

Approved Minutes
Charleston County Park & Recreation Commission (CCPRC)
Regular Commission Meeting
861 Riverland Drive, Charleston, SC, 29412
Monday, March 14, 2022

Commission Members Present: Mr. Collin Bruner, Mr. Eduardo Curry, Mr. Brad Taggart, Ms. Michelle Brandt, Ms. Lisa King, Ms. Mattese Lecque, and Mr. Teddy Manos.

Staff Present: Mr. David Bennett, Mr. Kevin Bowie, Mr. Charlie McManus, Mr. Phil Macchia, Ms. Gina Ellis-Strother, Ms. Christine Volousky (via teleconference), Ms. Patty Newshutz, Ms. Renee Dickinson (via teleconference), Mr. Steve Hutton (via teleconference), Mr. Tommy Hale (via teleconference), Ms. Shanté Ellis, Ms. Marcie Chiappone, Ms. Lisa Knisley-White (via teleconference), Ms. Melissa Muse (via teleconference), Mr. Matt Moldenhauer, Mr. Adam Ronan, and Ms. Allison Foster (via teleconference).

Legal Counsel Present: Mr. Dwayne Green.

Guests Present: Ms. Rhiannon Sinclair

I. Call to Order and Welcome

A. Introduction of Guests and Notification to Media

The Charleston County Park & Recreation Commission met on Monday, March 14, 2022 at the CCPRC Headquarters, Charleston, SC and virtually via www.charlestoncountyparks.com. Mr. Bruner, Commission Chair, called the meeting to order and welcomed those in attendance. Mr. Bruner informed those present that notification of the meeting was sent to the local news media and others requesting notification.

II. Public Comments and Presentations

A. None

III. Approval of Minutes

- A. (ACTION) Approval of February 28, 2022 Commission Finance Committee Meeting Minutes
Motion to approve the minutes of the February 28, 2022 Finance Commission Meeting was made by Mr. Curry, seconded by Ms. Lecque, and approved by the Commission. (#051-2122)
- B. (ACTION) Approval of February 28, 2022 Public Hearing Minutes
Motion to approve the minutes of the February 28, 2022 Public Hearing was made by Ms. Lecque, seconded by Mr. Taggart, and approved by the Commission. (#052-2122)
- C. (ACTION) Approval of February 28, 2022 Regular Commission Meeting Minutes
Motion to approve the minutes of the February 28, 2022 Regular Commission Meeting was made by Ms. King, seconded by Mr. Taggart, and approved by the Commission. (#053-2122)

IV. Old Business

- A. None

V. New Business

A. Planning and Development (P&D) Update

Mr. Bowie reviewed the following:

a. Lowcountry Cajun Festival

The Lowcountry Cajun Festival will return after a two-year hiatus due to COVID19 on April 9.

b. Publicly Advertised Procurement

- Ground Lease for the Development and Management of CCPRC Ashley River Property Request for Proposal was posted on February 28.
- Cooper River Marina Transient Dock Repairs Invitation for Bid was posted on March 1.

c. Folly Beach Pier Update

The work on the pier continues to progress well. The shade structure foundation is currently in the works. The project is on schedule to open next spring. Mr. Bennett offered the Commission the opportunity to tour the facility during construction. Mr. Bowie noted that Executive Management toured the site on March 7. Pier 101 Restaurant and Bar is now open Wednesday through Sunday from 12-8 pm.

d. Bulow County Park

The United States Army Corps of Engineers (USACE) permit has been issued. Staff are now able to focus their attention on master planning the site. Next steps include a post settlement agreement, lake study, cultural resource study, and master planning process.

In addition, not uncommon on projects, staff discovered wood rot during the deck board replacement project at the Bulow Lake House. Staff are consulting an engineer to beef-up the design for future use due to the high frequency of rentals at the property.

e. Comprehensive Plan Update – Parks & Recreation for All! (PARFA) 2033

Mr. Moldenhauer introduced Ms. Sinclair from Agency Landscape and Planning (Comprehensive Plan Consultant). He noted the consultants are in town for the week. He stated they are from Cambridge, MA, but have done consultant work nationally. Mr. Moldenhauer stated that the current plan has a robust internal and external engagement process and the consultants are in town to kick-off the initial input phases of the plan with the Commission, Staff, and Public. Ms. Sinclair reviewed an introduction to the plan, walked through the project schedule and objectives for each milestone, and listed ways to support the project and get more information. Ms. Sinclair noted her agency teamed up with the following agencies on this project to form the Planning Team: Berry Dunn (Recreation Assessment and Organizational Health), Rocket Solutions (Organization Health Expert), Alta

Planning & Design, ETC Institute (Statistically Valid Survey), and Community Solutions Consulting (Community Engagement). She noted the PARFA Plan will study parks, recreation, and open space & trails within five focus areas: relevancy, access, connectivity, resiliency, and organizational health. This plan will help identify priorities through 2033. The plan's title speaks to the importance of creating a truly inclusive and community-driven planning process based on the recommendations directly informed by community priorities, needs, and ideas. Ms. Sinclair noted that the project stakeholders include, but are not limited to the Charleston County Community, Commission, Foundation Board, staff, municipalities, partners, etc. She stated PARFA will include: new park master plan priorities, existing & future park facility expansion & improvement, accessibility priorities & program needs/trends, resilience priorities, access priorities, park trails priorities, open space acquisition priorities, budgeting & funding priorities, and implantation road map. She noted PARFA is not: a detailed design for any specific CCPRC facility, a mandate on CCPRC programs or operations, a wages study (nor intended to replace any recurring needs analysis usually conducted within respective CCPRC divisions), or a Capital Improvement Program (CIP) Plan. PARFA's three-month Phase One (general data collection) ended on January 31. Phase Two (current seven-month phase) will dig into more internal and external engagement via focus groups and surveys. During Phase Three (five and a half months), the consultants will use the five focus areas and data collected to work with the staff to envision and pull together a draft plan to share with the Commission. Phase Three and Four will include community workshops. During Phase Four (four months), a road map will be developed based on the plan that includes cost estimates toolkit, phasing & capital improvements, metrics & tracking, and a responsibilities matrix. Ms. Sinclair noted that those interested in the project's progress could visit ccprc.com/parfa for more information such as the planning process, project information, schedules, links to surveys, and information about public meetings. If anyone has questions regarding PARFA, they should reach out to CCPRC's Senior Planner, Matt Moldenhauer, at mmoldenhauer@ccprc.com or (843) 609-8963.

Ms. Lecque stated that this is a wonderful time for the agency. She stated that it's a perfect time to inquire about how access to the parks can be increased by those that are not frequently utilizing the agency's facilities. Ms. Sinclair concurred and noted this comment has come up at every discussion the consultants have had this far. She noted that's why their partnership with Community Solutions is so important to the success of the project. Ms. Lecque inquired if the consultant will have a Community Advisory Group along with the Community Solutions partner or will Community Solutions be defining what is needed for the demographic being discussed. Ms. Sinclair noted that Community Solutions has identified a long-list of specific audiences that they'd like to meet with and will host county-wide community focus groups using religious institutions, neighborhood groups, and active community leaders to help disseminate information and provide feedback. Ms. Sinclair noted it's more of an ambassador program than an advisory program. Ms. Lecque suggested that it would be helpful to invite the attendees to the parks so that they can see what's being discussed and potentially host the focus groups on-site. Ms. Sinclair noted that during one of their meetings with CCPRC Planning Staff they discussed providing incentives for filling out the surveys. Mr. Bennett noted that the staff will work with Community Solutions to ensure the project is turning over every leaf to solicit as much feedback as possible. He stated there isn't anything that will be done in the next 15 months that will be more important than this

project. He noted that this consultant group is extremely creative and helping the agency to meet its mission and vision. Mr. Bennett noted that the Commission has been invited to their first PARFA Steering Committee two-hour workshop on March 16.

B. Financial Report

Mr. McManus presented and reviewed the checks over \$7500 and financial reports for the month of January. There were no further questions from the Commission.

a. (ACTION) FY2022-23 Budget

Motion to approve the FY 2022-2023 budget and submit to the Charleston County Budget Office was made by Ms. King, seconded by Mr. Curry, and approved by the Commission. (#054-2122)

Mr. Bruner thanked the staff for their work on the budget.

C. (Action) 2022 Policy Reviews

Motion to approve the recommended changes to the Commission Policies as provided in the March 14, 2022 Commission Packet was made by Ms. Lecque, seconded by Mr. Taggart, and approved by the Commission. (#055-2122)

6:02pm Mr. Curry left the meeting.

D. Commission Highlight: Summer Talent Acquisition

Ms. Gina Ellis-Strother shared what the agency is doing to ensure a successful summer season. She noted that 800+ staff are needed to fulfill the following position types: lifeguards, camp counselors, park attendants/aides, maintenance, concession/retail, rentals, health, wellness, & fitness, interpreters, and interns. She noted the following regarding the challenging hiring environment: 3.8% national unemployment rate, 3.6% South Carolina unemployment rate, high school/college age applicants can't commit to full-time work schedule in the summer due to other commitments and/or they don't need additional income, other employers paying competitive or higher wages, candidates do not pass physical fitness test for lifeguard positions, and the hiring process complexities in order to be compliant with federal, state, and local laws. Executive Management has approved the Talent Acquisition Plan. The plan includes scheduling more job fairs (in-person & virtual), encouraging staff to refer candidates, creating promising opportunities for those groups less targeted for employment and build an inclusive workplace, offer competitive wages, cover lifeguard training and membership fees, simplify the application and onboarding processes, and develop an extensive marketing campaign to promote the opportunities and benefits of working at CCPRC. Ms. Ellis-Strother noted that traditional marketing techniques are being deployed (i.e. billboards and radio) as well as organic & paid social media and email campaigns. Organic social media (i.e. Facebook and Instagram) reaches an audience of 50,696 followers. However, paid social media (i.e. Facebook, Instagram, and Snapchat) reaches an audience of 81,465 people. The email campaigns have a 44% open rate with 672 clicks to the agency's employment page. Marketing distributed the following print materials to

the facilities: postcards with a QR code, business cards, yard signs with stands, and posters. A hiring press release was sent in early March and picked up by six news outlets. The agency was featured on Live 5 News' Working Wednesday/Now Hiring segment. On March 10, the agency was mentioned during a Lowcountry Live interview. Kristen Watson, CCPRC's Human Resources Coordinator, was featured in a Lowcountry Parent article on jobs for teens. A public announcement was made during the March 11 Stingrays game and will be announced during an upcoming Riverdogs game in April. Ms. Lecque inquired about the hiring age. Ms. Ellis-Strother stated that the minimum applicant age for certain positions is 14, but certain positions (i.e. camp counselors, maintenance, cooks, etc.) require the candidate to be a minimum of 18 years old. Ms. Lecque inquired if staff have reached out to high-school guidance counselors. Ms. Ellis-Strother confirmed and stated that staff have reached out to all of the public and private schools. However, the public schools have been more difficult to reach than the private schools. Mr. Bowie stated staff used to be able to go into the high-schools however due to COVID19 many of the principals are not allowing that same access. Ms. Lecque clarified her request to mail the marketing materials to the schools. Ms. Ellis-Strother confirmed that staff have direct links to the guidance counselors. Ms. Lecque stated that if the candidates had the information earlier they may have time to coordinate transportation to attend the job fairs. Ms. Ellis-Strother shared the current results of the Talent Acquisition Plan: 19,140 website pageviews, 14,837 unique website pageviews, 16 job fairs schedules, nine job fairs completed with 123 participants, 740 active applications with 158 candidate hired/in-process. Mr. Taggart confirmed he's seen the hiring campaign all over social media.

VI. Next Meeting

- A. Personnel Commission Meeting, Tuesday, March 22, 2022, 1:00 pm at JICP Conference Center, Charleston, SC
- B. Regular Commission Meeting, Monday, April 18, 2022, 5:30pm at CCPRC Headquarters, Charleston, SC

There being no further business, the meeting adjourned at 6:10 pm.

Respectfully submitted,



Collin Bruner, Chair



Shanté Ellis, Executive Administrative Manager