



**Bentonville Parks and Recreation
Advisory Board Meeting
Monday, August 5, 2019 – 5:00 pm
Downtown Activity Center
215 SW A Street**

Agenda

Old Business

1. Approval of Minutes from June Meeting
2. Approval of Minutes from July Subcommittee Meetings

New Business

1. BPR Organization Structure – Staff Reorganization
2. All American Extension
3. Naming Multiple Trails
4. Committee Reports
 - Marketing Committee, Layne Hyatt
 - Aquatics Committee, Josh Stacey
 - Recreation Committee, Josh Stacey
 - Maintenance Committee, Scott Mendenhall

Other Business

1. September Meeting Date – September 9th

Attachments:

Upcoming Events

June 2019 PRAB Minutes

July 2019 PRAB Minutes – Subcommittees

Organizational Chart

All American Extension

Trail Naming Documents

2019 Capital Improvements Worksheet – August 2019



Bentonville Parks and Recreation 2019 Events

August 3, 2019	Babysitting class – Bentonville Community Center
August 5, 2019	Healthy for Life Potluck – Bentonville Community Center
August 5, 2019	Fall Youth Baseball League Starts – Memorial, Merchants, Phillips Park
August 5, 2019	Youth Football League Starts – Phillips Park
August 7-28, 2019	Dance Classes Session 8 – Bentonville Community Center
August 8, 2019	In the Park (Magic in the Park) – Lawrence Plaza
August 12-16, 2019	Natatorium Annual Shutdown- Bentonville Community Center
August 15, 2019	In the Park (Rock and Splash) – Lawrence Plaza
August 22, 2019	In the Park (Magic in the Park) – Lawrence Plaza
August 24, 2019	Fall Youth Soccer Starts – Memorial, Citizens Park
August 27, 2019	Digital Photo Class – Bentonville Community Center
August 27, 2019	Fall Adult Soccer Starts – Memorial Park
August 29, 2019	In the Park (Yappy Hour) – Bentonville Bark Park



Parks and Recreation Advisory Board Meeting Minutes

Meeting Date: Monday, June 3, 2019

Meeting Called to Order: 5:07 p.m.

Meeting Adjourned: 5:58 p.m.

Meeting Location: Downtown Activity Center – 215 SW A Street

Attending Board Members: Chris Sooter Mike Power Cortney Carlson
Justin Hudley Steven George Craig Gilbert
Dan Grover Cortney Schaffer

Attending Staff Members: David Wright Lee Farmer Crant Osborne Tracy Acosta

Old Business

Approval of May 6, 2019 Minutes

Motion to Approve by: Cortney Carlson
Seconded the Motion: Chris Sooter

New Business

BCC Policy and Procedure Updates

Lee Farmer requested to amend the current Code of Conduct Policy.

Farmer proposed the following addition to the policy that would allow management to suspend or terminate membership privileges if they fail to follow the guidelines of the Code of Conduct policy. It also states suspension/termination degrees of punishment according to offence.

The proposed addition was approved as noted.

Motion to Approve by: Chris Sooter
Seconded the Motion: Steven George

July Committee Break-Out Meetings

The month of July will consist of subcommittee meetings. These meetings will take place independently according to each breakout group. The groups will be led by a department lead and preselected board members. The breakout groups consist of Aquatics, Recreation, Marketing, Maintenance, and Budget.

Bentonville Bike/Ped Master Plan Update

David updated the board members and stated Craig Gilbert is the board representative on the Bike and Pedestrian Master Plan. The master plan is being created by Toole Design Group, which will take approximately seven to nine months. Representative from Toole will be in Bentonville on June 24th conducting the first public meeting which will be held at the Bentonville Community Center. David also stated the group would be renamed in the near future.

Quilt of Parks/Dave Peel Project Update

David also updated the board on the Quilt of Parks project, in which Cortney Carlson is the board representative on this committee. This project is being created by Design Workshop and will include five properties in the downtown Bentonville area. The properties consist of Lawrence Plaza, Downtown Square, Dave Peel Park, Parking Lot (Commons Area) and Town Branch. David traveled to Houston, Texas; to tour similar areas that would be consistent with our Quilt of Parks project that Design Workshop also created. Updates will continue as we move forward with this project.

Other Business

Art at Memorial Park Basketball Courts

The artwork that was originally proposed and approved is not the designs that were used on the basketball courts due to legal restrictions. New designs have been created and need approval in order to move forward with this project.

Motion to Approve by: Cortney Carlson
Seconded the Motion: Steven George



**Bentonville Parks and Recreation
Marketing Committee Notes
Downtown Activity Center- 215 SW A St.
Meeting- July 15, 2019 – 5:00 p.m.**

Attendees: Lee Farmer, Layne Hyatt, Michelle Malashock, Cortney Carlson, Dan Grover

Hyatt began by talking to the committee about the newest marketing initiative for the department, the PressPlayBentonville video series. Hyatt explained to the committee how often the videos are published and discussed the variety of topics covered. Analytics provided by Facebook for the videos were also reviewed by all those in attendance. Two examples of videos that are currently published on the Facebook page were then shown to the committee. Carlson suggested using the board members and other local influencers to help push out and share those videos. She also suggested covering topics such as safety in the parks system. Overall, the board was impressed with the video series and believes it to be a great addition to the departments marketing plan.

Next, Hyatt explained to the committee the current social media approach plus demographics of our followers. Malashock suggested that we look to incorporate an Instagram “takeover” from some of our super users of the parks & trails. She also suggested using designated hashtags and contests to gain more followers. Regarding the Instagram page, the board suggested that we use the “saved stories” section of the page to provide “how to’s” such a registrations, trail closures, etc.

The conversation then shifted to additional marketing avenues within the department including the weekly newsletter, website, promotion at First Friday, plus flyers/brochures etc. Carlson suggested ways to make our booth at First Friday more “fun” and appealing. She suggested that we incorporate something interactive into the booth setup. Carlson also talked with us about a “Passport to the Parks” initiative that we could run in the summers to get families out and exploring our parks. As the meeting began to wrap up, Malashock suggested looking into an app called Mind/Body to possibly help with sign ups for fitness classes. She also asked how the new communications director for the City of Bentonville would work with the department moving forward.



PRAB Marketing Committee Notes

1. Press Play Bentonville Video Series

- Videos are published weekly (Mondays @ 6:00pm)
- Videos run between 1.5-3 minutes.
- Variety of topics have included:
 - Applegate Trail
 - Tiger/Cub Parking Lot Project
 - 8th & J Street Tunnels
 - Community Center Natatorium
- Upcoming topics include:
 - Park feature (Gilmore, Austin-Baggett, etc.)
 - Trails feature (Enfield Park Trail, 2 Cities Trail, etc.)
 - Fall Sports previews
 - PRAB feature

Variety of upcoming projects, general park information/awareness, & recreation

Best performing video: Lake Bentonville (July 8th)

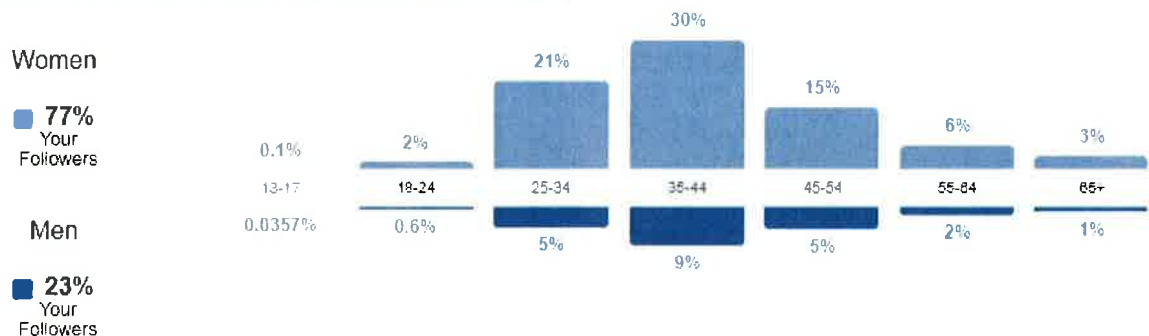
60 reactions, 12 comments, 36 shares

8606 people reached/ 1254 engagements

2. Social Media

- **Facebook:** Total page followers as of today: 14,263 (all organic)
 - At least 10 posts per week

The people who follow your Page. This number is an estimate.



- **Instagram:** 2572 followers (5-7 posts each week)

3. Additional Marketing Avenues

- Weekly Newsletter (3848 sends- Community Center members/Parks Mailing List)
 - 16.4% open rate/ 10.4% click rate
- Website
 - May have simplified “buttons” since last Committee meeting.
- Promotion at First Friday Booths
- Marketing flyers/brochures, x-stand banners at our facilities



**Bentonville Parks and Recreation
Aquatic Committee Notes
Downtown Activity Center- 215 SW A St.
Meeting- July 9, 2019 at 5:00 pm**

Attendees: Lee Farmer, Josh Stacey Whitney Sutherland Craig Gilbert, Justin Hundley

Stacey updated the committee on 2019 Aquatics programming including swim lessons, swim teams, camps, and special programs and events. Stacey reviewed program numbers and discussed changes in programming for 2020. Stacey also highlighted the aquatic staffs focus on training and improvement over the last 12 months.

Stacey addressed some of the current challenges facing aquatics such as lane space for swim teams and programs, staff and instructor shortages, and the acoustics in the BCC pools. Farmer updated the committee on the planned sound panel implementation for the fall of 2019 to address the acoustic issues. Sutherland offered the idea of holding swim instructor training/certification classes at the BCC to help recruit and train potential instructors. She also suggested that adding more aquatic facilities across town would help with some of our congestion. Not only pools, but more splash park or other water engagement options would be a big benefit for our community.

Stacey reviewed the 2019 hours changes that occurred at the BCC pools including extending lap swim hours to 1pm Monday-Friday and adding an evening River Walk session on Tuesdays and Thursdays. The committee discussed the possibility of opening the BCC Leisure Pool at 12:00pm Mon-Fri during the summer to better match the weekend hours and the hours at the Melvin Ford Aquatic Center. Being consistent across all pools on all days was an important point for the committee.

Sutherland offered the suggestion of researching the addition of wheel chairs with the capability of being in the water. This would allow individuals in wheel chairs an option to either enter a pool or splash pad in a chair without getting their own chair wet. Stacey stated that he would research the option.



**Bentonville Parks and Recreation
Recreation Committee Notes
Downtown Activity Center- 215 SW A St.
Meeting- July 8, 2019 - 5:00 pm**

Attendees: Lee Farmer, Danny Bartlett, Kyle Payne, Courtney Schaffer, Justin Hundley

Farmer told the committee that we are budgeting approximately \$3.1MM for recreation program expenses and that we are projecting \$3.9MM of revenue for these programs. Farmer explained to the committee that the recreation team has to cover all recreation expenses with revenue and that we have done a really good job of accomplishing this since we started running our programs.

Farmer explained to the committee all of the programs that are planned for next year and the projected revenue and expense for each. Those programs included community center programs such as youth camps, swim lessons, fitness classes, and some special events. Farmer next detailed outdoor programs such as running and biking events, youth sports leagues and tournaments, and Lawrence Plaza programs. Farmer also that explained that excess revenue generated allowed us to run free family programs such as Easter at Orchards, 4th of July Celebration, First Friday Flicks (movies in the park), In the Park Series, and Halloween Events.

The committee next discussed Lawrence Plaza Ice Rink session hours. Danny Bartlett suggested that we look at revising the open skate times to run for 45 minutes and start every hour on the hour. This would add 9 additional session times through the week. Danny explained that many times there are long waitlists to get patrons onto the ice, which is the biggest complaint we receive from patrons. Shortening the session times would allow more turnover and get the customers onto the ice faster. Courtney stated that she thought this was a good idea and that most skaters do not skate for the entire session so shortening it would be a good think. The committee was in favor of this suggestion and Farmer explained that he wanted to present this to administration and the entire PRAB committee for approval.

Farmer asked the committee to spend some time over the next few weeks and let him know if there is a program/event that they would like to see us offer.



**Bentonville Parks and Recreation
Maintenance Committee Notes
Downtown Activity Center- 215 SW A St.
Meeting- July 18, 2019 – 12:00 noon**

Opening

The regular meeting of the Parks and Recreation Maintenance and PRAB subcommittee was called to order at 12:00 noon on July 18, 2019 at the Downtown Activity Center by Crant Osborne.

Present

Mike Power, Steven George, Scott Mendenhall, Chris Kester and Crant Osborne

Agenda

The agenda was distributed along with an organizational chart.

Discussions:

- Mike and Steven inquired how the new minimum wage laws were affecting our department. Crant advised that there have been some internal discussions, as well as with the Human Resources Department about possibly having to restructure the full-time employees pay scales at some point. Crant also noted that he has requested an increase in the budget to cover increasing pay for temporary employees from \$11 per hour to \$12 per hour for 2020.
- Mike asked if color-coding the middle stripe on our hard surface trails might help with identifying which trail a user is on. Crant told him we could look into it, but he did not think it would meet AASHTO Guide for Development of Bicycle Facilities.
- Steven asked about graffiti. He inquired whether or not we had a huge problem and if the anti-graffiti coating helped or not. Chris and Scott stated the anti-graffiti coating does help and the problem area is the tunnel at Park Springs going under the intersection of NW "A" and Tiger. They also stated that since we have to clean the graffiti off so often the coating was starting to come off in places in that particular tunnel. Mike and Steven both asked if cameras could be installed at that location. Crant stated he has been working with the IT Department to come up with some type of solution.
- We discussed the need to keep safety as a number one priority both on our trails and parks. We all agree that it's the main goal.
- Steven stated something should be done with Phillips Park particularly the restroom if nothing else. Chris stated he did turn in budget numbers to help upgrade the existing restrooms, but we were not sure if it would make it through the budget process or not. But we all agreed there is a huge need. Crant explained the progress that has been made at Phillips Park over the past few years, and he reminded everyone that there is a conception plan and the project needs a funding source to be able to move forward.
- The last topic that Steven and Mike brought up was that it is time to have a satellite office located in the SW part of town to help reduce windshield time for maintenance crews. Crant explained there had been some discussions about this, and it seems to be a good plan to move in that direction. There has been discussion that the perfect place to possibly implement it would be the new complex at the Coughlin property. We also talked about contract labor. Both Mike and Steven agreed that what we were doing with contract laborers versus employees had a good balance. They suggested that we should continue to monitor what the optimum balance is.

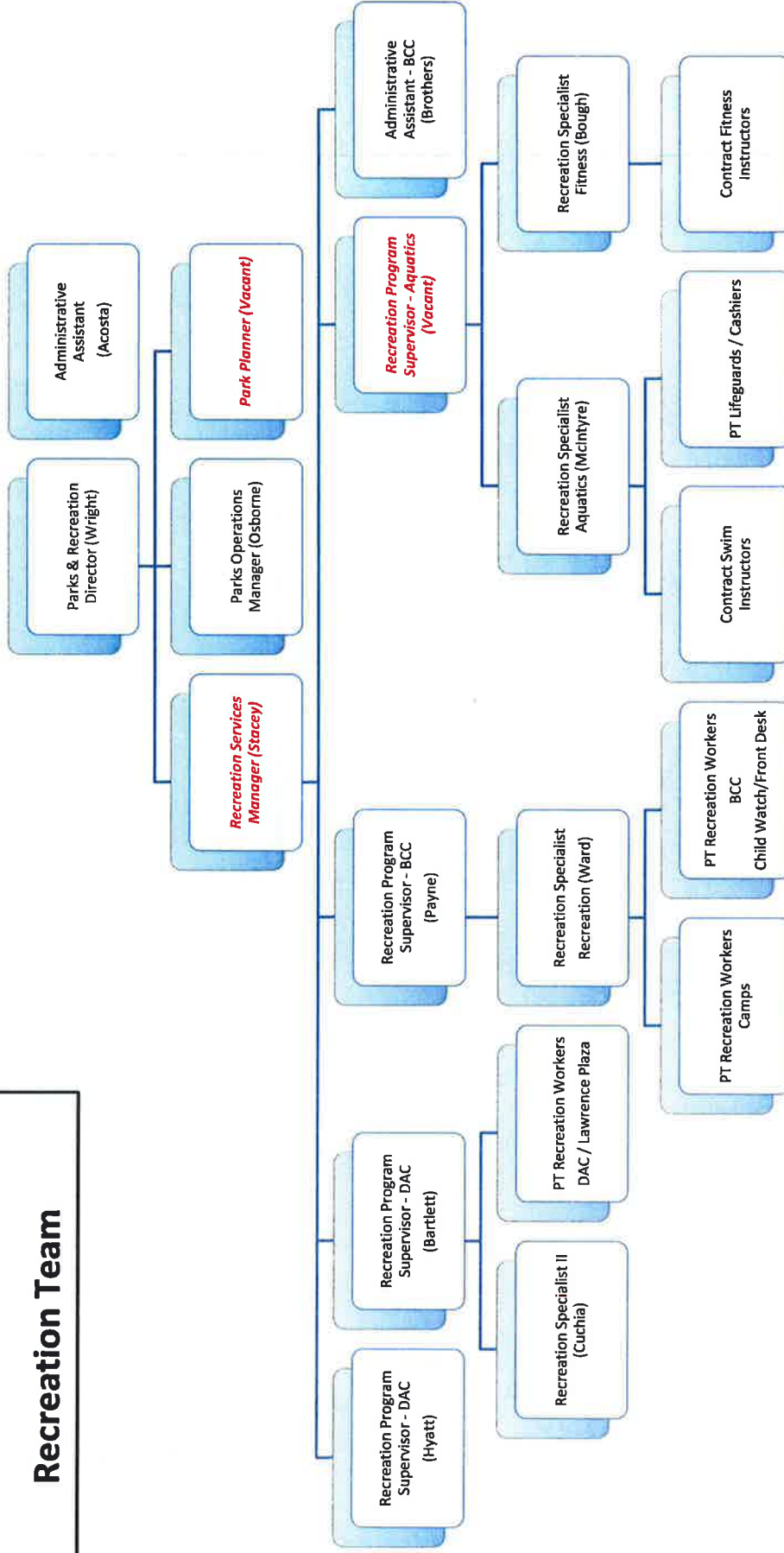
Adjournment

Meeting was adjourned at 1:00 PM by Crant Osborne.



Organizational Structure

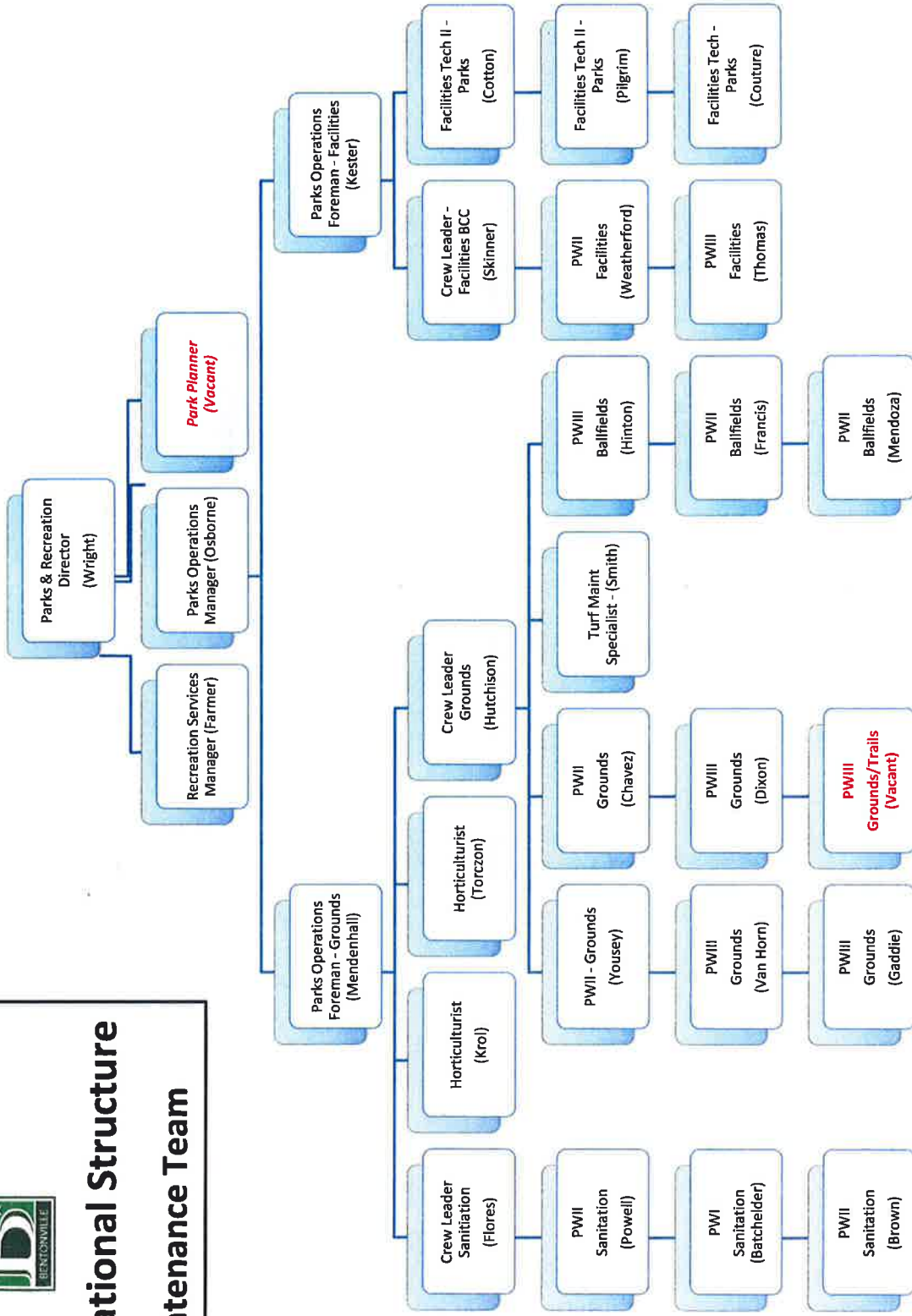
Recreation Team





Organizational Structure

Maintenance Team





ALL-AMERICAN



EXTENSION

THE PURPOSE:

- Create a true introductory experience for riders that are interested but existing trails seem to challenging.
- Establish a connection from the existing All-American trail from Crystal Bridges North end.
- Extend the All-American experience and create more gate way options for introductory level riders.
- Increase and activate the trail connectivity from Slaughter Pen to Crystal Bridges.
- Join the network of mountain bike trails in the greater Bentonville Area and incorporate the trails into the visitor's experience as well as the residents experience of the greater Bentonville area.



ALL-AMERICAN EXTENSION OVERVIEW



The All-American Extension "South Section"

Trail terminates at parking lot and shares greenway to the North.

Trail Shares existing greenway under the bridge. Trail will be sensitive to merging onto greenway.

Trail enhances and extends the All-American Experience as well as makes it accessible from a different parking area, thereby potentially alleviating the pressure from the North Parking area at Crystal Bridges.

Trail is adjacent to greenway, making it more visible.

South Section is a feature rich section of trail and will extend the current trail terminus down to a more common merge area.



Elevation Gain/Loss: 6.5ft -4.10ft Distance 1848 ft, 0.35mi

The All-American Extension "Middle Section"



Middle section becomes less feature rich while maintaining a lift/tilt modern flow construction style.

Bridge that goes over the creek gets widened and separates soft-surface and greenway from each other

Trail Shares existing greenway next to water treatment facility. Trail will be sensitive to merging onto greenway.

New Stone Trail-Head Plaza that integrates new concrete bridge.

Grassland becomes reclaimed and obsolete.

It is important to note that by going around the Water Treatment facility it would add a significant amount of climbing for an introductory experience. The goal would be to connect entirely with soft-surface. However, the separation of the trail from the greenway is less than ideal for an introductory experience.



The All-American Extension “Northern Section”

Trail Kiosks are reactivated with stone plaza entrances and existing trail signs are repurposed and integrated. Our intention here is a high-level soft-surface interface.

Angus Chute trail becomes one-way downhill only on the far Western Section from the junction of Ozone & Angus Chute.

Northern section becomes even less feature rich while maintaining a lift/tilt modern flow construction style. The trail is mostly visible from the greenway.

We would like to relocate non-functional trail sign, plant bushes around the chain-link utility area and make an access point from the greenway.

Trail takes over the urban trail starting here to the terminus of the North End by Slaughter Pen.



THE EXPERIENCE

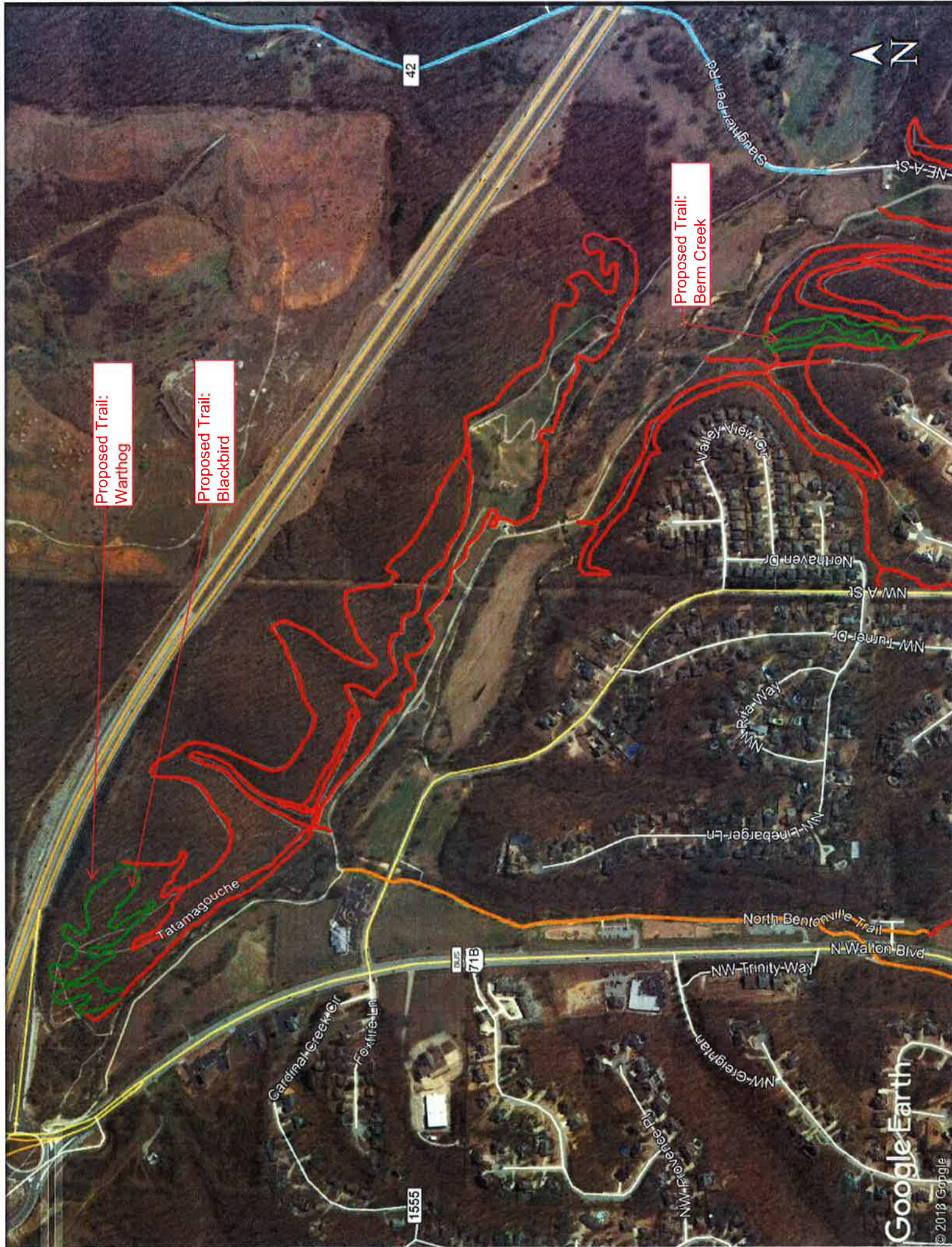
By expanding the All-American Trail experience to a family friendly zone, it will undoubtedly add to the park experience. Neighborhood kids with department store bikes all the way to the person with a hybrid bike will appreciate this trail. A true introductory experience that fosters the sense of adventure, all in while having the safety of the Razorback Greenway a stones throw away will help facilitate the growth of mountain biking in Bentonville and NWA. Parents with strollers who are out for a walk will definitely appreciate having the ability to see their little ones while enjoying the Razorback Greenway. The All-American has been a huge success through Crystal Bridges. Let's take this success and make it more inclusive and cater even more to the introductory rider.





Proposed Trail:
Mama Bear





Project	Budget	Status
FY - 2017 Rollover Projects		
North Bentonville Trail - Creek Stabalization	\$115,000	Project Complete
Razorback Greenway ReRoute - Design and ROW	\$440,000	30% Drawings submitted - Under review by Planning / Engineering / AHTD
McCullough Street Sidepath Trail	\$600,000	30% Drawings submitted - Under review by Planning / Engineering / AHTD
FY 2018 Projects		
Citizens Park Tennis Courts	\$1,300,000	Project Complete
Old Tiger - Restroom Installation	\$55,000	
Lake Bella Vista - Restroom Facility	\$60,000	
Lake Bella Vista - Parking Lot / Trail Connection	\$1,062,000	Project in design - Ecological Design Group
RRG Eco - Counter Display Board	\$35,000	Project in design - Morrison Shipley
RRG - RRFB, Signs and Striping on 21st Street	\$34,500	Project Underway - 0% Complete
RRG - Moberly Trail Connection w/ HAWK Crossing	\$126,500	Project Underway - 0% Complete
RRG - North Trail - Cub / Tiger Parking Lot	\$287,500	Project Complete
RRG - North Trail - Alignment / Jersey Barrier Cut	\$18,800	Project Complete

Bella Vista Lake Plan		Parks Board Approval - Council Approval
Project	Budget	Status
2018 Grant Funded Projects		
3rd Street - 8th Street Trail (Applegate Trail)		Project Complete
Lake Bentonville Improvements		Construction Underway - 0% Complete
Project	Budget	Status
FY 2019 Projects		
Trails Wayfinding Signage - Phase II	\$20,000	Project Complete
Park Rules Signage	\$22,000	Signs Ordered
Downtown Parks - Quilt of Parks Master Plan	\$453,000	Project Underway - 0% Complete
Bentonville Bike / Pedestrian Plan	\$194,000	Project Underway - 10% Complete - Public Input Ends August 31
Dave Peel Playground - Tile Repair	\$100,000	Project Complete
Auto Gates - BPR Maintenance Shop	\$15,000	Project Complete
Citizens Park - Inclusive Playground	\$375,000	Project Underway - 0% Complete - Playground in Production
Memorial Park - Backstop Installation	\$12,000	Project Complete

Memorial Parks Basketball Public Art	\$0	Project Complete
Memorial Park - Tennis Courts Resurface	\$20,000	
Memorial Park - Ballfield Astro turf Project	\$850,000	
Project	Budget	Status
Memorial Park - Soccer Field Renovation	\$15,000	
Phillips Park - F1 Scorebooth Removal	\$10,000	Project Complete
Phillips Park - F1, F2, F3 - Renovations	\$60,000	Project Underway - 25% Complete
Orchards Park - East Berm Stone Work	\$7,000	Project Complete
MFAC - Diving Platforms	\$30,000	Project Complete
Lawrence Plaza - Fiber Installation	\$20,000	Project Underway - 60% Complete
Lawrence Plaza - Fountain Retrofit	\$20,000	Project Complete
Downtown Square - LED Building Lights Installation	\$75,000	
BCC - Aquatic Sound Panels	\$90,000	Panels in Production - Installatoin in October
Grant Funded / Partnership Projects		
All American Plaza / 3rd Street Crossing		Project Complete

All American Trail Extension to BVL		
Arkansas / Missouri Trail Extension		Connection to Rogers Trail System behind Sam's Club
NW A Street / Slaughter Pen Parking Lot		South of Medical Center
Slaughter Pen Improvements		