

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

The Zebulon Parks and Recreation Advisory Board will meet Monday, August 18<sup>th</sup> at 6 PM.

This meeting will begin at Zebulon Town Hall, 1003 N. Arendell Avenue.

### **Meeting Agenda**

1. **Call to Order**
2. **Approval of Agenda**
3. **Public Comment**

Public comments are limited to 3 minutes. Anyone wishing to speak must sign up by 5:50 PM. Public comment may be limited to 15 minutes.

4. **Consent Agenda**

A. Minutes: July 21, 2025 (pages 2-5)

5. **Old Business**

A. Land Acquisition Update (pages 6- 8)

The Advisory Board will receive an update regarding the land acquisition policy. Staff will share results of the survey and criteria for consideration. No action by the Board is required.

B. Program Plan (pages 9-11)

Staff will present the framework for a Program Plan and will engage with the Advisory Board to categorize programs which will assist in the continued development of the plan. Staff will return to the Advisory Board in September to continue development of the program plan.

C. Gill Street Park Master Plan

Staff will provide the Advisory Board an update and engage the Advisory Board with visual preference activities.

7. **New Business**

A. Action Plan (pages 12)

The Advisory Board will discuss their FY 2026 action plan and consider adoption. A draft action plan is attached for review.

8. **Open Discussion**

9. **Department Update**

A. Parks Update

B. Recreation Update

C. Next Meeting: September 15<sup>th</sup>, 2025

10. **Adjournment**

## **Parks and Recreation Advisory Board**

### **Meeting Minutes**

Monday, July 21, 2025

6:00 PM

Location: Zebulon Town Hall, 1003 N. Arendell Avenue, Zebulon, NC

#### **Advisory Board Members Present:**

Brandon Wiggins – Board Member, Quinton Crosson-Taylor – Board Member, Marcus Bennett – Board Member, Garrett Underhill – Board Member I, Dexter De’Andre Privette –

#### **Staff Present:**

Sheila Long - Parks & Recreation Director, Taiwo Jaiyeoba – Interim Town Manager, Amy Hayden - Recreation Manager, Nick Rummage - Parks & Athletics Manager, Teresa Piner - Main Street Coordinator, Shannon Johnson - Community & Economic Development Director, Ana Gomez Rindahl - Town Clerk.

#### **Guest Present:**

Rashawn King – Triangle Trails Initiative.  
Glenn L. York – Mayor

Prior to the meeting the Advisory Board appointed a chair and vice chair.

- **Chair:** Brandon Wiggins self-nominated. Dexter De’Andre Privette made a motion to appoint Brandon Wiggin as chair of the Parks and Recreation Advisory Board, seconded by Marcus Barnett. Motion approved unanimously.

- **Vice Chair:** Dexter De’Andre Privette nominated Quinton Crosson-Taylor as vice chair of the Parks and Recreation Advisory Board. Dexter De’Andre Privette made a motion to appoint Brandon Wiggin as chair of the Parks and Recreation Advisory Board, seconded by Marcus Barnett. Motion approved unanimously.

#### **1. Call to Order:**

Brandon Wiggins called the meeting to order at 6:05 PM.

#### **2. Approval of Agenda**

Motion to approve by Marcus Bennett, seconded by Garrett Underhill; approved unanimously.

#### **3. Public Comment**

No members of the public registered to speak.

#### **4. Consent Agenda**

Minutes Approved:

- March 17, 2025
- June 16, 2025

Motion by Marcus Bennett, seconded by Garrett Underhill; approved unanimously.

## **5. Presentation & Dinner**

### **A. Parks and Recreation Month Recognition**

Mayor Glenn York celebrated Parks and Recreation Month with the Advisory Board by reading the Parks and Recreation Month Proclamation.

Sheila Long, and Taiwo Jaiyeoba recognized the importance of the Board's work and appreciated the Board for their input, service, volunteer, advice, and impact.

### **B. Triangle Trails Update**

Rashawn King discussed the Wander App and its benefits, including Point of Interest (POIs), gamification, and community engagement. The Town of Zebulon, along with other Wake County towns, is a partner and will have full access to edit the app. The app will host Zebulon's branding when used in town. The app incorporates a safety component that will support in emergency response through the use of what2words. The app launches August 7, 2025.

## **6. Old Business**

### **A. Land Acquisition Update**

Sheila Long presented updates on recent property acquisitions and emphasized the development of a land acquisition policy. At 7:12, Dexter requested a motion to be excused from the remainder of the meeting. Motioned by Marcus Bennett, second by Quinton Taylor and passed unanimously.

### **B. Fiscal Year 2026 Budget Update**

Sheila Long presented updates on the adopted budget and the board discussed budget allocations, staff restructuring, and upcoming project timelines.

## **7. New Business**

### **A. Program Plan**

Sheila Long presented background for the development of a Program Plan and the framework for program categorization (Core, Secondary, Support) and engaged the Advisory Board in categorizing programs to guide continued development. The intent was to establish clear goals and operational policies to evaluate program success in light of the community's rapid growth and evolving needs. Long emphasized the importance of regular evaluations and acknowledged that the Town of Zebulon (TOZ) was not the sole recreation provider. Therefore, partnerships with outside vendors and community organizations were critical. Long noted that the program offerings come from both public feedback and external partnership proposals. Long presented using a program classification system—Core, Secondary, and Support programming—to assess and prioritize offerings. Long led a review of program categories with input from the Advisory Board, with members assigning classifications to 14 program areas. Discussions followed about how to address programming gaps, particularly in areas like aquatics, and how to support or direct support-level programs when Town resources were limited. The conversation also explored whether support programs with high demand could be reclassified, with Long clarifying that classification depends more on who provides the service than on demand. Staff and the Advisory Board will return in August for further discussion.

In an exercise to review program classifications with the Advisory Board, the Board's feedback resulted in the following:

<b>Program Category</b>	<b>Core Programs</b>	<b>Secondary Programs</b>	<b>Support Programs</b>
Youth Sports	IIII		
Youth Programs	IIII		
Special Events	II	II	
Fitness/Wellness	II	I	I
Seniors	III	I	
Self-Directed		II	II
Cultural Arts		II	II
Adult Sports	III	I	
Environmental Educ.		IIII	
Teens	III	I	
Aquatics		II	II
Special Needs	II	II	
General Interest		II	II
Social Services		II	II
Education	I		III

#### B. Holiday Event Planning

Sheila Long presented the initiative to merge the Candy Cane Lane and the Holiday Parade into one hybrid event. The Board engaged in discussion and shared ideas regarding how to create a memorial experience. Discussion included options to encourage movement of entertainment. The board supports the proposal to create a single hybrid event.

### 8. Open Discussion

Motion to skip open discussion by Quinton Crosson-Taylor; seconded by Garrett Underhill; approved unanimously.

### 9. Department Updates

#### A. Parks Updates

Nick Rummage reported on:

Completed repairs to ZES walking track. Includes remove and repaving portion of track, installation of a new drain, and removal of trees between parking lot and track. The trees are scheduled to be replaced with street-style trees this fall.

Completed replacement of approx. 800' of fencing along Beaverdam Creek Greenway. These were all located along isolated portions of the greenway between Ginger Lake Ct and Spiderlily Ct. The fence that was there was frequently vandalized and replaced with a cheaper, more easily repairable wooden version.

The Town Hall front lawn is being prepared to accommodate fall soccer. We began the week after July 4th with incrementally mowing at lower heights to reach a level that is suitable for athletics. The color will return to the grass after a couple of weeks of being cut at the correct height.

Little River Park is in the permitting stage. Some minor delays in permitting and approvals have us currently on schedule to begin the bidding project in September and potential groundbreaking in November.

Staff is working on a site plan for Gill St Park. Consultants are working on conceptual designs that would relocate amenities and could include a small community building to a nearby site. The new site is on approximately 5 acres on the north side of the cemetery and is already owned by the Town. Public input opportunities are scheduled to begin in the coming weeks.

#### B. Recreation Update

Amy Hayden provided updates on summer camps, upcoming events, and sports registration.

#### C. Next Meeting

Date: August 18, 2025

Topics:

1. Continued Program Plan Development
2. FY 26 Action Plan

### **10. Adjournment**

Motion to adjourn by Quinton Crosson-Taylor; seconded by Garrett Underhill; approved unanimously.

## Land Acquisition Policy

### Background:

Staff reviewed initial feedback from the survey at the July meeting. A summary of findings were as follows.

- Survey themes: regional/community facilities/parks, affordability, and connectivity
- Top 2 Desired Features
  - Regional, Community-Wide Parks
  - Expand Existing Parks
- Top 3 New Park Considerations
  - New Facilities
  - Bike/Ped/Trail Access
  - Affordability
- How far will you walk to parks?
  - 0.5 – 1 mile
- How far will you bike to parks?
  - >1 miles
- If you could add a recreation program, what would it be?
  - Concerts/Music Events
  - Pickleball
  - Disc Golf
- Top 3 recreation facilities you would like in Zebulon next?
  - Greenways/Trials/Walking Loops
  - Swimming Pool/Splash Pad
  - Playgrounds

The survey results were used to develop criteria for evaluating property for consideration. There are two criteria form options that can be considered based on either neighborhood park or community park considerations.

#### Section 4. Neighborhood Park Evaluation Table

Evaluator Name: \_\_\_\_\_

Evaluation Date: \_\_\_\_\_

Facility Intent: \_\_\_\_\_

Evaluated Site Address: \_\_\_\_\_

Number	Criteria	Metric	Observation	Points
1	Is the parcel of sufficient size for the intended facility features?	Neighborhood Park: 4 - 15 acre: 8 Points Otherwise: 0 Points		
2	Does the parcel have significant existing development on site that must be related or removed?	Parcel Improved Value is < \$30k: 8 Points Otherwise: 0 Points		
3	Is the parcel in close proximity to new residential development?	Parcel is within 0.5 miles of lot constructed in 2022+: 8 Points Otherwise: 0 Points		
4	Is the parcel served by, or in close proximity to sidewalk?	Parcel is within 200 feet of sidewalk: 3 Points Otherwise: 0 Points		
5	Is the parcel served by, or in close proximity to bike lanes?	Parcel is within 200 feet of bike lane: 3 Points Otherwise: 0 Points		
6	Is the parcel served by, or in close proximity to existing or proposed greenway infrastructure?	Parcel is within 1,000 feet of existing or proposed greenway: 3 Points Otherwise: 0 Points		
7	Is the parcel intersected by floodway constraints?	Center of Parcel is within the Floodway: 0 Points Otherwise: 3 Points		
8	Is the parcel close to existing parks and recreation amenities?	Parcel is beyond 0.5 miles of an existing park: 3 Points Parcel is adjoining an existing park: 3 Points Otherwise: 0 Points		
9	Is the parcel owned by Zebulon or a trusted community partner?	Parcel Owned by Zebulon: 3 Points Parcel Owned by Trusted Partner: 1 Point Otherwise: 0 Points		
10	Is the parcel served by, or in close proximity to, a water main?	Parcel is within 1,000 feet of water line: 2 Points Otherwise: 0 Points		
11	Is the parcel served by, or in close proximity to, a sewer main?	Parcel is within 1,000 feet of sewer main: 2 Points Otherwise: 0 Points		
12	Is the parcel within a "Potential Park Location" identified on Map 2.9 of the Play Zebulon Parks & Recreation Master Plan?	Parcel is within 1-mile Potential Park Location Area: 1 Point Otherwise: 0 Points		
13	Is the parcel serving low-income communities?	Parcel Census Tract >80% AMI: 0 Points Parcel Census Tract <80% AMI: 1 Point		
14	Is the parcel close to communities that have historically been underrepresented in municipal parks planning?	Parcel Census Tract <23.7% Hispanic/Latino Population: 0 Points Parcel Census Tract >23.7% Hispanic/Latino Population: 1 Point		
15	Is the parcel in close proximity to major roadway corridors?	Parcel is within 1,000 feet of primary corridors/roadways: 1 Point Otherwise: 0 Points		

Total Points (Max 50): \_\_\_\_\_

Additional Considerations: \_\_\_\_\_

### Section 5. Community Park Evaluation Table

Evaluator Name: \_\_\_\_\_

Evaluation Date: \_\_\_\_\_

Facility Intent: \_\_\_\_\_

Evaluated Site Address: \_\_\_\_\_

Number	Criteria	Metric	Observation	Points
1	Is the parcel of sufficient size for the intended facility features?	Community Park: 15+ acre: 10 Points Otherwise: 0 Points		
2	Does the parcel have significant existing development on site that must be related or removed?	Parcel Improved Value is < \$30k: 8 Points Otherwise: 0 Points		
3	Is the parcel in close proximity to new residential development?	Parcel is within 0.5 miles of lot constructed in 2022+: 4 Points Otherwise: 0 Points		
4	Is the parcel in close proximity to major roadway corridors?	Parcel is within 1,000 feet of primary corridors/roadways: 3 Points Otherwise: 0 Points		
5	Is the parcel served by, or in close proximity to, a water main?	Parcel is within 1,000 feet of water line: 3 Points Otherwise: 0 Points		
6	Is the parcel served by, or in close proximity to, a sewer main?	Parcel is within 1,000 feet of sewer main: 3 Points Otherwise: 0 Points		
7	Is the parcel intersected by floodway constraints?	Center of Parcel is within the Floodway: 0 Points Otherwise: 3 Points		
8	Is the parcel close to existing parks and recreation amenities?	Parcel is within 0.5 miles of an existing park: 0 Points Otherwise: 3 Points		
9	Is the parcel owned by Zebulon or a trusted community partner?	Parcel Owned by Zebulon: 3 Points Parcel Owned by Trusted Partner: 1 Point Otherwise: 0 Points		
10	Is the parcel within a "Potential Park Location" identified on Map 2.9 of the Play Zebulon Parks & Recreation Master Plan?	Parcel is within 1-mile Potential Park Location Area: 2 Points Otherwise: 0 Points		
11	Is the parcel served by, or in close proximity to sidewalk?	Parcel is within 200 feet of sidewalk: 2 Points Otherwise: 0 Points		
12	Is the parcel served by, or in close proximity to bike lanes?	Parcel is within 200 feet of bike lane: 2 Points Otherwise: 0 Points		
13	Is the parcel served by, or in close proximity to existing or proposed greenway infrastructure?	Parcel is within 1,000 feet of existing or proposed greenway: 2 Points Otherwise: 0 Points		
14	Is the parcel serving low-income communities?	Parcel Census Tract >80% AMI: 0 Points Parcel Census Tract <80% AMI: 1 Point		
15	Is the parcel close to communities that have historically been underrepresented in municipal parks planning?	Parcel Census Tract <23.7% Hispanic/Latino Population: 0 Points Parcel Census Tract >23.7% Hispanic/Latino Population: 1 Point		

Total Points (Max 50): \_\_\_\_\_

Additional Considerations: \_\_\_\_\_

## Program Plan

### BACKGROUND

At the July Meeting, the Advisory Board received information regarding:

- Parks and Recreation Master Plan Recommendations
- Programming Philosophy Objectives:
- Program Classification System
- Framework for the Program Plan

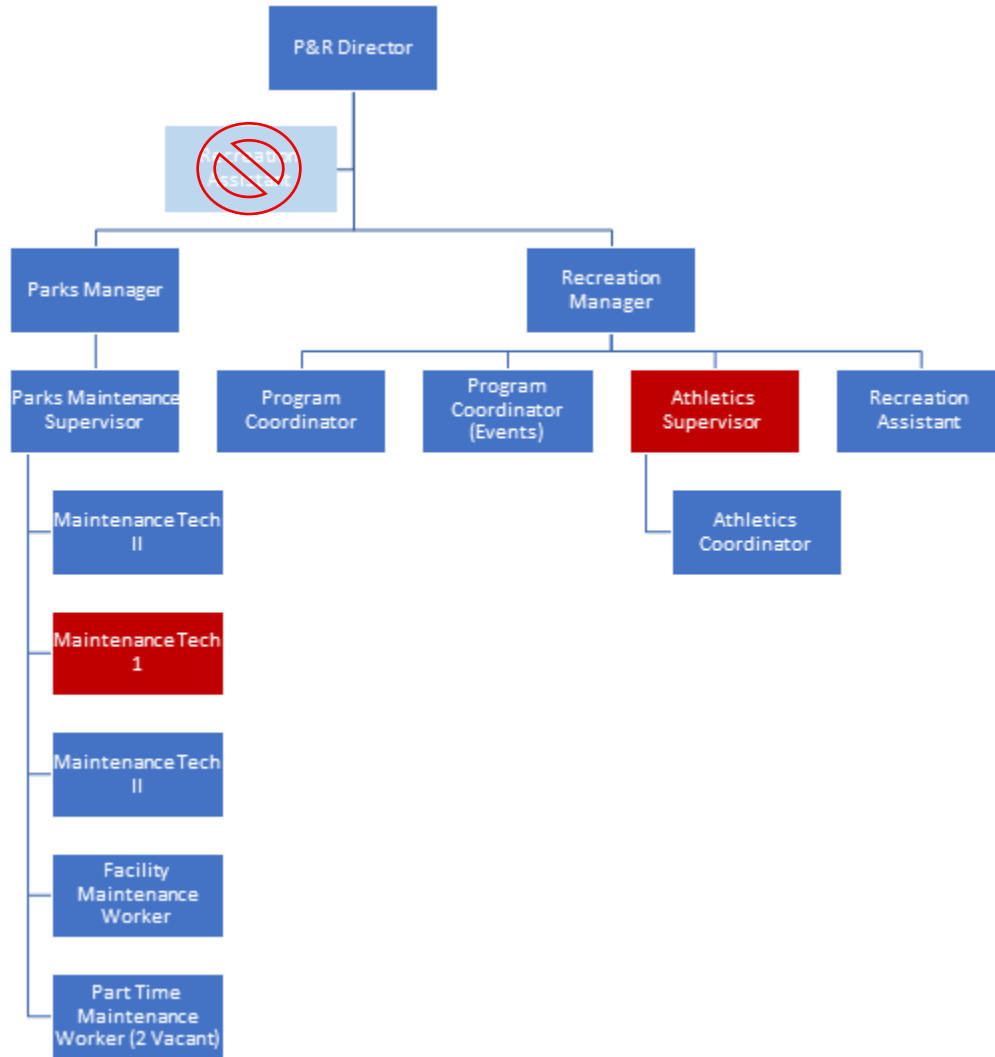
The next focus area for program plan is the framework.

### Inventory of Park and Recreation Staff-Areas of Responsibility in Program Planning

- a. **Full-Time Staff:** As the Town's work responsibilities are currently structured, responsibility for **program planning** is divided into three categories:
- a. Athletics,
  - b. Programs
  - c. and Special Events.

Position	Primary Purpose
Director	Overseeing the management and operation of parks and recreation facilities and programs, managing staff, and administering the department budget, short, medium and long-range P&R planning, P&R Advisory Board liaison, public engagement.
Athletics Coordinator	Planning and implementation of athletic programs.
Athletics Supervisor	Planning and implementation of athletic programs. Oversight of all athletics programs. Management of 3 <sup>rd</sup> party facility use.
Recreation Manager	Oversees implementation of programs, events and the community center. Implement program plan, staff management, and work with the Director on future program planning.
Program Coordinator (Events)	Planning and implementation of events and general programs.
Program Coordinator	Planning and implementation of general programs and youth programs.
Recreation Assistant	Community Center reception support, recreation division administrative tasks, center rentals, department marketing support, recreation software administration and fitness programs.

Town of Zebulon's Park Recreation Division is organized as follows:



- b. **Part-Time Staff:** Part-time staff are utilized in support roles and provide assistance for programs, athletics and special events.
- c. **Contracted Services:** Currently, several aspects of services are being provided via independent contractors who have special skills, certifications, and qualifications. These contractors enable ZPRD to provide specialized classes and programs. These contractors allow full-time staff the ability to focus on higher areas of priority or those that require frequent or immediate attention. Use of contractors also allows for a more diverse program offering.
  - a. Examples of contracted instructors Include:
    - a. Fitness Instructors,
    - b. Art Instructors,
    - c. Preschool Sports,
    - d. Tennis & Pickleball,
    - e. Specialized Summer Camps, etc.

## Role of Other Providers: Partnerships

With limited resources, the Town of Zebulon relies on other groups and organizations to provide recreation programs and services for the community.

- The Parks and Recreation Department will need to be a “clearinghouse” for recreation programs and services provided by others. This should involve promotion of their activities, coordinating of some programs, and permitting of facilities. However, this process needs to be closely managed to be successful.
- The Department will always need to be a provider of many of the facilities (especially community centers, parks, and athletic fields) for other organizations to use.
- Partnerships with other organizations and entities are necessary to develop and expand recreation programs. All partnerships should be backed up by a memorandum of understanding or contract to formalize the relationship. This should clearly identify specific roles and expectations as well as limits to facility scheduling, fees, and operations. Partnerships with organizations should reflect the needs and culture of the specific markets they will be providing the services for.

For partnerships to be effective the following must occur.

- Must actively pursue and sell the benefits of the partnership.
- Weigh the benefits vs. the cost of the partnership.
- Do not compromise on the original vision and mission of the Parks & Recreation Department.
- Do not compromise the quality of facilities or programming offered by the Town of Zebulon.
- Establish a shared partnership vision.
- Expect compromises to meet different needs and expectations.
- Clearly define development and operations requirements.

## Partnership Analysis

Before determining which programs and services to contract or have provided by others, an assessment of the specific pros and cons of such a move needs to be completed. A major aspect of this analysis should be to determine the financial impacts and quality of the services that will be provided. Key questions to be asked include:

- How does this fit with the program plan that has been developed?
- Will this be the most cost-effective method to obtain the program, service, or function?
- Does the Department have the resources and equipment to provide the program, service, or function?
- Will the quality of the program, service or function suffer if it is contracted to other organizations?
- Are there other more qualified organizations that should provide the program, service, or function?
- Is the service, program, or function only available from a contract provider?
- Are the safety and liability risks too high to provide the program or service in house?

## Advisory Board Annual Action Plan

### Background

The Staff will work with the Advisory Board to discuss an annual advisory action plan. Staff is proposing items for consideration by the Advisory Board to include in an annual action plan. Staff is seeking feedback and ideas from the Advisory Board.

### Proposed Action Plan

Items may be brought forward as needed. Schedules and action items may change as needed.

August 14, 2025	Land Acquisition Update Program Plan: Staff and Area of Responsibility Inventory Gill St Park Master Plan FY26 Action Plan
September	Program Plan: Program Inventory Land Acquisition Policy Site Specific Master Plans
October	Program Plan: Implementation Grant Development FY 25 Review and Department Update *Individual Member Meetings: FY27 Budget Goals Prep
November	FY 27 Budget Goals Fee Schedule Review *Candy Cane Engagement Opportunity
January	FY 27 Operating Budget FY 27 Capital Improvement Plan Fee Schedule Review
March	Annual Retreat
April	*Spring Fest Engagement Opportunity
May	Department Update Volunteer Appreciation Facility Use Review and Updates
July	Parks & Recreation Month Department Update: Fiscal Year Adopted Budget Review Chair and Vice-Chair Appointment
August	FY 27 Annual Action Plan

Additional meetings or topics may be added throughout the year.

### Meeting Schedule

All meetings will be held on the third Monday of the month at 6 PM as needed. If alternative dates are required, the date change will be noticed. The January meeting will be held on January 26<sup>th</sup>.