



OAK RIDGE PARKS & RECREATION ADVISORY BOARD MEETING⁹
NOVEMBER 16, 2023 – 6:30 P.M.
(Held in person & electronically via the Zoom platform)

MINUTES

Members Present

John Garrett, Co-Chair
John Browning, Co-Chair
Phyllis Anders
Kyle Anders
Adrian Eckenrod
Mike Kimel
Randy Collins

Staff Present

Terry Lannon, Parks & Recreation Director
Ashley Royal, Deputy Town Clerk

Members Absent

Chelsea Young, alternate
Phyllis Clodfelter, alternate

Reese Bell, Teen Advisor

Note: This meeting was conducted remotely under N. C. Gen. Stat. § 166A-19.24 by use of simultaneous communication using the Zoom online platform and in which Parks & Recreation Advisory Board members participated by simultaneous communication. Board members joined and participated in the entire meeting, unless otherwise noted.

1. CALL TO ORDER

Co-Chair John Garrett called the meeting to order at 6:33 p.m.

2. APPROVE AGENDA

Adrian Eckenrod made a motion to approve the agenda, and Kyle Anders seconded. The motion was passed unanimously (7-0).

3. APPROVAL OF MEETING MINUTES

Randy Collins made a motion to approve the minutes from the October 19, 2023, regular meeting, and Adrian Eckenrod seconded. The motion was passed unanimously (7-0).

4. STAFF REPORT

- Lannon noted that a discussion of the Park's security system would be on the Advisory Board's December meeting agenda. He pointed out that the system would start as a basic plan that would be buildable.
- Lannon reported on the status of Heritage Farm Park stating that the inclusive playground equipment would be delivered the next day and installed in December. Additionally, he noted that the athletic light poles would be drilled on November 27, the well house would be installed in January 2024, the septic and water systems in the McCandless garage would be brought up to date, construction of sidewalk shoulders was underway, an eight-gallon pump had been ordered, and most of the

flatwork had been completed. Lannon relayed Bar Construction Company's confidence that their work would be completed in February 2024.

5. ORYA REPORT

- Collins announced that he had obtained Town Council's approval to replace Kelly Riddle as the ORYA Liaison on the Advisory Board.
- Collins emphasized his commitment to advance communication between ORYA and the Town and to support a productive partnership. He shared the suggestion made by ORYA president Tom Collins to install permanent signage at the park displaying the partnership between ORYA and the Town.
- Collins asked for feedback on the type of content to deliver in his ORYA report to the Advisory Board in future meetings. Responses included operational issues, ORYA financial status, enrollment statistics, notification of new sports added to the ORYA program, communication of ORYA special events and ORYA Teen Leadership activities.

6. OLD BUSINESS

A. Consideration/Approval of 2024 Oak Ridge Youth Association's Usage Agreement

Garrett noted that discussion of the usage agreement had transpired over the last four months giving the Board ample data to proceed with rendering a recommendation to Council.

Collins recommended deleting number 4 (d) II on page four from the draft agreement about promotional and marketing media, specifically the requirement for quarterly ads in the Northwest Observer with ORYA. He suggested replacing these ads with a standard media tagline promoting the Town's support of ORYA and including it along with the Town seal in existing ORYA marketing materials. He recommended that the committee work to develop a standard tagline and that this tagline and Town seal appear in materials such as the ORYA website, social media pages, direct emails, sports registration forms, promotions of ORYA special events and Teen Leadership activities. Deputy Clerk Ashley Royal encouraged specific wording defining the use of the tagline and Town seal be included in the Usage Agreement.

Lengthy discussion ensued over the consideration of the non-resident surcharge, which at present is a charge of \$8 per non-resident player per season. The dialogue involved the consideration of an increase in the per player per season charge to \$12 or \$15, replacing the per non-resident player surcharge with a \$32 per family per season charge or a comprehensive flat fee to be determined. It was pointed out that the non-resident fee collected assisted in offsetting the continually rising costs of operating and maintaining the park grounds being used by the ORYA and that the rate had not changed since it was established in 2007. The discussion culminated in the Advisory Board recommending \$10 per non-resident player per season be charged based on the approximated enrollment total of non-resident players for 2023. The Advisory Board deemed that the fee could be drawn from the unchanged \$30,000 stipend allotted to ORYA from the Town.

Adrian Eckenrod made a motion to recommend to Town Council that the 2024 Oak Ridge Youth Association Usage Agreement be approved with the following changes:

- *Page 4, Section II – Town will receive distinct acknowledgement from ORYA in their promotional and marketing media with checkpoints done monthly by Town Staff and ORYA’s P&R Advisory Board liaison.*
- *Page 4, Section II – Northwest Observer Ads – One ad per quarter using ORYA’s existing ad agreement highlighting the partnership with the Town and ORYA that will include the tagline and the Town seal if the ad is big enough.*
- *Page 9, #13 – Non-Resident Surcharge – ORYA will pay the Town \$12,000 out of their annual stipend to pay for the non-resident player fees with the specifics of the accounting to be reviewed by the Parks & Recreation Director.*

John Browning seconded the motion, and it was passed unanimously (7-0).

B. Update on Farmhouse Community Center

Lannon reported that demolition was underway at the Farmhouse Community Center. Phyllis Anders added that a pre-construction meeting had been scheduled for November 17. Lannon noted that Bar Construction Company indicated that the project was on schedule to be completed by July 2024.

C. Update on 2023 and 2024 Music in the Park Series

Deputy Town Clerk Royal reported that three bands had been contracted for the 2024 series and three more remained to be secured. Collins indicated that Smith Marketing Group had agreed to be a platinum level sponsor in 2024. Royal noted that Caroline Ruch would be assisting with soliciting additional new sponsors and that she had submitted an application to be an alternate on the Advisory Board. Royal commented that Kelly Riddle also applied for the alternate position.

7. OTHER DISCUSSIONS/ANNOUNCEMENTS/REMINDERS

Next regular meeting:	December 14, 2023
Light Up the Night	December 2, 2023

9. PUBLIC COMMENTS

None.

10. ADJOURNMENT

Kyle Anders made a motion to adjourn the meeting at 8:33 p.m., and Adrian Eckenrod seconded. The motion was passed unanimously (7-0).

Respectfully submitted:

Ashley Royal, CMC
Deputy Clerk

John Garrett
Co-Chair