



**Advisory Board Minutes
August 9, 2021 @ 6:00 p.m.
Davie County Community Park and MT Teams**

Invocation: Paul Moore

Members present: (In-Person): Caroline Moser, (MS Teams): Chris Branham, Shannon Moore, Drew Ridenhour and Ali Hartman.

Members absent: Greg Barnette, Steven Corriher, Ben Love, Michael Jaycocks, and Cammie Webb. Ex-officio Mark Jones and James Blakely

Staff Present: Paul Moore

Announcements: Paul Moore

- DCRP family grows by two as Whitney Fitzsimons introduced twin girls into the world on Friday, August 6. Charlotte – 7lbs, 11oz and 21 inches. Elaine – 5lbs, 7oz and 19 inches.
- The Great Bullhole Duck Race is Saturday August 14 from 11a-2p and RiverPark. Paul has duck tickets available.

Consent Agenda: Shannon Moore made the motion to accept the consent agenda including minutes and staff reports, and 2nd by Drew Ridenhour. Vote 5-0 motion carries.

Old Business: None

New Business:

- 1) Board volunteers – Summer Concert August 14 – Paul Moore encouraged advisory board to volunteer for concert. Three time slots available: 3-5p set-up, 6-9p booth-public advocacy-empty full cans, and 9-11p clean-up and re-stage. DCRP will have one more concert and other events throughout the fall/winter.
- 2) Form subcommittees (recruitment/retention and grants). Paul Moore opened the floor for members to volunteer for subcommittees.
 - a. Caroline Moser and Chris Branham volunteered for the Grants subcommittee.
 - b. Ali Hartman and Shannon Moore volunteered for the Recruitment/Retention subcommittee.
 - c. Paul Moore will email full board to request an additional member for each subcommittee.
- 3) NCACC Award – Paul Moore announced that DCRP was being awarded a 2021 LGFCU Excellence in Innovation Award for the 2020 Mobile REcess program. A video of the program was shown to the board and will be aired at the NCACC conference in Wilmington on Friday, August 13th. The award also comes with \$1,000 which will be used to purchased additional equipment for our new Mobile Rec vehicle and complete some paint work on the vehicle bumpers. Paul praised the team for their hard work and dedication in developing the mobile

rec program which has grown significantly this summer. Lana Mitchell, Program Leader is doing an outstanding job with mobile rec and our new enrichment programs.

- a. Board members collectively congratulated the team for great work.
- 4) Staffing update – Paul Moore announced that the Customer Care Administrator position is in final stages of hiring process. Aiden Trier has resigned as he prepares for freshman year at Appalachian State. Izzy Humphries was promoted from temporary to permanent part-time Recreation Specialist. Renee Galliher returned August 4 from knee replacement. Mercedes Furr will return on August 14th from her full-time internship with WFBMC.
- 5) Year-end outcomes – Paul Moore presented department performances measures. DCRP bounced back from FY2020 with 20.43% cost recovery in FY2021. While revenue goals only reached 76.2% our expenditures only reached 75.5%; thus in totality washes the shortfall. This is a huge success given COVID-19 forced cancellations (revenue streams) of youth basketball league, adult basketball and softball, youth lacrosse league, Halloween Spooktacular, Daddy-Daughter Dance, restricted splashpad capacity, nine (9) fee based programs, major park grand opening, indoor rentals and outdoor stadium rentals (July-Dec). Eighty-four percent (84%) of department strategic performance metrics were met (11 of 13). DCRP found multiple ways to counteract the barriers of COVID-19 restrictions and think outside the box. New programs and events were created to the delight of our community.
- 6) Stadium re-brand | re-naming – Paul Moore announced that re-branding efforts are underway with new painting of concession stands, restrooms, stadium seating valence, and press box. The “War Eagle Stadium” lighted sign was removed. The County has two potential options to create revenue; a) by auctioning the sign or b) if high school booster opt-in, could sell raffle tickets, which may produce revenue for the boosters and for the County. With either option, revenue would then be used for additional stadium projects. Paul Moore opened the floor for any discussion of the options.
 - a. Board Consensus to choose school booster raffle if they choose to opt-in.
- 7) CIP/CO priority metrics – Paul Moore presented two spreadsheet matrix options to prioritize all future capital improvement projects and capital outlay projects. Prioritization one is a fine detailed, higher scoring matrix whereas Prioritization two is a broader, low scoring matrix.
 - a. Chris Branham made a motion to allow the full Advisory Board to use Prioritization two spreadsheet to prioritize our capital improvement and capital outlay projects; and to develop a two-member subcommittee to work with department staff to use Prioritization one spreadsheet to fully vet all projects for optimal prioritization. Motion 2nd by Caroline Moser. Motion carries 5-0.

Miscellaneous

- 1) September meeting adjustment. Board discussed adjustment of meeting due to chamber golf tournament on same date and scheduled meeting.
 - a. Chris Branham made a motion to move September board meeting to Wednesday, September 15 at 5:00 p.m. Motion 2nd by Shannon Moore. Motion carries 5-0

Adjournment: Caroline Moser made a motion to adjourn and 2nd by Drew Ridenhour. Motion carries 5-0. Adjourned at 6:02 p.m.