

Etta Lea & Lawrence Pope Memorial Park

KICK-OFF MEETING

Date: April 11, 2018
Start: 8:30am
Location: Kernersville Town Hall – Executive Conference Room

Members Present:

Ernie Pages, Victoria Harley, Doran Maltba, Rochelle Joseph, Joel Cooper, Joe Pinnix, Kurt Aktug, Doug Cox, Jeff Taylor (representing Scott Pope), Susan Fradenburg, Kevin Bugg, Susan Snow, ??, Emily Blackwell, & Jenny Fulton

Guest in Attendance: Joan Boden & Kitty Pearson

Agenda

I. Introductions & Welcome

- A. Steering Committee Member – All those in the room shared their name, current position, and importance of this project affecting them.
- B. Professional Staff
- C. Stewart Team

II. Business Side of Parks & Recreation

- A. Levels of Park – There are six levels of parks; pocket, neighborhood, community, regional, State, & National. This park is technically categorized as a community park but could be a regional park with the amenities and features we have.
- B. Types of Parks
- C. Triple Bottom Line – This is reached by asking three main questions. 1. How many people can be reached? 2. How much money can be made? 3. What is the economic impact? Bottom line for example with a Sports Complex... Walking trails will likely be #1, shelters bring in some money. Indirect vs. Direct Income.
- D. Needs Assessments Review

III. Visioning & Goals

- A. Property Overview (History of Pope Family & property) – The Pope Family are lifelong residents. The 80 acres were used for agriculture, and this location close to downtown area is rare. Pope is strong in the right use & appropriate use for the community. Scott looked at land & saw high dollar value. Density required if housing came versus having a park. Quality of Life is a big aspect that businesses are interested in.
- B. Vision of Park – Greenway on property played a part in the decision with cyclist & walkers
- C. Goals of the park planning process
- D. Identifying Central Park Themes

IV. Planning Process

- A. Steering Committee
- B. Community Input
- C. Concepts
- D. Environmental Studies
- E. Funding Plans

V. Draft Time Frame

- A. April
- B. May
- C. June

Next Meeting: May 16th, 2018, 8:30AM