Call to Order/Roll Call

Andy Kirk called the meeting to order at 6:09 p.m.

Roll Call: Andy Kirk, David Morehead, Brian Ainslie, Peter Bolac, Kathy Hackett, Rick Jones, Reggie Jones, Yogi Koppu

Absent: Fonda Ingram, Devkanth Jijjavarapu, John Manuel

Staff: Ted Jeffcoate, Kirk Matthews

Adoption of Agenda
The committee reviewed the October agenda.

Action: Rick Jones made a motion to accept the agenda as submitted, second by Brian Ainslie, motion carried by a unanimous vote.

Adoption of Minutes
The committee reviewed the September 21, 2020 minutes.

Action: Kathy Hackett made a motion to approve the minutes as submitted, second by David Morehead, motion carried by a unanimous vote.

Public Speaks Out
None

PRCR Advisory Board Report – Andy Kirk
Some events are taking place at the Sports venues, such as the College Cup, NCFC and Carolina Courage practices and matches and an ACC cross country event. Early voting has started at Herb Young Community Center and the Cary Senior Center. Greenway usage has increased and data is being collected to present at the November advisory board meeting. meeting.

Teen Council Report – Yogi Koppu
Teen Council met virtually on Sept 22 with approximately 400 members in attendance. Currently there are no in person volunteer opportunities, but members may do things like donate meals to the food bank to receive volunteer credits. They are also working on some virtual social events.

Staff Update – Ted Jeffcoate
Winter youth and adult basketball has been canceled. Staff will be focusing on preparations for spring 2021 programming. The new disc golf course in west Cary will open this Friday. Signage and basket installation are almost complete. Staff expects to run the Downtown Urban Open disc golf tournament at the west Cary course this year. The tournament typically takes place the weekend after Thanksgiving, current plans are to schedule for the weekend before Thanksgiving with safety guidelines in place. The September Virtual 5K had 478 registrants, 346
submitted their times. The event raised over a $1000 for the PRCR scholarship fund. Sports staff is also running a virtual trivia program on Tuesday nights in October. A committee member asked if baseball/softball fields were open. Ted reported that fields are open on a first come, first serve basis, but may be locked if deemed unplayable by Public Works. There have been discussions about accepting reservations, however those would normally end in mid-November so it’s doubtful that would happen.

**Cary Sports Vision – Reimagining the Program**
During this pause in programming, Sports staff is taking the opportunity to consider all aspects of what we do and why we do it. Staff, with the committee’s input and feedback, is prepared to review, make changes and put in the work to make those changes happen. This conversation will go beyond coming out of the current Covid crisis and look at a broader vision of the program in 5-10 years.

Committee Comments/Questions:
Would these discussions include previous committee feedback on program content and philosophy?
Yes, those discussions are consistent with this one and changes have already been implemented on some of those points. This discussion would center around a broader collection of elements such as sports we don’t offer but should, what we currently offer that could be cut, practice schedules (too many, too few), are local rules too restrictive, etc. Every aspect would be on the table for discussion. A good starting point for the discussion would be making sure we’re meeting community needs at current staffing level.

Has staff reached out to the community to get feedback? Staff does have data from program evaluations and exit surveys (people who played, but did not return the next season). It’s a good idea to get more feedback from the community, particularly from people who have not participated so we can find out why they aren’t involved. Surveying people who don’t participate is more difficult. Staff would need to explore avenues to reach those people.

E-Sports is here to stay and may appeal to participants who currently don’t participate in our programs. Would staff consider a recreation E-sports league, perhaps in partnership with Epic Games (Cary based business)? Yes, staff would consider adding this program. Staff at the Herb Young Community Center, along with assistance from a Sports staff member is running an E-sports event this month and there was a larger scale tournament offered last summer. The new sports center being built at the old Cary Town Center location will have an E-sports room. Staff would need to further explore a partnership with Epic Games.

Where would the budget for any additional programs come from? Funding, staff hours and facility availability would all be things to consider when offering a new program. If there is high interest in offering another sport/program, tough decisions may have to be made regarding cuts to current programming or perhaps implementing more efficiencies to help with staff time due to the current staff shortage.

A committee member would like to see more sports programs to support children with special needs. Miracle league is a great model for a baseball program.

A committee member has a contact with the Raleigh Gaelic Athletic Organization which offers clinics on sports like Hurling and Gaelic Football. They are starting to get approval to run programs again and are interested in raising awareness of these sports to new participants. The
programs are mostly run by volunteers so cost to offer would be minimal if the Town would be interested in pursuing.

Do we currently offer a flag football league? No, we do not. A couple of nearby communities do offer leagues. A representative from a national flag football organization contacted staff recently and we will be meeting with them later in the winter.

In terms of adding new sports, would they be self-sufficient funding wise or is the larger concern staff time to run? Youth sports recover 75% of direct costs, which mostly consists of equipment, officials and staff. Adult leagues recover 100% of direct costs. In theory we could add adult programs, but not sure about the budget process for getting the funds upfront would be viewed, even though they would be recovered. The bigger concern is staff time and to an extent facility availability as well.

Ted asked the committee if they felt their time was better spent continuing a broad discussion or would they prefer to give feedback on more specific topics/questions presented by staff? The committee consensus was on more specific questions/topics from staff for them to provide feedback. Perhaps looking at things sport by sport or season by season.

Staff will bring data/information to the November meeting to continue these discussions.

**Information Share**

The Athletic committee chair reported on several requests from a PRCR Advisory Board member to change the name of the Athletic Committee to the Sports Programming Committee. The board member felt that the current name does not reflect what the committee actually does. Staff reported that the process to change a committee name can be involved and may need to go before Town Council. Staff will speak to the Department Director and the Superintendent of Recreation to at least find out the steps it would require.

A committee member thanked Town staff for keeping the parks well maintained and had positive comments on the new scoreboard installation at Bond Park.

A committee member asked about plans for the old library location which is now a grassy park like area. She commented that the area was nice and people seemed to be using and enjoying the space as it was. The committee member also commented on a group of senior ladies using the area for an outdoor Tai Chi class and her concern for fitness opportunities for seniors during this time. This space would be ideal for the Town to program some outdoor fitness classes. Ted reported that staff is very interested in offering outdoor fitness classes. Ted also commented that construction on the Downtown Park (across the street) will start soon. The committee chair commented that the tentative completion date for the park is sometime in 2023.

**Meeting adjourned 7:11 p.m.**