

TOWN OF COLLIERVILLE
Parks, Recreation, & Cultural Arts Advisory Board
April 12, 2022 – 5:30pm
Agenda

CALL TO ORDER Chairman Derenburger
APPROVE AGENDA Chairman Derenburger
REVIEW / APPROVE – February 8, 2022 Minutes Chairman Derenburger
PUBLIC COMMENTS

ITEMS:

1. Morton Museum Programs – 2022 Kate Renner
2. 2022 Department Presentation / Parkland Greg Clark

DIRECTORS REPORTGreg Clark

OTHER BUSINESS Chairman Derenburger

ADJOURN: Next Meeting – May 10, 2022



**COLLIERVILLE
PARKS**

Parks Advisory Board Meeting – April 13, 2022

Members Present: Chris Armour, Corrine Derenburger, Joe Ennis, Maureen Fraser, Micah Miller, Jennifer Moerbe, Kathy Thiele, Jimmy Turner

Members Absent: NONE

Staff Present: Greg Clark, Kate Renner, Tress Shields

Guest(s) Present: NONE

Corrine Derenburger called the meeting to order at 5:34 p.m.

Approval of Agenda

Joe Ennis made a motion to approve the agenda. Micah Miller seconded the motion. The board approved the agenda.

Approval of Minutes

Micah Miller made a motion to approve the minutes of the February 8, 2022 meeting. Jimmy Turner seconded the motion. The board approved the minutes.

Public Comments

NONE

Items

1. 2022 Morton Museum Programs: Greg Clark introduced the museum director, Kate Renner. He mentioned that Kate worked at the museum several years ago then accepted a position at the Brooks Museum. She was hired back in November 2021. Kate Renner passed around handouts of her presentation. She spoke about her background which is in museum studies, school programs, and community engagement. She stated that this job/position with the Morton Museum is a wonderful fit for her, and she is really happy that she is here.

Kate Renner pointed out that the Museum now has a full staff. The team consists of two full time employees and one part-time employee. There is a new Collections & Special Projects Coordinator, Chandler Tait. She oversees the objects in the collections, assists with exhibition designs, and runs event rentals. Jamie Boelter is the new Visitor Services Coordinator. She welcomes guests to the museum,

coordinates a lot of the museum's educational programs like field trips, story time, and outreach programs. Kate stressed that the main goal is to get the walk in numbers back up to the pre COVID numbers. She informed that the museum offers all programs and exhibitions free of charge to the community. The museum is open Tuesday through Saturday.

Kate Renner announced that they are restarting many of their programs this spring and summer beginning with the Lunch and Learn Series. They are doing four dates in the spring and four dates in the fall. Also, Kate revealed that they host a weekly preschool Story Time where they do readings, songs, creative play, and art making activities that tie into Collierville history. It is every Friday at 10:30 and is open to all ages. The average attendance is about 20 to 25 people.

Kate Renner articulated that they are starting a new partnership this year with SRVS Collierville. SRVS is a day facility for adults with special needs. The participants are invited to the museum once a month for a story time solely for their group. They have had two of them so far. The museum also has a partnership with Iris Orchestra. The museum is closing out the series with a May 24th concert from 6:30 to 7:30 followed by a reception. Kate expressed that they have filled registration to capacity already. This summer, the museum will host a variety of youth and adult workshops each Thursday in June and July. The themes are all related to the Collierville history. Online registration will open soon for the workshops.

Kate Renner commented that this year is the museum's 10th Anniversary with the Town. There is a special exhibition planned for the anniversary that will open in August. It is a celebration of community support and a showcase of a variety of objects that the museum has collected over the past 10 years. Kate added that they are doing some renovations to their permanent exhibition gallery which they hope to open at the same time as the 10th Anniversary exhibition. The museum will hold a reception August 11th from 5 p.m. to 7 p.m. to mark the anniversary and reopening of the gallery. They will plan more events throughout the fall and next spring that tie into the 10th Anniversary. There is a community art gallery at the museum that rotates every other month. She concluded that there is always something new and different to see to give visitors a reason to keep coming back to the museum. Kate asked if anyone had questions.

Kathy Thiel inquired about the event rentals. Kate Renner replied that the historic chapel space is available for rentals. The museum is doing really well and is on track to meet their projected rental revenue. She stated that the space is extremely affordable and is a nice space with beautiful stained glass. Joe Ennis asked about

the capacity of the space and if there is a kitchen. Kate answered that they can do 100 standing or 70 seated. She added that it is really nice for small, more intimate gatherings. She added that they have a kitchen space with a refrigerator and microwave. They do not allow any type of open flame onsite because they are a historic registry site. Caterers would need to bring in prepared food. Also, they have a preferred catering list but will also work with caterers not on that list. They have tables and chairs for rental that the staff will setup for the events. Jennifer Moerbe asked about the cost to rent the space. Kate responded that it is \$150/hour on weekends; and on weekdays, it is \$100/hour. There were no more questions for Kate Renner. She thanked the board members for their time, and they thanked her as well.

2. 2022 Department Presentation/Parkland: Greg Clark explained that he is giving this presentation so that new members will know the general purposes of this board. He began by giving an overview of the parks department which is made up of three divisions: Parks & Recreation, Morton Museum, and Animal Services. Then, there are several components of each division. The components of Parks & Recreation division include: Senior activities, tennis program, youth and adult athletics, tourism and special events, and cultural arts. There are also five commissions that are association with the department: Parks Advisory Board, Collierville Arts Council, The Heritage Commission, Tourism Advisory Board, and Town Beautiful Commission.

Greg Clark provided statistics for a few programs we offer such as 200 people in Pickleball, over 1,000 participants in tennis, and over 55,000 people attended our Tourism/Special events programs. He named the athletic programs we offer for the Town such as fall and spring baseball/softball, fall and spring volleyball, fall flag football, youth basketball (winter), and spring tee ball. Then, we have adult sports such as volleyball, softball, and kickball. Our service provider, Collierville Soccer Association, provides soccer programs throughout the year for the Town of Collierville. Greg stated that we have three types of Special Events. We have Town sponsored events...ones we do in house such as Independence Day Celebration, Father Daughter Dance, Youth Fishing Rodeo, Christmas Tree Lighting, Parade, Christmas in Collierville, etc. Then, we have Town co-sponsored events such as Main Street Collierville events, Summer Concert Series, Chamber Business Expo, Fair on the Square, and a few others. Then, we have events that are held on Town property, but the Town is not involved with administering the event such as the Backpack Giveaway Outreach at Suggs Park, Aga Khan Foundation event at H.W. Cox Park, and several 5K runs at various locations. Greg explained that the Town has a Special Events Committee which is made up of employees from Police, Fire,

Parks, Public Services, General Services, and Finance. We receive about 15 to 20 applications a year. The committee brings in the applicants to discuss the events, the Town services needed, and other matters. Any event that desires Town services must go through the Special Events Committee even if the event is not on Town property.

Regarding Tourism, Greg Clark reported that Collierville topped the list of the Most Charming Small Cities and Towns in Tennessee. We are one of 11 Tennessee Towns That Will Make You Feel Like You're in a Hallmark Movie. Then, he spoke about the cultural arts division. We will have about seventy-five performances each year. Most of them are produced by the Collierville Arts Council and/or New Day Children's Theatre. The actors in shows are all volunteers. We will have over 12,000 people see the performances each year. We have around 250 participants in the summer performing arts camps that New Day Children's Theatre administers. Because there are several weeks of rehearsals leading up to each production, we are very limited on the number of rentals we can schedule.

Greg Clark pointed out that there are four basic functions at the animal shelter. They are medical, kennel, adoptions, and animal control. There were over one thousand animals that came into the shelter last year; 450 of them were adopted. The staff received around 345 animal control calls. Greg remarked that our number one focus is taking care of animals that are brought to the shelter. They will receive quality medical care and food, and volunteers will play and interact with the animals. We want to enhance the quality of life for the animals there until they are adopted. We have 35 to 40 volunteers. Also, we partner with rescue groups. Greg voiced that he needs an animal control officer. He concluded that the animal shelter is a big operation, and he would love to take the board members to tour the facility.

Greg Clark mentioned some projects that are on the horizon such as development of Hinton Park; rebranding and developing new strategies for the Harrell Theatre; recruitment of volunteer coaches, officials, and scorekeepers; new development of parkland on Shelby Drive; and new Pickleball courts.

Greg Clark noted that there are two major ordinances to assist our park system development...Parkland Dedication Ordinance and Greenbelt Dedication Ordinance. They were put in place in the early 1990's before the big population and residential growth in Collierville. The Parkland Dedication Ordinance states that when a developer develops residential (homes, apartments, etc.) developments, they have to donate parkland. The Greenbelt Dedication Ordinance impacts all developments. If someone develops a piece of property that is on the Greenbelt

Master Plan, that developer has to put in that section of the trail from property line to property line as part of the development. Types of development fees include parkland dedication and alternative transportation. Greg explained the alternative transportation fee: every time a retail development goes in and is required by ordinance to build parking areas, we get \$5/parking space required. That money goes into our Greenbelt account to build more trails.

Greg Clark acknowledged that the purpose of Parkland Dedication is to offset pressure that new developments put on existing facilities. It also allows us to create open recreation space in strategic areas of the community in which this board and our department can make recommendations to the BMA where we would want green space and new parks. It also helps protect Collierville as a community for family living.

Greg Clark reported the National Recreation and Park Association recommendations for towns and cities. For example, each should have about 10.5 acres of Parkland per 1000 people. Out of that 10.5 acres, each should have 8 acres for community parks, 2 acres for neighborhood parks, and .5 acres for special usage parks. With our 2021 population of 52,000, we should have 416 acres of Community Parks. We currently have about 360 acres not including the 35 acres we recently acquired at Shelby Drive. For Neighborhood Parks, we would need 104 acres for our population. Currently, we have 131 acres. For Special Usage Parks, it is recommended to have 26 acres for our population, and we have 52 acres.

Greg Clark continued on to the Parkland Dedication Ordinance. The ordinance determines who is required to dedicate; includes the formula which determines the amount of the dedication; has option of taking payment in lieu of dedication; and determines how the dedication fee is collected. Greg explained the current formula, and the formula is $.0315 (x) \text{ number of lots}$. If a developer plans to build 200 lots, his/her Parkland dedication is 6.3 acres of land. If we want the money in lieu of the land, we would multiply the dedication acreage by \$40,000. With the 6.3 acres, the money in lieu of equals \$252,000. Most of the time, this board would determine whether to take the land or money. Greg declared that we do not want 1 to 2 acre parks because they are a maintenance nightmare. We want at least 7 acres. He concluded by going over some of the Collierville Park Standards that the Parks Advisory Board developed about 10 years ago. He suggested that the board members look over the standards to determine if they want to increase or decrease any of them.

Director's Report

Greg Clark did not have anything more to report. He asked the board to move to the lobby to take a group photo. Kathy Thiele made a motion to adjourn. Chris Armour seconded the motion. The meeting was adjourned at 7:07 p.m.