

Matthews Parks, Recreation & Cultural Resource

Advisory Committee Meeting Agenda

December 12, 2018

6:30PM

Advisory Committee members:	Howie Labiner – Chair	Dawn Reid - Vice Chair	Harvey Boyd
	Mary Ciminelli	Sandi Lee	John Gatlin
	Ryan Maclatchie	VACANT	VACANT

- I.** Call to Order
- II.** Roll Call
- III.** Public Comment
- IV.** Division Reports:
 - a) Special Events
 - b) Athletics
 - c) Parks/Outdoor Recreation
 - d) Cultural Resources
- V.** Director's Report
 - a) Project Updates
- VI.** Old Business
- VII.** New Business
- VIII.** Adjournment

Parks, Recreation & Cultural Resource Advisory Committee

Department Division Updates: DECEMBER 2018

CULTURAL RECREATION UPDATE

Programs/Activities

- December gallery display: Matthews Artists Guild will have their holiday art show on display through December.
- Art now being displayed at Town Hall; these installments will rotate every 60-90 days.
 - Current show: Winners from the art contest with Matthews Playhouse will be displayed for the month of December
- Public art update:
 - Working on another mural in the downtown area; received approval from building owner and currently working with the artist, building owner, and mural donor. Waiting to hear back from donor in order to get the installation scheduled; this will most likely take place this Spring.
 - Wall Poems: Waiting on approval from building owner before moving forward.
- Gearing up for holiday programs:
 - The Nutcracker Ballet had 6 performances this year, and 5 out of 6 shows sold out.
 - Sugar Plum Party took place after the Sunday shows of the Nutcracker, and both of these events sold out.
 - Breakfast with Santa will take place Saturday, Dec. 8 & Saturday, Dec. 15; currently all 4 seatings are sold out.
 - Online ticket sales went well and the check in system went smoothly.
- Poperazzi event in December
 - Currently marketing for this new event; performances will be Saturday, Dec. 29 at 7pm, and Sunday, Dec. 30 at 3pm.
 - George DeMott is a member of a vocal trio that performs classical opera to pop songs, and has also performed in some musicals with Matthews Playhouse. Check them out at www.poperazzi.com; this show will be general admission and tickets are already available online.
- Matthews Concert Band has performances on Monday, December 17 and Tuesday, December 18 of their holiday concert.
- Matthews Playhouse:
 - Current Mainstage Production: *Miracle on 34th Street*

CREWS RECREATION CENTER

- Programs/Activities
 - Date Night Drop-Off
 - Registration for Date Night Drop-Off scheduled for December 14th is currently ongoing. There were 16 participants during the October Date Night Drop-Off.
 - Crews Family Fun Night
 - The December edition of Family Fun Night consisted of a Movie Night with Santa. Participants were able to take photos with Santa and were also provided with food, drinks and snacks. Family Fun Night takes place every first Friday of the month (6-9pm) through March 1, 2019. Please see the attached flyer for a full lineup of scheduled activities and entertainment.
 - Adult Men's Basketball League
 - For the first time Crews has establish its own Adult Men's Basketball League. The league is scheduled to begin February 10th. Registration is currently ongoing. Please spread the word to those that may be interested. Please contact Charles Smith for more information (csmith@matthewsnc.gov or 704-708-1289).
 - Boom MUSCLE Fitness
 - This program targets seniors that have goals to become more physically active. The program will be offered on Fridays from 11am to 12pm. Cost is free for those that qualify through the Silver Sneakers program.
 - Summer Programming
 - Staff has already made efforts to begin summer camp planning. The goal is to have the Crews summer camp offering completed by mid-January.
- Facility Maintenance
 - Gym Flooring Project
 - The gym flooring contractor is scheduled to fix several punchlist items between December 21st and 31st. Overall, staff is satisfied with the new flooring system.

PARKS/OUTDOOR RECREATION

- Yoga in the Park – Postponed until Spring 2019
- Stumptown Park
 - A proposal has been accepted for the repair of the chain link fence. Work will be scheduled as soon as possible.
- Squirrel Lake Park
 - Gravel was added to the steps where washout had occurred over time.
- Windsor Park

- Zipline cable has been repaired and a new seat was installed that should last longer through wear-and-tear.
- Four Mile Creek Greenway
 - Repairs to the pavement have been completed after damage was sustained during Hurricane Florence.
- Eagle Scout Projects
 - Country Place Park
 - Approved project: add area to the pollinator garden – to be maintained by Bee City.
 - Community Gardens
 - Proposed project: build corrals/receptacles to contain garden waste in a designated location while it awaits removal.

SPECIAL EVENTS

- Tree Lighting was cancelled at 3:30pm on event day, due to steady rain (morning through the evening). While unfortunate to miss this event, and had to pay for several elements regardless, the equipment stayed dry and SOME money was saved by cancelling items early. This is the first total washout in quite a while
- The Father-Daughter Valentine Dance graphic has been developed, and will be distributed in advertising in January. We are re-naming to Valentine Dance this year, and are welcoming ALL COMBINATIONS of significant adult/child pairs. Graphic below
- The Events office will be using this month to re-sign main sponsors for Food Truck Fridays/Concert Series, BeachFest, and Matthews Alive. Once those sponsors are confirmed, the push will begin more for exhibitors and vendors.
- BeachFest craft vendor apps have gone out, and several vendors have signed up. The music line-up is being confirmed now.
- Food Truck applications have also gone out, and are being returned. Special Events staff will meet in January to choose trucks for each event evening. Food Truck Friday music lineup will be confirmed at this time also.
- Matthews Alive 2019 already has parade and exhibitor applications coming in. There are new Directors for Food Vendors and Parade this year, so look forward to new and exciting additions and ideas. Possibilities: performances during the parade by bands and groups, and a more varied food lineup.

- The new 'Event Style Guide' will continue being used in advertising and graphic design as developed by Haven Creative this past year. Event ads and graphics will have a more uniform appearance and a vintage feel that will carry over to the town website and overall town style guide in coming months. There are a few tweaks remaining to be made to event logos, but staff is enjoying the new uniform style.



COLOR OPTION #2 - COOL CONNECTIONS



GRAPHIC DESIGN

Mixed use of distressed letterpress font with sleek modern fonts. Stacked blocked and bold type use with prominent icons.



EVENT LOGOS

