

Parks and Recreation Advisory Board Agenda
April 18, 2024

Board- Amanda Burns, Kent Merritt, Hosea Mitchel, Jenny Taylor, Mark Denison, Jeffrey Fracher, Jeanette Abi – Nader, Ned Michie, Jessica Jackson

CHS student- Kajay Edwards

City- Avery Watkins, Riaan Anthony, Markisha Hughes, Courtney Ambrose, Will Bassett

4 present from the community - Ailen Carey, KJ Howard, Michelle Gibson

Public Comment- none listed

Administrative items

Admin 1- March Board meeting Minutes

- Ned looking to have a true minute taker moving forward. He is looking for an improvement and more depth in regard to details, dates and information
 - Minutes approved
 - Jeff F made the motion and Mark D seconded it
- Ned M asked to add public comment to the end of the agenda under information items.

Action items

A-1 none currently

Information items

1- Presentation- Cultivate Charlottesville

a. Ailen Carey and KJ Howard

- i. Topics reviewed- close relationship with CPRD due to City school year garden program and expanding relationship of urban agriculture program
- ii. Power to grow presentation at Booker T Washington park (BTW)
- iii. City Schoolyard Garden (CSG), Urban Agriculture Collective (UAC) Food Justice Network (FJN)
- iv. FJN allows people to come together and discuss food and create a food equity town- currently in second yr. in 3rd yr. of partnership totaling 6yrs
- v. Meeting every other month via zoom to discuss 6 platforms of urban equity platform
- vi. Power to Grow- goal – advancing affordable housing and urban agriculture
- vii. 2023- surveyed neighborhoods- Westhaven, Venable, 10th & page, 6th st
- viii. 344 total Surveys, 299 residents spoke with and 6 neighborhoods surveyed
- ix. Reviewed history of Booker T Washington Park
- x. Cultivate C'ville noted challenges that certain neighborhoods face to get fresh produce
- xi. 94% believe a UAC farm in BTW would benefit the community
- xii. Goals- bring community together around table and build health in nature, intergeneration connections, build something for community members to build a legacy at BTW park, bring families together across generations and build community unity, teach the benefits of community coming together
- xiii. Power to grow petition results 429 signatures 353 surveys and 100% in favor
- xiv. Received recommendation from City Council, asked CPRD to prioritize community design for farm site in master plan, Charlottesville City Council- food

- equity goals in city strategic plan in a way that aligns with city's comprehensive plan. Chapter 7 goal 4 and food equity initiative policy platform
- xv. City of Promise work days every Friday 9a-12p at the city of Promise garden.
 - xvi. Listserv- cultivatecharlottesville.org/sign-up
 - 1. Notes- IRC is not a part of Cultivate C'ville but close partners
 - a. IRC grows for personal and some sale. Cultivate only for families and community need
 - b. Collaboration with IRC came in 2020
 - c. 12 staff members. City school yard garden- garden coordinators- work w/ students in the garden. Rooted curriculum, lesson plans that align with VA SOLs. – garden coordinator leads lesson. FJN staff set up engagements and listening circles. UAC 3 people that work at growing spaces. Interns in summer rising 9-12th. 8-11 paid interns.
 - d. Funding- grant heavy- federal state local. Some family foundations have been donating for over a decade. Individual donors. City provides funding- City schools \$45k over 10yrs plus.
 - e. Not in Albemarle Co. focus is on the city.
 - f. Harvest of the month program giving kids fresh produce and teach education from where the food came from

2- Presentation- Programs, Camps and Classes division.

- a. Courtney Ambrose and Markisha Hughes reviewed their time with the department and overview of their areas of supervision- meals, camps, programs.
- b. 753 participants, 110 class offerings in Winter 2023 and Spring 2024
- c. Ages 1 through adult including adult classes.
- d. Goals for next year increase program offerings for teens and adults and gymnastic classes
- e. School day out program- field trips, walk to parks, games, provide a safe place
 - i. Winter served 60 kids, spring break max 75 registrations and summer max 80 registrations
 - ii. Use school sites – 2024- Burnley Moran and Venable
 - iii. Adventure camp - 2 camp sites with a max of 80- go on a trip daily within 90min.
 - iv. After school sites
 - 1. Westhaven 10-12 avg a day, Greenstone 12-15 avg, South first- varies
 - 2. Open Mon – Wed and Fri 4p-7p
 - 3. Healthy meals provide through a federal grant
 - 4. Field trips and offsite activities, games, art,
 - v. Backpack flyer given to CCS to send home with kids
 - vi. Amanda- get in weekly principal school letter
 - vii. Jessica- monthly flyer that goes home to all schools
 - viii. Kajay Edwards- more interaction at schools during lunch
 - ix. Jeffrey Fracher- what is the barrier for not getting more kids ?
 - x. Riaan- complexities of nutrition for the different cultures we are serving. We can't serve one group halal and another group "x" and gun violence plays a factor.
- 1- Special events
 - a. Eggstravaganza
 - b. Sunday sundown -Washington Park Pool 12p-2p, June 9th and July 21st, Sounds of Summer- 7/13 Tonsler 6-8p & 8/3 Forest Hills 6-8p

- c. Downtown Safe Halloween
- d. Goal to add 2 new events each yr.
- e. Who we serve C'ville and surrounding counties. Increase awareness of scholarship program. We believe all families should have access to programs no matter their financial status.
- f. Mark Denison- Why can't we get more kids? Riaan-transportation is a barrier. We must pay \$80k to transportation for use of buses.
- g. Amanda- pool passes are they free? - Riaan- donors provide funding to offset
- h. Looking to increase weekend programming.
- i. Ned- would like to see increase in non-resident rates. Amanda- Who approves rate? Riaan- dept heads approve rates.
- j. Hosea- Do you have any programs for seniors?
- k. Avery- Adaptive programs offers programs for seniors. They present next meeting.
- l. Courtney- upcoming programs. Summer programs and classes, gymnastic clinics and workouts and chess camp
- m. Amanda- how can people qualify for scholarship? Will B- It is a sliding scale, must provide taxes or other supporting document to get 25-90 % off, most residents qualify for 90%
- n. Ned M- how is staffing?
 - i. Markisha- staffing is doing well and we are in a good place.
 - ii. Courtney - looking add another gymnastics instructor.
 - iii. KJ Howard- recommend using Bailey printing to create road signs.

3- Master plan update

- a. Kickoff of events for outreach
- b. Next phase- sit specific, Court Square, Market St park, Tonsler and BTW
- c. Statistically valid survey has been released- due end of April and will have info by Memorial Day.
- d. Timeline adoption by Council end of calendar yr/ Jan 2025
- e. Feedback and revisions after before final adoption date
- f. Ned M- Website doesn't have specific details on events. Will B- target marketing is used to reach out to specific neighborhoods where events will be had.
- g. Public- how are you letting the community know about the events?
 - i. Will B- mailing to all address' in radius, targeted social media, website.

4- Cip update

- a. 4/15 FY25 budget adopted.
- b. Anything we were hoping to get we didn't get?- Hosea
- c. Riaan- will provide list at a later date.
- d. Operating budget was adopted.
- e. All new requests- were not entered- no FTE- trails position, 2 custodial, FTE meals program coordinator, CIP designated person.
- f. Jeff F- did Meadowcreek golf course get irrigation 2mil?
 - i. Riaan- Yes but because it is an enterprise fun it will have to be paid back.
 - ii. Will B- city still owns golf course but day to mgmt. is with Trune. Hire architect for the irrigation plan and engineer to design system and go from there.

- iii. Mall trees- Aileen Carrie and Amanda Burns
 - 1. CPRD & tree commission
- iv. Downtown mall infrastructure- \$728k pays a fee and city gets a cut from café dollars

5- Public comment

- a. Michelle Gibson- 10th and page resident. Variety of neighborhoods had grocery stores and that's her main push for food equity. Hopes nothing interferes with moving forward the BTW Garden

Chairmans matters

Ned M- please continue to let the board know your thoughts and use them as a tool to assist and move things forward.

Board Matters

Jessica- get rid of grandfathering of renters of garden plots. Proposed people rent for 2yrs, sit out 3 or 4 years so same people aren't having plots year after year. Increase the fee. Jeff F is in agreeance and wants to get it on the agenda.

Amanda- We must do something and push forward on safe spaces for after school sites. We must continue to push through considering gun violence.

Jeff F- Who is acting as Deputy of Park? Riaan- Rob Mathes

Directors Matters

None

Ned M- adjourned meeting

No Closed session