



SPECIAL MEETING MINUTES

OCTOBER 11, 2011 at 4:00 pm

The Kure Beach Town Council held a special meeting on Tuesday, October 11, 2011, at 4:00 pm for the purpose of meeting with the Community Center Committee and the Parks & Recreation Advisory Board for an information session. There was a quorum of Council present.

COUNCIL MEMBERS PRESENT:

Mayor Dean Lambeth
Mayor Pro Tem Chuck Keener
Commissioner Emilie Swearingen

COUNCIL MEMBERS ABSENT

Commissioner Jim Dugan
Commissioner vacancy

STAFF PRESENT

Finance Officer – Arlen Copenhaver
Deputy Town Clerk – Nancy Hewitt

CALL TO ORDER

Mayor Lambeth called the meeting to order at 5:00 pm

INFORMATIONAL SESSION WITH NEW HANOVER COUNTY PARKS, GARDENS AND SENIOR RESOURCE CENTER STAFF REGARDING FUTURE SCHEDULING CONSIDERATIONS AND NEEDS.

Mayor Lambeth introduced Jim McDaniel, Director of New Hanover County Parks, Gardens and Senior Resources, and Tara Duckworth, Parks Manager for New Hanover County.

Commissioner Swearingen suggested that everyone at the meeting introduce themselves. All of the members of the Kure Beach Community Center Committee were present. Chairman Gabby Kraus from the Parks & Recreation Advisory Board was present along with two former members of the board.

Mayor Lambeth gave an overview of the Kure Beach Community Center, stating it had been there for a long time, first being built as the Town Hall and Police Department. He asked the committees to share which activities they handle and requested that Commissioner Swearingen write these items on the note pad for all to see.

The Community Center Committee listed its tasks and activities as follows:

- Maintain the activities of the Kure Beach Community Center
- Line Dancing classes on Thursdays



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- Aerobics on Tuesdays
- Aikido classes two days a week
- Community dances
- An annual barbecue
- Community Spirit Awards Banquet
- Schedule rentals of the Community Center

The Parks and Recreation Advisory Board listed the activities which require use of the Community Center:

- Zumba exercise classes on Mondays
- Watercolor classes on Wednesdays
- Children's Dance on Wednesdays

Mayor Lambeth asked Mr. McDaniel if he had a list of classes for the New Hanover County Senior Center, whether or not they charged for classes and, if so, what their rate schedule was.

Mr. McDaniel said that he didn't bring that information, but that all of the classes held at the Town's community center were also done at their senior center. He will send that information to the Mayor. Points he made were:

- They charge more to reserve the center for evening hour classes because they have to specially staff it.
- The instructors collect their own fees which range differently.
- They have 1,100 registered volunteers at the senior center.

Commissioner Swearingen asked if the instructors get to keep the fees they collect or do they give the county a percentage of it.

Mr. McDaniel said, they work on an honor system and can keep their fees, but they always give a contribution to the center.

Commissioner Swearingen asked about their budget.

Mr. McDaniel said that they worked through the Home and Community Care Block Grant and also that the county had to provide a match to those dollars. Operationally, they receive \$1.2 million from State funds and another \$1 million from Federal funds. These and other funds support the vast range of facilities, programs and operational costs. He listed and explained their programs and events and how they are handled.



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Community Center Committee member, Jeannie Gordon, explained that the Community Center is a function of the Town of Kure Beach. The committee is given a budget that shows what the center must earn as well as what deficits will be absorbed by the Town. She asked if his department had to go out and get their own funds for their budget.

Mr. McDaniel explained that about 2/3 of their income is from earned income and 1/3 is from endowments. Also, he explained how his department is flexible on its fee structure. For example, they usually don't charge for children's programs as opposed to adult programs.

Mayor Lambeth asked how many interns he had.

Mr. McDaniel responded that they had no interns. Ms. Duckworth said they have one that is coming.

Discussion ensued regarding the County's Castle Hayne facility, which is a rental-only facility and is about the same size and structure as the Town's community center. Points made were:

- They run the center strictly on fees that are received.
- The fees are based on market pricing.
- A 4-hour block of rental time costs \$250, plus deposit.
- The kitchen is just like the Kure Beach Community Center in that it does not meet health department criteria.

Commissioner Swearingen asked if they charged a different rental rate for non-profits.

Mr. McDaniel said there was no difference in rental rates for non-profit groups. He warned to be careful about booking too many non-profits because it could be draining on the center's profits.

Mayor Lambeth asked Finance Officer Copenhaver how much it cost, per day, to run the Town's community center.

Finance Officer Copenhaver stated that it costs approximately \$23 per day, and Mr. McDaniel said it was about the same for the Castle Hayne facility.

Mayor Lambeth gave credit to the members of the Community Center Committee for making it look nice. The committee either did the work themselves or they brainstormed and came up with the ideas on how to improve it.



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Community Center Committee member Pam Bramhall said that the recreational instructors who use the center collect their own fees and only pay 10% to the Town for use of the center, which was hardly enough to cover the cost. She asked if the county's recreation program had the same problems.

Mr. McDaniel said it has happened to them, as well. When people charge a lot for their classes and don't give much back, that is taking advantage of the facility. They expect a comparable donation from their instructors for use of their facilities. If they are tight-fisted, then they don't get a good time block. He said sports groups are his worst offenders.

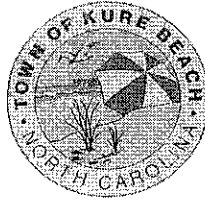
Ms. Duckworth said that some of their instructors are on county payroll and don't collect individual fees. She said that they always require a Certificate of Liability Insurance from their instructors before they can teach a class.

Mayor Lambeth told the group that Ms. Duckworth was a good resource for musical acts and artists that the Town would need for future events.

Commissioner Swearingen said she'd like to see a good headliner for the Town's 65th Anniversary, when there will be a ribbon cutting for the Ocean Front Park during the Annual Street Festival. She doesn't think the Town's volunteers would have the time or expertise to go out and get huge amounts of financial support. We need somebody who can do all of this work with the help of all the people here.

Mr. McDaniel said they don't go around knocking on doors for support. They bring people in who are well known in the community to encourage others to help with manual labor, donations, sponsorship, patronage of events, etc. He said that Janine Powell, Director of Donor Relations for New Hanover County, would come down and talk with any committee to help them on their way to getting sponsorship or to book big name entertainment.

Commissioner Swearingen asked for Mr. McDaniel's advice on how to handle a situation like the Town's where there is no money to pay someone to coordinate the parks, facilities and recreation classes. The Town would like to schedule events in the Ocean Front Park, in addition to having sports tournaments and other activities. She said, if we give this to the Kure Beach Community Center Committee to handle, they would all resign, as well as the Parks and Recreation Board. How do we coordinate all of these things; who do we get to handle them?



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Mr. McDaniel said, with all of the things you want, you'll overwhelm an intern and your volunteer base, which is the last thing you want to do. He suggested looking for a company who would underwrite the position of a recreation coordinator for the Town. He also advised that the Town go slow and try not to do everything at once. You need to grow your events and activities slowly so that they won't fail. The first impressions of an event can make or break the future of a successful endeavor. He suggested contacting Katie Ryan for pointers. She is the Parks & Recreation Program Supervisor for the Town of Wrightsville Beach.

Commissioner Swearingen said the need is crucial to put together a strategic plan which would include those things we have to do and those things we want to do.

Mr. McDaniel said, that's where you can pick our brain. We can help you.

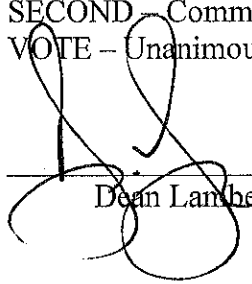
Mayor Lambeth asked each committee to give him a priority list of things that need to be looked at by Council. He asked members of the Community Center Committee to take Mr. McDaniel on a tour of the community center facility to see if he had any suggestions or comments on how to update or improve it.

ADJOURNMENT

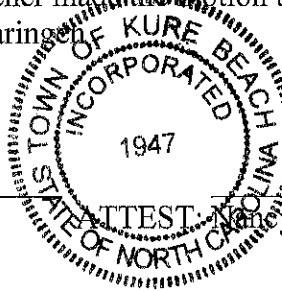
MOTION – Mayor Pro Tem Keener made the motion to adjourn at 5:21 pm

SECOND – Commissioner Swearingen

VOTE – Unanimous



Dean Lambeth, Mayor



ATTEST: 
Nancy Hewitt, Deputy Town Clerk

NOTE: These are action minutes reflecting items considered and actions taken by Council. These minutes are not a transcript of the meeting. Persons wishing to hear the recording of this meeting may request to do so by contacting the Town Clerk