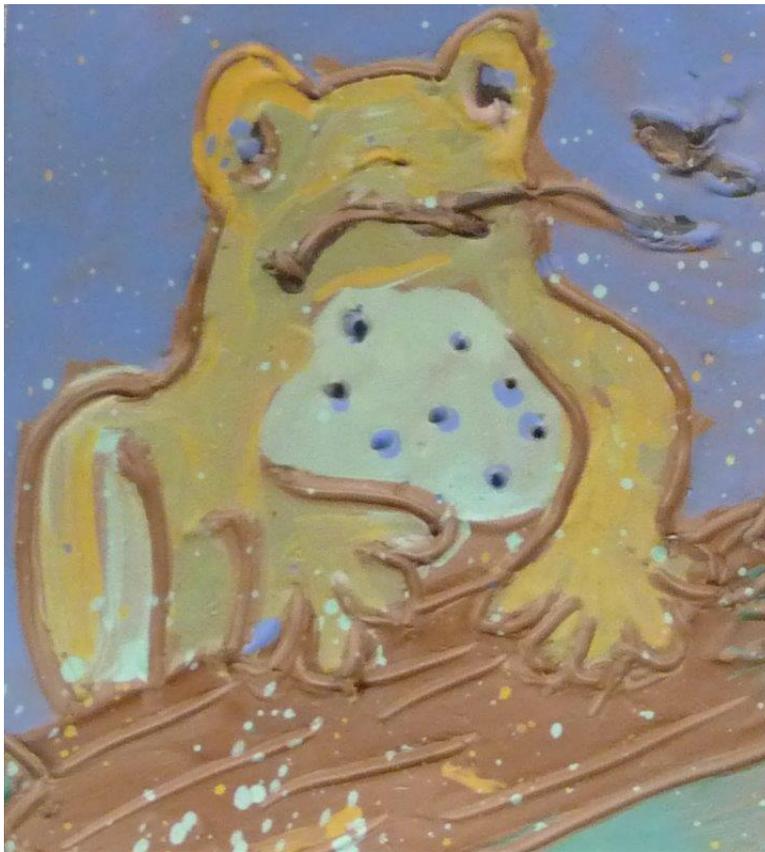


**CHAPEL HILL PARKS AND RECREATION DEPARTMENT  
PARKS, GREENWAYS, AND RECREATION COMMISSION  
NEW MEMBER ORIENTATION**



**AUGUST 20, 2019**

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# PARKS AND RECREATION DEPARTMENT

## Department Mission Statement

To enliven our community by providing exceptional service, creating opportunities for inclusive recreational and cultural experiences, and nurturing beautiful, sustainable spaces.

## Department Vision Statement

Inspire Create Preserve

## Department Organization

The Department contains the following three divisions:

**Administration:** Includes administrative functions:

- Planning
- Payroll
- Purchasing
- Contract administration
- Safety
- Technology (RecTrac coordination)
- Customer Service including picnic shelter reservations
- Fee Reduction Program
- Record keeping
- Marketing and sponsorships

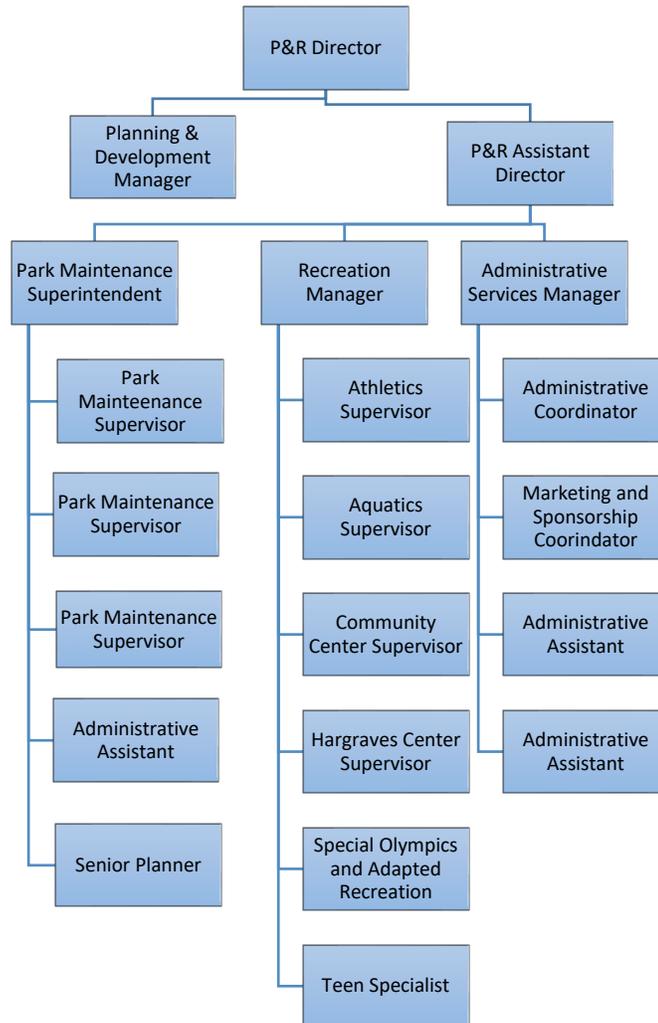
**Recreation:** Provide recreational programming throughout Town, including:

- Operating and scheduling all recreation and athletic buildings and facilities, including fields, gyms, meeting rooms, pool space, and other facilities.
- Provide aquatics and swimming programs, youth and adult instructional sports, athletic leagues, fitness and arts programs, summer camps, recreational programming, open gym and field play opportunities as well as programs for unique populations including Special Olympics and Therapeutic Recreation programs.
- Administer Youth Council and teen programs and provide fiscal support to the Senior Center.

**Maintenance:** Operate and maintain all Town owned and controlled outdoor properties, including:

- Parks, playgrounds, athletic fields, open space, and greenways;
- Landscaping around all public buildings, all park and ride lots and rights of way along public roadways.
- Inspect and maintain playgrounds in Town parks and Public Housing.
- Maintain cleanliness of Downtown Central Business District.
- Assist with set up and cleanup of Town sponsored events.
- Remove snow and ice in winter storms and trees during inclement weather events.

- Maintain trees along Town rights of way and on public property, including planting, trimming and removal.
- Administer operations of 4 cemeteries including: Scheduling of burials; maintenance and mowing of cemeteries; record keeping including burial records; restoration work in cooperation with Chapel Hill's local historical society.



## Operating Budget

The Department works on a fiscal year from July 1 through June 30. The Council typically adopts a new budget in June each year. In FY 2019 the Department worked with the following operating budget. (Note: capital budget is separate and often changes each year)

### *EXPENDITURES*

Administration	\$1,139,000
Maintenance	\$2,519,000
Athletics	\$871,000
Community Center	\$653,000
Aquatics Center	\$1,181,000
Hargraves Center	\$720,000
Total	\$7,083,000

### *REVENUES*

Programs and rentals	\$1,225,000
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## Marketing and Social Media

A new Marketing Plan was rolled out in November 2016 to enhance the department's delivery of quality programs and services, and to enrich the department's public profile as an innovative provider of recreational and cultural experiences. Our marketing coordinator facilitates a Cross Divisional Marketing Team for promoting recreational programs and facilities consistently through the use of social media, email marketing, event marketing, and online communications via the Town's web site.

As part of our marketing philosophy, the Department has implement key marketing strategies that are designed to:

- Educate the public by "Telling Our Story," building strong community support by communicating the unique attributes and benefits of parks, recreation and cultural arts
- Provide consistent messaging and visual identity with informative graphics
- Better understand who our customers are and what products and services they desire most
- Increase participation in programs and activities
- Facilitate revenue generation

Links to various social media accounts:

Webpage: [www.chapelhillparks.org](http://www.chapelhillparks.org)

Facebook: <https://www.facebook.com/chparksrecreation>

Twitter: <https://twitter.com/CHParksRec>

## Master Planning

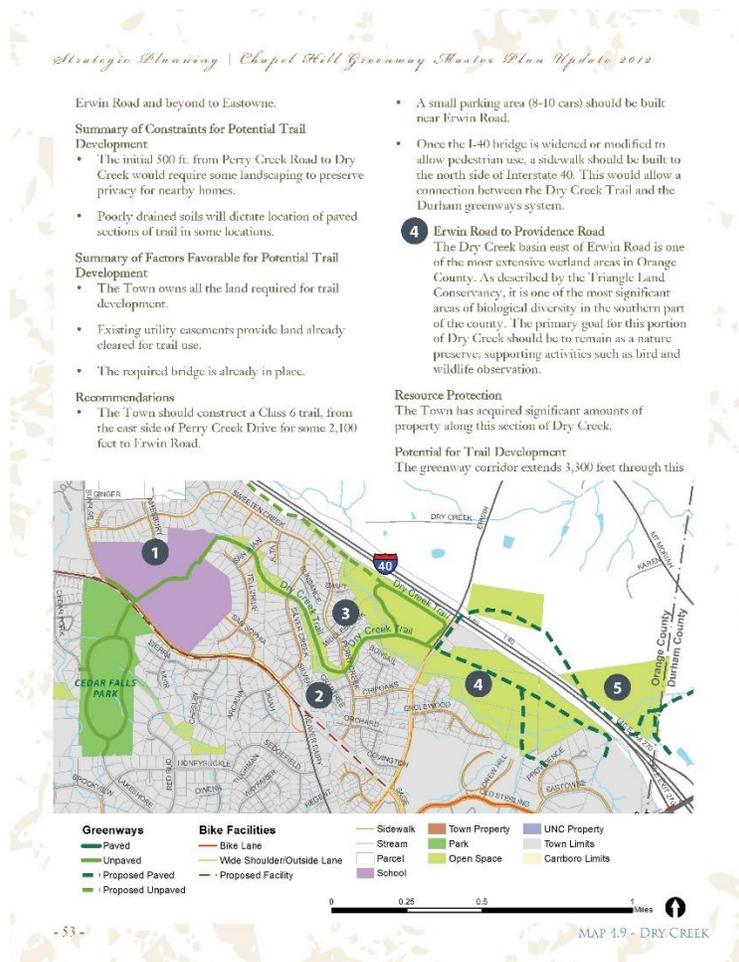
The Department is guided by a variety of documents that have been adopted by the Town Council. We don't have paper copies of these documents, but each can be found on the Town's webpage:

[Chapel Hill 2020](#): This is the Town's most recent Comprehensive Plan.

[Parks Comprehensive Plan](#): In 2013 the Council adopted this plan for Town parks and facilities. This plan does not address programming or open space.

[Greenways Master Plan](#): This plan was also adopted in 2013. This plan addresses the Town's plans for its growing trail system.

[Mobility and Connectivity Plan](#): This plan, which was adopted in 2017, is a comprehensive bicycle and pedestrian plan that also acts as an update to the Greenways Plan.



# **PARKS, GREENWAYS, AND RECREATION COMMISSION**

## **2019-2020 Meeting Schedule**

The Commission typically meets the third Tuesday of each month. Meetings are normally held at 7:00 pm in Room C of the Chapel Hill Public Library.

## **Advisory Board Membership**

The Commission exists to advise the Council and staff on how best to serve the citizens of Chapel Hill on issues related to parks, recreation, trails, open space, and cemeteries. The Commission consists of 10 members (9 voting, 1 non-voting):

- 8 general members appointed by the Council. These members have voting privileges. These members must be residents of Chapel Hill. One of these seats is a “Cemetery Champion” who has general interest in all parks and recreation issues, but a specific interest in cemetery management.
- 1 member appointed by the Orange County Board of County Commissioners. This member is included because the Orange County Board of County Commissioners provides some annual funding and has provided bond funds for certain town park projects. This member has voting privileges.
- 1 Youth Council member. This is a non-voting seat with its member appointed by the Youth Council.

As an appointed member of the Parks, Greenways, and Recreation Commission you are subject to the [Advisory Board Membership Policy](#) and pilot programs. Main points include:

- Members of the Commission are appointed to serve terms of three (3) years. Vacancies shall be filled for the unexpired term only. Terms end on June 30.
- No one shall serve for more than two consecutive full terms. Following a one-year absence, an individual is eligible to serve again. The Council may reappoint an individual to the Commission for an additional one-year term following two consecutive terms, by resolution for the purpose of completing ongoing projects.
- When a vacancy occurs before the scheduled end of a term, the person appointed to such a vacancy shall complete the term of the seat. This is considered a partial term and the individual will be eligible for two additional full-terms on the board.
- A quorum is a majority of members excluding any vacant seats.
- Every September, advisory boards shall elect a Chair and Vice-Chair to serve a one year term. No one shall serve as an officer on an advisory board or commission for more than two consecutive full terms. Following a one-year absence, an individual is eligible to serve again as an officer on the same board or commission.
- Any member of the Commission who misses more than three (3) consecutive regular meetings or more than half the regular meetings in a calendar year shall lose his or her status as a member of the Commission, and shall be replaced by the Council or Orange County Board of Commissioners, as appropriate, provided that special extenuating circumstances may be considered by Council prior to automatic removal, on a case by case basis. Absence due to sickness, death, or other emergencies of like nature shall be

recognized as excused absences, and shall not affect the member's status on the Commission, except that in the event of a long illness or other such cause for prolonged absence, the member shall be replaced. The Commission's Chair and staff liaison shall reach out to a member who has two consecutive unexcused absences to alert the member of the attendance clause. Notification shall also be sent to Mayor and Council and Town Clerk. Upon the third consecutive regular meeting absence, the chair or staff liaison shall send another notification to the member, Mayor and Council, and Town Clerk.

- Leaves of absence from boards shall be approved by the Council and shall not exceed five months. No interim appointments will be made.
- All Commission members must be sworn in by the Town Clerk, her designee or a North Carolina notary public and sign an Oath of Office prior to voting on matters before the board.
- Resignations shall be submitted in writing via hardcopy or email to the Chair of the Commission, who shall forward the original written resignation to the Town Clerk for Council notification.
- Members may apply for a different board or commission seat without having to resign unless and until the appointment is made.

### **Meeting Management**

In general the Commission should follow Roberts Rules of Order. See the [Roberts Rules of Order Cheat Sheet](#), which provides basic information on how best to navigate the meeting.

In addition to Roberts Rules of Order, Commission members need to be aware of the following main points:

- Once you are counted as “present” you must vote or be excused from the remainder of the meeting. If you do not vote you will be counted as an “aye” in any vote.
- The Commission typically does not vote on specific language for memos or other communications due to meeting time constraints. The Commission typically votes to authorize the Chair to draft memoranda based on a list of main points agreed upon by the Commission. Staff usually assists the Chair in the preparation of any such memoranda. Draft memoranda are typically shared with the Commission via email before they are sent to the Council.
- Minutes are “action” minutes. Staff will not record discussion. Typically the minutes will contain only votes, changes of meeting dates, or other factual information that can be communicated briefly.

### **Communication**

In general the Commission communicates directly with the Council and Parks and Recreation Department staff. If the Commission desires to communicate with any other entity or Town department please discuss with the Commission's Department liaison prior to making any motions or taking any vote to do so.

## **Communications and Petitions**

Communications can be made by Commission members, the public or staff. These are informational and do not require action. Petitions can be made by Commission members or more commonly by members of the public. Petitions usually require follow-up and some type of action.

## **Public Participation**

The standard Commission agenda contains an opportunity near the beginning of the meeting for public communications and petitions. In most cases we urge the Commission to not take action the same night that it receives a petition or communication. Public concerns often require staff research that may take a month or more to finalize.

The Chair can manage the meeting by placing limits on the number of minutes each speaker may take. This can be customized to fit the Commission's agenda and the number of speakers.

A typical agenda item may involve the following sequence:

1. Presentation by staff or a Commission member.
2. Questions and comments by the public.
3. Discussion, questions, and action by the Commission.

In most cases we recommend that public comments be confined to the above schedule. It is not unusual for members of the public to want to speak during the times reserved for presentations and Commission discussions.

## **Votes and Actions**

The Commission typically acts in one of the following ways:

1. Authorizes the Chair to write a recommendation to the Council. These usually are concerned with policy issues, budget, and other higher level items.
2. Makes recommendations directly to the Parks and Recreation Department staff. This can take place as either an oral recommendation or in the form of a written memorandum.
3. Agrees to change meeting dates, decides to participate in Town programs and events, or other similar items. These usually do not require a vote, but a vote can be taken if the Commission prefers.

## **Roles and Responsibilities**

### Chair

- Develop meeting agenda & packet with Staff Liaison Facilitate discussion
- Ensure interests of Town & Town Council are met
- Sign documents & represent board as appropriate
- Call special meetings in accordance with the North Carolina Open Meetings Law

## Vice-Chair

- Fulfill the Chair's responsibilities in his/her absence.

## Individual Members

- Read agenda materials and prepare
- Show up
- Participate
- Be fair, objective & polite
- Follow through
- Vote

### **Pilot Program for Remote Participation**

Members can fully participate in and vote at meetings in which they participate remotely, but they would not be counted toward a quorum (i.e., quorum of the Board would need to physically present at the designated site of the meeting). Commission members can participate remotely in no more than one-third of the meetings they are scheduled to attend.

### **Guidelines for Childcare and Transportation Assistance for Board and Commission Members Pilot Program**

The Town Council believes that childcare and transportation can sometimes be barriers to service on boards and commissions for many qualified and interested Town residents.

The Town Council included resources in the FY2018-19 budget adopted on June 13, 2018 to fund a pilot project for providing childcare and/or transportation assistance for qualifying board and commission members as a way to increase diversity among those who serve.

### **Ethics Guidelines for Town Advisory Boards and Commissions**

Members of the Commission shall not discuss, advocate, or vote on any matter in which they have a conflict of interest or an interest which reasonably might appear to be in conflict with the concept of fairness in dealing with public business. A conflict of interest or a potential conflict occurs if a member has a separate, private, or monetary interest, either direct or indirect, in any issue or transaction under consideration.

If the Commission member believes he/she has a conflict of interest then that member should ask the Commission to be recused from voting. The Commission should then vote on the question on whether or not to excuse the member making the request. In cases where the individual member or the Commission establishes a conflict of interest, then the Commission member shall remove themselves from the voting area.

Any Commission member may seek the counsel of the Town Attorney on questions regarding the interpretation of these ethics guidelines or other conflict of interest matters.

### **Application Process**

The Town Clerk shall keep applications on file for a 12-month period beginning on July 1st and

ending on June 30th. Applicants who are not appointed within this time will be notified and encouraged to reapply.

Applicants are strongly encouraged to apply for only one board, but may apply for up to two boards if their preferences are ranked.

### **Appointment Process**

In January of each year, the Town Clerk shall notify the Council and all advisory board and commission chairs of those advisory board and commission members whose terms expire June 30. The Town Clerk shall advertise vacancies from February through April in a newspaper or newspapers of general circulation within the community and such other means as may be deemed effective, including, but not limited to, mailings to community organizations, public service announcements, and letters of invitation to citizens who have expressed interest throughout the year, and posting the advertisement for vacancies to the Town's website.

Beginning in March, the Town Clerk shall distribute to the Council and the respective boards and commissions the applications that have been received to date from eligible citizens wishing to serve. The Town Clerk will not forward applications to Council or boards and commissions if the applicant's eligibility has not been determined. Upon verification of an applicant's eligibility the Town Clerk shall forward the application to the Council and board or commission for consideration.

The Council requests that the boards and commissions review all applications and recommend candidates to the Council for each vacancy, unless the board or commission declines to do so. The board or commission's recommendation should clearly articulate the reasons why it is recommending each applicant. The recommendation shall be submitted in writing to the Town Clerk no later than April 25. If a board or commission elects not to recommend applicants, it is requested that the board or commission notify the Town Clerk of this decision in writing by April 25. Notwithstanding recommendations from boards and commissions, the Town Clerk shall forward the names and applications of all eligible persons interested in appointment for the vacancy on a board or commission and the board or commission recommendations to the Council for its consideration. The Council may choose to not consider appointments without a recommendation from the board or commission.

Applications received after the Monday prior to the Council's regular business meeting at which appointments are scheduled shall be held until another vacancy occurs, thus allowing the Town Clerk to verify the applicant's eligibility and the board or commission to make a recommendation.

Mid-term vacancies shall be filled from applications on file without special advertising efforts unless requested by the Council. However, any application from an individual currently serving on a standing advisory body will not be considered for a mid-term vacancy on a standing advisory body. The board or commission shall submit a recommendation for these appointments to the Town Clerk no later than the Monday prior to the Council's regular business meeting at which appointments for the vacancy are scheduled, unless the board or commission declines to do so and notifies the Town Clerk in writing by the Monday prior to the Council's regular business meeting at which the vacancies are scheduled to be filled. The Council may choose to

not consider appointments without a recommendation from the board or commission. Additional applications received after this time will not be considered until the next vacancy occurs.

All appointments to Town boards and commissions are made at the will of the Council. Therefore, Council may remove at any time a member of a board or commission.

## **PARKS, TRAILS, OPEN SPACE, CEMETERIES, AND FACILITIES**

The Parks and Recreation Department currently owns 13 parks, 15.5 miles of trails, 4 cemeteries, and 948 acres of open space. In addition the department has lease agreements and co-operates several more facilities with other organizations.

### **PARKS**

#### **Community Parks**

**(Larger parks and/or more intensely developed parks that serve the entire community)**

##### Cedar Falls Park

501 Weaver Dairy Rd

67 acres

##### Current Facilities:

- Synthetic turf soccer field (lights)
- Baseball/softball fields (3) (lights)
- Playground
- Tennis courts (6) (lights)
- Restrooms (all season)
- Picnic facility, covered (1)
- Trails (natural surface)

##### Community Center Park

120 South Estes Drive

13 acres

##### Current Facilities:

- Community Center (indoor pool, gymnasium, climbing wall, restrooms, and meeting room)
- Playground
- Rose garden
- Bocce ball court
- Outdoor basketball court
- Trail head for Battle Branch and Bolin Creek trails

### Homestead Park

Park: 100 Aquatic Drive

Aquatics Center: 300 Aquatics Drive

42 acres

#### Current Facilities:

- Aquatics Center (2 indoor pools, restrooms, and meeting room)
- Synthetic turf soccer fields (2) (lights)
- Baseball/softball fields (2) (lights)
- Batting cage
- Playground
- Dog parks (2)
- Outdoor basketball court
- Restrooms (all season)

### Southern Community Park

Northern Entrance: 100 Sumac Road

Southern Entrance: 1000 Dogwood Acres Drive

74 acres

#### Current Facilities:

- Grass turf soccer fields (3)
- Playground
- Dog Parks (2)
- Restrooms (all season)
- Picnic facilities, covered (2)
- Inline hockey court (lights)
- Basketball courts (6) (lights)
- Disc Golf course (18 holes)
- Trails (natural surface)
- Fan Branch Greenway Trail

## **Neighborhood Parks**

**(Medium size parks that primarily serve a regional area such as a large neighborhood)**

### Ephesus Park

1501 Ephesus Church Rd

10 acres

#### Current Facilities:

- Tennis courts (4) (lights)
- Pickleball courts (6) (lights)
- Restrooms, seasonal

### Hargraves Park

216 North Roberson Street

7 acres

#### Current Facilities:

- Community Center (kitchen, meeting space, restrooms, and stage)
- Northside Gymnasium (gymnasium, meeting room, and restrooms)
- AD Clark outdoor pool and bath house
- Baseball/softball field (lights)
- Tennis courts (3) (lights)
- Playground
- Picnic facility, covered (1)
- Outdoor basketball court

### Meadowmont Park

621 Meadowmont Lane

69 acres

#### Current Facilities:

- Picnic facility, covered (1)
- Natural surface trails
- Pond

### North Forest Hills Park

121 Collums Road

9 acres

#### Current Facilities:

- Playground
- Picnic facility, covered (1)
- Outdoor basketball court
- Restrooms (all season)

Oakwood Park

15 Oakwood Drive

2 acres

Current Facilities:

- Playground
- Tennis court

Pritchard Park

100 Library Drive

35 acres

Current Facilities:

- Trails (natural surface)

Umstead Park

399 Umstead Drive

20 acres

Current Facilities:

- Playground
- Picnic facility, covered (2)
- Outdoor basketball court
- Sand Volleyball Courts (5)

**Mini or Pocket Parks**

**(Small parks that primarily serve a single neighborhood)**

Burlington Park

1701 Ephesus Church Road

3 acres

Current Facilities:

- Playground
- Picnic facilities

Westwood Park

530 Dogwood Drive

2 acres

Current Facilities:

- Playground
- Picnic facility

**Facilities on Leased Property (contractually shared responsibilities)**

Scroggs School: Soccer Field  
Rashkis School: Soccer Field, Gymnasium  
Pine Knolls: Playground

**Trails:** The Town started development of a formal greenways program in the 1980s. Since that time the Town has developed a growing trail system that is eventually intended to link most areas of Town. As of 2019 the Town has the following trail inventory:

Paved Trails	9.8 miles
Natural Surface Trails	5.7 miles

Please see the Town’s trail map. [Maps can also be found online.](#)

**Open Space:** The Parks and Recreation Department has been charged with managing about 948 acres of open space. Most of these properties are located along streams. However, open space properties are located in all types of areas. Some open space areas have trails, while others are completely undeveloped.