



MEETING MINUTES

Board Members Present

Chairperson Walt Brewer
Member Coral Darby
Member Anne Kaltreider

Member Lucy Crown
Member Gerald Green
Member Bryan Messing

Board Members Absent

Member Chris Bubenik
Member Kennedy Young

Member Uta Brandstatter

Town Staff Present

Eric Hardy, Town Administrator
Ryan Vinson, Town Clerk / HR Analyst

Sheri Powers, Finance Director
Luke Williams, Project & Facilities Manager

Chairperson Brewer called the meeting to order at 3:01 pm.

Conflict of Interest:

In accordance with G.S. 18B-201, it is the duty of every Committee member to avoid both conflicts of interest and appearance of conflicts. Does any member have any known conflict of interest or appearance of conflict with respect to any matters coming before the Committee today? If so, please identify the conflict or appearance of conflict and refrain from any undue participation in the particular matter involved.

A. Approval of the Agenda

Member Kaltreider motioned to approve the agenda.

B. Approval of the Minutes of the 2021-11-10 Meetings

Member Darby motioned to approve the minutes.

C. Public Forum

None

D. Agenda Items

1. Sub-committee reports and questions (All Sub-committee Notes are in the Teams folders)

a. Communications and Marketing (TOW-Logo-Color-and-Variations.pdf)

- i. Member Darby – Curve Theory is designing the logo, we brainstormed what Woodfin Parks & Recreation meant to the Town and what brings people together, what's important and meaningful. Department name should live outside of the logo and not within (inside) it.
- ii. Member Darby – Meeting on 12/1 with Reggie (Curve Theory) and black and white concepts were shared and discussed and we weighed pros and cons of each concept. We approved 1 version and asked Reggie to define and redefine some elements. Color was also added!
- iii. Member Crown – I think they are really nice, I like that the green and blue ways represented and color scheme and overcrossing pathways in the middle. Reminds of community and connection with the link in the middle.
- iv. Chairperson Brewer – There is one I liked from the beginning, but in choosing between the three, it is hard to have favorite, they each represent different aspects for me.
- v. Member Darby – Eric – what are your thoughts?

- vi. Administrator Hardy – I am happy with the result and Reggie’s work. The font (Woodfin Parks & Rec) wrap looks like a smile. Like it horizontal instead of vertical.
- vii. Member Darby – So what are the next steps?
- viii. Administrator Hardy – Is one of these the one? Or is it the suite of choices? Has the subcommittee agreed on one?
- ix. Member Darby – We are leaning towards one of the designs, then Reggie will build brand package from that.
- x. Administrator Hardy – Subcommittee recommendation is what we would go with.
- xi. Project Manager Williams– Subcommittee leaning towards middle design, #2.
- xii. Chairperson Brewer – There was talk of a new town logo...does this fit into that?
- xiii. Administrator Hardy – We currently have a seal which is used official documents whereas a logo is more informal. There have been talks on changing seal.
- xiv. **Roll Call Vote:** Members Kaltreider, Crown, Green, Messing, and Darby all voted for the middle (#2) design.
- xv. Chairperson Brewer – Do we recommend with 30% design for BOC meeting? Should the subcommittee write up a recommendation?
- xvi. Administrator Hardy – I don’t want to comingle the two events, but we can include in the department reports
- b. Project Management (2021-11-23_PM-Subcommittee_Agenda-Notes.docx)
 - i. Member Messing – We have done a lot of talking about park business plans and framework of elements for business plan.
 - ii. Member Messing – We are supporting Luke in building framework, focus on startup / business plan for upcoming parks.
 - iii. Member Messing – We are currently gathering input, templates, lessons learned, etc. in addition to feedback from this committee and residents. Lucy will schedule meeting with Asheville P&R Director, Luke will draft some questions. Working with Grand Rapids and lessons learned with them as well.
 - iv. Member Messing – Luke is reaching out to Equinox and S20 about operational needs and activities, etc.
 - v. Member Messing – Hope to have relevant tasks completed by spring 2022
 - vi. Member Messing & Chairperson Brewer – Mike Stalls in Grand Rapids met with Walk in the summer and saw they have a water wave project in the works. Willing to share information, lessons learned, etc. to help us along.

2. New Business – Chairperson Brewer

- a. Administrator transition update
 - i. Administrator Hardy – Transition is still a work in progress. Board of Commissioners have met and discussed process for filling in short-term strategy and long-term strategy. I have offered to come back on a contract to help with town projects.
- b. Relations and agreements with outfitters
 - i. Chairperson Brewer – We need to make some decisions on polices and finances, need a town staff member(s) involved as town lead to find balance between what the outfitters want and what the Town can, or will provide.
 - ii. Administrator Hardy – Would the startup plan and information from Grand Rapids be included in the scope?

- A. Member Messing – Yes, it has been a Town priority to define relationship between the Town and outfitters. We would like to build into framework and chip away.
 - B. Project Manager Williams– I have talked to some outfitters, and they’ve expressed interested, more interested Riverside Park, Silver-Line is dependent on the public building. It has been a good start to the conversation.
 - iii. Chairperson Brewer – Have the Board of Commissioners have given serious consideration to what Town can do by the time Silver-Line opens.
 - iv. Discussion on timeframe of when to have this completed and Silver-Line and Riverside Park outfitters
- c. Member Crown – Recommends that the Town do some outreach with a survey to outfitters and build an RFP from that.
 - i. Lingering question of if the outfitters are charged a fee
- d. Facilities utilization- Facility Rentals - 2018-2021 Spreadsheet in General>Property Inventory Folder
 - i. Rates unchanged in 4 years
 - A. Great information point and background.

3. Old Business – Chairperson Brewer

- a. Riverside 30% files: <https://1drv.ms/u/s!AhN2WK2tBjQggXw6Hxj8z0oFp9sZ?e=xwdDvb>
 - i. Any final thoughts before presentation to Board on the 16th
 - A. Good with recommendations as presented
- b. Need to find a ‘historian’ to help locate information or sources of information about the role of the French Broad River in shaping Woodfin for signage in the parks.
 - i. Help locate information or sources of information for Woodfin’s historical context with regards to River. If anybody knows of someone who might be interested, please let the group know. Chairperson Brewer said he would reach out to the people if you know of anybody.
 - ii. Member Darby – Is this volunteer or stipend?
 - iii. Administrator Hardy – not a front burner issue in terms of deliverables.
- c. More work needed on Little Free Libraries (ex. ABC LFL missing and presumed dead)
 - i. LFL for Silver-Line?
 - A. Nice amenity to the parks. Suggest putting one in at Silver-Line.
 - ii. Use one of the two at Riverside?
 - A. There are two currently there, could relocate one to Silver-Line.

4. Project Updates – Luke Williams

- a. Silver-line Park
 - i. Completed concrete ramp, cofferdam moved down river, minor tweaks to get the best product. Pushing for pirate ship and playground to get going. Concrete to be poured this week / next week and start on parking lot.
 - ii. Boulder wall about 75% complete
 - iii. Still about \$50,000 in contingency funds
 - iv. Soft opening in February? Formal opening in the Spring?
- b. Riverside Park
 - i. 30% design review will be presented to the Commissioners on 12/21. This is 100% of plan view and take plan to cost estimating and detailed elements.
 - ii. West side of river, there is portion of land that is unclaimed, and Railroad has 50-ft right-of-away on either side, assume it’s Railroad (Norfolk Southern), but unsure and trying to find out.

- c. Wave
 - i. Achieved no rise situation, flood plain administrator required a CLOMR, not substantial cost, but it adds time.
- d. Greenway
 - i. Still working out how to approach some landowners and engineers developing plans and options we can take to homeowners.
- e. Funding strategies
 - i. Funding gap unchanged. With fundraising, TDA, dogwood health, should be able to close gap
 - ii. The Town's contracted grant writer is going to meet with Riverlink, and Lisa Raleigh and they will develop a holistic funding strategy. Hard to fundraise as we don't know final product – like trying to put icing on a cake that's still batter.

5. Important dates – Chairperson Brewer

- a. March 2022 public engagement regarding Greenways Design Recommendation Plan

6. Future discussion items

- a. Homeless issues
- b. Water quality
- c. I-26 improvements; esp. bike and walking access across bridge
- d. Woodfin Comprehensive Parks Plan
- e. Walking access for Woodfin Residents (10 Minute Walk Pledge 10minutewalk.org)
- f. Skateboard ramps
- g. Graffiti
- h. Alcohol in the parks

Chairperson Brewer adjourned the meeting at 4:34 pm.

Walt Brewer
Chairperson

Attest: _____
Ryan Vinson
Town Clerk