



**GREENSBORO PARKS AND RECREATION COMMISSION MEETING**  
**Wednesday, February 10, 2021 – 5 pm**

**COMMISSION MEMBERS PRESENT**

Chair Kim Alexander-Henderson, Vice Chair Jeff Smith, Marsha Glazman, Cheskesha Cunningham-Dockery, Susan Henshall, Blake Odum, Emily Linden

**STAFF PRESENT**

Nasha McCray, Charles Jackson, Ron McMillan, Shawna Tillery, Haley Wilson, Ayana Kouako, Jennifer Hance, Chamreece Diggs, Will Lennon, Kim Porter, Mel Melton, Austin Homan, Elizabeth Jernigan, Vonda Martin, Carla Hoover

**OTHERS PRESENT**

Lee Mortensen, Executive Director, Greensboro Farmers Market, Inc; Angie Blomer, Assistant Manager, Greensboro Farmers Market, Inc; Jordan Bailey, Greensboro Farmers Market Board Chair

**WELCOME**

The regular meeting of the Greensboro Parks and Recreation Commission was held virtually. Commission Chair Kim Alexander-Henderson called the meeting to order at 5:05 pm.

Nasha McCray, Director, welcomed the Commission and attendees to the meeting.

**CONSENT ITEMS**

Approval of Minutes from the February Commission Meeting- Commissioner Glazman made a motion to approve the February 2021 meeting minutes and Commissioner Linden seconded. Motion unanimously approved.

**RECOGNITIONS**

- A. New Hire Recognition- Charles Jackson, Community Recreation Services Division Manager, recognized Will Lennon on his promotion to Supervisor of Glenwood Community Recreation Center. Will has worked the past eighteen years at Glenwood Community Recreation Center working in various capacities such as serving two terms as Interim Center Supervisor, Office Assistant, Afterschool, volunteer coach, and Summer Camp Director.
- B. Staff Recognition- Charles Jackson, Community Recreation Services Division Manager, recognized Ayana Kouakou, Recreation Center Supervisor at Lewis Community Recreation Center on receiving her Certified Parks and Recreation Professional (CPRP)

certification. Nasha McCray, Director, recognized the following Parks and Recreation staff that won Second Place for Impact in the City's 2020 Employee Innovation Awards: Assistant Athletic Director Phil Hardin, Facility Coordinator Chamreece Diggs, and Athletics Superintendent Austin Homan. This team won for the R.E.D. (Recreation, Education, and Development) Zone Football league, a joint Greensboro-High Point program which ensures local families could continue to have an affordable football program that provides more opportunities for all kids to play. Congrats to these staffers, and everyone who makes R.E.D. Zone an amazing program! Parks and Rec staff also received an Honorable Mention at the Employee Innovation Awards for Discover Greensboro, Virtual Programs, and GSO: Summer Online. Jennifer Hance, Elyse Tishuk, Michael Romano, and Shelli Scott were all recognized for their efforts.

### **STAFF REPORTS**

- A. Lee Mortensen, Executive Director, Greensboro Farmers Market, Inc. presented Greensboro Farmers Market Inc.'s annual report. As a condition of its contract with the City, Greensboro Farmers Market, Inc., the contracted operator of the Greensboro Farmers' Curb Market, is obligated to provide an annual report to the Parks and Recreation Commission describing the prior year's market usage, diversity of vendors, summary of customer satisfaction surveys, education programs, new vendors, and financial statements. Due to COVID-19, the Market had to be inventive in ways that they have served the community by offering changes in vendor status from annual to daily and vendors changing distribution models to home deliveries, etc. The Market stayed on top of the need for PPP supplies, and created an online market store, which reduced customer foot traffic as consumers changed their shopping habits.
- B. Shawna Tillery, Planning and Project Development Division Manager, Vonda Martin, Park Planner, and Elizabeth Jernigan, Trails Planner provided an overview of master plans, projects under design, construction and completion, coming soon projects, property management and grants. Many of these projects are the result of bond funding and the overview provided information on the development of community parks, regional parks, facility upgrades and trails. Completed projects of note: Keeley Park Phase II, Barber Park Maintenance Building, Gateway Gardens Visitor Center, Ken Free Basketball Courts, Hester Park Fields, and Trotter Active Adult Center.
- C. Charles Jackson, Community Recreation Services Division Manager gave a staff report on a donation of a mobile trailer and mountain bikes from the Piedmont Fat Tire Society (PFTS) to further the efforts of growing the sport of mountain biking in the City. The Mobile Mountain Biking program will also ensure equitability among the sport in the community. Participants will not need to invest in the equipment needed to participate in mountain biking and will be able to experience what the sport entails. Through this innovative program, the Department will enhance the trail system, expand programming and partnerships, and continue to connect the community through recreation, all while showcasing what Greensboro has to offer.

## **OLD BUSINESS**

None

## **NEW BUSINESS**

- A. Austin Homan, Athletics Superintendent, presented a proposal for outdoor pickleball court reservation fees. Due to the number of inquiries to host pickleball tournaments and events, the department proposed the following pickleball court reservation fees be established: \$10/court/hour, \$200/facility/all day. With the growing popularity of pickleball, as well as the number of requests received to host tournaments, annual revenue generated is forecasted to be \$1,000 in the first year.

Commissioner Cunningham Dockery asked if the fees would begin immediately after the approval of Commission. Homan answered that yes, fees would start on the approval of the Parks and Recreation Commission.

Commissioner Smith asked for clarification on how reservations can be made and if someone makes a reservation how do they prove it incase questions arise with other players who want to use the courts at the same time. Homan answered that reservations would happen through RecTrac, the department's reservation software and that the person who reserved the courts would need to have their confirmation receipt with them when they arrive to the courts.

Commissioner Henshall stated that pickleball is a community event and that players use it as a way to socialize and that people invite others to play while out on the courts on a whim. Henshall hopes that by implementing reservations, the sense of community doesn't get lost. Homan responded that the reservation fees are more for the use of putting on pickleball tournaments and doesn't see if effecting casual play. Henshall suggested that making the court reservations visible by posting a sign on the courts or on the Parks and Recreation website to help manage play time and expectations.

Commissioner Cunningham-Dockery made a motion to approve the pickleball fees, Commissioner Smith seconded. All Commissioners voted in favor.

## **DIRECTOR'S REPORT**

- Nasha McCray, Director, gave an update on past and upcoming programs, two of note: January's 21 for 21 Winter Workout Challenge had over 550 people register to participate to walk, run, bike, paddle at least 21 miles in the month of January 2021. People moved 10,550 miles. An exciting new activity, Park Passport, is launching in February. Passport signs will be placed in 20 locations this week. Individuals can

download or pickup a hard copy at Parks and Recreation Headquarters of the passport. Residents are encouraged to go to 20 different locations throughout Greensboro's park system. They will find the word to fill in the poem (in English and Spanish) and have the year to complete and turn in for a P&R prize. Next year, there will be 20 different locations.

### **COMMISSIONER'S COMMENTS**

Smith: Always enjoys when Planning and Project Development shares their annual projects report and appreciates all the hard work that goes into it

Glazman: Even after four years on the Commission, it is still just as exciting to see what all the Parks and Recreation Department continues to accomplish

Henshall: Learned so much about Parks and Recreation and thanked the Planning and Project Development team on a great presentation.

Linden: Complimented Keeley Park and Parks staff

Odum: Pleasure to hear all of the exciting developments that are underway for Parks and Recreation. Gave a shout out to Greensboro Beautiful for helping with a project for Vandalia Elementary school. Thanked Director McCray for being a woman of color leading the department.

Cunningham,-Dockery: Appreciated learning about the Farmers Market and stated that it was a very informational Commission meeting

Alexander-Henderson: Echoes the Commissioner's comments and thanked staff for all their hard work

With no further business, Commission Chair Alexander-Henderson adjourned the meeting at 6:44 pm.

Respectfully Submitted,  
Haley Wilson, Executive Assistant  
Greensboro Parks and Recreation Department