

### **Parks & Recreation Advisory Board Meeting**

The Zebulon Parks and Recreation Advisory Board will meet Monday, February 15<sup>th</sup> at 6pm. This meeting will be held virtually. The public may access the meeting remotely as noted below.

To watch, please visit our Public Input Meeting Page: <https://publicinput.com/P6542>

To participate by phone: **855-925-2801** Meeting code: 8986

- This is a toll-free number.
- When calling, you will hear a prompt to enter your project code. **Enter 8986**
- If you call in during the meeting, you can simply stay on the line to listen to the meeting.
- To leave a voice message, press \*2 (star, then the number 2).
- You can also request to speak by pressing \*3 (star, then the number 3). You will be placed in the speaker que while continuing to hear the meeting audio until it is your turn to speak.

To participate by email: [U870@PublicInput.com](mailto:U870@PublicInput.com)

### **Meeting Agenda**

1. Call to Order
2. Approval of Agenda
3. Public Comment: Public comments are limited to 3 minutes by phone or 400 written words by email. Anyone wishing to speak must enter the speaker que or leave a voicemail by 5:50 PM. Emailed comments must be received by 3 PM in order to be read into the minutes of the meeting. Public comment may be limited to 15 minutes.
4. Consent
  - a. Adoption of Minutes
    - i. January 16<sup>th</sup>, 2021
    - ii. January 19<sup>th</sup>, 2021
5. Presentation
  - a. Litter Sweep Program
    - i. Wake County/86it.com
    - ii. Stormwater
6. Old Business
  - a. Advisory Board Goals: 2021
  - b. Master Plan: Visioning Phase 2
    - i. Meeting: March 4<sup>th</sup>
7. Open Discussion
8. Staff Updates
  - a. Department Update
  - b. Next Regular Meeting: Monday, March 15<sup>th</sup>, 2021
9. Adjournment

**Zebulon Parks & Recreation Department  
Advisory Board Meeting  
January 16<sup>th</sup>, 2020**

The Zebulon Parks and Recreation Advisory Board met Saturday, January 16<sup>th</sup> at 8:45 AM. This meeting was held virtually. The public could accessed via observation.

**Board Member Attendance:** Erica Parsons, Garrett Underhill, Brandon Wiggins, Andi Wrenn, Debbie Wheless, Dexter Privette, Allen Boyette

**Meeting Agenda**

1. Call to Order

Start – 8:45 AM

2. Presentations/ Work Session

- a. Retreat Introduction

**Sheila Long:** Sheila Long provided a brief introduction to retreat presenters and the progress of the Advisory Board since beginning their annual retreat:

- Town ordinance for the Parks and Recreation Advisory Board was rewritten to provide similar structure and accountability as other town appointed boards.
- The Tree Board responsibilities were moved the Parks and Recreation Advisory Board.
- The advisory board added public comment to its agenda.
- The advisory board received training from the town clerk and a training manual was developed.
- The advisory board appointed a Chairperson and Vice Chairperson.
- All existing and incoming Advisory Board members were sworn in.
- The board participated in training offered by RRS on program development.
- The board participated in 4 meetings to discuss the Parks and Recreation Comprehensive Master Plan. They provided input on vision, facilities, and programs.
- The board distributed Master Plan promotional material to their networks to encourage participation in the process.
- Board members volunteered to help with meeting in a box opportunities and public meetings to gain public input in the master plan process.
- The board has reviewed and adopted a Youth Sports Procedures Manual and changes to the Farmers Market Guidelines.
- An advisory board member has been represented in 4 town promotional videos over the last year.
- Work completed by the board has clear and direct ties to the elected board. The advisory board discussed and adopted park rules. These rules were then presented to the elected board to have an ordinance added to make the rules enforceable by the police department.
- The board has begun using our public input platform to maximize public engagement and live stream meetings.

- b. Reframing Organizations

Dr. Jason Bocarro and Susan Colby presented to the advisory board on the concept of reframing organizations using a four frame approach. Presenters explored each frame: Structural, Political,

Symbolic, and Human Resources. Real life examples were shared and discussion included how these frames could apply to the organization.

c. Advisory Board Assessment & 2021 Goals/Priorities

Jenn Beddle presented results of an individualized assessment of the advisory board by each member was reviewed while the board discussed opportunity to expand certain efforts. Discussion included some of the following options for the board to consider:

- Advisory board members be involved in events to observe and talk with participants.
- Members have identifying name tags and shirts.
- Members share information with their networks
- Share ideas routinely. Don't wait until the meeting to talk with staff.
- Seek funding & prepare a toolkit for efforts.
- Encourage community to participate and attend advisory board meetings
- Maintain at least one quarterly virtual meeting once meetings return to in person
- Members present & advocate to community groups.
- Start a recognition program

Based on the discussion, two themes emerged: Community Engagement and Community Awareness.

3. Adjournment

End at 12:05 PM

**Zebulon Parks & Recreation Department  
Advisory Board Meeting  
January 19, 2021**

The Zebulon Parks and Recreation Advisory Board held a meeting on Tuesday, January 19<sup>th</sup> at 6pm. This meeting will be held virtually. The public could access this meeting via website, phone, and live stream on Facebook. This meeting can be reviewed on Public Input Meeting Page: <https://publicinput.com/W4447>

**Meeting Agenda**

1. Call to Order

Start – 6:07 PM

Erica Parsons called the meeting to order.

2. Approval of Agenda

1st - Garrett Underhill

2nd - Andi Wrenn

All Voted In Favor

3. Public Comment: Public comments are limited to 3 minutes by phone or 400 written words by email. Anyone wishing to speak must enter the speaker que or leave a voicemail by 5:50 PM. Emailed comments must be received by 3 PM in order to be read into the minutes of the meeting.

No Comments

4. Consent
  - a. Adoption of Minutes
    - i. December 21<sup>st</sup>, 2020

Erica Parsons called for a motion to adopt the minutes.

1st - Garrett Underhill

2nd - Debbie Privette

All voted in favor.

5. New Business
  - a. Cost Recovery Policy

Sheila Long discussed the cost recovery policy. At the December meetings the board discussed the possibility for financial support given to families registering children to programs. Staff reviewed the cost recovery policy and there were two recommended changes. The last time this policy came before the advisory board was in 2019. Recommendations include:

- Section 9: Add family participation as a consideration for setting fees and charges. Fees may be set in a manner that gives a family rate to make opportunities more affordable for families. Families with multiple children in need of financial assistance should refer to section 11.
- Section 11: Add scholarship information to identify the parks and rec department as the manager of scholarships and include how to apply. Program participants seeking a scholarship should submit scholarship application before program registration deadline.

Debbie Wheless asked about senior citizens and if they fall in this category. It is important that we offer affordable programs for seniors, many live on a fixed income. Sheila Long explained that it is our goal to make all programs affordable. Section 9 already includes guidance for setting fees that would address this concern.

Erica Parsons asked about the scholarship and is it easily accessible / how do we advertise? Sheila Long said that the process had not been formalized in the past and we are working to make it more formalized. There is no scholarship fund currently, it was always the understanding of the department that we would not let financial concerns keep a child from participating in a program. With the John Rex Endowment a few years ago we had secured funding for scholarships and there was a process installed then. Those funds have not been available in five or so years. We can lean on that process already moving forward.

Erica Parsons made a motion to adopt the cost recovery policy as presented.

2<sup>nd</sup> - Andi Wrenn

All voted in favor.

b. Farmer's Market Guidelines

Hannah Blische presented changes made to the 2021 Guidelines for the ZFFM. Changes include:

- **Vendor Workshops**
  - January 27 @ 4 PM - Public Relations Workshop with Kristen Baughman of Tabletop Media
  - February 23 @ 4 PM – Product Photography with Christina Wrenn Agricultural Marketing Specialist at NCDA & CS
- **2021 Vendor Meet and Greet:** March 22, 2021 @ 4 PM
- **2021 Regular Season:** The Zebulon Farm Fresh Market will no longer hold a market on the weekend of 4<sup>th</sup> of July.
- **Weeknight Pop-Up Markets:** The Zebulon Farm Fresh Market will now offer Wednesday evening pop-up markets once every month April through October.
- **Specialty Market Days:** Due to COVID-19 concerns, Specialty Market Days are currently under review. Should any events be added throughout the 2021 season, those that register as Full Season and Half Season Vendors may participate in these events at no additional cost.
- **Craft Artisans:** In order to place more of a priority on our grower and value-added food vendors and provide a wider variety of craft vendors in a single season, we will be limiting the number of times craft vendors may participate in a single season. By April 1<sup>st</sup>, if no other like vendors have expressed an interest in attending, craft artisans will then be given the opportunity to participate in additional market days.
- **Breweries:** Local breweries may vend at the ZFFM. Below is a new section of the Guidelines for Breweries wishing to participate.
- **Commercial Vendors:** In order to keep our market focused on handmade / grown local products, we will begin limiting the number of days Commercial Vendors may participate in a single season. Those that wish to participate in more than 2 events are encouraged to look into our sponsorship packages.

- **Tent Rental:** The ZFFM will no longer be providing tents for every vendor who participates in our market. We have decided to require our vendors to supply their own tents, vendors may rent tents from the ZFFM to be used during the market on a first come, first serve basis. Rental fee includes weights and labor to set up and tear down the tent. This tent rental fee will be in addition to vendor booth fees.
- **Weather Policy:** After this past season we have added a not to include extreme heat as severe weather in our weather policy. The market manager will follow the severe weather policy of the Zebulon Parks and Recreation Department regarding extreme heat.
- **2021 Season Fees and Payments:**

Fee Type	Fee
<b>Full Season Vendor: 24 Days</b> Every Saturday in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4 <sup>th</sup> of July weekend) Every Weeknight Pop-Up Market: The third Wednesday of every month April through October 2021 Those who participate as Full Season Vendors may also participate in any of the Specialty Market Days that are added to the 2021 season for FREE.	\$100
<b>Half Season Vendor: 12 Days</b> 9 Saturdays in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4 <sup>th</sup> of July weekend) 3 Weeknight Pop-Up Markets: The third Wednesday of every month April through October 2021 Those who participate as Half Season Vendors may also participate in any of the Specialty Market Days that are added to the 2021 season for FREE.	\$65
<b>Partial Season Vendor: 6 Days</b> 4 Saturdays in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4 <sup>th</sup> of July weekend) 2 Weeknight Pop-Up Markets: The third Wednesday of every month April through October 2021	\$45
<b>Single Market Day Vendor: 1 Day</b> 1 Saturday in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4 <sup>th</sup> of July weekend) OR 1 Weeknight Pop-Up Market: The third Wednesday of every month April through October 2021	\$10

- **Additional Fees and Payments:**

Fee Type	Fee
Tent Rental Per Day (Will not exceed \$100)	\$10
Additional Booth Space Per Day (Will not exceed \$100)	\$5
Commercial Vendor Daily (any single market event)	\$25

Erica Parsons asked if the market will be held in the Alley on Arendell this season? Hannah Blische said that the Winter Market was held in the alley space and she received great feedback

from vendors as well as customers and downtown business holders about the new event space and holding the market here.

Andi Wrenn commented that she believes that the town hall location was more “family friendly” and she did not like the hot parking lot this summer. Erica Parsons liked that kids could play safely while parents shopped. Both Erica and Andi commented on the fact that they like the event side of the market and enjoyed the free events for families as well as live music. Sheila Long referred to this discussion with the board last year and review of the Fresh Focus Study. The ZFFM was successful in the fact that large attendance was seen every weekend, but we struggled to be a farmers market and attract farm and food vendors. When the market first started the town was coming off of events being cut because of budget cuts. In an effort to build up the market large events were scheduled. So the ZFFM assumed this identity of being a large event every weekend. Due to COVID our plan changed, but last year we planned to expand our town events to take the pressure off of the market. Feedback from vendors this year was that although we didn’t have large attendance, the customers that did come were spending money. We recognize that the feel of the market last year was very different, but we hope to continue building the market in the alley space and in downtown.

Andi Wrenn asked if church was a concern for Wednesday night pop-up markets? Sheila Long explained that results of the Fresh Focus Study showed that Wednesdays were a requested day of the week to hold markets.

Andi Wrenn also asked about renting tents and concerns with a variety of colors. Sheila Long responded that the tents are expensive and existing tents are in very poor condition. If we were to continue to move forward with offering tents free, significant investment would have to be made. After surveying vendors about participation in other markets, many vendors participate in other markets that require them to have their own tents.

Andi Wrenn made a motion to adopt the ZFFM Guidelines as presented.

2<sup>nd</sup> - Erica Parsons

All voted in favor.

## 6. Open Discussion

Erica Parsons: Saturday’s Advisory Board Retreat was great! She is very excited and energetic about upcoming projects. Erica Parsons commented that she joined the advisory board with an interest in events and wants to be a part of new events.

Garrett Underhill: The retreat was a good experience. Had great discussions with the board members.

Debbie Wheless: Asked about attending the events with name tags so the community can recognize advisory board members. Asked about t-shirts and wearing those to events. Sheila Long responded that staff will be taking what was discussed at retreat and present a proposal on how to achieve advisory board goals. This will include shirts, nametags, etc. Debbie Wheless

commented that it is also good to be an observer at events and sometimes officials receive a lot of negative contact from the public and they want to make it more positive.

7. Staff Updates

a. Department Update

Sheila Long provided a department update:

Farmers Market

- Education workshop development: January 27 @ 4 PM - Public Relations Workshop with Kristen Baughman of Tabletop Media

Community Center

- Closed due to Covid-19

Admin

- Coordination with Wake County to make park property available for Covid testing and vaccine distribution as necessary.
- Continued coordination with Withers on next steps with the Master Plan.

Parks

- Community Park
  - Field A: infield renovation includes laser grading, resetting bases, infield reshaping
  - Both Fields: dugout stabilization
  - New bench installation to replace worn benches
  - Replace changing table
  - Repair signs
  - Installation of new bike racks

Budget

- Budget development for next FY continues.

Economic Development

- Provided support to the Main Street DAC kickoff for Downtown Zebulon.

b. Next Regular Meeting: Monday, February 15<sup>th</sup>, 2021

8. Adjournment

Erica Parsons called for a motion to adjourn the meeting.

1st - Andi Wrenn

2nd - Garrett Underhill

All voted in favor.

**Topic: Litter Program**

From: Parks & Recreation Staff  
Prepared by: Sheila Long, Parks & Recreation Director  
Presented by: Chelsea Arey, Wake County Environmental Services  
Chris Ray, Zebulon Public Works

**Background**

The town has received feedback concerning increased litter in our community. The Parks and Recreation Department was approached by interested volunteers. It is the town's intent to work with our partners to support these volunteer efforts by creating an organized program designed to have a long term, sustainable impact. Our department will focus on efforts to support education and clean up.

On February 8<sup>th</sup>, a survey was released to the community to provide feedback on litter in our community.

In 2008, Wake County Commissioners prioritized reducing litter and the 86it Anti-Litter Campaign launched in 2010. Wake County Environmental Services will make resources available to litter sweep projects in our community and will share helpful tips for organizing successful and safe clean-ups. Chelsea Arey is the Environmental Education Program Coordinator for Wake County and oversees 86it.

The Town of Zebulon Public Works Department has a stormwater program which began in 2012. It is overseen by the Operations Manager, Tony Rose. Addressing litter is a component of efforts to keep our rivers and streams clean. Chris Ray is the Public Works Director and will provide additional information about the stormwater programs and its connection to reducing litter in our community.

Parks and Recreation will work with volunteer litter sweep coordinators, Wake County, and Public Works to provide support to community members seeking to be a part of the solution to litter concerns in Zebulon.

**Discussion**

The board will receive information and may have discussion concerning litter sweep efforts. No action is needed by the board.

**Attachment**

Stormwater Infographic

## Save Our Water By Preventing STORMWATER POLLUTION

When rain or water hit hard surfaces like pavement, it creates **stormwater runoff**.

This runoff picks up lots of nasty pollutants as it is carried through gutters and drains out to the rivers, streams, and lakes that hold our drinking water. Making them toxic for people and animals.

This pollution is **not treated or removed** along this journey...

...so it is up to each of us to keep it clean and fresh from the start!

Below are some things we can all do to help prevent stormwater pollution and **keep our communities looking and feeling great!**

	<b>PICK UP LITTER!</b>		<b>SCOOP POOP!</b>
<b>MULCH OR BAG IT!</b>		<b>FOLLOW DIRECTIONS!</b>	
	<b>DISPOSE OF PROPERLY!</b>		<b>CLEAN SPILLS PROMPTLY!</b>

For more information about Stormwater Pollution, and what you can do to help, visit [nc-cleanwater.com](http://nc-cleanwater.com)

CLEAN WATER  
 EDUCATION  
 PARTNERSHIP

**Topic: Advisory Board Goals: 2021**

From: Parks & Recreation Staff  
Prepared by: Sheila Long, Parks & Recreation Director  
Presented by: Amy Hayden, Program and Event Coordinator  
Hannah Blische, Recreation Assistant

**Background**

The Parks & Recreation Advisory Board has held an annual retreat beginning in 2019. Each year the board conducted an assessment and discussed opportunities to expand it's support of Parks and Recreation services. These discussions have led to goals for the year to come. These goals have helped department staff prepare for advisory board meetings and determine opportunities to work with the board to evolve and grow services.

The Advisory Board discussed a large array of opportunities to pursue throughout the assessment review. A summary of discussion includes, but is not limited to the following opportunities for the advisory board:

- Advisory board members be involved in events to observe and talk with participants.
- Members have identifying name tags and shirts.
- Members share information with their networks.
- Share ideas routinely. Do not wait until the meeting to talk with staff.
- Seek funding & prepare a toolkit for efforts.
- Encourage community to participate and attend advisory board meetings.
- Maintain at least one quarterly virtual meeting once meetings return to in person.
- Members present & advocate to community groups.
- Start a recognition program.

In listening to the board talk about the assessment and opportunities to grow, two themes were apparent: Community Engagement and Community Awareness. **The motion before the board today is to adopt these themes as their goals for 2021.**

Next Steps:

Staff is already working to prepare items to support your goals and will further present them to you in the March regular meeting. Based on the Advisory Board discussion staff recommends the following actions:

- Provide name tags for advisory board members.
- Use social media, website, and PSA efforts to connect the community with Advisory Board Members:
  - Meet your Advisory Board.
  - Basic Information: who, why, favorite program/event.
  - Help highlight upcoming events.
- Develop Subcommittees (must be less than 4 advisory board members, not a requirement for Advisory Board Members)

- Fundraising: Plans fundraising goals and opportunities to raise money for scholarship fund
- Community Recognitions: Develop a process to seek and identify community members to recognize.
- Community Outreach: Coordinates with community groups, advisory board members and staff on opportunities for additional advisory board outreach such as civic groups and HOAs.
- Coordinate with Department staff to utilize the incoming “Rec-on-the-Go” trailer as an engagement tool for the Advisory Board at town events and other community events.
- Staff will make additional presentation and promotional material available for the board.
- Brand the Advisory Board with T-shirts



The Advisory Board will receive a survey following this month’s meeting for members to provide feedback on staff’s recommendations for pursuing goals. We will be seeking to gauge interest of our advisory board members to help you accomplish your goals. Staff will go further into detail on implementation at the March regular meeting.

#### Discussion

The board will discuss Parks and Recreation Advisory Board 2021 Goals.

#### Sample Motion:

“I make a motion to adopt Community Engagement and Community Awareness as Parks & Recreation Advisory Board goals for 2021.”

**Topic: Master Plan: Visioning Phase 2 Meeting**

From: Parks & Recreation Staff  
Prepared by: Sheila Long, Parks & Recreation Director  
Presented by: Amy Hayden, Program and Event Coordinator

**Background**

As shared in previous meetings, we paused progression with the final phases of visioning and implementation of our master plan as we believed additional work was needed. Drew Crumpton of AECOM was originally our project lead as a former employee of Withers Ravenal. AECOM has been hired by Withers Ravenal to assist in developing the vision and implementation plan. Drew Crumpton will return with his knowledge of your input, staff goals, system wide assessments and community input he worked to gather.

We will be doing another round of Visioning Sessions in March. Consultants will present a summary of collected input and material to share in 4 formats:

1. Town Staff
2. Parks & Recreation Advisory Board
3. Digital engagement using Public Input that will be available over a period of time (more information to come)
4. In person print information and engagement tools available at town hall and the community center over a period of time (more information to come).

Consultants have requested a meeting with the Parks and Recreation Advisory Board on Thursday, March 4<sup>th</sup> at 6 PM.

**Discussion**

The board will discuss and consider adding a meeting on March 4<sup>th</sup> at 6 PM.

**Sample Motion:**

"I make a motion to add an advisory board meeting to our calendar of meetings on Thursday, March 4<sup>th</sup> at 6 PM."

**Topic: Department Updates**

From: Parks & Recreation Staff  
Prepared by: Sheila Long, Parks & Recreation Director

**Farmers Market**

- Application & Guidelines Released
- Sponsorships are being secured.
- Product Styling Workshop is scheduled for Tuesday at 4 PM.

**Community Center**

- Open with limited operating hours.
- Released a free throw competition for youth.
- Art programs have restarted.

**Admin**

- Coordination with Withers and AECOM to review collected data and a visioning plan for the Master Plan.
- Operating budget draft submitted to the manager.
- Preparation of a Parks & Recreation CIP budget is underway.
- Coordinating with partners and volunteers to address litter concerns in Zebulon.
- Working with Dude Solutions to expand our work order system to allow the public to report concerns.

**Parks**

- Community Park field renovation continues.
- Installation of new bike racks.
- Revamp of entrance at Gill St park.
- Continued support of the Covid-19 Testing services at Zebulon Community Park

**Programs & Events**

- Developing Rec-On-The-Go program to take pop-up, small-scale events to our parks and neighborhoods.
- Spring Sport registration is underway.
- Seeking to purchase outdoor movie equipment to expand movie event opportunities.
- Healthy living program partnership exploration with the Poe Center.
- Developing a pollinator garden and complimentary programs for Community Park.