

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

The Zebulon Parks and Recreation Advisory Board held a meeting on Tuesday, January 19th 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 21st, 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.

2nd - 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 4th 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 1st, 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
Full Season Vendor: 24 Days Every Saturday in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4 th 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
Half Season Vendor: 12 Days 9 Saturdays in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4 th 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
Partial Season Vendor: 6 Days 4 Saturdays in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4 th of July weekend) 2 Weeknight Pop-Up Markets: The third Wednesday of every month April through October 2021	\$45
Single Market Day Vendor: 1 Day 1 Saturday in the Regular Season: May 1, 2021 to August 28, 2021 (excluding 4 th 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.

2nd - 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 sings
 - 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 15th, 2021

8. Adjournment

Erica Parsons called for a motion to adjourn the meeting.

1st - Andi Wrenn

2nd - Garrett Underhill

All voted in favor.