



**COMMUNITY DEVELOPMENT COMMITTEE
(Virtual Meeting)**

Chaired by Mayor Pro Tem Chris Williams

Members: Williams, Hudson, Jefferson, and Johnson

August 4, 2020 – 4:00 p.m.

3rd Floor, Council Chambers

As part of the city of High Point's COVID-19 mitigation efforts, in-person attendance was not allowed at this meeting. Instead, the meeting was live-streamed, and the public was provided a link to listen to the meeting as it was being live-streamed.

www.HighPointNC.gov/VirtualPublicMeeting

CALL TO ORDER (Virtual Roll Call)

Chairman Chris Williams called the meeting to order at 4:03 p.m. Following a virtual roll call, the following attendance by Committee Members was duly noted.

Physically

Present (4): Chairman Chris Williams, Committee Member Cyril Jefferson, Committee Member Wesley Hudson, and Committee Member Tyrone Johnson

Staff Present:

Randy McCaslin, Interim City Manager; Eric Olmedo, Assistant City Manager; Greg Ferguson, Assistant City Manager; Mike McNair, Director of Community Development & Housing; Lee Tillery, Parks and Recreation Director; Tracy Pegram, Parks and Recreation Assistant Director; Lisa Vierling, City Clerk; and Mary S. Brooks, Deputy City Clerk

Staff Participating Remotely:

JoAnne, Carlyle, City Attorney; Michelle McNair, Community Resource Manager; Thanena Wilson, Assistant Director of Community Development & Housing

Also Participating Remotely:

Reverend Joe Blosser, Ph.D., Co-Chair of the High Point Schools Partnerships

The following documents associated with the presentations, are hereby attached as a permanent part of these proceedings:

1. *Power Point Presentation- Morehead Recreation Center*

PRESENTATION OF ITEMS**Request from High Point Schools Partnership- Outcome of Recent Forum Held with Top GCS Staff on GCS Schooling Options**

Rev. Joe Blosser, Ph.D., Co-Chair of the High Point Schools Partnerships, extended greetings; and spoke to three requests/recommendations to be considered from the City of High Point as follows:

- 1. Request Wi-Fi for students citywide. Said that Guilford County Schools were scheduled to be remote for the first nine weeks of school; also there would be students who will be enrolled online all year; recommended installing Wi-Fi on school buses and deploying them to hot spots; offering Wi-Fi in the downtown area; city facilities; and provide a map of Wi-Fi locations to inform families.*

Greg Ferguson, Assistant City Manager, said the city was currently working on efforts to do citywide Wi-Fi that would be completed over the next couple days.

- 2. Mentioned the City of Greensboro was using their public transportation to assist high school students travel to Guilford Technical Community College (GTCC) campuses that were still holding in person classes; and requested that the City of High Point create pick up spots, as well, to GTCC's High Point and Jamestown campuses.*

Mr. Ferguson spoke to meeting with the Transit System on this matter; said the public transit for High Point was currently fare free; transit system included routes to GTCC campuses; and spoke to revisiting the fare free rate system again due to any changes.

Chairman Williams inquired on route changes to accommodate students. Interim City Manager McCaslin replied that it was improbable to make wholesale route changes; said there were transit bus routes to the GTCC campuses; and spoke to helping accommodate students.

Committee Member Jefferson inquired on bus stop access for students. Rev. Blosser replied that accessing bus stops was not an issue; spoke to assuring the transit buses arrival times accommodated with the students' schedules; and to publicizing and communicating with families making them aware of transportation options.

Chairman Williams spoke to staff using the city's social media to publicize to the public.

- 3. Requested the use of city facilities for after school programs; said it would allow parents to attend places of employment; said it would be essential for the community; and invited staff and council to attend a meeting that would be held tomorrow with the High Point School Partnership, as well as other community organizations, to discuss the needs of the community.*

Chairman Williams advised that staff and the Legal Department would further discuss these requests and recommendations; and thanked Rev. Blosser for his time and efforts; and said he was looking forward to their partnerships.

Discussion- Morehead Recreation Center

Lee Tillery, Parks and Recreation Director, extended greetings; recognized Tracy Pegram, Parks and Recreation Assistant Director, who was in attendance; and shared a PowerPoint Presentation on the Morehead Recreation Center. Mr. Tillery provided the history and facts on the Parks & Recreation Department; said the first city park opened up in 1926, and is now called Triangle Park; gave an overview of the departments that included the number of employees, number of annual visitors, etc...and spoke to the mission statement (High Point Parks & Recreation enhances quality of life by providing opportunities through innovative programs, parks, and facilities for present and future generations); provided a breakdown of facilities within the department, such as golf courses and recreation centers; outlined the 2020-2021 Annual Budget and expenses; spoke to partners, sponsors, and donations; said their partners provided great services; spoke to the continuing relationship with Guilford County Schools; discussed the department's organization that included four divisions (Administration, Parks, Special Facilities, and Recreation Divisions); and said the Special Facilities division offer special events such as the Special Olympics.

Discussion took place regarding the different types of special events provided by the Parks and Recreation Department.

Mr. Tillery continued discussion regarding the Morehead Recreation Center various programs offered to the community; the rental services provided for events such as parties, reunions, and classes; said the Market Authority used the center twice a year which generated revenue; and spoke to other partners and community groups that rented their facilities. Mr. Tillery outlined the Master Comprehensive Master Plan; said it would cover a ten-year period with actions and implementations; highlighted the 5 categories in the action items that included: (Parkland, Facilities, Recreations, Operations and Maintenance, and Finance); spoke to the recreation's vision and discussed the four goals that would establish sustainable core program areas that supported the recreation needs; discussed the core program areas; the number of programs offered for each program for FY 19-20; said the program assessment was updated annually; to common themes from all community engagement areas with amenities and programs; and went over the Morehead Recreation Center's survey results as followed:

381 total responses

- 263 live in High Point, 118 live outside High Point
- Of the 263 that live in High Point
 - 206 have visited Morehead Recreation Center in the past

Frequency of visiting the center

- 35 (15%) visit every week
- 64 (28%) visit once or twice a year
- 48 (20 %) visit less often than one year

- 24 (6%) live within walking distance to:

Youth Program Interest

- Sports (56%)
- Cultural Arts (49%)
- Special Events (49%)
- Educational and Enrichment Classes (44%)
- Family Activities (41%)

Adult Program Interest

- Fitness Programs (63%)
- Special Events (57%)
- Family Activities - multigenerational (49%) Adult Sports (43%)
- Educational and Enrichment Classes (43%)

Older Adult Program Interest

- Fitness Programs (62%)
- Senior Games (52%)
- Special Events (46%)
- Trips (39%)
- Arts & Crafts (38%)

Mr. Tillery mentioned some suggestions for new programs such as bingo, and self-defense; and spoke to the Center's challenges that included competitors, and staffing.

Committee Member Jefferson inquired on the staffing challenges; and asked what is because of the hiring freeze. Mr. Tillery replied that some of the candidates were from different states; spoke to the challenges of having non-traditional working hours; and to having a full staff by the end of August. Interim City Manager McCaslin replied that the staffing challenges were not due to the hiring freeze.

Mr. Tillery continued discussion regarding the impact from COVID-19; said facilities had been closed since March 16, 2020; programs were cancelled; and discussed the budget impact on cost and recovery in the recreation division.

Committee Member Hudson inquired on the Oakview Recreation Center expenditures. Mr. Tillery replied that was due to deferred maintenance cost; and said older centers required more maintenance which would result in increased expenses.

Mr. Tillery continued discussion regarding the Recreation Division's expenditures by activity and by function for the last three years; the revenue sources; revenue activity; and said operations were looked at on a yearly basis for cost recovery.

Chairman Williams inquired damages done to the fence at the golf course. Mr. Tillery replied that was due to several accidents.

Committee Member Jefferson inquired on the feedback from citizens in regard to rental fees. Mr. Tillery replied that they receive questions in regard to rental fees and charges; and said that they rented to mostly groups and organizations.

Mr. Tillery discussed the cost recovery for the last three year with the special facilities, recreation division and the entire department; said it was important for the main focus to go on the needs for the community; spoke to the cost recovery model with

recommendations; provided a list of fees and charges for recreations centers; spoke to working with the Parks and Recreation Commission discussing recommendations; highlighted the deferred maintenance needed for the Morehead Recreation center as followed: interior painting, kitchen update, new roof, playground replacement, and HVAC replacement; and the recent improvements made as followed: exterior painted, new bleachers, new padding in gym, floor resurfaced, LED lighting, and updated restroom fixtures.

Committee Member Jefferson thanked Mr. Tillery and the Parks and Recreation Department for their efforts and hard work; and inquired on the challenges, due to COVID-19, of conducting surveys, and receiving feedback from the community. Mr. Tillery replied that the challenge was not being able to take the marketing team out to events to conduct surveys; and spoke to conducting surveys the nontraditional way.

Discussion took place regarding options of marketing, informing and notifying the public about the surveys; to promoting recreational programs; and to having future discussions on ways to conduct public surveys.

Tracy Pegram, Parks and Recreation Assistant Director mentioned Michelle McNair, with the Community Development Department; attended community group meetings and provided survey information; and spoke to conducting surveys over the phone.

ADJOURNMENT

There being no further business to come before the Committee, the meeting adjourned at 5:15 p.m.

Respectfully Submitted:

Christopher Williams, Chairman

Attest:

Mary S. Brooks,
Deputy City Clerk