

**Zebulon Parks & Recreation Department
Advisory Board Meeting
January 16, 2021**

The Zebulon Parks and Recreation Advisory Board met Saturday, January 16th 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