospital, colleges and City.
7. Parks and Green Spaces – Are key in quality of life and in attracting new families and professionals to the community.
8. Costs and Cost Recovery – Cost to complete recommendations is estimated at 32 million dollars. Park systems can generate revenue to help with cost recovery.
9. Next Steps – Recommended County and City to adopt the presented Master Plan.

Mayor Harris thanked the Commissioners for inviting Council to tonight's meeting and thanked the consultants for their presentation. He explained Council members have come tonight to officially receive the Plan and to pledge to consider its contents. Council received a copy of the Plan last Wednesday (9/21) and will need more time to review; therefore, they are not prepared to take adoption action tonight.

Commissioners and Council members briefly discussed the presentation and offered the following comments during the discussion:

1. Ms. Lemel – There is a 33% increase in child poverty in our County and the ability for our children to use park systems in very important.
2. Mr. Chapman – The needs presented are overwhelming. Will need to determine what the most pressing needs are and what will be the best use of available financial resources. Finding the recommended additional 30 or 40 acres of land will be difficult.
3. Mr. Landreth - Suggested putting the Master Plan into the hands of a committee appointed by both the City and County. Committee would be charged with how to lay out the first 18-months of a City/County Recreation Plan, phasing, how money would be spent, how to fund, goals, milestones, how to grow, potential of transfer of funds between the city and county, etc.
4. Mr. Lemel – Suggested using the City/County Recreation Strategic Task Force membership as a starting place for a Committee.
5. Ms. Hollingsworth – Believes linking a greenway system to the City's Sports Complex should be done; however, no mention of doing so is found within the Master Plan, and, implementation of the Plan would be a great step towards meeting the needs of the youth in our community.
6. Ms. Lemel – Striking amount of acreage needed to fill the needs of neighborhood parks. Interested in having Memorandums of Understanding (MOU) with school system and community centers for sharing of facilities and would help meet the needs of neighborhood parks throughout the County. Community center acreage may be opportunity for playground equipment to be installed like done at Silvermont.
7. Mayor Harris – Agrees with the suggested City/County Parks Strategic Committee and further suggested consideration be given to include other partners who would have a shared interest such as the Town of Rosman, TC Schools, Schenck Job Corp, Brevard College, Blue Ridge Community College, Transylvania Hospital and VFW. Believes the first step is to organize within.
8. Mr. Chapman – Asked the role of State and National Forest Services and if there are ways for the County and City to better partner with them.
9. Chairman Hawkins – Shared recalls playing on the VFW field and that keeping places like theses would add up to some of the acreage needed. Can be creative and find other areas like this throughout the County.

10. Chairman Hawkins – Disappointed to be asked to adopt the Plan tonight while at the same time being told we clearly can't afford it. Stated however he disagrees as Parks and Recreation is a cornerstone for our community and that despite the 32M cost estimate, he believes it is doable. Need to leverage our natural assets and tie them into a first rate recreational system and once done it will help pay for itself; believes it will cost less than estimated. Forest biking trails and paved trails both are needed in order to meet the needs of our youth and families. He desires to find a way to come as close as we can to fulfill the Master Plan. If the two Boards share this vision it will be up to our Staffs to come up with a path forward.
11. County Manager Laughter - The Plan is big and very complex and time is needed to review and to be sure all perspectives are brought into consideration. Operational consolidation is a complex issue that would need to be worked out between the County and City. Beyond that there are needs for partnerships for new facilities. Master plans are needed along with deciding which master plans to do first. Consultants have expressed ADA accessibility is an immediate need so that may be a starting point.
12. Mr. Chappell – Expressed the importance of having a clear eyed view of the matter and that a list of the pros and cons of the Plans recommendations needs to be made.
13. Mr. Phillips – Not everyone has had enough time to go through the entire Master Plan document. He needs additional time to review and suggested waiting until at least the next meeting in order to begin to determine what ideas we can all agree upon.
14. Ms. Lemel – Would like to get a joint committee together to talk about consolidation possibilities. That conversation is needed before we can Master Plan for both City and County parks. Money has been set aside in reserves; perhaps County could proceed to start on some Master Plans of County parks, while finding out consolidation possibilities.
15. County Manager Laughter - Two priorities by the consultant that can be done collectively are ADA evaluation of facilities, and the City-County greenway with a bike path going towards Mills River.
16. Mayor Harris - The City does not have a recreation department. Our commitment to recreation is rather passive, such as, Bracken Mtn., Hap Simpson Park, Franklin Park, etc. Where we get most involved in recreation is at the City Sports Complex. We are prepared to listen to any ways to improve efficiency and effectiveness for our residents. If not total consolidation, it makes sense in areas of overlap where both organizations are trying to do the same thing to explore for potential consolidation. Council looks forward to ways to work together as we proceed to review the presented Master Plan, while recognizing answers to some of the many recommendations in the Plan may be "No".
17. Mr. Landreth – Earlier the question of what comes first or how to start was asked. He offered, "If we believe in the Plan then we build an organization to fulfill and support the Plan." We at the City do not have the organization framework to deliver a Recreational program, so, there is no consolidation question on that point. We are offering auxiliary services.
18. Chairman Hawkins – Suggested, in taking into account Mr. Phillips request and while we review this Plan more thoroughly, the Commissioners direct Staff to begin to conceptualizing a path forward in terms in thinking about the question of how we can engage the City in a positive way to achieve a positive outcome in implementing the portions of the Plan that we think deserve to be implemented, and how do we move forward with consolidation and master plans. Perhaps not at the next Commissioner meeting but at the 2nd meeting in October (October 24th) that Staff will be able to present a report of a path forward.

Motion – Mr. Landreth moved that City Council adopt the County Commissioner's recommendation to empower our City Staff to work with County Staff on the structure of a committee for implementation of the Plan. Motion was seconded by Mr. Morrow.

Discussion on the Motion:

- Mayor Harris asked if the motion includes expanding the committee membership to other entities.
- Mr. Landreth replied he is giving it to Staff for them to decide upon a recommended structure.
- City Manager Fatland offered Staff can put together a draft.
- Ms. Hollingsworth commented that when starting to read the document she thought, "What are we going to save by consolidation?" However, has come to see that it's not about saving it's about giving a higher level of parks and recreation service to the citizens we serve.

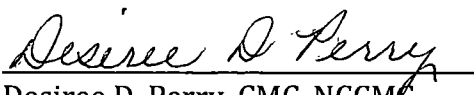
Vote on Motion: Motion carried unanimously.

Adjourn Workshop Portion of Meeting - At 8:39 p.m. Mr. Landreth moved, seconded by Mr. Jones, to adjourn Brevard City Council's workshop with the Board of Commissioners. Motion carried unanimously. Chairman Hawkins called for a brief pause in the meeting to allow City Council members to leave the meeting.

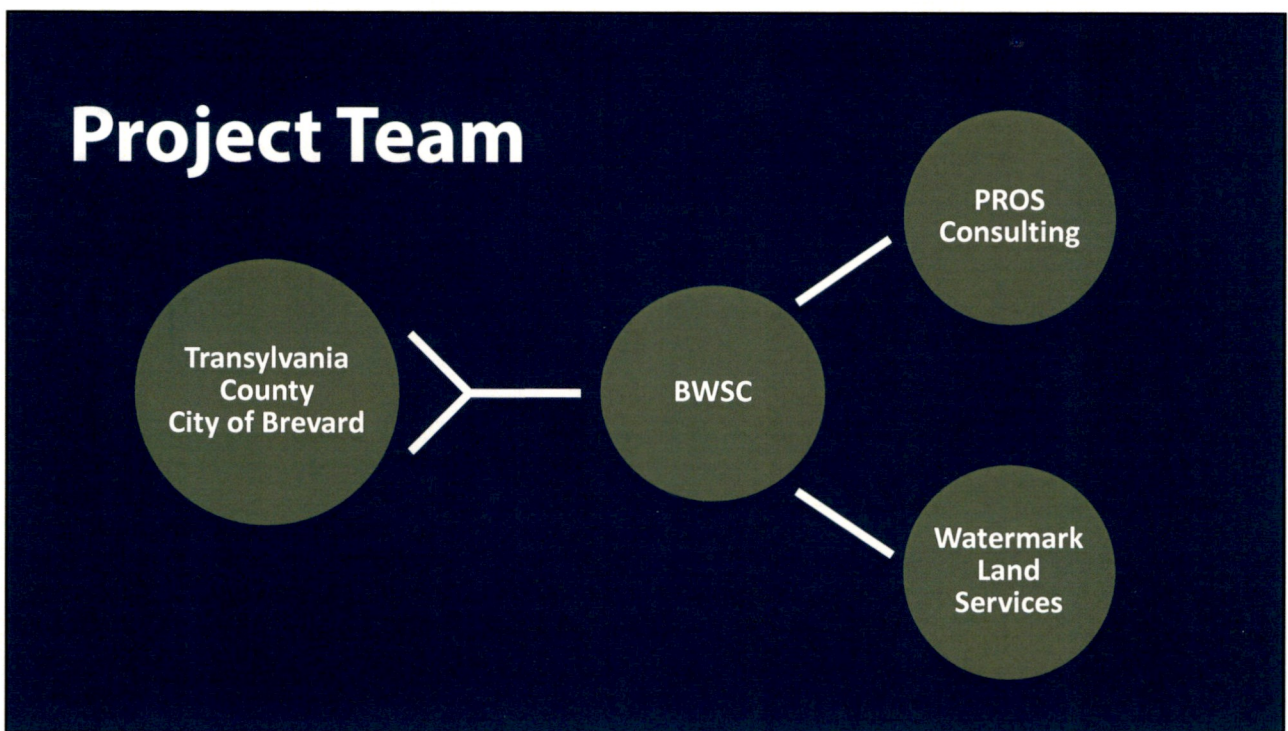
The Commissioners meeting continued with the next item upon their Agenda.

The official Minutes of the Board of Commissioners regular meeting can be found in the records of the Transylvania County Board of Commissioners.

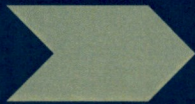

 Jimmy Harris
 Mayor


 Desiree D. Perry, CMC, NCCMC
 City Clerk

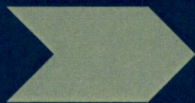
Minutes Approved: October 17, 2016



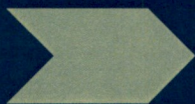
Goals



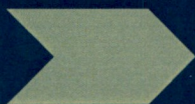
More efficient delivery of services



Improve quality of existing parks and facilities

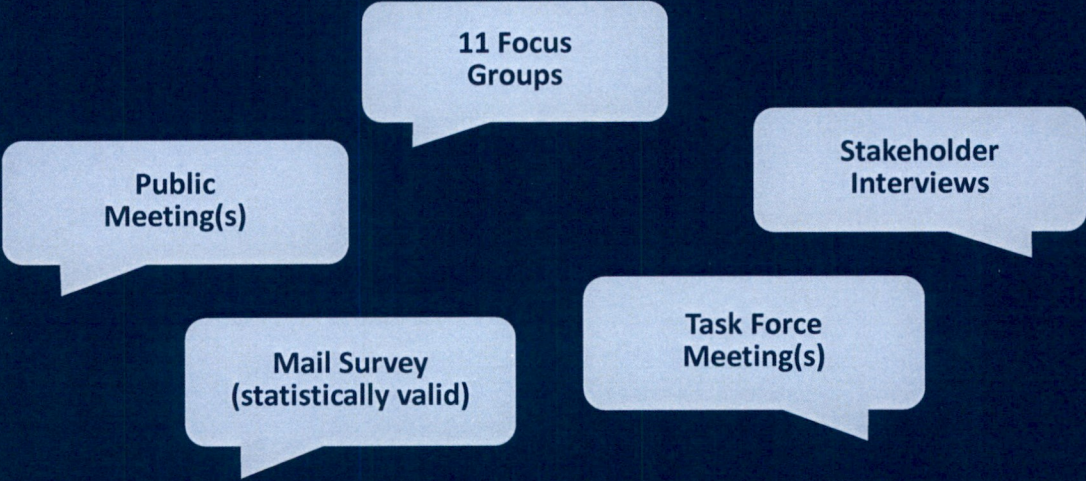


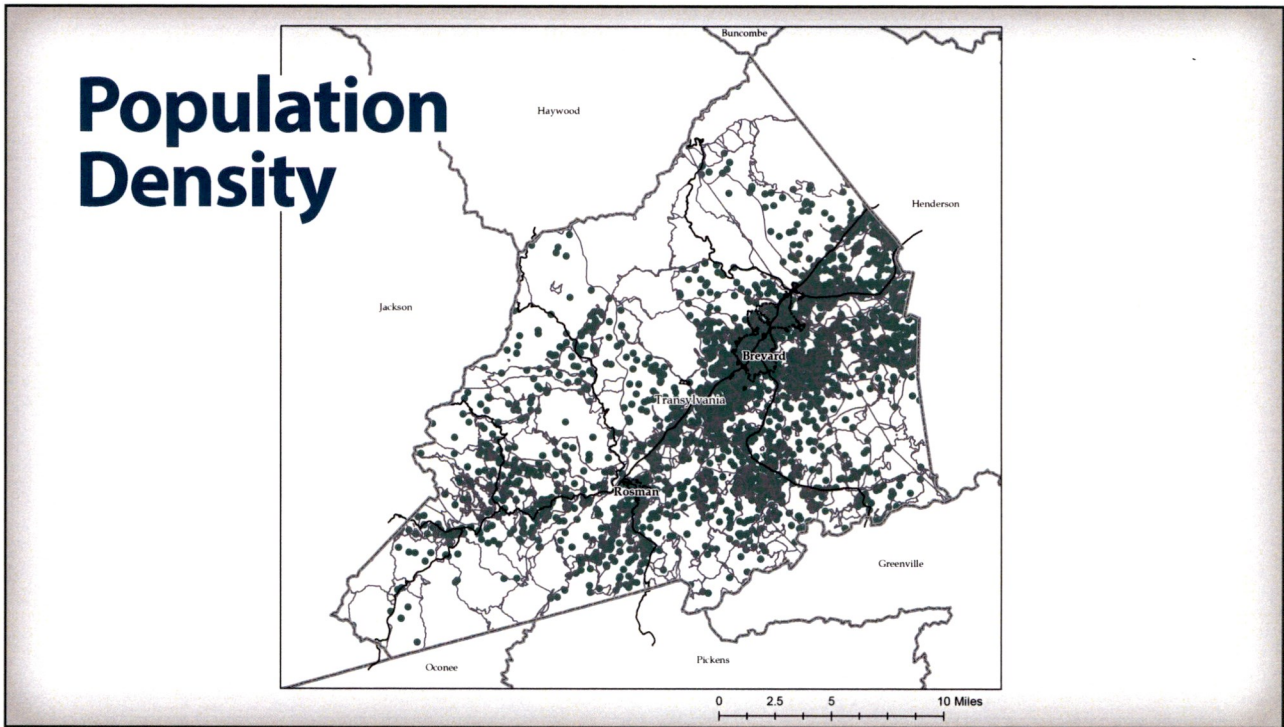
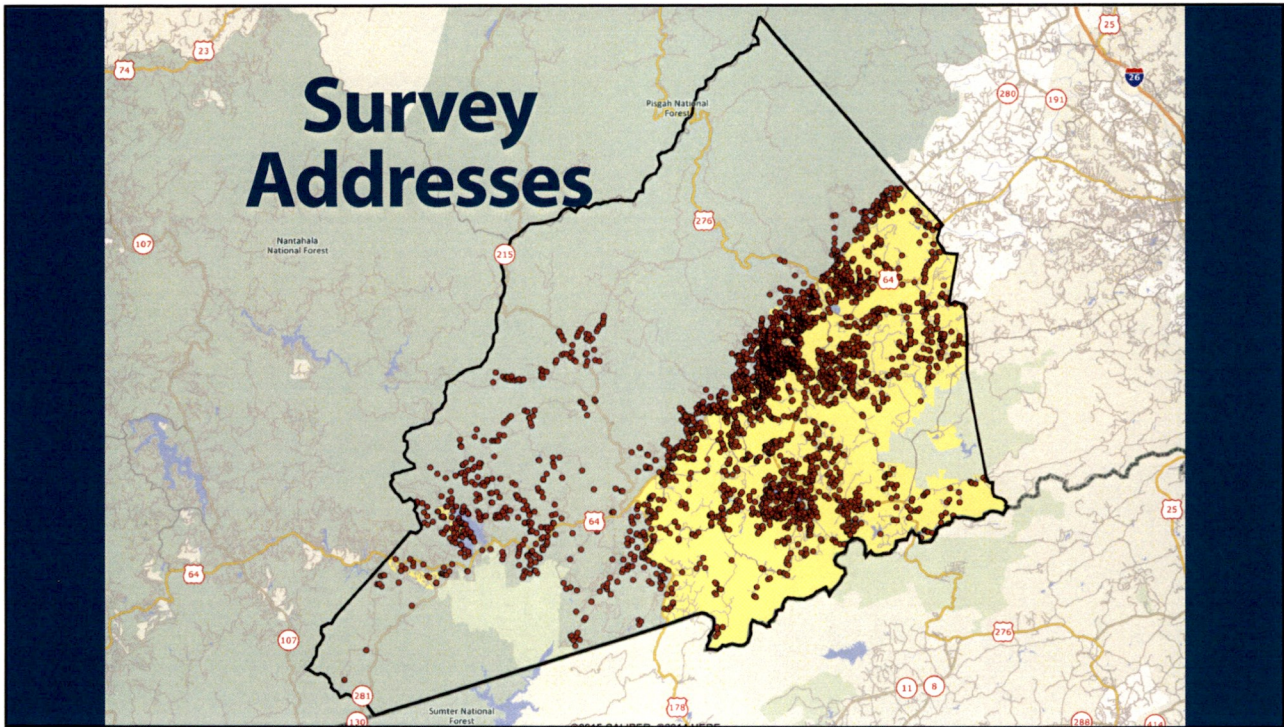
If warranted, acquire land and add new facilities



Make parks, trails, and open spaces a key component in economic development strategy

Stakeholder Input Methods

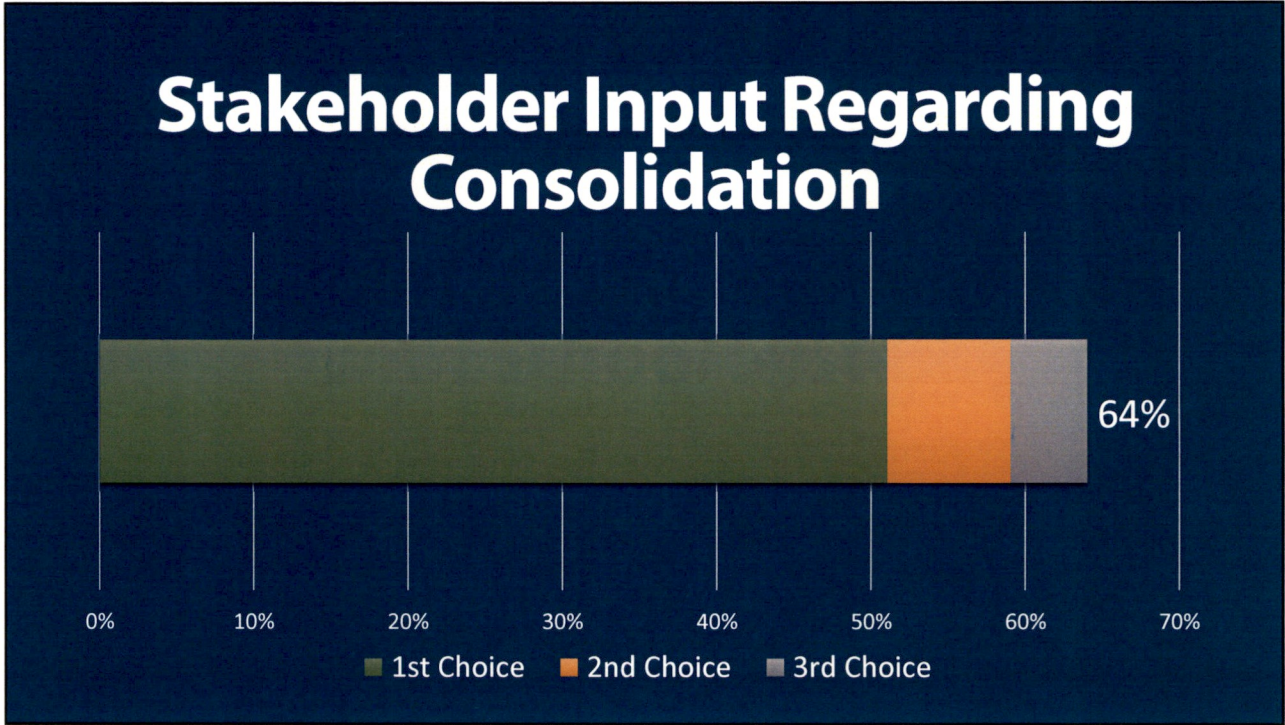






Consolidate City and County Parks & Recreation Functions

- ✓ Maximizes staffing levels
- ✓ Supports a county-wide greenway system
- ✓ Eliminates duplication
- ✓ Eliminates pricing variations
- ✓ "One stop shop"
- ✓ Maximizes the marketing of services
- ✓ More competitive grant applications
- ✓ Focus on what is needed for all residents



Joint Use Agreement with School System

- ✓ Formal, written agreement
- ✓ Maximize productivity and taxpayer value
- ✓ Ensure efficient use of park and school resources
- ✓ Potential joint funding of facilities and programs
- ✓ Design schools and parks to accommodate recreation and sports needs of both



Community Centers

Association of active community centers under auspices of County Government

Goal is to use the community centers to better meet the recreation, programming, and social needs of the entire community



Quality of Existing Parks

Observations

Consultant team review of parks revealed that few elements of County or City parks are up to today's standards for high quality parks. This is primarily due to the original design and age of the facilities.

Exceptions:
Brevard Greenway
Bracken Mountain
New facilities at Rosman Community Park, Silvermont, and Franklin Park

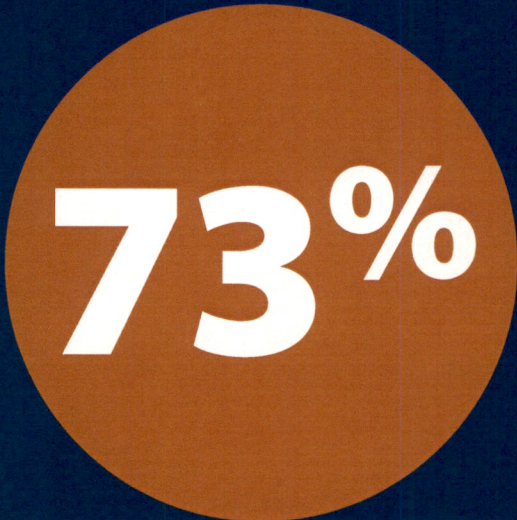


Stakeholder Input



Percentage of respondents are satisfied with the overall value they receive from the park system

Stakeholder Input



Percentage of survey respondents had at least one concern with parks they had visited

- Top Two Concerns:**
- Outdated equipment/facilities (26%)
 - Park maintenance/cleanliness (24%)



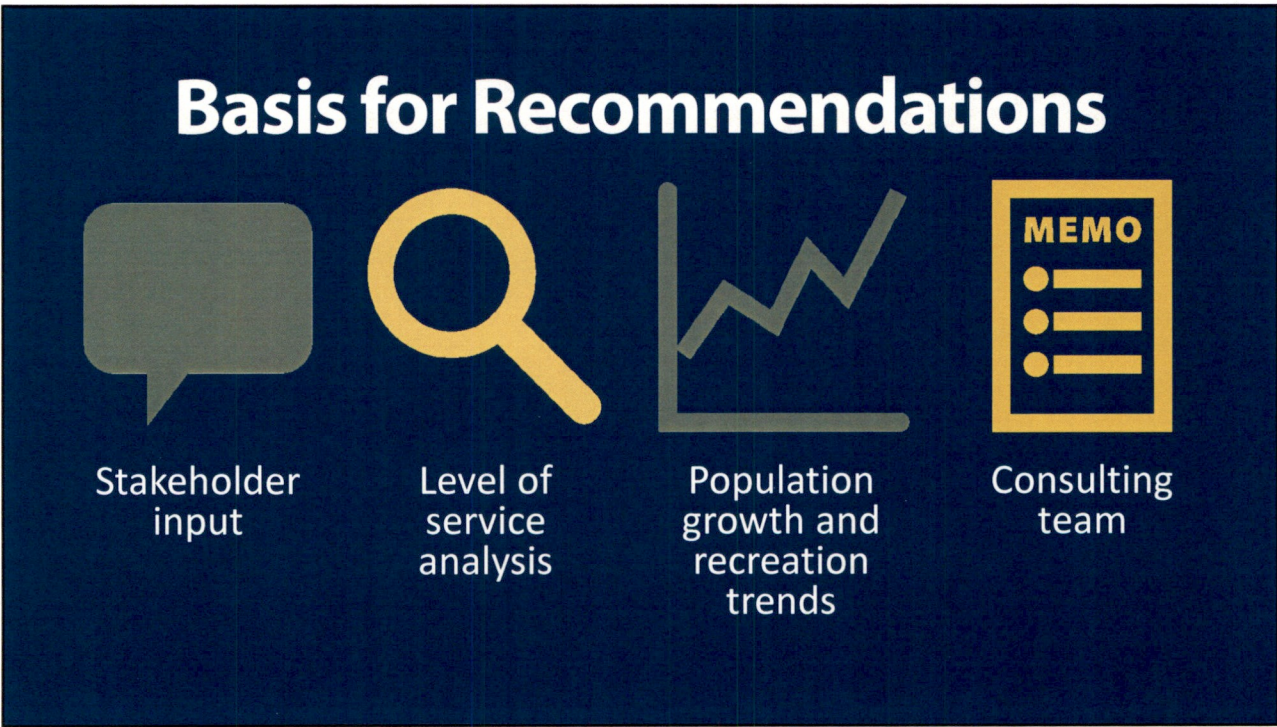
Recommendations for Improving Quality of Existing Parks

Master Plans for Existing Parks

- | | |
|------------------------------|--|
| Franklin Park | Silvermont |
| Hap Simpson Park | City Sports Complex/Activity Center Park |
| South Broad Park | County/City Greenway Master Plan |
| Rosman Community Island Ford | ADA Evaluation |
| Wilson Road Access | |
| Tannery Park | |

Specific Improvements at Existing Parks

- | | |
|----------------------|-------------------------------|
| Activity Center Park | Connestee Falls |
| Franklin Park | Silvermont |
| Champion Park | City Sports Complex (replace) |



Stakeholder Desires
Walking Trails
Biking Trails
Greenways

Recommendations

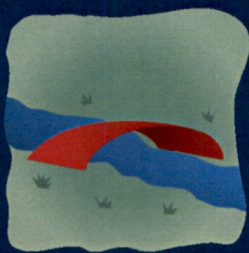
Add 3.77 miles to
Brevard Greenway System

Prepare a joint
County/City Greenways
Master Plan

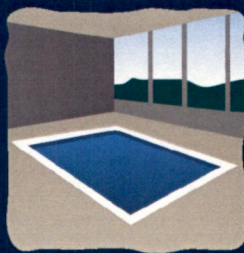
Additional Stakeholder Desires



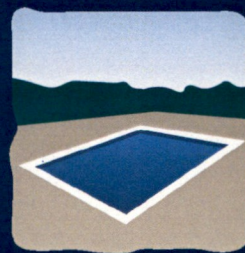
Small family
picnic areas
and shelters



Large
community
parks



Indoor
swimming
pools

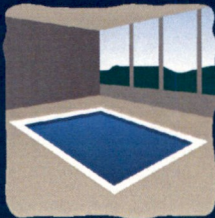


Outdoor
swimming
pools

Least Met Needs



Off-leash
dog parks



Indoor
swimming
pools



Skateboard
parks



Pickleball
courts



Disc golf
courses

None of these facilities now exist in the park system

Indoor Pool

Only facility in top five
Highest need
Most important
Least met need

Level of Service Analysis

recommended

Industry standard practice is to not include a recommended standard for preserves

Recommended standard is low due to presence of National and State Forest land (12 acres per 1,000 is a healthy number)

15.5 acres per 1,000



Level of Service Recommendation

Park Type	Acreage Needed
Mini Park	1
Neighborhood Parks	33
Community Parks	6
Special Use Parks	3
Greenways	9
Additional Acreage Needed in 2020	52

Recommended Land Acquisition

Facility	Acreage Required
Community Park	30-35 acres
Greenways	9-15 acres
Indoor Center/Neighborhood Park	10-15 acres
Neighborhood Parks	10-15 acres
Total	59-80 acres



New Parks/Facilities

Community Park

7 youth baseball and softball fields to replace City Sports Complex and provide neighborhood park amenities
73% support building high quality tournament facilities

3.77 miles of new greenways in Brevard

Multi-generational indoor recreation center and adjacent neighborhood park

Park maintenance facility (in a park)

Clemson Plaza Park and Tannery Park

Multi-Generational Center

Public Demand

Second highest rank in needs expressed by survey respondents behind greenways

Level of Service Analysis

Shows need for indoor facility

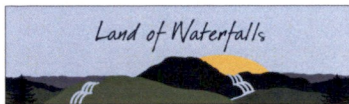
Public Health

“Lack of access to facilities” was a key issue in the Community Health Assessment

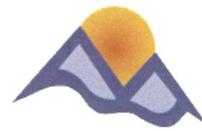
Social Equity

Availability of indoor recreation facilities is very limited, particularly across all income levels

Multi-Generational Center

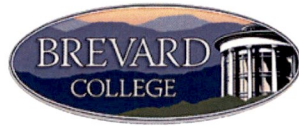


TRANSYLVANIA COUNTY



225 Rosenwald Lane Brevard, NC 28712

(828) 884-6173



Blueways

Create a blueway along the French Broad including two additional river access points, mileage markers, etc.

Planning Costs

Projects	Budget
Franklin Park	\$20,000
City Sports Complex/Activity Park	\$30,000
Hap Simpson Park	\$10,000
South Broad Park	\$10,000
Rosman Community Park	\$20,000
Island Ford River Access	\$7,500
Wilson Road River Access	\$7,500
Silvermont Park	\$30,000
ADA Evaluation of All Parks	\$30,000
County/City Greenway Master Plan	\$75,000
Planning Total	\$240,000

Capital Costs: New Parks

Projects	Budget
Community Park/Sports Complex	\$8,000,000
Clemson Plaza	\$274,469
Master Plan for Tannery Park	\$25,000
New Parks Total	\$8,299,469

Capital Costs: Existing Park Improvements

Projects	Budget
Champion Park Pool	\$1,100,00
County Parks Main Identification Signage (9 Parks)	\$90,000
Activity Center Park Recreation Center Improvements	\$300,000
Activity Center Park Fields and Concession Building Renovations	\$600,000
Connestee Falls Parking Area Improvements	\$20,000
Existing Parks Improvements Total	\$2,110,000

Capital Costs: Facilities

Projects	Budget
Maintenance Building	\$300,000
Multi-Generational Recreation Center/ Neighborhood Park	\$19,000,000
New Facilities Total	\$19,300,000

Capital Costs: Greenway Trails

Projects	Budget
Railroad Avenue – McLean Road to West Main	\$392,504
West Main Street – South Oaklawn Ave to English Hills	\$370,336
English Hills to Rosman Highway	\$691,120
Rosman Highway to Country Club Road/ High School	\$721,112
Music Center Greenway	\$268,000
Greenway Trails Total	\$2,443,072

Capital Costs: Blueways

Projects	Budget
French Broad River Blueway	\$75,000
Blueways Total	\$75,000

Total Capital Improvement

\$32,227,541

Economic Development

Parks are a key part of "quality of life"

Quality parks attract new residents

Quality of place is critical to attract knowledge workers and new companies

People are persuaded to relocate by quality of life factors; parks are a key part

Cost Recovery

Industry best practices: 35-40%

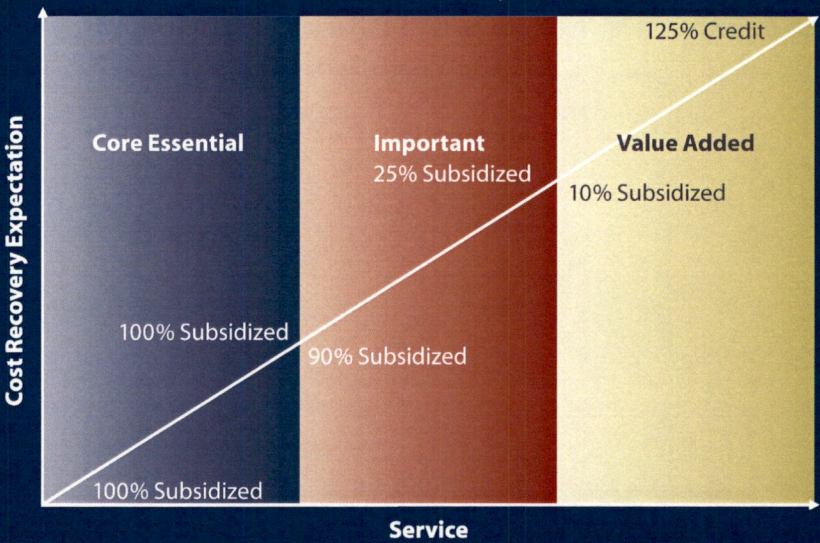
Transylvania County: 0.5%

Current per capita spending on parks is below state and national averages

Progress needs to be made in funding

Implementing a more robust cost recovery model would provide diversity in funding

Cost Recovery Model



Programs

Future new and enhanced programs

**Adult
fitness and
wellness**

**Community
-wide
special
events**

**Outdoor
skills/
adventure
programs**

**Environmental
education
programs**

**Senior adult
programs**

Vision

To be the conservation, park, and
recreation leader of a vital, active,
nature-based community.

Mission

Protect the region’s natural heritage and provide quality recreation and park facilities that inspire a personal connection with the outdoors, and health and wellness related activities.

Implementation Plan

Vision, Goals, and Strategies

Parkland and Trails
Create great parks and trails

Programming
Develop additional core recreation programs to meet all age segments

Facilities
Create destination recreational and educational facilities and amenities

Operations and Staffing

Create best practice county-wide park and recreation system that is the pride of all residents

Financing

Maximize every available financial resource to create and meet expectations of residents of the community for parks and recreation services

Recommended Priorities

- Continue implementation of a greenways system
- Provide new and updated parks and facilities to meet unmet demand
- Improve quality of the parks
- Provide equitable access to all
- Improve operational efficiencies

Next Steps

The Parks and Recreation Strategic Planning Task Force recommends that the County Commission and City Council adopt this master plan



BWSC | BARGE WAGGONER SUMNER & CANNON, INC.

Thank You!

Steve Fritts, ASLA
865.934.4123
steve.fritts@bwsc.net

www.bargewaggoner.com
in @bargewaggoner