

BOARD OF ALDERMEN

ITEM NO. E(1)

AGENDA ITEM ABSTRACT

MEETING DATE: August 28, 2001

TITLE: Recreation and Parks Department Mission

DEPARTMENT: Recreation and Parks	PUBLIC HEARING: YES ___ NO <u>x</u>
ATTACHMENTS: A. Resolution B. Excerpts from Year 2000 Report and Year 2020 Report C. Present Mission Information	FOR INFORMATION CONTACT: Richard E. Kinney 918-7381

PURPOSE

The Town's Recreation and Parks Department has experienced tremendous growth over the past several years in terms of facilities, programs and community demands. For that reason, the administration has determined that the role or mission of the department should be reviewed so that the operation of the department more clearly meets the needs of the community in regards to leisure services. This matter is before the Board of Aldermen to provide an opportunity to discuss this need and recommended process for achieving this assessment.

INFORMATION

The advent of the Carrboro Century Center and new park growth in terms of a new neighborhood park, a potential County district park, the new Smith Middle School Park and increase in demand for new programs creates a window of opportunity to re-assess the Recreation and Parks Department's mission. The Town has adopted a Comprehensive Recreation and Parks Master Plan that guide acquisition and development of the public park system. Census 2000 data on population and housing is now available and more information is forthcoming. This data will provide a foundation for translating human needs and leisure behavior into leisure services required. The Town's present recreation program enjoys national, state and local recognition. However, leisure services cannot remain static and fulfill its potential to best serve the needs of a changing constituency.

The move of the department from Town Hall, new internal accounting/receivables collection, and start-up operation of the Century Center have been accomplished. A six-month operation period for the center will be over at the end of September. The Recreation and Parks Commission will review the rental procedures, fees and other operational procedures of the Center and recommend to the Board of Aldermen changes based on actual historical use data to better serve the community and maximize use of the center. The review of the department's overall Mission will coincide with this effort and goals developed for discussion at the Board of Aldermen's Annual Retreat.

A public input meeting on this issue is tentatively set for Thursday, October 18, 2001. The Recreation and Parks Commission has a subcommittee working on the playground equipment projects for Anderson and Wilson Parks and their public input meeting could be set-up on October 4, 2001. The Century Hall is available at these times and Peg Carlson has agreed to facilitate both meetings. Since both projects are

extremely important, it is considered realistic to incur mailing costs to send a postcard announcing both to each address in the corporate town limits. Other methods of publicizing the meeting would include the Town's web site, Weaver Street Market Newsletter, and local media.

Recommended Process:

September 2001 – Internal Staff Development. Staff develops program information, staff retreat(s) and formulation of program information, recommended changes and information for public review.

October 18, 2001 – Facilitated Public Input. Meeting with citizens to solicit ideas and suggestions toward defining goals and mission to more clearly meet their leisure needs. These ideas, combined with results of the staff retreat, will form the proposed priorities for leisure services and will be shared with the Recreation and Parks Commission and Board of Aldermen for review. See above for plans to publicize this meeting.

November 2001 – Recreation and Parks Commission Review. Commission, with staff consultation, develops a proposed mission and recommends goals to be submitted to the Board of Aldermen.

December 2001, January 2002 – Board of Aldermen Review and Direction. Board reviews recommendation and approves a mission and recommended goals and directs the Town Administration to proceed with development of associated budgetary implications necessary to implement the approved mission and goals.

ADMINISTRATION'S RECOMMENDATION

The administration recommends that the Board of Aldermen approve the attached resolution that directs the administration to proceed with the development of a new mission and goals for the Recreation and Parks Department.

The following resolution was introduced by Alderman _____ and duly seconded by Alderman _____.

A RESOLUTION REQUESTING THAT THE TOWN PROCEED WITH DEVELOPMENT OF NEW MISSION AND GOALS FOR THE RECREATION AND PARKS DEPARTMENT

Resolution No.

WHEREAS, the Carrboro Board of Aldermen recognizes the value of public park and recreation facilities to all citizens, and

WHEREAS, public leisure services must be re-assessed periodically to most effectively and efficiently serve its targeted population, and

WHEREAS, the Board of Aldermen recognizes that the Town's population and recreation facilities and programs have sufficiently changed to warrant an assessment of the Recreation and Parks Department Mission and Goals.

NOW, THEREFORE, THE BOARD OF ALDERMEN OF THE TOWN OF CARRBORO RESOLVES:

- ◆ Section 1. That the Board of Aldermen asks that the administration proceed with a process to reassess the Recreation and Parks Department's Mission and Goals.
- ◆ Section 2. That the following process should be followed:

September 2001 – Internal Staff Development. Staff develops program information, staff retreat(s) and formulation of program information, recommended changes and information for public review.

October 18, 2001 – Facilitated Public Input. Meeting(s) with citizens to solicit ideas and suggestions toward defining goals and mission to more clearly meet their leisure needs. These ideas, combined with results of the staff retreat, will form the proposed priorities for leisure services and will be shared with the Recreation and Parks Commission and Board of Aldermen for review.

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- ◆ Section 3. This resolution shall become effective upon adoption.