

OXFORD, NORTH CAROLINA
November 2, 2022

The Members of the Honorable Board of Commissioners of Granville County, North Carolina met in a special meeting on Tuesday, November 2, 2022, at 3:00 p.m. in the Meeting Room, Granville Expo and Convention Center, 4185 US Highway 15 South, Oxford. The purpose of the meeting was asset mapping for recreation needs. Members of the Parks, Greenways, and Recreation Committee also attended to hear a presentation by The John R. McAdams Company.

Present were:

Vice Chairman: Russ May

Commissioners: Jimmy Gooch Sue Hinman
 Zelodis Jay Timothy Karan
 David T. Smith

Tony W. Cozart was absent.

County Manager: Drew Cummings

Assistant County Manager: Korena Weichel

County Attorney: James C. Wrenn, Jr. (arrived after the meeting started)

MEETING CALLED TO ORDER

At 3:00 p.m., Vice Chair Russ May called the special meeting for asset mapping for recreation needs to order. He recognized Commissioner Timothy Karan for the invocation and Commissioner Jimmy Gooch for the Pledge of Allegiance. Vice Chair May then introduced Granville County's new County Manager Drew Cummings. Commissioner Hinman thanked members of the Parks, Greenways, and Recreation Advisory Committee for attending and thanked them for their service.

INTRODUCTION OF CONSULTANTS WITH THE JOHN R. MCADAMS COMPANY

Senior Transportation Planner Justin Jorgensen introduced Shweta Nanekar and Grayson Maughan with the John R. McAdams Company. They gave an overview of the session and then spoke from the following PowerPoint presentation.



BENEFITS OF COMPREHENSIVE PLANNING

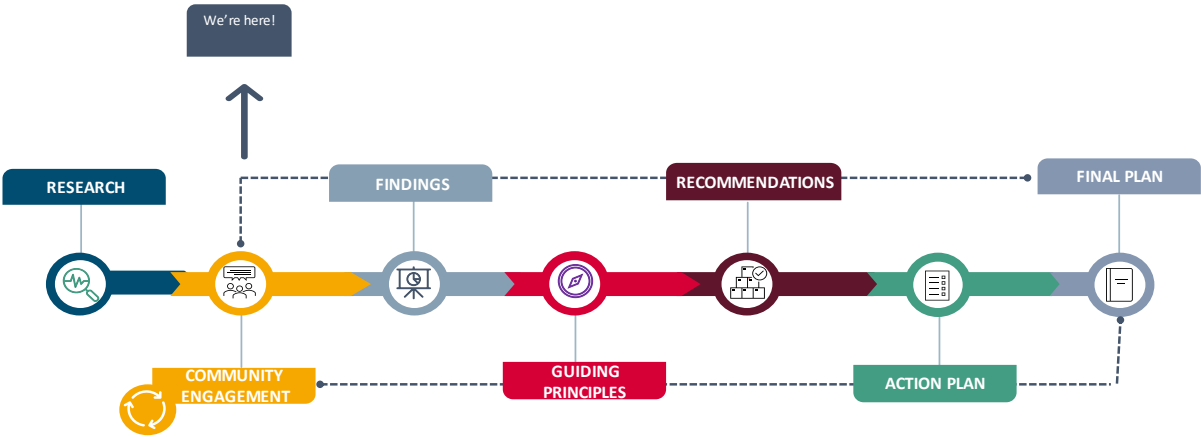
A Parks, Greenways and Recreation Master Plan will help Granville County

 prioritize goals and objectives for a 10-year planning horizon	 identify and resolve gaps and deficiencies	 catalog community needs and wants
 create a 10-year work plan for staff	 engage community, staff, and decision makers	 validate decisions against other planning efforts
 benchmarking to inform county goals	 generate population-based goals for new parkland, trails and more	 qualify for State and Federal grant funding opportunities

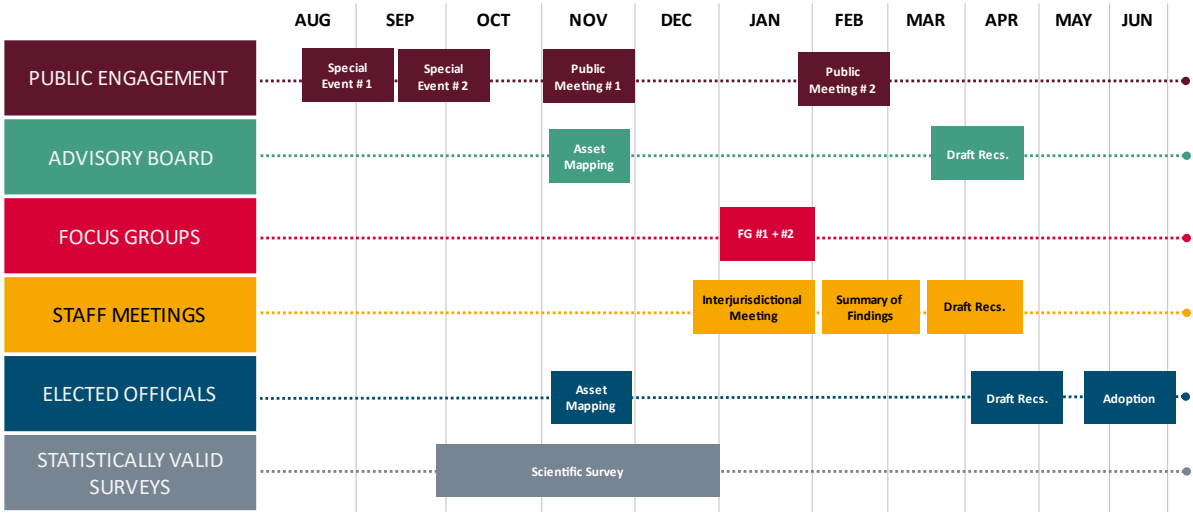
PLAN CONTENT



PLANNING PROCESS



PUBLIC ENGAGEMENT DRAFT ENGAGEMENT PLAN



ROLE OF COUNTY COMMISSIONERS + ADVISORY BOARD

COMMISSIONERS + ADVISORY BOARD RESPONSIBILITIES FOR PLANNING PROCESS

- > Bring awareness to planning process
- > Use personal network
- > Attend engagement events
- > Provide input through asset mapping
- > Review plan content and provide comments
- > Adopt!





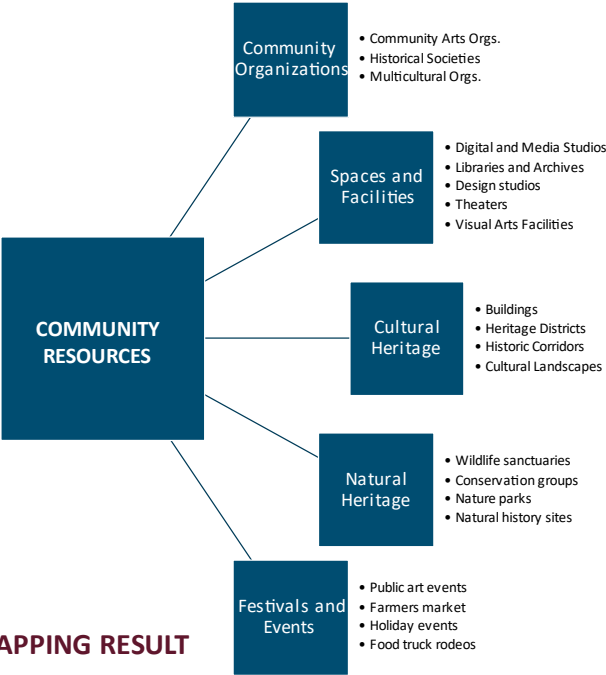
WHAT IS ASSET MAPPING?

- > Asset-based approach to identifying opportunities and constraints
- > Begins conversation from a point of selfsufficiency and competence
- > Focused on building strengths and identifying gaps



ASSET MAPPING

- > Participants generate responses
- > Responses are organized into themes
- > Themes identify what is important to the community



SAMPLE ASSET MAPPING RESULT

INTERACTIVE SESSION

Commissioners, committee members, and those present participated in an interactive session and answered the following questions to help gather information for the consultants.

ASSET MAPPING
QUESTIONS

ONE-
What about parks, greenways and recreation makes your community better?

Choose 2 to 3 objects that represent your responses.



Answers: Ties communities together, diversity of amenities, trees, sports, teamwork, clean, secure, greenways, wildlife, and communities.

ASSET MAPPING
QUESTIONS

TWO-
What is your parks, greenways and recreation system known for?

Choose 2 to 3 objects that represent your responses.



Answers: Disc golf, tennis, pickleball, easy to find, and clean.

ASSET MAPPING
QUESTIONS

THREE-

What would strengthen Granville County's positive impact on county-wide parks, greenways and recreation services?

Choose 2 to 3 objects that represent your responses.



Answers: economic impact, quality and availability, better distribution of facilities, destination type sites, motor vehicle dependency, and something on the Tar River.

ASSET MAPPING
QUESTIONS

FOUR-

What are some of the biggest threats or challenges to the assets you have identified?

Choose 2 to 3 objects that represent your responses.



Answers: Funding, availability of land, cost of land, safety and security, prioritization, and the urban/rural divide.

Wrap up –

What do your responses tell us about Granville County parks, greenways and recreation?



WRAP UP

Ms. Nanekar asked the group to think about what can be done short-term and long-term to meet recreation needs. It was noted that recreation does not live in a vacuum; you must have other key players to make things happen; there has to be a starting point; and something has to be done to bring children back to the area. Data collection will be essential to learning what the residents want as far as recreation.

Mr. Jorgensen reported that surveys were collected at the Hot Sauce Festival in Oxford and at the Creedmoor Music Festival. Information about the survey will be on Facebook and distributed through press releases.

Assistant County Manager Weichel said that the Parks, Greenways, and Recreation Committee will work to identify homeowner associations, churches, etc. to get the surveys out to citizens. The group was encouraged to promote getting feedback from citizens.

County Manager Cummings noted that parks are spaces where all kinds of people come together and cohere. He mentioned a trail in Durham and the amenities along the trail. Discussion ensued with mention of the rails to trails program and the possibility of an easement with Norfolk Southern Railroad that has been unsuccessful thus far and the possibility of fees collected for ball tournaments as a source of revenue for our parks.

Ms. Nanekar noted that staffing needs, operation, maintenance, and financial needs will need to be evaluated as services expand. Vice Chair May noted that community census will be needed to determine the next steps.

NEXT STEPS

Consultant Naneker announced the following next steps:

NEXT STEPS

NOVEMBER 2, 6-8 PM

- Public Meeting #1

FALL/WINTER

- Distribute and Run Statistically Valid Survey
- 2 Focus Group Meetings
- Interjurisdictional Coordination Meeting

EARLY 2023

- Public Input Meeting #2



PUBLIC INPUT SESSION

Vice Chair May announced that a public input session would be held today here at the Granville Expo Center at 6:00 p.m. for Asset Mapping for Recreation Assets.

COMMISSIONERS ADJOURN

Upon a motion by Commissioner Sue Hinman, seconded by Commissioner Zelodis Jay, and unanimously carried, the Board adjourned at 4:48 p.m.

Respectfully submitted,
Debra A. Weary, NCMCC, CMC
Clerk to the Board