

# Recreation Advisory Board

## January 9, 2012



### **Members Present:**

Wayne Wheeler, Vice Chair  
Mildred Nance-Carson  
Josh O'Conner  
Mary Ann West  
Hutch Kerns  
Todd Dunnuck

### **Staff Present:**

Roderick Simmons, PRCA Director  
Debbie Ivester, PRCA Assistant Director  
Christy Bass, Business Services Supervisor  
Abigail Riley, Special Projects Coordinator  
Diane Ruggiero, Superintendent of Cultural Arts  
Frank McGowan, Superintendent of Business Services  
Amy Rickman, Recreation Superintendent  
Al Kopf, Superintendent of Parks, Planning & Development

### **Council Present:**

Cecil Bothwell

### **Guests Present:**

Karen Caldwell, Project ASSIST Prevention Coalition  
Jaylen Craig, Asheville Senior High  
Nyrobi Tyson, Asheville Senior High

Wayne called the meeting to order at 12:32 pm.

### **1. Approval of December Minutes**

Josh motioned to approve the December minutes, Hutch seconded and all approved. The motion passed unanimously.

### **2. Project ASSIST Tobacco Prevention Coalition:**

Karen Caldwell, presented the Project ASSIST Tobacco Prevention Coalition, requesting that Bele Chere no longer allow tobacco sponsors at the festival. They presented the board pictures of the "Camel Suite" from Bele Chere 2011.

Jaylen Craig, a senior at Asheville High, shared her story of an aunt who passed away from lung cancer, and added that there are a lot of young people and teens that attend the festival and prohibiting the use of tobacco sponsor products helps keep the event family friendly. In addition, Nyrobi Tyson, a Junior at Asheville High, shared her story of several family members that are smokers. She is also asking that tobacco sponsors be prohibited from Bele Chere. She shared a petition that has been signed by approximately 700 members of the community.

Wayne asked how much cigarette companies are contributing to Bele Chere. Karen Caldwell responded that they contribute about \$15,000. Roderick added that the tents do not have smoking inside. Cecil asked if the \$15,000 included other sponsors. Roderick stated that the entire \$15,000 comes from the communication sponsor. He added that not including the tobacco company would also take away all other sponsors in that communication sponsorship package.

Hutch asked if that is one of many sponsorships. Roderick stated yes, it is one of many. The only booths that are rented are for vendors. Diane added that there are mobile marketing companies and that the companies can change from year to year. Roderick added that this is something that is bid out each year. Josh asked when the bids go out. Roderick stated that the bids go out in the Fall following the Bele Chere. Josh asked if there could be a specification to not include tobacco products included in the bid. Roderick responded that it could be something to consider. Hutch asked about the vendor criteria and qualifications. Roderick responded that there are criteria and qualifications that must be met for vendors. Cecil added that there is an ordinance prohibiting smoking in City of Asheville parks, and that when the roads are closed off during Bele Chere, this in turn is creating a park and enforcement of the ordinance is difficult.

### **3. Welcome Abigail Riley:**

Debbie welcomed and introduced Abigail Riley, Special Projects Coordinator, to the Recreation Board and to expect further communications to come from her beginning with February meeting.

### **4. Recreation Board 2011 Annual Report:**

Wayne recapped the items that are on the 2011 report.

Hutch motioned to approve the 2011 annual report, Josh seconded, and all approved. The motion passed unanimously.

### **5. Director's Report:**

Roderick reported that the WNC Nature Center has set an attendance record adding that this was recently captured in the newspaper. The WNC Nature Center is currently looking at the visitor's experiences, and upcoming enhancements will be happening soon.

Pack Square Park restrooms are currently under construction, and they should be finished by April or May. This is currently on schedule for completion.

### **6. Reports:**

Asheville Parks and Greenways Foundation: Wayne announced that the strategic goals will be discussed at the annual retreat being held on January 13, 2012.

Wayne asked when the golf proposals should come back before the board. Roderick responded that staff is still reviewing the RFI's, and they will be presented to council. He told

the Board to expect the process to take an additional five to six weeks for any recommendations by Council.

### **7. Other Business:**

Josh asked if the presentation from Project ASSIST could become an actionable item at the February meeting. Josh motioned to add Project Assist to the February agenda as an actionable item, Mary Ann seconded, and all were in favor.

Wayne stated that he read an article in the paper about a local mural and wanted some more information. Diane stated that there is another similar body, the Public Art & Cultural Commission that addressed items such as public art. There will be an upcoming public meeting on January 25<sup>th</sup> at the Montford Community Center, with a recommendation coming from the PACC after this.

Tim Sadler, resident, urged that the language for living wage be considered in any RFP used for the Golf Course.

Bob Pierce, Friends of the Nature Center Board Member, echoed Roderick's report on the attendance at the Nature Center. He said this is due to the marketing efforts of both the City and the Friends. They are excited about the vision for 2012 including enhancements to the Red Wolf exhibit.

Josh motioned to adjourn the meeting, Mildred seconded, and all approved. The motion passed unanimously.