

**GRANVILLE COUNTY BOARD OF COMMISSIONERS
SPECIAL JOINT MEETING ON RECREATION MASTER PLAN
PARKS, GREENWAYS, AND RECREATION COMMITTEE
JUNE 5, 2023
GRANVILLE EXPO AND CONVENTION CENTER
4185 US Highway 15 South, Oxford, North Carolina**

The Members of the Honorable Board of Commissioners of Granville County, North Carolina met in a special joint meeting with the Parks, Greenways, and Recreation Committee on Monday, June 5, 2023, at 5:00 p.m. in the Meeting Room, Granville Expo and Convention Center, 4185 US Highway 15 South, Oxford. The purpose of the meeting was for the final workshop on the Recreation Master Plan.

PRESENT:

Granville County Board of Commissioners

Chair Russ May (left at 5:53 p.m.)

Vice Chair Timothy Karan

Commissioner Zelodis Jay

Commissioner Robert Williford

Commissioner Sue Hinman

Commissioner Tony W. Cozart (left at 5:53 p.m.)

Commissioner Jimmy Gooch

County Manager Drew Cummings

Assistant County Manager Korena Weichel

Parks, Greenways and Recreation and Greenways Committee

Mrs. Betty Lou Davis, District 4

Mrs. Marilyn Howard, At-Large

Justin Jorgensen, Senior Transportation Planner, Staff Representative

Raymond Allen, Ex-Officio, Parks and Grounds Director

Commissioner Sue Hinman, Ex-Officio

Commissioner Timothy Karan, Ex-Officio

CALL TO ORDER

At 5:04 p.m. Chair May called the meeting to order. Commissioner Tony W. Cozart had the invocation and Chair May led the Pledge of Allegiance.

Chair May explained that the special meeting was for the final workshop of the Parks, Greenways and Recreation Advisory Committee led by Parks, Greenways and Recreation Committee Chair Michael McFadden, Deputy County Manager Korena Weichel, and Senior Transportation Planner Justin Jorgensen. He thanked them for their hard work on the master plan. He invited Mr. Jorgensen to give a summary of the matter and to introduce project managers from John R. McAdams Company. First, Chair May explained that he and Commissioner Cozart would have to leave early to go to the Granville County School Board farewell for Superintendent Dr. Alisa McLean, and asked Commissioner Karan to lead the meeting at that time.

PRESENTATION BY THE JOHN R. MCCADAMS COMPANY

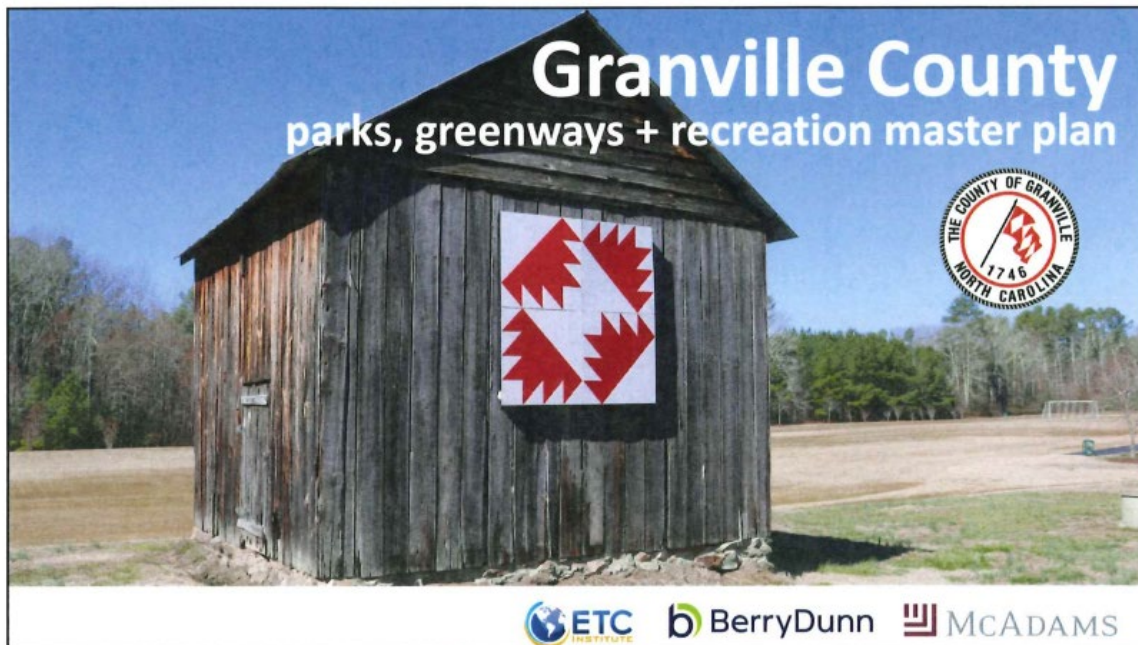
Introduction of Consultants with the John R. McAdams Company

Senior Transportation Planner Justin Jorgensen said that Mike McFadden, Chair of the Parks, Greenways and Recreation Committee could not be present because he tested positive for COVID-

19. He explained that the Parks, Greenways, and Recreation Master Plan had been in progress for nine to ten months and that at this meeting they would review some of the data and community feedback, and then look at the recommendations. He then introduced McAdams consultants Shweta Nanekar and Grayson Maughan who delivered a PowerPoint Presentation.

PowerPoint Presentation

Shweta Nanekar and Grayson Maughan of John R. McAdams Company spoke from the following PowerPoint presentation.



AGENDA

- > **Project Schedule**
- > **Assessment Findings**
 - > Previous + Current Planning Documents
 - > Demographics
 - > System Assessment
- > **Community Engagement Findings**
- > **Themes + Draft Recommendations**





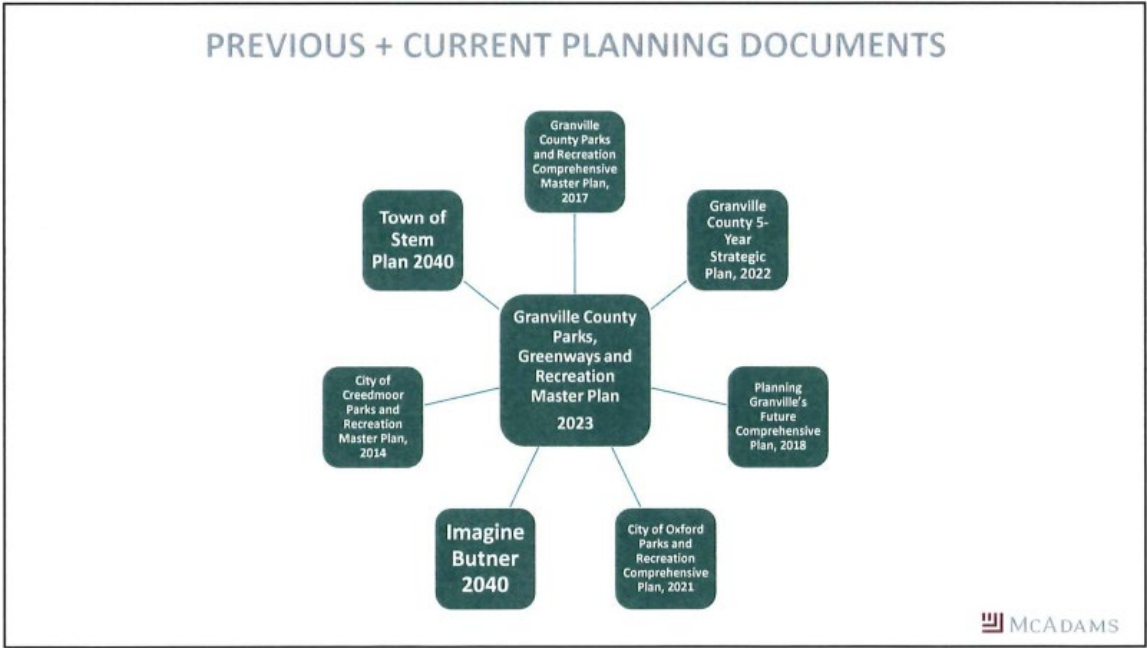
Project Schedule:

Ms. Nanekar mentioned that the graphic shows the process for the project, including initial research, data collection, review of previous documents, scientific surveys, community engagement, and the development of themes and recommendations. She said that they would share their recommendations at this meeting, and then they would want to hear from them on how to implement the recommendations over the next ten years. After they have collected action items, they would go back to the drawing board and develop the final Parks, Greenways, and Recreation Master Plan.



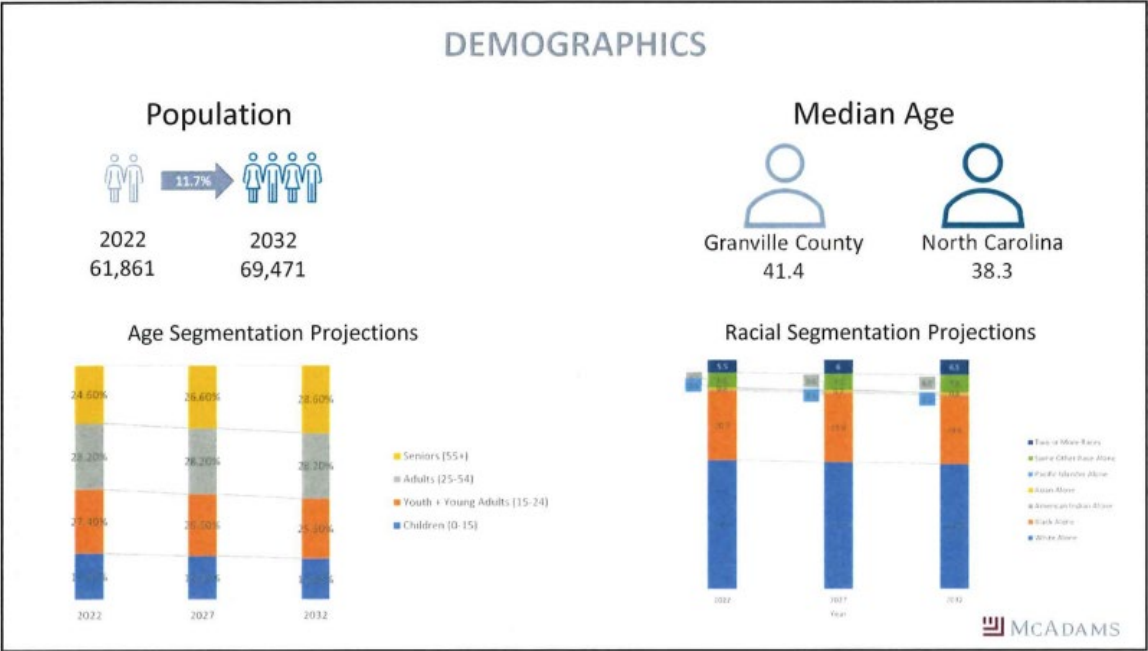
Planning Documents:

Ms. Maughan said that other planning documents were examined related to the parks system, including the county's strategic five-year plan, future comprehensive plan, and recreation plans adopted by towns and cities. This was done as part of the process to replace the 2017 plan.



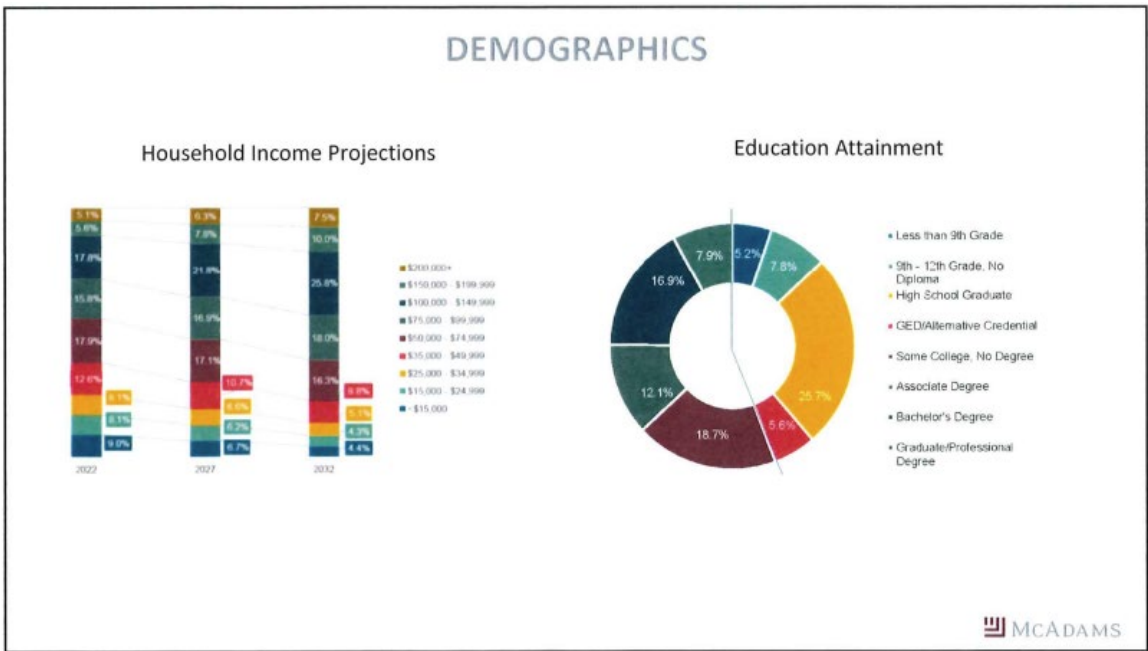
Demographics – Population and Median Age:

Ms. Maughan mentioned the following key points about the demographics slide. The county population growth rate is 11.7%, which is higher than both the national and state growth rates, and thus there will be a big population increase by the year 2032. By comparison, the state growth rate is 0.95% and the U.S. growth rate is 0.7%. The age group over 55 is growing, while the youth segment is getting smaller. The 25 -59 age group is getting smaller overall, but the 35-44 age group is growing. The county's diversity is increasing, with a growth in racial segments that are "some other" or "two or more" and a growing Hispanic population.



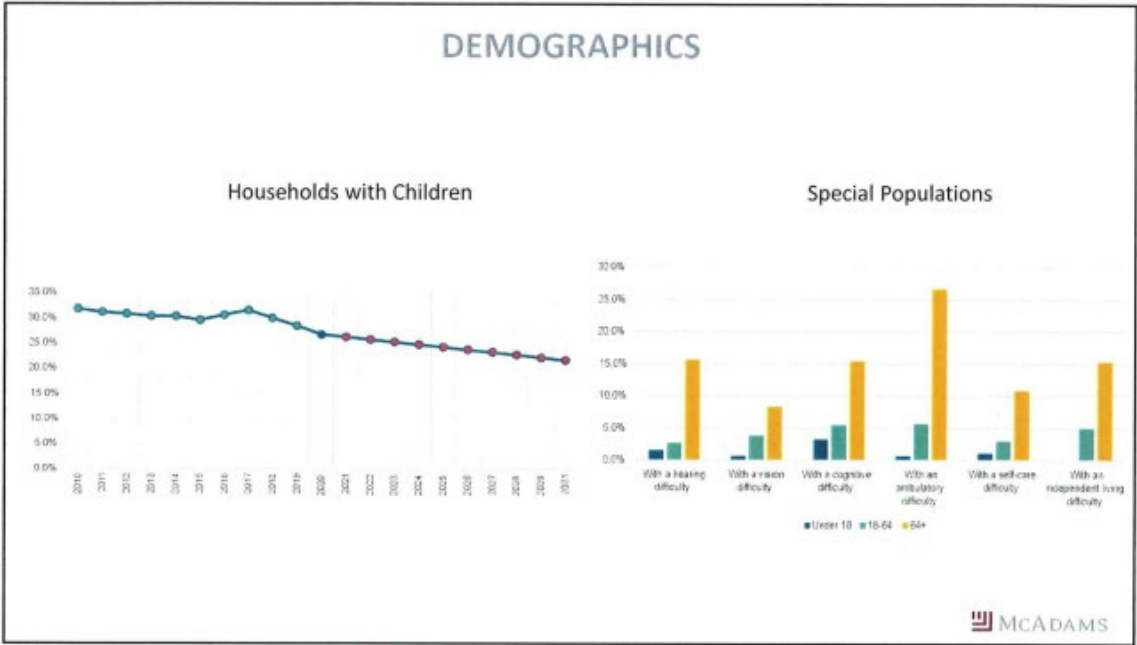
Demographics- Household Income Projections and Education Attainment:

Ms. Maughan mentioned that around 50% of the population makes below \$75,000 a year, but there is a small increase of 1.7% that is growing. This increase may not seem significant, but over 10 years, it can make a difference. She said that it is anticipated that residents will have more income in the next ten years. Ms. Maughan mentioned that the county's population is highly educated, which relates to higher income levels and more disposable income for residents. She said that this also indicates that residents may have a desire for more diverse recreation programs and amenities.



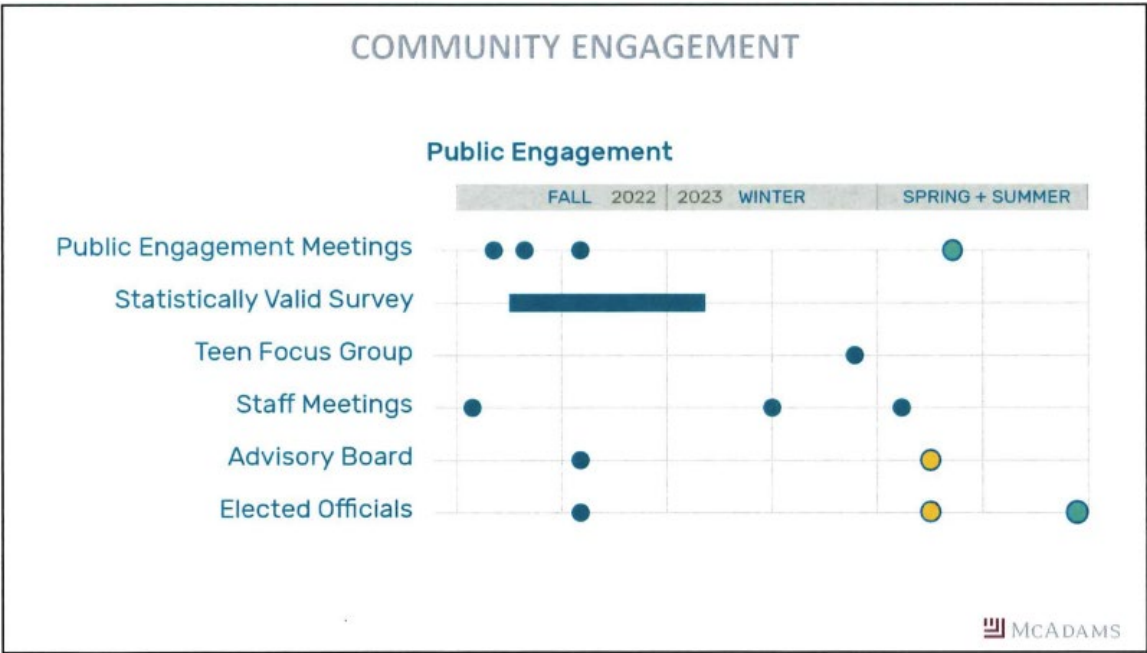
Demographics-Households with Children and Special Populations:

Ms. Maughan mentioned that there is an anticipated 10% decrease in households with children. In 2010 it was about 31% and in 2031 it is projected to be about 21%. Special populations included those with hearing, vision, cognitive, ambulatory, self-care, and independent living difficulties. Ms. Maughan pointed out that of the special populations, the population over 64 years old is the highest in the county. She emphasized the importance of designing facilities and programming to accommodate those with special needs.



Community Engagement:

Ms. Maughan said they had a great time with the county and then said she would skip ahead to the next slide and share some pictures.



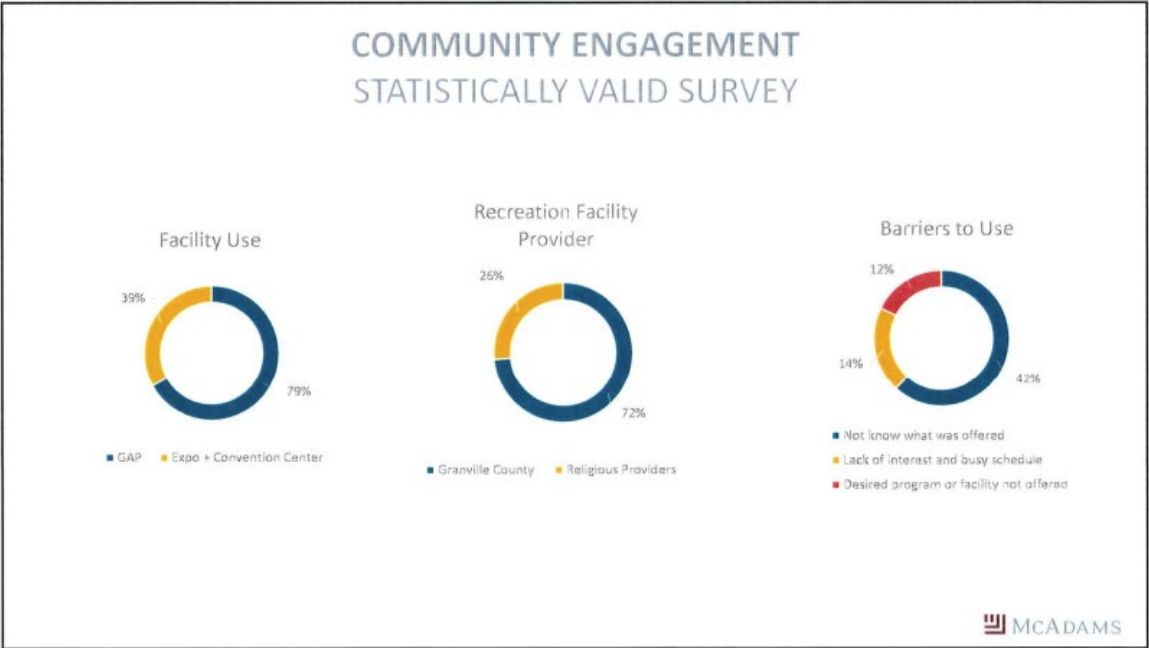
Community Engagement Pictures:

Ms. Maughan mentioned that they had a great time at two festivals last fall and summer where they met people and heard their feedback about the park system. She mentioned they met with teams who provided honest feedback. They met with the Parks, Greenways, and Recreation Committee as well as staff. One of the key takeaways from these engagements was that transportation is a barrier to accessing the parks.



Community Engagement- Statistically Valid Survey:

Ms. Maughan explained that the statistically valid survey was mailed out to households in the county and was conducted by a sub-consultant. The sub-consultant guaranteed that the survey would reach Granville County demographics. She said that the sampling did match the demographics of the county. The results of the survey helped in determining the recommendations for the plan.

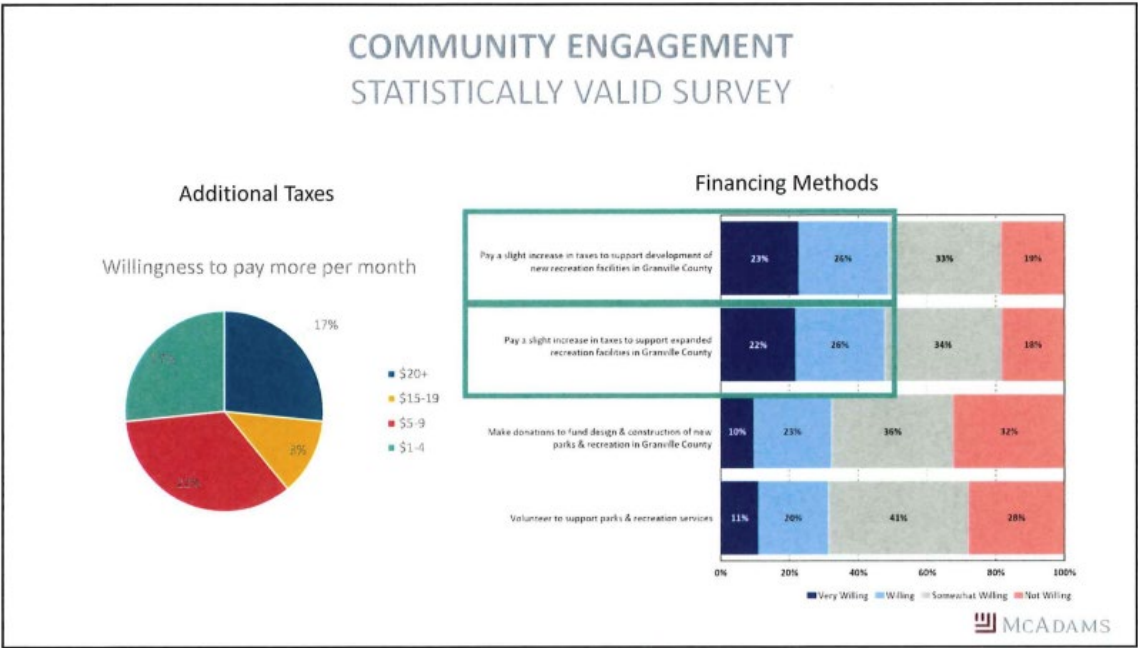


Community Engagement- Statistically Valid Survey - Additional Taxes:

Ms. Maughan mentioned that 17% of the survey respondents said they were willing to pay \$20 or more per month in additional taxes, 17% said they were willing to pay between \$1 and \$4, 22% said they were willing to pay between \$5 and \$9, and 8% said they were willing to pay between \$15 and \$19. When combining the percentages of those willing to pay between \$15 and \$19 with those willing to pay over \$20, it totaled 25% of respondents willing to pay within the \$15 and \$20 range.

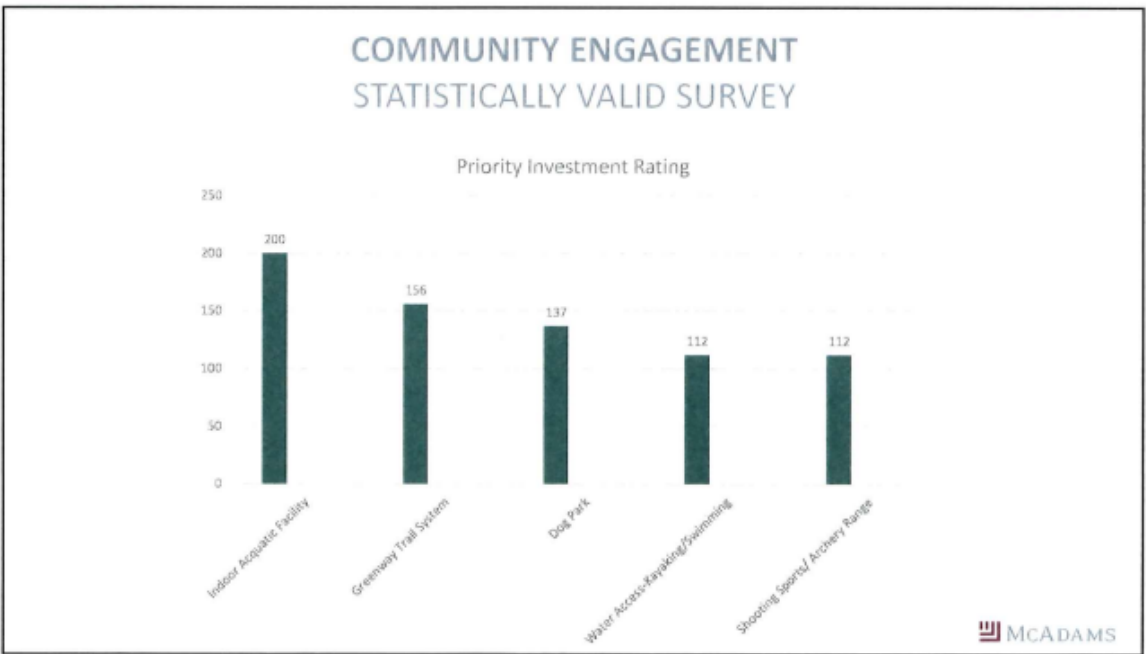
Community Engagement-- Statistically Valid Survey- Financing Methods:

Ms. Maughan mentioned that one of the financing methods discussed in community engagement was to pay a slight increase in taxes to support the development of new recreation facilities. This option was supported by approximately 50% of the respondents as very willing or somewhat willing. Paying slight increases in taxes to support expanded recreation facilities was also at right about 50%. She said this indicates that people are interested and willing and that they want to see the program expanded and improved.



Community Engagement – Statistically Valid Survey- Priority Investment Rating:

Ms. Maughan mentioned that the top priorities that emerged from this rating were an indoor water facility, greenway trail system, dog park, water access with kayak and swimming, and shooting sports and archery range.



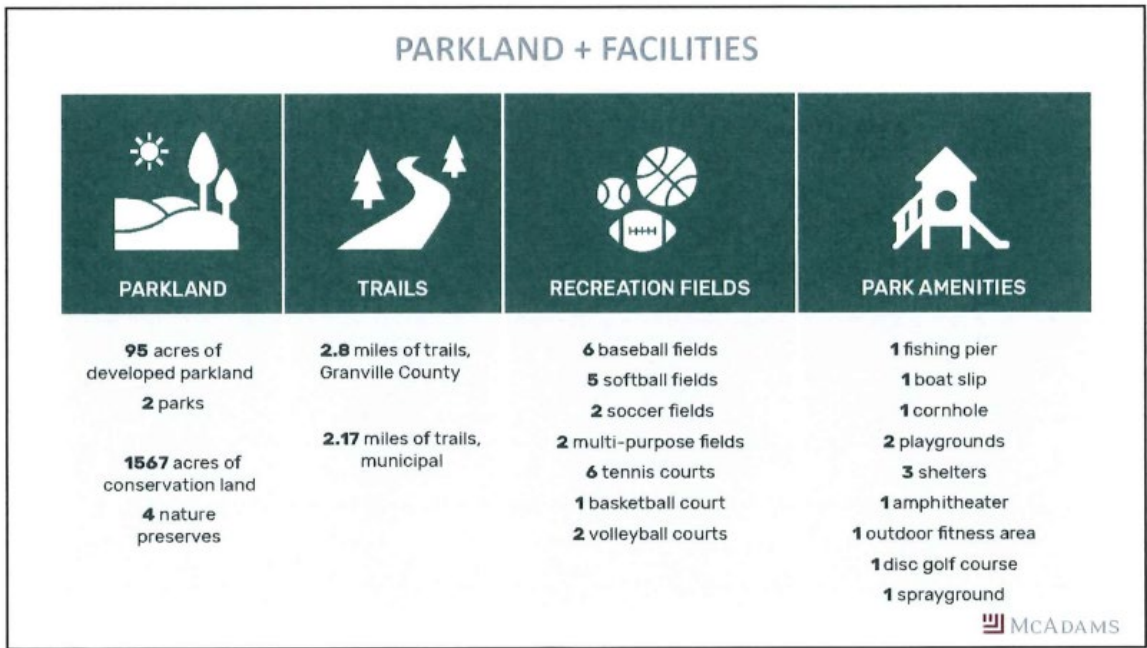
Assessment Components:

Ms. Nanekar mentioned the four assessment components and noted that the Level of Service component includes calculations that were benchmarked against the National Recreation and Parks Association (NRPA) standards.



Parkland + Facilities:

Ms. Nanekar mentioned that Granville County currently has 95 acres of developed parkland and over 1,500 acres of undeveloped land, which is a great asset. She also mentioned that there are about five miles of trails split between the county and municipal agencies and that the parks have a variety of amenities such as playgrounds, shelters, an amphitheater, fitness areas, and fishing areas. Overall, she said they were impressed with the level of cleanliness and maintenance of the parks and said that the wide variety of amenities set the stage for the future.



Parkland + Facilities- Parks Assessment:

Ms. Nanekar said that they were very impressed with the level of park cleanliness and maintenance. As the parks are well loved and well used, she noted that there are still challenges with maintenance, replacement, and renovation needs, and specifically mentioned Wilton Slopes. She said that overall, the parks seem safe and welcoming for all the community. She noted that with increased use and age, there would be a need for proactive replacement schedules.

PARKLAND + FACILITIES

Parks Assessment

> High-Quality, High-Use Parks

> Diversity of amenities

> Safe, welcoming, and well maintained

> Deferred maintenance needs (Wilton Slopes)

> Need to update aging amenities such as playgrounds

> Maintenance and management plans

> Environmental sustainability





Parkland + Facilities- Nature Preserves:

Ms. Nanekar mentioned that the nature preserves in Granville County are a great asset, especially for residents outside of the county who can come and enjoy these facilities. She said there is an opportunity to enhance these assets to bring back more visitors, adding that there is an opportunity to connect them to greenways and trails.

PARKLAND + FACILITIES

Nature Preserves Assessment

> Relatively new

> Consider further enhancing user experiences

> Opportunity for ecological and nonmotorized connectivity





Level of Service (LOS) Introduction:

Ms. Nanekar explained that they conducted Level of Service calculations and benchmarked the community against the National Recreation and Parks Association (NRPA) standards. She urged them to consider them just as benchmarks and mentioned that the calculations could be more contextualized for Granville County.

Level of Service (LOS)- County-Owned Parkland:

Ms. Nanekar mentioned that the county has 1.53 acres of parkland per thousand people. The benchmark level of service recommended by the National Recreation and Parks Association (NRPA) for a rural community with a similar population to Granville County is 4.7 acres per thousand people. To increase the level of service to 4.7 acres would require an additional 231 acres over 10 years. However, maintaining the current level of service, considering the expected population increase, would require an additional 12 acres of parkland.

LEVEL OF SERVICE (LOS)					
COUNTY OWNED PARKLAND					
	Current Offering (excluding Conservation Area)	Current LOS	Recommended LOS	Needed to Meet Recommended LOS (Current Pop.)	Needed to Meet Recommended LOS (Future Pop.)
	Total Acres	(Acres / Per 1,000 Population)	Acres		
Option 1 (Current LOS Maintained)	95	1.53	1.53	95 (+0)	107 (+12)
Option 2 (LOS Lower Quartile)	95	1.53	4.7	290.75 (+195.75)	326.5 (+231.5)

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Level of Service (LOS) Slide 2: County + Municipal Parkland:

Ms. Nanekar explained that when considering municipal acreage within the park system, the level of service increases, and the additional acreage required decreases. Maintaining the NRPA standard of 4.7 acres over the next 10 years would then require an additional 110 acres and maintaining the current level of service of 3.49 acres would then require an additional 26 acres.

LEVEL OF SERVICE (LOS)					
COUNTY + MUNICIPAL PARKLAND					
	Current Offering (excluding Conservation Area, including municipal parks)	Current LOS	Recommended LOS	Needed to Meet Recommended LOS (Current Pop.)	Needed to Meet Recommended LOS (Future Pop.)
	Total Acres	(Acres / Per 1,000 Population)	Acres		
Option 1 (Current LOS Maintained)	216.14	3.49	3.49	216.14 (+0)	242.45 (+26.31)
Option 2 (LOS Lower Quartile)	216.14	3.49	4.7	290.75 (+74.61)	326.5 (+110.36)

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Level of Service (LOS)- Sports Amenities:

Ms. Nanekar explained that the current level of service for sports amenities is lower than the desired level. She discussed the need for additional amenities such as soccer fields, tennis courts, basketball courts, and volleyball courts. She also mentioned the possibility of new sports being included based on community preferences. She emphasized that the recommendation for the master plan is to include the desired level of service for sports amenities, but the specific details and the number of additional amenities needed will depend on guidance from the community.

LEVEL OF SERVICE SPORTS AMENITIES						
Field/ Facility	Granville County	Population per Facility (Current Population)	Population per Facility (Future Population)	Population per Facility (NRPA)	Additional Fields Needed (current pop.)	Additional Fields Needed (future pop.)
Baseball/ Softball	11	1 per 5,624	1 per 6,315	1 per 7,237	0	0
Multipurpose fields (Turf)	2	1 per 30,931	1 per 34,736	1 per 13,244	2	3
Soccer Fields	2	1 per 30,931	1 per 34,736	1 per 7,207	6	7
Tennis courts	6	1 per 10,311	1 per 11,579	1 per 5,577	5	6
Basketball courts	1	1 per 61,861	1 per 69,471	1 per 8,790	6	7
Volleyball courts	2	1 per 30,931	1 per 34,736	1 per 22,960	0	1

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Level of Service (LOS)--Key Findings:

Ms. Nanekar discussed the need for additional parkland in Granville County due to the lower level of service. She said that the master plan needs guidance on how much additional parkland. The conservation land available in the county is an asset that can be leveraged to bring in more revenue and visitors. She mentioned that partnership opportunities with local municipal agencies could be one of the recommendations added to the master plan.

LEVEL OF SERVICE

Key Findings

> Low LOS and need for additional parkland

> Conservation lands are a key asset

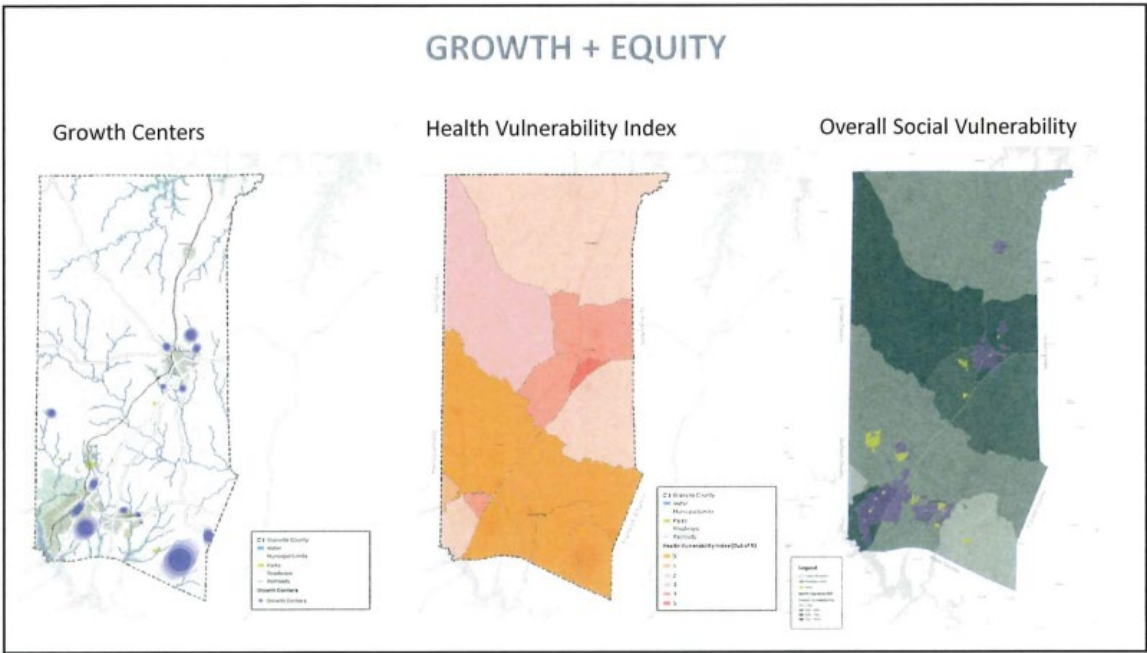
> Need for additional sports courts as the population continues to grow



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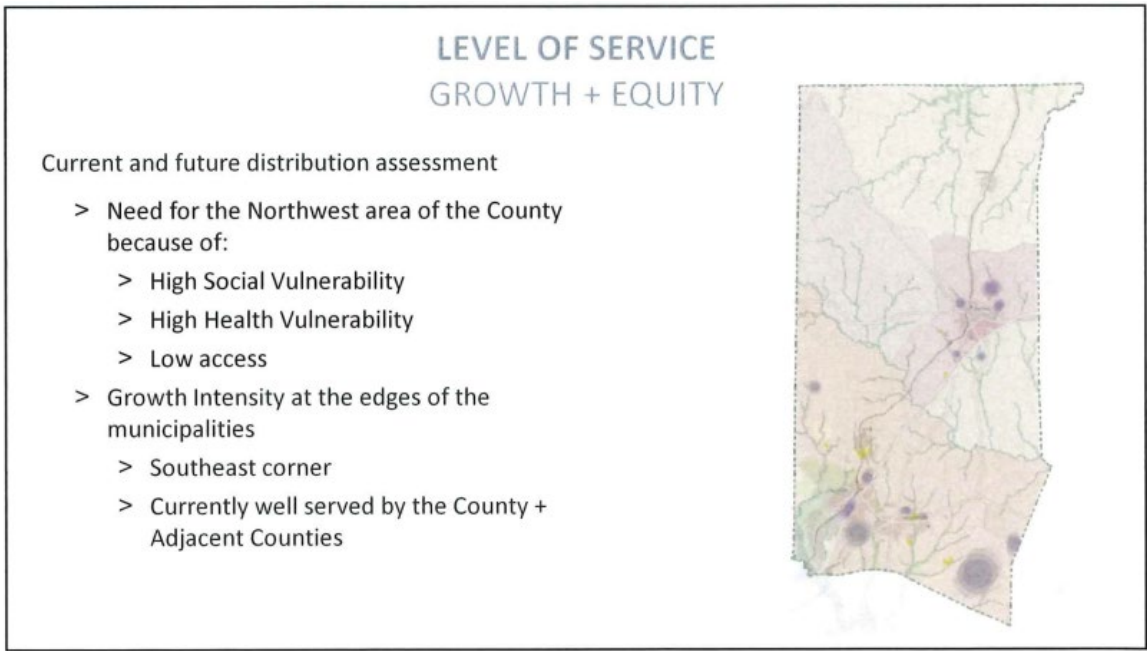
Growth + Equity:

Ms. Nanekar explained that they assessed health vulnerability and social vulnerability and then compared them to where growth is happening within the county.



Level of Service- Growth + Equity:

Ms. Nanekar said that they superimposed all three maps to understand where the county is showing the need for equitable, needs-based recreation, amenities, and new parks. She explained the need for parks in the northwest area based on the high social and health vulnerability, and that the growth intensity on the southwest side showed the need for additional expanded parkland and future recreation.



Level of Service – Greenways:

Ms. Nanekar reported that the county had met the NRPA's recommended seven miles of trails. She explained that as the population grows, four more miles of trails would be needed to continue to meet the recommended level of service over the next decade. If the municipal agency trails were included in the calculations, the county would then need an additional 1.72 miles of trails over the next ten years.

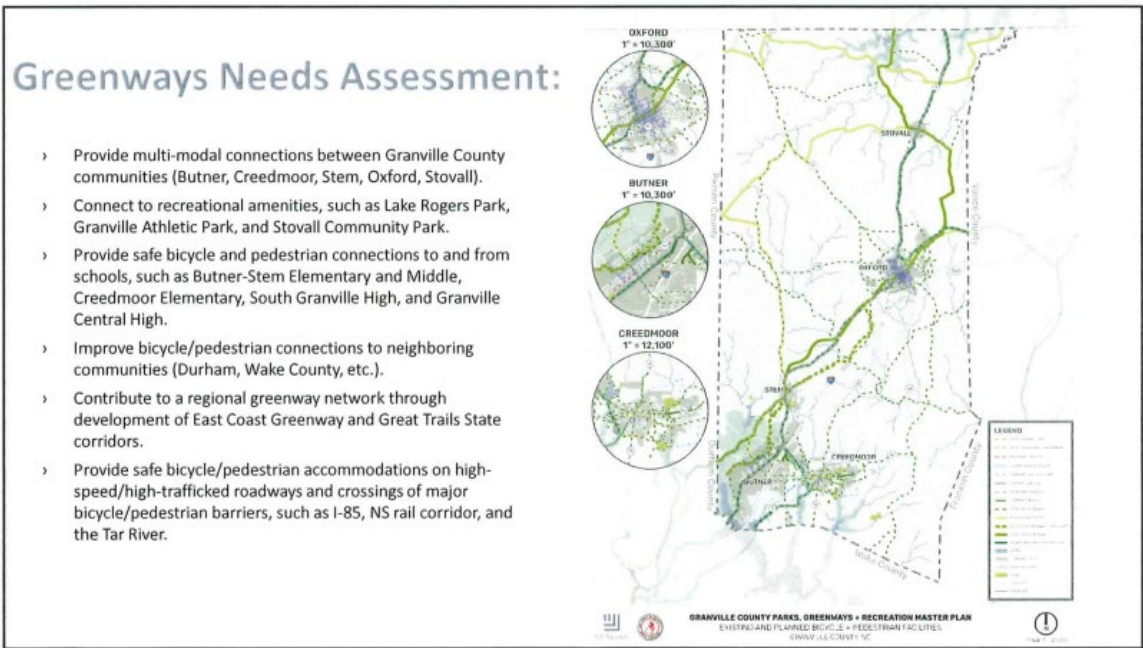
LEVEL OF SERVICE GREENWAYS				
Current Offering	NRPA LOS (Lower Quartile)	Recommended LOS	Needed to Meet Recommended LOS (Current Pop.)	Needed to Meet Recommended LOS (Future Pop.)
Total Miles	Miles			
3	7	7	7 (+4)	7 (+4)

Current Offering (including municipal trails)	NRPA LOS (Lower Quartile)	Recommended LOS	Needed to Meet Recommended LOS (Current Pop.)	Needed to Meet Recommended LOS (Future Pop.)
Total Miles	Miles			
5.28	7	7	7 (+1.72)	7 (+1.72)

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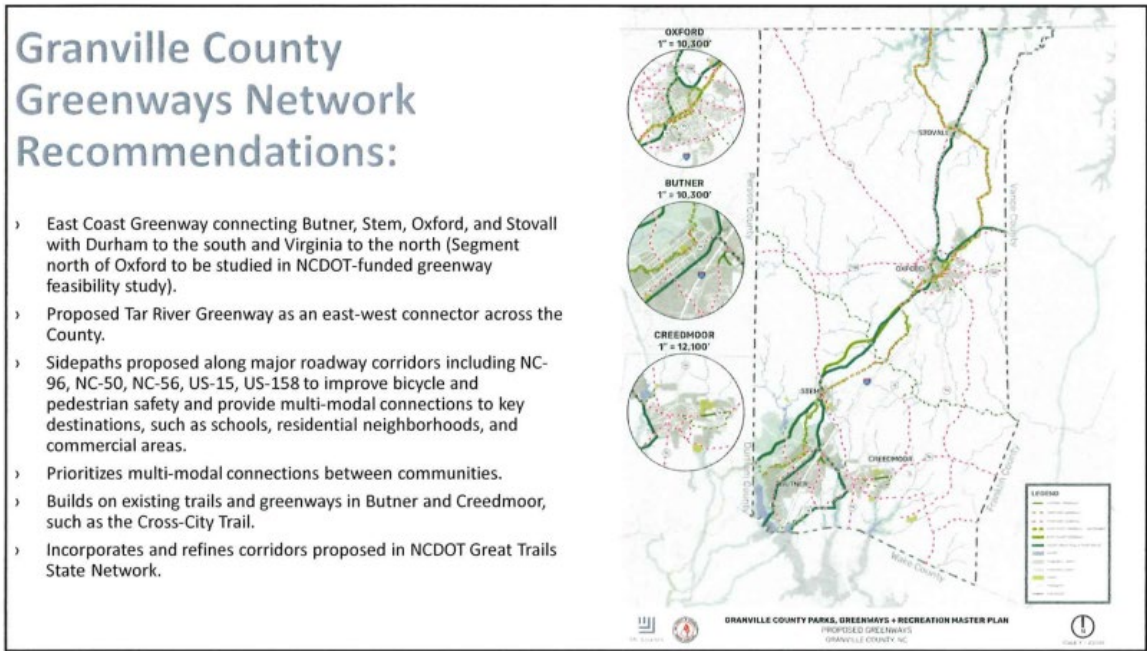
Greenways Needs Assessments:

Ms. Nanekar explained that the greenway team analyzed previous plans for greenways, trails, bikes, transportation, and the East Coast Greenway Plan, as well as trails within municipal agencies. They created a map of previous recommendations. Then they assessed the latest needs of the community. She said that based on the community engagement feedback there is a need to connect to the local destinations like schools, commercial areas, and neighborhoods, and to provide an opportunity for multimodal connectivity such as walking, biking, and scootering to locations.



Granville County Greenways Network Recommendations:

Ms. Nanekar discussed a new network recommendation map that was designed to prioritize funding for areas in need of infrastructure and connectivity. The recommendations on the map focused on regional connectivity corridors, north-south and east-west connections, connections to local municipal agencies, and important destinations for county residents. The map was developed based on what is realistic and feasible over the next 10 years.



Funding + Operations:

Ms. Nanekar said that during the past three years, data on revenue and expenditures for the county's municipal agencies revealed a need to establish a cost recovery policy for their programs. She highlighted that the county does provide a lot of funding for municipal agencies. She mentioned the potential for self-sustainability and providing affordable rates for recreation services. She emphasized that with the county recreation system's growth, more staff would be required, and a clear organizational structure necessary. She noted the strength of the current small department in collaboration across the system.



Level of Service - Staffing:

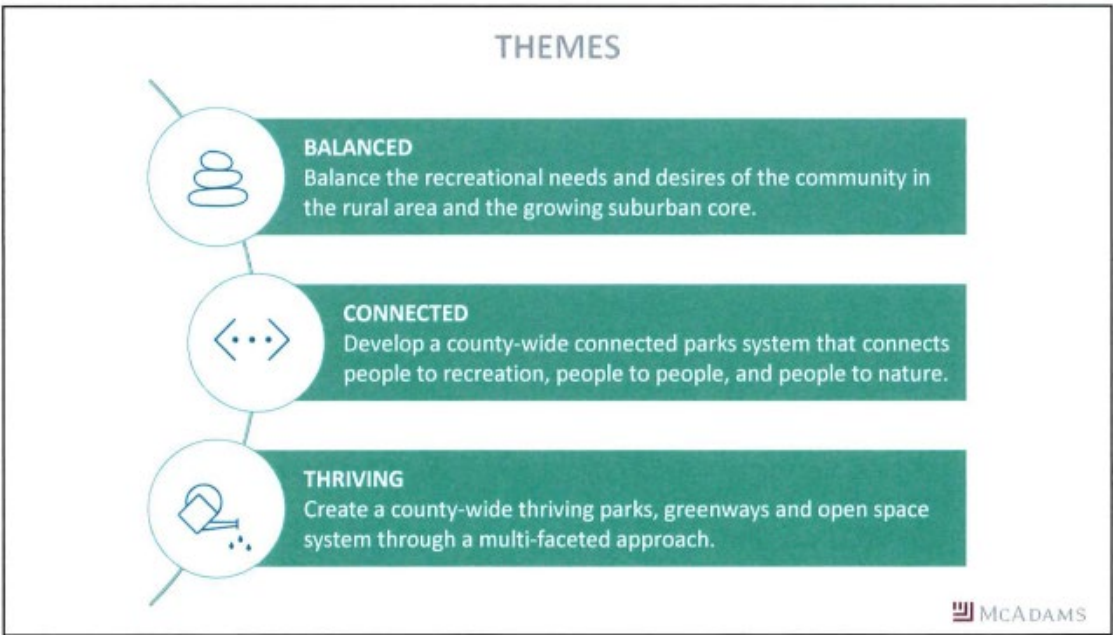
Ms. Nanekar mentioned that Granville County had only four staff members, which equated to 0.6 full-time staff members per 10,000 residents. According to NRPA standards, five staff members are recommended for every 10,000 residents. Mr. Jorgenson said that it was worth noting that there were actually 75 full-time staff, but coordinators were not included in that figure.

LEVEL OF SERVICE STAFFING			
Granville County (Population= 61,861; Projected = 69,471)			
NATIONAL RECREATION AND PARKS ASSOCIATION & BEST PRACTICE RECOMMENDATIONS (NRPA POPULATION RANGE = 50,000-99,999)			
Metric	Granville County	NRPA (Low Quartile)	NRPA (Median)
Parks and recreation agency staffing (FTEs)	4	38.7	64.1
Staffing (FTEs) per 10,000 residents	0.6	5.3	9.6

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Themes:

Ms. Nanekar said that after analyzing the data, they developed three themes: balanced, connected, and thriving. She said that Ms. Maughan would lead the committee through an interactive session based on each of the three themes.



QUESTION AND ANSWER SESSION



Theme: Balanced

Ms. Maughan read guiding principle 1.1 and the corresponding recommendation 1.1.1 for the balanced theme. She then asked the group to review the recommendation and come up with possible action items. Ms. Nanekar gave the following example: In response to 1.1.1, one recommended action could be to adopt the level of service for X number of acres per thousand people to ensure there is equal opportunity.

When asked, Commissioner Hinman replied that they needed more explanation. Ms. Maughan explained that the full master plan for parks and recreation in the county will be organized by guiding principles, recommendations, and action items. She referred to the map that showed current park access and what was missing and then gave an example of an action item for 1.1.1: have a park within a 10-minute drive of every resident in Granville County.

Chair May asked if they identified both county and municipal parks or just county parks. Ms. Maughan explained that they created both types of maps and emphasized that the County would have a greater level of service if they included the municipal parks in their planning projections.

Commissioner Karan asked how the size of the park is considered in the service measures and emphasized that some parks could be significantly smaller than others but would still count toward the overall numbers. Ms. Maughan said there are multiple levels of service measures and then mentioned the following two measures. First, she referred to one measure which is acres per 1000 people and explained that if that was the measure then a small park would not move the gauge very much. Then, she explained that a small park would move the gauge on the measures that relate to driving distance.

Mr. Jorgensen said that they had come up with implementation items that they thought should be included in the plan, but they wanted to hear from the group before sharing their ideas because they did not want to influence the group's thinking. He then offered the following examples: a park in a certain area or a goal for a set number of additional park acres in the county.

When asked to see a map that indicated County facilities, Ms. Nanekar pointed to the map, but it was mentioned that the map was difficult to see.

When Ms. Nanekar asked the group to review the recommendations and say whether they agreed with them, Commissioner Jay stated that he would like to see how they would proceed with

action items for the recommendations. Then Chair May emphasized that he did not see anything identifying the huge growth area around the southern part of the county.

When Chair May asked how many people responded to the survey, Ms. Maughan said that the goal was 300 surveys, they received 400 surveys, and that the confidence rate of the survey was 95%. Further discussion ensued about the representative sample.

Commissioner Karan cited different types of areas and asked for more clarification on what is classified as greenways. Mr. Jorgensen clarified.

Chair May asked to clarify if passive activity would be considered a park, and Ms. Maughan confirmed that was correct.

Commissioner Karan summarized that the County has two parks, the GAP and Wilton Slopes, and Commissioner Hinman added that they are both on the south end of the county.

Ms. Maughan paraphrased that an action item could be for the county to provide a plan in the northern part of the county.

Commissioner Karan said that they have used planning and zoning tools to require 10% active recreation space in each new subdivision as well as a \$500 per lot assessment, and then emphasized that any private parks created would not be counted as public parks. He added that population growth is happening in the southern area, not in the northern area, and that people moving into the southern area are more likely to request amenities. He mentioned that there are two nice lap pools in southern Granville County but that they are both in private homeowners' associations.

In response to Commissioner Karan, Ms. Nanekar posed several questions regarding equity in terms of access to facilities for people who cannot afford them: Where does that stand as a priority to start investing? Is there a way you can educate the public about that need and figure out other ways where you can provide some other components where the high growth area is happening? Can there be more transportation for people in the northern area to come and enjoy the existing facilities that are within 15 to 20 minutes?

Commissioner Jay said that there are no county or municipal park amenities where he lives in the northern part of the county and that due to the distance from amenities, he would not drive to Oxford for his child to participate in sports. He highlighted the use of school recreation amenities and community center walking parks. He also added that the price of participating in sports would be higher in Oxford.

Ms. Nanekar suggested that one action item could be scholarships or affordable participation in programs with lower fees.



BALANCED

Guiding Principle

1.1 Balance the recreational needs and desires of the community in the rural area and the growing suburban core.

Recommendations

1.1.1 Ensure balanced geographic distribution of parks, facilities, and open space within the growing suburban areas as well as more rural remote parts of the county.

1.1.2 Work in collaboration with the county planning department to coordinate land management policies in rural and suburban areas of the county.





BALANCED

Guiding Principle

1.2 Prioritize inclusion and equity in developing future parks, facilities, and greenways to create welcoming experiences for all county residents.

Recommendations

1.2.1 Make parks and facilities inclusive and equitable by acknowledging the demographic diversity of the community including ages, abilities, cultures, and socioeconomic status.



Theme: Connected

In the interest of time, Ms. Maughan directed the conversation to the second theme, connected. She specifically mentioned guiding principle 2.1 and added that there are opportunities for partnerships to make and strengthen connections. She posed a few questions: What are the resources that the county is willing to support to make partnerships happen? For instance, will there be more staffing? Will there be a department that is created? Is it possible that creating a parks and recreation system will help those things become a reality? Ms. Maughan mentioned a couple of possible action items: developing a volunteer program and growing the recreation tournaments. She referred to the study that indicated that a lot of people are not aware of the parks and suggested one action item could be a communication plan that will create visibility.

Commissioner Williford questioned if adding more recreational sites would impact staffing.



CONNECTED

Guiding Principle

2.1 Develop a county-wide connected parks system that connects people to recreation, people to people, and people to nature.

Recommendations

- 2.1.1 Improve and enhance regional, county-wide and local connectivity through the development of greenways and trails.
- 2.1.2 Improve connectivity to remote rural areas by developing strategic routes for recreation transportation.
- 2.1.3 Provide enhanced vehicular and pedestrian connectivity to existing natural areas and nature preserves to provide easy access to nature.
- 2.1.4 Develop partnerships that are mutually beneficial to the County with community organizations, neighboring counties and cities, towns and unincorporated areas within the County.
- 2.1.5 Promote natural resource stewardship through strategic planning and conservation efforts.

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Theme: Thriving

Regarding the thriving theme, Ms. Nanekar referred to their recommendation that the County develop a Parks and Recreation Department, saying that by consolidating services under one umbrella and developing key performance indicators, a master plan with recommendations and action items would be tracked by a department with a clear organizational structure and collaboration to develop the system. She asked for ideas.

County Manager Drew Cummings said that in his own family, his children use both public and private facilities. He posed the question of which action items might happen privately and which might only happen if the public sector would invest a significant amount of money.

Ms. Nanekar said that regarding county and municipal agencies partnering with private providers, memorandums of understanding could be developed with them. She then gave a few examples of what language such a memorandum of understanding could include.

Commissioner Hinman asked about a potential aquatics center. Mr. Jorgensen said the municipalities surveyed mentioned that they would also like to see an aquatics center and a potential partnership. Commissioner Hinman emphasized that it would benefit seniors and interest children.

Ms. Maughan noted that the County has a separate department for seniors whereas it is more common for the Senior Center to be a division of Parks and Recreation. She then revisited the question of how interested they would be in creating a Parks and Recreation division. After being asked a couple of clarifying questions, Ms. Maughan said that she was beating around the bush because she was hesitant if the following suggestion would be a good fit for the community. She wanted to know if they could use the existing senior services division to create a Parks and Recreation department that then includes senior services. Commissioner Hinman said that each department is already bogged down, and specifically mentioned the Senior Center because that population has grown tremendously.

Ms. Nanekar suggested starting with a small Parks and Recreation Department with a few staff who can start to address the implementation plan, suggesting that they perhaps take the first step and hire a Parks and Recreation Director, and then build slowly.

Ms. Maughan emphasized that the growth of the parks and recreation system would require more resources and staffing.

Ms. Nanekar returned to the question about the aquatics facility and said that one possible action item could be that the County develop a feasibility study for an aquatics facility and do that in partnership with the municipal agencies to find the right location and property that is accessible for the whole county.



THRIVING

Guiding Principle

3.1 Create a county-wide thriving parks, greenways and open space system through a multi-faceted approach.

Recommendations

3.1.1 Support health and well-being of Granville residents through parks system.





THRIVING

Guiding Principle

3.2 Establish clear service delivery for the parks system.

Recommendations

3.2.1 Create a parks department within the County organization. The County can expect the following benefits of a dedicated parks department:

- Accountability for the overall parks system
- Adequate staffing levels will help to meet the desired facility maintenance and service.
- Clear roles and responsibilities among staff and the public.
- Continued support for parks system advancement as the County continues to change and evolve.
- System-wide customer service and tracking of community needs
- Key performance indicators for high-quality services
- Coordination of paid events as it pertains to special events for revenue generation.
- Ability to focus on programs and ticketed events that generate revenue and be able to pay for the program supervisor position





THRIVING

Guiding Principle

3.3 Strengthen the county parks system’s presence within the community.

Recommendations

3.3.1 Focus on placemaking strategies and creating a distinct identity for county parks for enhanced experiences.

3.3.2 Continue to invest in the existing recreational amenities through capital improvement planning to ensure their high-quality experiences are maintained.

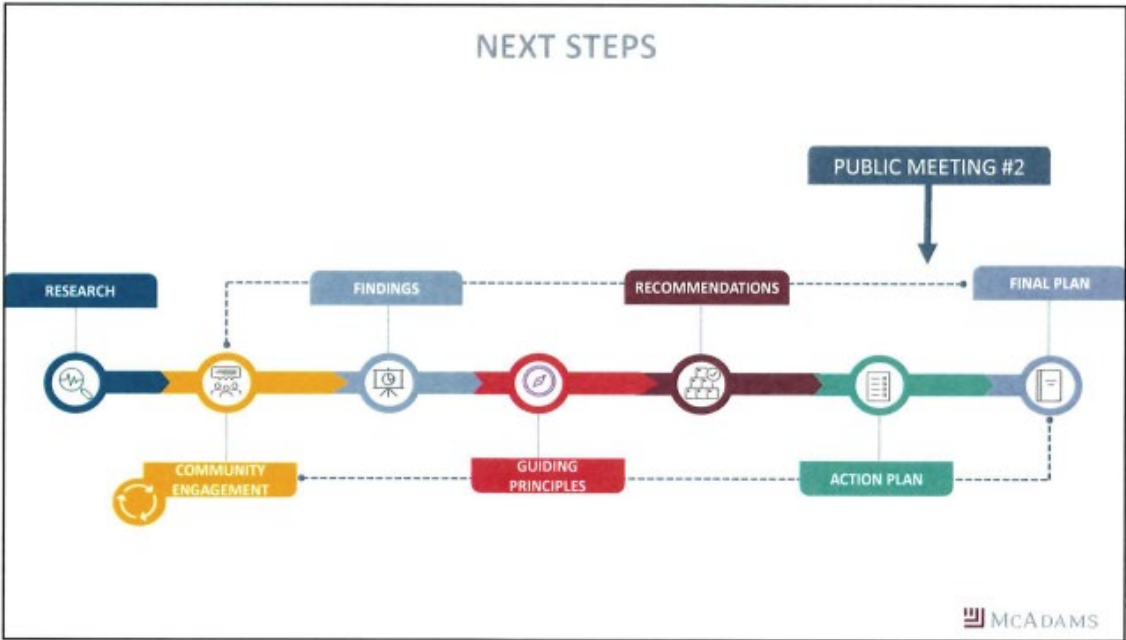
3.3.3 Build a volunteer program to encourage a sense of ownership in the park system from residents.

3.3.4 Create an economic impact by attracting visitors from outside of Granville County.



Next Steps

Ms. Nanekar said that they would develop action items and forward what was discussed on this date. They would hold a public meeting to share the recommendations with the public to get their feedback. After gathering feedback from the committee and the public, they would develop a final master plan.



ADJOURNMENT

The meeting adjourned at 6:19 p.m.

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

ATTEST:

Russ May, Chair