

**MINUTES**  
**BRUNSWICK COUNTY PARKS AND RECREATION**  
**ADVISORY BOARD MEETING**  
**April 18, 2017**

**I. Call to Order**

- Laura Botto called the Meeting to order. The Meeting was held in Building G, Parks and Recreation Conference Room.

**II. Invocation**

- Leander Mosley gave the invocation.

**III. Approval of Meeting Minutes from March 21, 2017 Meeting**

- **The Minutes were approved 3-0. Leander Mosley made a motion to accept the Minutes as approved and Danny Sellers seconded.**

**IV. Citizens Wishing to be Heard**

George Briggs and Ted Symanski were present at the meeting, but did not address the Board.

**V. Commission Business Session**

- **Melinda Johnson, Marketing and Community Events Coordinator**
- Aaron informed the Advisory Board that each month he would have a Staff Member present to discuss the programs that he/she oversee. Aaron introduced Melinda Johnson who is the Departments Marketing and Community Events Coordinator.

Melinda began by introducing herself and then passed out a document to the Advisory Board for them to follow along with her on the programs offered. Her first area of coverage was her Marketing Elements. She explained she prepares a Program Brochure that comes out 3 times a year and reaches over 22,000 readers. The Guide is prepared Spring, Summer and Fall. Explained she prepares a monthly email newsletter called The Tide which goes out monthly and gives a short overall of what P&R has going on. It is sent to over 3,500 emails. Helped to get our new RecDesk website established and up and running. She keeps everything updated in regards to the website, except for Brian Moore's athletic page. Oversees the Facebook page for P&R. The Facebook page has about 3000 followers and is linked to Twitter which has around 300. Sets up information booths and handles all press releases for our Department. Laura asked if Melinda ever spoke at group events and Melinda indicated she does.

Next, Melinda highlighted over her Public Relations Elements. She has been a Brunswick County Chamber of Commerce Ambassador for over 6 years. With this duty, she meets once a month, attends ribbon cuttings and business after hours and is a face in the community. There are two other Chambers within our County, but she participates in the Shallotte one based on it being closer to her home and work. Melinda stated she is the Co-Chair of the Arts and Crafts portion of the Oyster Festival. She has over 144 vendors that participate in this event. She stated she is currently Co-Chair of the Juvenile Crime Prevention Council. She has been part of this Committee for over 5 years. This Council currently monitors funds coming from the State of NC to appropriate programs.

The next section Melinda focused on was her Community Events. For ten years, she has overseen the Brunswick County Free Concerts and Movies. It has grown from 3 towns to 8. MaterFest and BunnyDayz are two new programs that are cosponsored with the Town of Shallotte. Little Princess Ball, which is a "father/daughter" dance is now held in 3 locations and has over 400 in attendance.

Melinda indicated she is involved in a lot of programming efforts. These include shag, tennis, pickleball clinics, swim lessons, karate, instructional cheer, knitting/crocheting, basket weaving, fitness, moms on the move, essential health, water aerobics/fitness, scrapbooking and summer camps. Most of the programs are contracted out where they provide the insurance and we provide the Park. Some we partner with and in exchange received a space for the program to be held.

Additional elements of Melinda's job include spreading the word about Park Projects, doing surveys/program evaluations, maintaining her Certified Parks and Recreation Professional Certification, helping other Coordinators with programs and events, managing her budget and supervising part time staff.

Aaron said Melinda does a great job and is a valued employee.

Laura said Melinda does a wonderful job.

Melinda indicated she has just hired a part time assistant, Tammy Kesky, to help her.

Laura asked if Melinda hired her Camp Counselors and Melinda indicated that when our partnership was with CIS that CIS did. Now that we are running a new camp program titled Camp Brunswick solely, Melinda stated she is hiring the Camp Counselors.

George Briggs stated Melinda has no spare time.

## **VI. Director's Report**

- **Update on Smithville Park Project**

Notice to proceed was given 4/7/17. Started work clearing. Meeting scheduled 4/26/17. Will determine what entrance to use during renovation. Have to keep the public out of the area being worked on. May have to close Park down to do water/sewer which could be a week or two or maybe even a month. Leander asked if East Coast Contracting had done work before and Aaron responded they have done sewer projects for the County.

- **Update on Ocean Isle Beach Park**

Had a meeting with Benesch on 5/17/17 in regards to the 60% design plans.

- **Update on Waccamaw Park**

Maintenance building is ongoing and have received the CO. During construction, the County acquired an acre from Purvis family for the septic. In the contract, we agreed to do a memorial in memory of the Purvis family. Monument has been ordered and should arrive within the next month.

- **Lockwood Folly Park and Northwest Park Playgrounds**

The playground for NWP is almost finished. It is 75% done and is shaping up well. LWF should be receiving their playground equipment the end of next week.

- **Holden Beach Park**

Board of Commissioners approved contract. Will begin working, planning and get things up and running. Pre-submission of the public access grant was done 4/10/17. Total submission was \$548,000. Grant is \$411,000. \$68,750 is in kind and \$68,750 is cash match.

**VII. Comments from Parks and Recreation Advisory Commission Members**

Danny asked where fence was at Sunset Harbor.

Aaron said it would be around water on both properties on boundaries. It would be a gate. It is all tentative and no approval has been made yet.

Danny said looked as if there was one there.

Aaron said the driveway with the wooden fence is adjacent property owner and not ours.

Laura stated she was now receiving the NRPA magazine subscription and assumed the other Advisory Board Members were.

**VIII. Adjourn Meeting**

Danny made a motion to adjourn the meeting, which was seconded by Leander. The meeting was adjourned.

**IX. Meeting Roll Call**

Board Members Present: Leander Mosley, Danny Sellers and Laura Botto

Board Members Absent: Mike Allocco and Dale Rabon

Staff Members Present: Aaron Perkins, Melinda Johnson and Tanya Jackson

Citizens of Interest: Ted Symanski and George Briggs

Next Scheduled Meeting: Tuesday, May 16, 2017