

VILLAGE OF WESLEY CHAPEL
MINUTES OF THE PARKS AND RECREATION PARKS COMMITTEE
February 23, 2009

The Parks and Recreation Committee of the Village of Wesley Chapel, North Carolina, met at
the Wesley Chapel United Methodist Church.

MEMBERS PRESENT: Council Member Sondra Bradford, Julie Brown, Mike Giaimo, Marnie
Holland, John Lepke, and Pat Utley

1. PRESENTATION BY THE CATAWBA LANDS CONSERVANCY (7:00) pm
 - The Catawba Lands Conservancy gave a high level overview of their organization. They also discussed the financial benefits of donating a conservation easement, how their agency assists local government and citizens, and new and completed projects by Catawba Land Conservancy.
 - For a detailed account of this meeting please refer to Cheryl Bennett's notes for the Village of Wesley Chapel's Planning Board and Parks and Rec meeting on February 23, 2009.

2. ADDITIONS, DELETIONS, AND / OR ADOPTION OF AGENDA(8:30 pm)
 - Added 2B, resignation of Park and Rec committee member.
 - Added 2C, discussion of changing the date and time of the Park and Rec meeting.
 - Discussed Item 2B. Scott Ives had to resign because his work load at Bank of America has increased due to the staff reductions and he is unable to commit time to the committee.
 - Discussed Item 2C. The monthly Parks and Rec meeting will now be on the 3rd Monday of each month and will start at 7:00 pm. The meeting will be held at Wesley Chapel Town Hall.

3. APPROVE MINUTES FROM DECEMBER 4, 2008 AND JANUARY 26, 2009
 - The minutes were approved.
 - Julie Brown and Sondra Bradford signed the minutes. An electronic and hard copy will be sent to Cheryl Bennett.

4. DISCUSS INFORMATION RECEIVED FROM CATAWBA LANDS CONSERVANCY
 - The committee members felt the meeting was helpful. It educated members on how the conservancy could be used as a resource for future Wesley Chapel Park and Recreation initiatives. It also educated committee members on the financial benefits of donating a conservation easement.

- John Lepke suggested we talk with the Catawba Lands Conservancy once the committee is clear on their intentions.
- Sondra Bradford stated that if we have ideas on how we can partner with other groups (for example, partnering with local schools) it is okay for committee members to explore these ideas with potential partners. However, we must make it clear to the potential partner that we as committee members do not have authority to actually establish the partnerships.

5. RECEIVE INFORMATION JOHN LEPKE RE: ALBEMARLE PARKS & REC TRAINING CLASS

- John Lepke felt the meeting was very inspirational but not very educational.
- Lindsey Dunevant has a lot of experience in the field.
- Indian Trail is paying \$30,000 for their Park and Rec consultant.
- Julie Brown was wondering what the UNC staff that worked on the Wesley Chapel Master Plan would charge for their services since some of the leg work had already been done with the Master Plan.
- John Lepke stressed that the demographics play a crucial role in implementing Parks and Recreations. The survey has to be completed by a certain percentage of each demographic group.
- Members discussed several ideas to ensure adequate response to the survey such as:
 - Hand out surveys at Harris Teeter and Target on the weekend.
 - Offer an incentive to fill out the survey. For example, raffle of a Wii, Flat Screen TV or Target gift certificate. (The Park and Recreation committee does not have a budget to support this).
 - Maybe we could get businesses like Target to donate gifts for the raffle.
- John Lepke mentioned that Lindsey Dunevant stated that it is important for the Wesley Chapel Parks and Recreation committee to stay in touch with Indian Trail, Waxhaw and other surrounding communities. This will prevent us from duplicating services and facilities available in other neighboring communities. This could also create opportunities to partner with other communities.
- Julie Brown stated that Wesley Chapel will need to be part of the Carolina Thread Trail in order to connect Mineral Springs and Indian Trail.
- John Lepke stated the purpose of Lindsey Dunevant's Albermale Park and Rec Training class was to motivate Park and Rec committee members and also provided an opportunity for Lindsey to market his services.
- Members also mentioned that Weddington and Waxhaw are starting their Parks and Rec committees. Although this gives us opportunities for partnerships Wesley Chapel will now have to compete against these cities for grants.
- Julie Brown stated that a lot of the communities in Union County are motivated to create a vision for their community. Citizens are getting involved because it is the only way to get things done.
- Sondra Bradford is taking Lepke's data on population growth from the schools and incorporating it into her Park and Rec presentation.

- Members mentioned that the key to the survey is to have the demographic ranges match the school data to make it more relevant.

6. UPDATE FROM MEMBERS ON STATUS OF PARKS & RECREATION PLAN CONTENT, ASSIGN OUTSTANDING TASKS

- Sondra Bradford updated the committee on Wesley Chapel partnering with the public schools. She was told by the schools that the general public is not allowed to use the property unless there is an agreement. This agreement would include a financial obligation. A partnership would need to be established with each school.
- Julie Brown is exploring partnering with private schools, Health and Wellness centers and other private organizations within the community.
- Mike Giaimo is writing a section for the presentation discussing the history of the formation of the Parks and Recreation committee. Julie Brown stated the 10 year anniversary section of the Master Plan is a good reference for this section.
- Pat Utley was assigned to write a section based on the Greenway maps.
- Members need to take scenic pictures of Wesley Chapel and neighboring parks for the slide presentation.
- The introduction will include the following:
 - History of Wesley Chapel
 - Inventory Analysis
 - Survey
 - Gap Analysis
- Sondra Bradford stated it would be nice to have some of the presentation available for the Wesley Chapel Advance that will be held in April. This is a two day retreat to meet and get feedback with people from the community. This would be an opportunity to hand out surveys.
- A committee member suggested using the Boy Scouts to hand out surveys.
- Committee members discussed that any Union County event or meeting would be a great opportunity to hand out surveys such as the Harris Teeter Easter festival.

7. REVIEW SURVEY FORMAT AND DATA COLLECTED BY JOHN LEPKE

- John Lepke had completed a draft of the survey. John has an older version of this software which does not include the ability to scan completed surveys as a means for data input. The data will need to be manually keyed.
- The members had the following ideas for distributing the survey:
 - Print it with a pre-paid stamp and mail it.
 - Put it on the Wesley Chapel internet where the survey could be downloaded and completed by residents. The survey would also include the pre-paid stamp.
 - Have each HOA put the document on the HOA website so residents can download, print and mail it.
 - Put it on the Village Scribe On-line
 - Hand it out at the Harris Teeter Easter Egg Hunt. We would need to get permission from Harris Teeter.
- John Lepke had some additional thoughts regarding the survey:
 - Should the survey have colors? Some members felt it was not necessary to have colored sections. This could be costly. One suggestion was to print the survey on color paper.
 - What type of graphs should be produced from the survey? John Lepke provided members with various examples including graphs by age and sex.
 - How do we want to break down the demographics?
 - What should be the content of the survey? Committee members felt the content was good. Marnie Holland will e-mail John her feedback.
 - How should we address Greenways? Committee members felt people in the community are hesitant to develop Greenways. One member suggested using the term “pedestrian connectivity” to reduce the fear associated with the “Greenway”. Since the committee feels the first phase of the Park and Rec committee is to establish a plan for a park the Greenway section should be omitted from the survey. The community will need to be educated on Greenways before we can survey them. Also, if the Park and Rec committee is able to establish credibility by creating a park the community may be more interested in developing Greenways.
 - The most powerful questions in the survey are how strongly do you agree or disagree.
 - Do we want to weight the survey response for tax payers versus non tax payers?
 - John Lepke had a small number of people complete the survey to test it and he was surprised by the following:
 - People are not interested in developing Greenways. They feel Greenways increase crime and reduce the privacy of their neighborhoods.
 - There was a strong interest in amphitheatre.

- Here are some additional thoughts regarding the survey by committee members:
 - Do we need to look at the aging out process? Will the survey results be the same 10 years later as the population ages. John Lepke looked at the data of the schools and they are predicting growth in the younger population.
 - Need to be aware of parks being developed in surrounding communities so we do not duplicate the features and services in Wesley Chapel's park. This could reduce the impact of the park to the Wesley Chapel community.

8. NEXT STEPS

- Member will continue to work on their assignment.

9. ADJOURNMENT

The meeting was adjourned at 9:38 pm.

Respectfully submitted,

Marnie F. S. Holland
Acting Secretary for the Committee

Sondra Bradford
Village Council Member