

**RECREATION COMMITTEE MEETING
DECEMBER 4, 2023
CITY HALL - COUNCIL CHAMBERS
5 E. BUTLER ROAD
3rd meeting**

Committee Members: Frank Allgood (Chair), Taft Matney, and Michael Reynolds
Others present: Recreation Director Bart Cumalander and City Administrator Seth Duncan

1. Call to Order- Chairman Allgood

2. Public Comment-

Terry Merritt: 214 Fairfield Drive. Mayor Merritt requested that a bridge name be decided on so the City can move forward. He likes the name Gateway Bridge. He also asked that committee consider adding Freedom to the name of the bridge.

3. Reading and Approval of Minutes

a. Recreation Committee Meeting: October 2, 2023

Motion: Councilman Matney made a motion to approve the minutes with Councilman Reynolds seconding.

Vote: The vote was unanimous (3-0).

4. Reports or Communications from City Officers

a. Assistant Recreation Director Willie Stewart
Recreation Updates

Mr. Stewart reported senior outreach would be done with Miller Oaks on December 7th.

The department is working with public works to get quotes on the senior center improvements.

570 participants have signed up for basketball. All parents of the participants have been sent a copy of the code of conduct.

The basketball jamboree is December 8th and 9th.

Spring youth sports signups will be held in March.

A grant has been received in the amount of \$825 to fund gifts for the volunteers or to help promote our litter program.

Councilman Matney asked Mr. Stewart how the code of conduct would be enforced for sports. Mr. Stewart answered staff and the police department will be present to remove anyone that causes a disturbance.

Councilman Reynolds asked if our facilities could handle all of the children that have signed up for basketball. Mr. Stewart said some courts are being split. Games and practices are held until around 8pm or 9pm, depending on the age of the children. The schedule has been worked out for everyone, but in the future, the large number of participants could become an issue.

Chairman Allgood asked if the tournament on Saturday would conflict with the parade being held the same day. Mr. Stewart said all participants would be in the building by 12:30 p.m., which is before the parade start time. No one will be traveling to get to the Gym during the parade. The exit for the tournament will be onto Murray Drive away from the parade route.

5.Unfinished Business

a. Naming of Pedestrian Bridge

Councilman Matney said he doesn't think there has been a rush to name the bridge because none of the names jump out as being exciting or creative. The ribbon cutting for Bridgeway is not until Spring. We have time to do this right and come up with a great name. Councilman Matney said we could enlist a branding firm to work with us on this project. An RFQ could be sent out to get a cost estimate.

Councilman Reynolds said we have gotten 2100 name submissions. All three suggested names are fine, but there are still others to choose from. He wishes that if we were going to use a marketing firm, we would have done that at the beginning of this process.

Lauren Carter was present for questions. Chairman Allgood asked how the names were chosen, how many times the committee met, etc. Lauren said the committee met twice and went over the process and criteria. The second time the names were gone over. Everyone made a top ten list and then those were whittled down. Chairman Allgood asked if any names were submitted after the top ten lists were done. Ms. Carter said some of the current names sparked creativity and a few names were created from those.

Councilman Matney asked Ms. Carter if anyone was really excited about any of the names. Ms. Carter said the most popular name was Skywalk or Skyway. The second most popular was HOP, but it also created the most division. People either loved or hated it.

Chairman Allgood said it would be tough to come up with one name that met all of the criteria. Brainstorming is constant in the marketing field. Ms. Carter said the names that were submitted to committee are safe. Chairman Allgood agrees with Councilman Reynolds that a branding company could have been brought in at the beginning of this process.

Mr. Duncan said an RFQ could be submitted to look at a branding strategy for the bridge and the trail as a whole.

Motion: Councilman Matney made a motion to move to Council an authorization for staff to send out an RFQ for a branding company to come in and give us an estimate for a branding strategy. Councilman Reynolds seconded the motion.

Mr. Duncan said this item does not need to go to Council yet. An RFQ could be sent out, proposals brought back to committee, and then it could be forwarded to Council.

Councilman Matney rescinded the motion.

Motion: Councilman Matney made a motion to authorize the Administrator to explore an RFQ for a branding company to assist us in the branding of the bridge and trail. A report will be given to committee. Councilman Reynolds seconded the motion.

Vote: The vote was 2-1 with Councilman Reynolds dissenting.

6. New Business- There is no new business.

7. Public Comment- None

8. Committee Concerns- Councilman Matney asked the parents, guardians, and other attendees of the games to cheer for the kids, enjoy the game, and act like adults.

9. Adjournment- Chairman Allgood adjourned the meeting at 7:40 p.m.

Respectfully Submitted,
Cindy Miller
Municipal Clerk