

Cherokee Recreation & Parks
Advisory Board Meeting Minutes
Wednesday, April 10, 2024
6:00 p.m.

1. Call to Order

Chairman Nelms called the April 10, 2024 advisory board meeting to order at 5:55 p.m., Chairman, Jason Nelms asked Steve Pressley to open the meeting with an invocation. Present: Chairman, Jason Nelms, Vice Chairman, Mark Preetorious, 2nd Vice Chairman, Amy Turcotte, Steve Pressley, Terry Meier, the CRPA Director, Jay Worley, and the CRPA Staff. Absent: None

2. Approval of Previous Minutes

The February 7, 2024 advisory board meeting minutes were approved. Vice Chairman Mark Preetorious motioned, and Steve Pressley seconded the motion to approve the previous minutes. The motioned carried 5-0.

3. Appearances/Public Comment

There was no appearances or public comment.

4. Reports/Board Business

a. Chairman

There was no report from Chairman, Jason Nelms.

b. Board Members

There were no reports from the advisory board members.

c. Director

i. Agency Updates

Director Worley welcomed everyone to the advisory board meeting, and he gave an agency update. Director Worley told the advisory board in the past it was normally only one person working on capital projects and it would take almost the whole fiscal year to get only one or two projects completed. Now all the division directors take part in working on capital projects and more and more projects are getting completed. He said that Long Swamp and Yellow Creek should start to see shovels put in the ground around June or July. The SW/Woodworth property was updated. Some of the capital projects that have been completed are: PoolPaks is conducting repairs and maintenance at the Aquatic Center, air conditioner installed in the concession stand, new vehicles purchased. There have been eleven capital projects completed since October 2023.

5. New Business

a. Review Advisory Board Rules & Procedures.

Director Worley told the advisory board that it has been several years since the advisory board Rules

and Procedures have been reviewed, so there are a few recommendations for your consideration. There are no major changes.

1. Special Called Meetings- changed lead time from 24 hours to 48 hours
2. Quorum- added the ability to attend the meeting virtually, if necessary. If members of the advisory board are not able to attend in person, they may be able to call in virtually to be considered present for the meeting. All members shall make every effort to attend all scheduled meeting.
3. Election of Officers- change dates to later in the calendar year. The Board shall elect from its membership a chairperson, a vice chairperson and a second vice chairperson. Officially, the officers shall be elected by a majority of the Board no sooner than October 1st of each year and no later than December 30th of each year. The officers shall serve for a period of one year.
4. Work Session- added “if scheduled” since we have not done this in some time but did not want to remove the Work Session completely. An agenda for the Work Session, if scheduled, will be prepared by the Recreation and Parks Director with the advice of the Board Members. Drafts of the Work Session agenda will be available to the Board Members no later than noon of the Friday preceding the Work Session. Any Board Member may place an item, including providing all back up and supporting documentation, on the agenda by cutoff time which is 4:00 p.m. on the Friday preceding the Work Session.
5. Parliamentarian- added clarity to who serves in this role (Recreation & Parks Director) in strictly an advisory role regarding procedure to the chairman. A Parliamentary Inquiry is a question directed to the chair to obtain information on a matter of parliamentary procedure or the rules of the Board. The chair will answer such questions or may ask the parliamentarian for an opinion. The chair’s reply, whether or not he/she has requested advice from the parliamentarian, is an opinion, not a ruling. If a Board Member does not agree with the chair’s opinion, he/she may act in a way contrary to this opinion and if ruled out of order may then appeal the chair’s ruling. The chair is not obligated to respond to hypothetical questions.

The Recreation & Parks Director will serve as the Parliamentarian. The advisory board follows the Robert’s Rule of order when conducting the meetings. They will strictly play an advisory role in the conduct of the meetings. Director Worley stated that there were a few other grammatical corrections. The advisory board had a question about what would happen, if a commissioner did not get re-elected, and a current advisory board member had to leave the advisory board. Director Worley explained that with changing the election calendar dates. The election of new officers should fall within that window of a new commissioner being elected, and a new advisory board member being appointed to the advisory board. After a discussion, 2nd Vice Chairman, Amy Turcotte motioned, and Vice Chairman, Mark Preetorious seconded the motion to approved Advisory Board Rules and Procedures recommendations. The motion carried 5-0.

b. Recommendation of Approval for Parking Fees at Cherokee Mills and Fields Landing.

Parks Division Director, Stephen Shrout discussed with the advisory board that we have finally installed our remote and cashless Ventek Model 600 kiosk at Cherokee Mills and Fields Landing which will give the option to purchase a daily pass or season pass decal. This will help with not having to pay for an attendant to collect funds and help to cut down on the honor boxes getting broken into. The current fees are only for using the boat ramp. There is no fee to park a vehicle and utilities park amenities.

Current fees are \$5/\$7 Daily Fee to Resident/Non-Resident and Annual Pass is \$40/\$60 to Resident/ Non-Resident (other sub-groups included in the fee structure as well). The proposed fee is to go to \$7 Daily Fee for All, \$45 Annual Pass for All (other sub-groups included in the fee structure as well), \$23 for veterans and non-resident seniors and \$3 season pass for resident seniors and county employees. The increase is to cover the new credit card processing fees, and the machine can’t identify between resident and non-resident. The change of fee structure is to propose changing from a “Boat Ramp Fee” to a “Parking Fee”, this would alleviate some of the parking issues and add revenue. This change of fee structure would be implemented after a Ventek Pay Station is installed, because purchase of the fee station is not cost effective if the fee structure is not changed. The comparison was from other agencies using the same system (USACE- \$5

Daily/ \$40 Annual, Forsyth County \$10 Daily/ \$60 Annual, Acworth \$10 Daily). The advisory board had a question about where a season pass could be purchased and would there be an adjustment made, if someone paid \$7 for a day pass but wanted to upgrade to a season pass. After a brief discussion, response and solutions were made.

Vice Chairman, Mark Preetorious motioned, and Steve Pressley seconded to approve the recommendation for parking fees at Cherokee Mills and Fields Landing. The motion carried 5-0.

c. Recommendation of Approval for Mission, Vision, Values.

Director Worley informed the advisory board that there is a need to update Our Mission, Vision, Values from time to time to keep new ideas and energy with the agency. We are required to submit this as part of our re-accreditation process. The staff came up with the updated Mission, Vision, Values at their annual staff development retreat in January. The staff believes that it is a good reflection of where we are, and where we are headed. There were a few things that needed to be modified and tweak on the mission, Our Mission: MAKING LIFE BETTER by cultivating active communities through recreation while preserving our parks and facilities. Our mission is 15 words long, but the most important three words to remember if the complete Mission cannot be remembered is: MAKING LIFE BETTER. Vision is the present, and our vision tells the public where we are going. Our Vision: Cherokee Recreation and Parks, acknowledged as a trend-setting and innovative leader in its field of expertise, offers a diverse array of exceptional public parks, recreation facilities, and programs, making our county the premier destination to visit, live, work, and play. Cherokee County's motto is a great place to live, work and play. After the advisory board had a lengthy discussion about the word arrangements in the Vision statement, it was decided that the wording would remain the same. Director Worley informed the advisory board that this was a team effort, and he thought the Vision improvements and alterations come out well. Our Values spells out the word Intrepid with the bold letters in blue. **Intrepid** is a word that the staff chose to describe our team: Inspiring the community, Noble Stewardship & Sustainability, Improvement through Teamwork, Health & Reliable Safety, Exceptional Fun & Play, Integrity & Professional Service, Innovative Accessibility & Inclusion, Diligent Conservation Efforts. Chairman Jason Nelms motioned to approve the recommendation for our Mission, Vision, Values, and Vice Chairman Mark Preetorious seconded the motion. The motion carried 5-0.

6. Old Business

There was no old business to report.

7. Adjourn

Chairman Nelms stated that he is so proud of this agency and advisory board. He stated when he thinks back on the ball field that he played on off Highway 92 near the site of the old Kmart Store. He is amazed how far recreation and parks has come under this leadership. Chairman Nelms stated that it does not go unnoticed the impact of what you do every day to change people's lives for generation to come. Vice Chairman, Mark Preetorious made a motion, and Terry Meier seconded the motion to adjourn the meeting at 6:47 p.m.

The motion carried 5-0.



CHEROKEE RECREATION & PARKS



Our Mission:

MAKING LIFE BETTER by cultivating active communities through recreation while preserving our parks and facilities.

Our Vision:

Cherokee Recreation & Parks, acknowledged as a trend-setting and innovative leader in its field of expertise, offers a diverse array of exceptional public parks, recreation facilities, and programs, making our county the premier destination to visit, live, work and play.

Our Values:

INTREPID

Inspiring the community
Noble Stewardship & Sustainability
Improvement through Teamwork
Health & Reliable Safety
Exceptional Fun & Play
Integrity & Professional Service
Innovative Accessibility & Inclusion
Diligent Conservation Efforts

**Cherokee Recreation & Parks
Advisory Board Meeting Minutes
Wednesday, August 7, 2024
6:00 p.m.**

1. Call to Order

Chairman Nelms called the August 7, 2024 advisory board meeting to order at 6:01 p.m. Chairman, Jason Nelms asked Steve Pressley to open the meeting with an invocation. Present: Chairman, Jason Nelms, Vice Chairman, Mark Preetorious, 2nd Vice Chairman, Amy Turcotte, Steve Pressley, Terry Meier, CRPA Director, Jay Worley and CRPA Staff. Absent: None

2. Approval of Previous Minutes

There was no meeting in June 2024. The April 10, 2024 advisory board meeting minutes were approved. 2nd Vice Chairman Amy Turcotte made a motion, and Steve Pressley seconded the motion to approve the previous meeting minutes. The motion carried 5-0.

3. Appearances / Public Comment

There was no appearances or public comment.

4. Reports/Board Business

a. Chairman

There was no report from Chairman, Jason Nelms.

b. Board Members

There were no reports from the advisory board members.

c. Director

i. Agency Updates

Director Worley stated to the advisory board because the June 5, 2024 meeting was canceled. There is a lot of information to talk about. It has been a busy summer. He informed the advisory board that we had a financially strong summer. We are \$350,000 to the good. This is a positive thing, because the months of August and September are normally level with not a lot of registration taking place. Whether registration is strong or not, there is going to be the same amount of salaries paid and personnel deductions taking place each month. Director Worley said kudos to the staff for their hard work over the summer. Overall, the FY24 is headed in a positive direction in our last quarter. Magnum Contracting LLC has started work at Long Swamp Creek Recreation Area. Within the next 30 days, information will be sent about an in-house unofficial groundbreaking. Woodworth Park is in its final phasing plans. This project is being funded by SPLOST 2027-2028, with a project completion date in 2030. A 50,000 square feet recreation center will be located at Woodworth Park. The Yellow Creek Road Conservation Area and Trails update is that currently the architect is working on the parking lot design. We will be heavily depending on the partnerships to help with volunteer work at YCRCA. The advisory board discuss if there was a bike trail plan that will connect different trails at the Etowah River near Cherokee High School.

Director Worley allowed the CRPA staff to introduce the new staff to the advisory board. Athletic Division Director, Shawn Schumacher introduced Brayden Eidson and Steve Riccard to the advisory board. Shawn Schumacher let them tell the advisory board information about themselves. Brayden Eidson told the advisory board that he was from McDonough, Georgia and he is a graduate from Kennesaw State University. He majored in sports management designs, and he also played baseball at KSU. Athletic Coordinator, Brayden Eidson will be running the youth volleyball, lacrosse and the flag football leagues. Steve Riccard stated to the advisory board that he is a retired schoolteacher. He has taught and coached for several schools in the Cobb County School district, and he also wanted to be a recreation and parks professional. Steve and his wife enjoy camping in Colorado and Utah the western parts of the country. His wife is still employed, so he thought it was time to find a job. Steve said that his first 3 days working with Cherokee Recreation and Parks have been great. Shawn Schumacher informed the advisory board that the athletic division is going through a transitional period, because Athletic Coordinator, Steve Riccard will be taking over adult athletic programs, and Athletic Coordinator Lakia Langston will be taking over the Cherokee Youth Softball program. The new youth volleyball program has 150 participants registered, and there will be 3 different age groups. Kathryn Pope introduced Haley Snider and Jacob Mavromatidis to the advisory board. Jacob Mavromatidis told the advisory board that he started as part-time, when the Buzz first opened in February 2023. He was moved to full-time Facility Maintenance in June 2024. Jacob Mavromatidis is in college, and he is enrolled as a double major. The Facilities Coordinator, Haley Snider stated that she relocated to Cherokee County from Lakewood, Florida. She worked for Lakewood Recreation and Parks for 13 years, when her family moved to Georgia. Haley Snider and her family transferred to Cherokee County to be closer to her family. Director Worley recognized Jessica Sauls and Leigh Prickett with CPRP pins, for passing the CPRP National parks and recreation professional exam. The advisory board congratulated them and said that was awesome that they passed the CPRP exam. The advisory board asked them how hard the test was, and how much time it took them to prepare for examination. On Thursday, August 1, 2024 Adam Fussell was named the Natural Resources Division Director. He will oversee the programming and maintenance aspect of the division. Director Worley told the advisory board there will be more information to come around October 1, 2024. The Georgia Parks and Recreation Association's state and district 5 award nominations are now being received. We will be applying for several awards. The new fees & charges proposal will be brought to the advisory board for their consideration at the Wednesday, October 9, 2024 meeting. The new fee & charges will line up with FY2026 budget. The strategic plan 2025-2028 will be brought to the advisory board for their consideration at the Wednesday, December 11, 2024 meeting. The advisory board asked how they as a unit can help to be a facilitator for the CRPA staff. What can they as the advisory board do to help plant the seed and to prevent an Achilles heel. This advisory board wants to advocate 10 years from now and long term. The County recognizes the good job that is carried out and the good in the people. It is not the buildings or the parks, but it is the people that are the number one resource. With the leadership, it is awesome to see where we came from and where we are at now. Through our momentum, we should not be afraid to mention in certain circles the good work that is being done. When taxes go up, this does not relate to recreation and parks. People always feel the need to have more ball fields.

The advisory board discussed all the great things accomplished under the 2008 \$90 million dollar recreation bond. The advisory board stated that it would make sense to start planting the seed for the next park bond and to begin having that conversation now.

5. New Business

- a. No new business to discuss, but lots of updates on the agency over the summer

6. Old Business

There was no old business to report.

7. Adjourn

Vice Chairman, Mark Preetorious made a motion, and Steve Pressley seconded the motion to adjourn the meeting at 6:40 p.m. Chairman Nelms concluded the meeting by saying to the staff, when he thinks back to the dirt ball fields on Highway 92 near the old K-Mart store. He is amazed of how far recreation has come. He told the staff the things you will do on a day in and day out basis will impact the lives of so many people you serve, and you should be so proud of the service you give. The humbled man will be exhausted, and the exhausted man will be humble.

**Cherokee Recreation & Parks
Advisory Board Meeting Minutes
Wednesday, December 4, 2024
Regular Meeting – 6:00 PM**

8. Call to Order

Chairman Nelms called the December 04, 2024 advisory board meeting to order at 5:54 p.m., Chairman, Jason Nelms asked Steve Pressley to open the meeting with an invocation. Present: Chairman, Jason Nelms, Vice Chairman, Mark Preetorius, 2nd Vice Chairman, Amy Turcotte, Steve Pressley, Terry Meier, the CRPA Director, Jay Worley, and the CRPA Staff. Absent: None

9. Approval of Previous Minutes

The August 7, 2024 advisory board meeting minutes were approved, because the October 9, 2024 advisory board meeting was canceled. 2nd Vice Chairman, Amy Turcotte motioned, and Vice Chairman Mark Preetorius seconded the motion to approve the previous minutes. The motioned carried 5-0.

10. Appearances / Public Comment

There was no appearances or public comment.

11. Reports/Board Business

a. Chairman

There was no report from Chairman, Jason Nelms.

b. Board Members

Vice Chairman, Mark Preetorius made an announcement that everyone is invited to 102 Transart Parkway to view the holiday light display.

c. Director

i. Agency Updates

Director Worley welcomed the advisory board members to the meeting. He informed the advisory board members that Cherokee Recreation and Parks had a strong 2024 fiscal year, and we expect to add around \$200,000 to our reserves. The \$200,000 will be confirmed in January 2025, once more reporting is complete. This surplus will be good to have for a rainy day. We have been told that FY2025 could be a tough year. Long Swamp Creek Recreation Area is getting close to being finished. The farmhouse is being renovated. There will be a ribbon cutting ceremony held on Friday, May 2, 2025. This will give us plenty of time to prepare for programming at LSCRA. Woodworth Park is rapidly approaching the final construction document phase, then a land disturbance permit will be obtained. The Woodworth Park project should be ready to go out for bids in around 90-120 days. The Yellow Creek Road Conservation

Area & Trails construction document should be completed by the end of December 2024 or January 2025. In the spring or early summer of 2025, there will be 2 paved entrance parking lots that will lead to the 538-acre piece of property. Director Worley updated and discussed the Strategic Plan 2020-2024 with the advisory board members. He stated that the Strategic

2020-2024 plan is coming to an end. There will be an updated Strategic plan 2025- 2028 sent to the advisory board for their consideration to review and revise prior to the Wednesday, February 12, 2025 advisory board meeting.

12. New Business

a. Director Worley to provide an end of year synopsis of accomplishments for the agency.

The staff has completed 33 projects spending approximately \$1 million dollars in capital funds for improvements. The list of small capital projects for 2025 has the potential to be even bigger. Director Worley told the advisory board that the staff who worked on these small capital projects are to be commended, because they are the reason why so many of these projects have gotten finished. The Youth Girls Volleyball League that was formed this year was a tremendous success in its first year. There were about 200 girls who participated in the league. Athletic Coordinator, Brayden Eidson, who had no experience in girls' volleyball did an amazing job. We had several staff members to speak as presenters at the Annual Georgia Recreation & Parks Association Conference in Columbus, Georgia. The staff did an outstanding job, speaking during their class sessions. We currently have 52 out of 54 full time staff hired. In the spring of 2025, we plan to hire for the seven vacant positions we have within the department. The vacant positions to be filled are: 1- Athletics Division, 2- Natural Resources Division, 3-Parks Division and 1-Recreation Division Director Worley stated that we use the county's and indeed, websites and our Marketing and Community Outreach Coordinator Jessica Hallman to advertise a vacant position. She does a real good job advertising and marketing information for the department. Certified Parks and Recreation Professional Credentials were earned by Jessica Sauls and Leigh Prickett. CRP also have 6 staff members participating in the leadership academy. They will graduate the class of 2025 in May. The leadership academy group has been given assignments and a project to complete. We have a total of 9 full time staff with CPRP certifications. This total number of certified staff makes CRP having the most CPRP certified staff in the state. October 1, 2024 the new Natural Resources Division was created, and Adam Fussell was chosen as the Division Director. On Wednesday, October 16, 2024, CRP hosted the GRPA District 5 Banquet in Victory Hall. This was the first time we had hosted the District 5 Banquet, since the fall of 2020. We hosted the banquet at the Aquatic Center in 2020. During the District 5 Banquet, the Buzz and Victory Hall was able to be showcased. Director Worley was the winner of the 2024 GRPA District 5 Distinguished Professional Award. He was nominated by the Natural Resources Division Director and the Athletic Division Director, Shawn Schumacher. The advisory board congratulated Director Worley for receiving the Distinguished Profession Award. Our Marketing and Community Outreach Coordinator Jessica Hallman won the state GRPA Outstanding Marketing Campaign at the Annual Conference in Columbus, Georgia. The 2020-2024 Strategic Plan had 38 standards, and 29 of the standards were completed and 9 were incomplete, and they will be carried over into the 2025-2028 Strategic Plan to be completed.

b. Open Discussion for Non-Resident Fees vs. Resident Fees for recreational activities and rentals

Director Worley presented information to the advisory board for consideration of non-resident fees vs resident fees for recreational activities. Business Manager, Andrea Johnson conducted non-resident fees

research from 17 surrounding cities and counties recreation and parks departments. The summary from the non-resident fees research from the 17 surrounding cities and counties are as follows:

- 3 - departments adds an additional 50% charge to non-resident participants
- 6 – departments charges non-residents between \$5 - \$40 more for their programs and \$100 more for their leagues
- 10 – departments do not charge a non-resident fee
- 1 – department does not charge a non-resident fee for programs, but does charge a 50% fee for non-resident facility rentals
- There were 7 counties and 10 cities researched
- Cherokee Recreation and Parks – does not add an additional fee or charge a non-resident fee, but does charge more (a higher cost) for the adult athletic leagues and recreational camps than any of the other surrounding counties and cities. In comparison CRP instructional program prices are running similar and equivalent with other surrounding counties and cities

Director Worley told the advisory board that nothing would change until FY2026. The advisory board discussed the pros and cons of having non-resident fees, and that a \$10/\$20 fee added on to non-residents who participate in our programs and use our facilities is reasonable. Director Worley stated it would be better to charge in smaller increments rather than higher increment and then go back down. There are a few things that the staff will be checking into make sure the registration software we use will be compatible with locating non-residential addresses and capable to apply the non-resident fees.

Athletic Division Program Fee's

Athletic Division Director, Shawn Schumacher discussed with the advisory board members recommendations for the FY2026 new fee rate increases for athletic programs and field rental fees. Shawn Schumacher presented the board with a spreadsheet report, and he gave a break down why the price of a program or a field rental would go up between \$5-\$25 more. The reason why the adult league sports increased by \$25 more a season is, because the officials are charging more to referee or umpire per game. Shawn Schumacher and the advisory board discussed this information in detail. He stated that this is something the athletic division staff is working to get finalized as they start to work on their FY2026 budgets. The advisory board thanked Shawn Schumacher for his athletic division program fee's presentation. The advisory board wanted to make sure that there are opportunities available for any child wanting to participate in a sport or activity. Shawn Schumacher stated to the board that there are opportunities offered to a child to participate, if they cannot afford the program fee. The advisory board knows how important youth sports are in a child's life, and they are thankful that we offer some of the best youth sports and leagues for children to play. Vice Chairman, Mark Preetorius motioned, and Steve Pressley seconded the motion to approve the Athletic Division Program Fee's for FY2026. The motioned carried 5-0.

Consideration for approval of the Advisory Board Meeting Schedule 2025

Director Worley provided the board with a copy of the 2025 advisory board meeting schedule. He told the board that he added additional notes for each month that had annual event that need to be reviewed. Vice Chairman, Mark Preetorius motioned, and Terry Meier seconded the motion to approve the advisory board meeting schedule for 2025. The motioned carried 5-0.

Each of the proposed meeting dates is on the 2nd Wednesday of the month at 6:00 p.m. unless otherwise noted:

- Wednesday, February 12, 2025 Regular Meeting: 6:00 PM
(*Annual Review/Revision to the Strategic Plan*)
- Wednesday, April 9, 2025 Regular Meeting: 6:00 PM
(*Annual Ordinance Review*)
- Wednesday, June 11, 2025 Regular Meeting: 6:00 PM
- Wednesday, August 13, 2025 Regular Meeting: 6:00 PM
- Wednesday, October 8, 2025 Regular Meeting: 6:00 PM
(*Annual Election of Officers*)
(*Annual Adoption of the Advisory Board Meeting Calendar*)
- Wednesday, December 10, 2025 Regular Meeting: 6:00 PM
(*Annual Review of Fees*)

Election of Advisory Board Officers for 2025

Director Worley stated that it is time to elect new advisory board officers for 2025. He stated who the current list of officers are as follows: Chairman, Jason Nelms, Vice Chairman, Mark Preetorius and 2nd Vice Chairman, Amy Turcotte. The advisory board discussed the current group of advisory board officers, and they said that they are pleased with the current group of officers. The advisory board members wanted to keep the same group of officers for 2025. Steve Pressley motioned, and 2nd Vice Chairman, Amy Turcotte seconded the motion to approve the election of advisory board officers for 2025. The motioned carried 5-0.

13. Old Business

Director Worley asked the advisory board, if they had any old business to discuss. There was no old business to report. Director Worley wished everyone a Merry Christmas and he informed the advisory board that kudos goes to the administrative division staff for the advisory board holiday gifts. The advisory board thanked the administrative division staff for their gifts.

14. Adjourn

Motion made by Terry Meier, to adjourn the meeting at 6:38 p.m., seconded by Steve Pressley. Motion carried 5-0. Chairman Jason Nelms stated it is always a pleasure to work with this advisory board and staff, and it does not go unnoticed the impact of what you do every day to change people's lives. The participants and stakeholder within our department are never overlooked.