

TOWN OF COLLIERVILLE
Parks, Recreation, & Cultural Arts Advisory Board
August 8, 2023 – 5:30pm
Agenda

CALL TO ORDER Chairman Derenburger

APPROVE AGENDA Chairman Derenburger

REVIEW / APPROVE – July 11, 2023 Minutes Chairman Derenburger

PUBLIC COMMENTS

ITEMS:

1. Athletic Programming Mark Ellis
(Youth & Adult Sports) Brad Heacox

2. CIP Projects Update Greg Clark

DIRECTORS REPORT Greg Clark

OTHER BUSINESS Chairman Derenburger

ADJOURN: Next Meeting – September 12th, 2023



COLLIERVILLE
PARKS

Parks Advisory Board Meeting – August 8, 2023

Members Present: Chris Armour, Corinne Derenburger, Maureen Fraser, Micah Miller, Katie Mims, Jeremy Smith, Kathy Thiele

Members Absent: Michael Ebbs, Jimmy Turner

Staff Present: Greg Clark, Mark Ellis, Brad Heacox, Tress Shields

Guest(s) Present: NONE

Corinne Derenburger called the meeting to order at 5:32 p.m.

Approval of Agenda

Micah Miller made a motion to approve the agenda. Chris Armour seconded the motion. The board approved the agenda.

Approval of Minutes

Katie Mims made a motion to approve the minutes of the July 11, 2023 meeting. Kathy Thiele seconded the motion. The board approved the minutes.

Public Comments

NONE

Items

1. Athletic Programming (Youth & Adult Sports) – Greg Clark announced that Mark Ellis and Brad Heacox would give a dynamic presentation of our youth and adult sports programs. Brad Heacox began by introducing himself. He is the athletic coordinator. Then, he introduced Mark Ellis, the recreation and sports manager. Brad coordinates fall and spring volleyball, tee ball, adult volleyball, adult kickball, youth basketball, and intermural basketball. He provided a packet for each member of the presentation highlights. He referred to page two which showed participation numbers from 2019 to the current year to show that we have gotten back to our pre-COVID numbers and some programs have significantly exceeded them. He stated that youth volleyball probably has seen the most significant increase.

Brad Heacox discussed a study from Michigan State University. They have a sports institute which does a lot of research on sports trends and what is coming

down the line. Their 2018 participation numbers study found that around about age 12, 70% of kids will quit sports all together. The main reasons were that it was no longer fun and that there was too much emphasis on winning and losing. Thereby, there was a significant decrease in participation in sports from ages 13 to 18. Now, there is starting to become a decrease among ages 6 to 12. Other data showed that kids generally stayed with a particular sport for an average of three years. More children are coming to community based sports. Playing time and costs are huge factors in that. Today, there are a lot of sports activities and opportunities in which kids can get involved. For example, children can play e-sports and can earn college scholarships. Another trend Brad alluded to was that access is improving for lower income families to get their children in sports. He added that these trends are not really hitting us at this time. We are seeing a steady increase in participation in about every sport we offer.

Micah Miller inquired about umpire shortage. Brad Heacox stated that it is a national trend; so far, we have not had major issues. He specified that our association will do what they can to provide officials for our programs because we are their number one customer. Most of the time, they are able to cover our needs. Brad mentioned that older umpires are retiring, and they are heavily recruiting to replace them. Greg Clark indicated that officials are our highest expense of our youth sports program, and they usually want an increase each season. There is not a surplus of officials out there. Greg informed that travel sports have taken a lot of officials from the recreational leagues. He concluded that it is an issue that we will likely have to face, so we are looking into ways to offset those matters. Kathy Thiele said that her son is a Sports Information Director at Central Arkansas. Some of the university students for their internship will have to come to some of the games and keep score. She suggested that we could check with the University of Memphis to see if students with their Sports Information Program could do something similar. Greg Clark responded that we could certainly look into that.

Mark Ellis spoke more about the issues with getting officials. He communicated that he does not think that it is only about the money. He has tried to recruit high school students. He believes that they feel it is not worth it because of how they are treated by irate parents/fans in the stands. Mark acknowledged that in his programs, he has no problems with his coaches because they can control what happens on the fields. It is the outside factors such as angry parents that they cannot control.

Maureen Fraser inquired about adult kickball leagues. Brad Heacox answered that he is working on getting registration ready for adult kickball. The program will start mid-September. It is \$100/team; no officials. Games are played at Johnson Park. He expressed that it is a lot of fun. Brad shared that they recently finished adult coed volleyball. They had 16 teams; games were played here at the Cox Gym.

At the conclusion of the presentation, Micah Miller thanked Brad Heacox and Mark Ellis for what they do. Brad and Mark thanked the board members.

2. CIP Projects (Update) – Greg Clark reported that bids for the outdoor Pickleball courts came back. The lowest bid was \$584,248. It is on the Board of Mayor and Aldermen (BMA) agenda for Monday night for approval. Our original budget was \$325,000. In 2021, Bartlett built six courts with bleachers, shade awnings, and extra fencing for \$340,000. Our courts total \$630,000 in 2023. The BMA wants to move forward with the project, so we will request a budget amendment for \$165,000. The money comes from the Park Improvement Tax Reserve. Construction will start in August, and we expect to have them open by the first of December.

Greg Clark informed that the soccer synthetic turf fields at Cox Park is a \$2.78M project. We had the preconstruction meeting last Tuesday. The contractors had all of their equipment onsite. We signed the notice to proceed last Tuesday morning, and they started work last Tuesday afternoon. Greg expressed that he is really impressed with them so far. He added that it includes replacing the turf at the multipurpose fields at Johnson Park which is \$704,000 for that. They are projecting to have those fields completed and reopened by September 11th.

Greg Clark commented that we are working with the Cricket group to provide a field at the W.C. Johnson location. We will move 60 loads of dirt down to the site. They will likely start on the pitch next week. Hopefully, by the fall, they will start playing Cricket there. Greg remarked that we will have to do some type of agreement to clarify the Town's responsibilities and the Cricket group's responsibilities.

The Wolf River Pedestrian Bridge: Greg Clark mentioned that the BMA approved the design contract at the last meeting. It is about a 6-month design phase. Then, it will take about a year to build/install the bridge. It is about a year and a half long project.

Town Square Improvements: Greg Clark announced that he has \$80,000. He wants to recommend to the BMA uplifting the square and putting lights on the trees year round. Greg stated that another thing they are working on is a new sound system. He explained that there are about 15 speakers along the store fronts. The system is controlled by a box inside the firehouse at station one. We are looking at doing a modern Wifi type system, moving the controls into the Depot, and putting the speakers on the light poles instead of the storefronts. It is a much more modern and improved system.

LPRF Grant: Greg Clark acknowledged that he is concerned about the bids for the Hinton Park Phase II project. He has not had anything come under bid in about two years. The playground is the only option where there is some flexibility. We have \$750,000 for the playground. We will try our best to keep the total project under \$1.35M.

Maureen Fraser gave a brief update on the Balloon Festival. She reported that it is about five weeks away. The weekend kicks off with Friday Night Lights, a private event for special needs children and adults and their families. The festival is Saturday and Sunday and will have between 25 to 30 hot air balloons this year. There is live entertainment and a Kids' Zone. The balloon ascensions are in the early mornings. Tickets are \$8 for children and \$15 for adults and are available online.

Kathy Thiele gave an update for the theatre. She announced that the Harrell Theatre was nominated for 18 Ostrander Awards. It is the most nominations we have ever had. The award show is Sunday, August 27th at 7 p.m. at the Halloran Center in Memphis. New Day's production of *Mean Girls* went very well. They had to turn people away. She said the lines were out to the parking lot each night. It was the regional premiere of the production. Kathy reported that they are in rehearsals for *Twelfth Night*, and *Elf* auditions are this weekend. She concluded that they are very busy.

Director's Report

Greg Clark reported that Thursday, October 5th is the Parks Hall of Fame Ceremony in the Harrell Theatre. He announced that he is out of town the week of the October PAB meeting. Also, he has a conflict in September. He said that if we can work in a meeting in October, we can cancel the meeting in September. After a brief discussion, Greg stated that we will plan for no meeting in September and will meet October 3rd. He announced that the Christmas luncheon is December 19th at the Morton Museum. Then, he commented

that the Cox Park Playground will undergo renovations starting tomorrow. They will take the panels to have them repainted. We have signs posted around the playground, and we will get them back open as quickly as possible.

There was no additional business. Kathy Thiele made a motion to adjourn. Katie Mims seconded the motion. The meeting was adjourned at 6:35 p.m.