

MURFREESBORO PARKS AND RECREATION COMMISSION AGENDA  
WEDNESDAY, NOVEMBER 6, 2019

12:00 NOON

Call to Order

Prayer and Pledge

Consider for Approval the Minutes of the September 4, 2019, Murfreesboro Parks and Recreation Commission meeting.

New Business

- I. Introduction of Two New Employees: Eric Fann and Deb Hunter
- II. Presentation on Try Boro Kids
- III. Consider Sponsorships for Annual City Tennis Tournament
- IV. Consider Beer Sales at Adams Tennis Complex
- V. Consider Murfreesboro Advantage League
- VI. Consider Improve with Improv Program
- VII. Consider Visualize Murfreesboro Pop-up Winter Art Camp
- VIII. Consider Guest Passes with Sports\*Com/Patterson BOGO Sale
- IX. MPRD Program/Activity Updates

Other Business

MURFREESBORO PARKS AND RECREATION COMMISSION MINUTES  
WEDNESDAY, SEPTEMBER 4, 2019

12:00 NOON

MPRC Members Present: Mr. D. Edwin Jernigan, Jr., Chair  
Dr. Charlie Apigian, Dr. Gloria Bonner, Dr. Linda Gilbert,  
Mr. Rick LaLance, Mr. Eddie Miller, Mr. Tim Roediger,  
Mr. Eddie Smotherman, and Mr. Don Turner (ex officio)

MPRC Member Absent: Mr. Ricky Turner

MPRD Staff Present: Mr. Nate Williams, Director  
Mr. Thomas Laird and Ms. Rachel Singer, Asst. Directors  
Ms. Crystal Ellis-McFerrin, Ms. Mitzi Hughes,  
Ms. Melinda Tate, and Ms. Marilyn Woods-Robinson

Others Present: Ms. Angela Jackson, Exec. Director of Community Services  
Ms. Kelley Baker, Assistant City Attorney  
Mr. Kevin Guenther, Ragan-Smith and Associates, Inc.  
Mr. Steve Roediger, Guest of Tim Roediger

After the meeting was called to order, Dr. Gloria Bonner led the commission in a prayer and in the Pledge of Allegiance. Mr. Jernigan presented for approval the minutes of the July 11, 2019, Murfreesboro Parks and Recreation Commission meeting. Dr. Bonner made a motion to approve the minutes as read. Mr. LaLance seconded, and motion passed by unanimous vote.

Ms. Marilyn Woods-Robinson, Program Coordinator from Patterson, gave a Power Point presentation about her Patterson program called, "Token Economy – Success Lies in the Positive." The program encourages positive behavior in youth ages 3-18 by rewarding them for displays of good behavior, instead of focusing on any bad behavior. Mr. Williams said that some kids who might have been sent out of Patterson due to negative behaviors have the chance to join this program and be consistently encouraged to make good choices in their behavior. Dr. Bonner mentioned that many of the children who are not allowed into the center due to their behavior end up unsupervised wherever they go. She praised the program for allowing children to participate in enjoyable opportunities while being recognized for good choices they make in a day. Mr. Williams further said that guardians of children who break rules at Patterson are brought in to discuss the program with staff to try to have them enroll the kids in the program. Dr. Bonner made a motion to approve the Token Economy program at Patterson. Mr. Miller seconded. Motion passed by unanimous vote.

Mr. Jernigan announced that Mr. Kevin Guenther with Ragan-Smith Associates would review the MPRD Master Plan. Mr. Williams first mentioned that the process of developing the plan has been going on for over a year and that the team from Ragan Smith has done a good job working under the direction of City staff and the commission. They have also considered well the input received from the public, stakeholders, and staff on what should be included in the plan. Mr. Guenther provided copies of the master plan to the commission members and stated that today's focus would be in regard to the needs of MPRD as determined through the master plan process, which include the need for new facilities, land acquisitions, enhancing and maintaining what MPRD already has, and connecting existing facilities.

Ragan-Smith recommends that Parks and Recreation add a minimum of one new community park and recreation center for all ages (with passive and active facilities), preferably on the southwest side of Murfreesboro, which is the fastest growing area of the City, acquire at least 100 acres of land in the next 5-10 years and 200 acres in the next 10-20 years; strengthen the downtown recreational opportunities by tying Cannonsburgh into other cultural and historic facilities nearby; expand the greenway system, while tying into the City's major thoroughfare plan (add connections to downtown and between existing parks); enhance current parks and facilities as well as add new ones (in the next 5-10 years); and for a big 10-20 year goal, MPRD should consider an outdoor/indoor multipurpose facility that could be used for multiple sporting or other events.

Mr. Guenther stated that the department will need to increase its operating and maintenance budget in order to continue offering the high-quality programming that the community is accustomed to having. Further, hotel/motel tax from large sporting events can help bring in revenues for the City. He added that Ragan-Smith strongly believes the City should start considering the assessment of impact fees to help bring in monies to meet the community's needs for parks and recreation.

Ragan-Smith has also determined that the continued use of volunteers, local leagues, and partners/organizations (such as MTSU, Chamber of Commerce, Main Street, Rutherford Arts Alliance) can aid the department in meeting the community's demands for recreation and cultural events. Mr. Guenther said that Ms. Angela Jackson's Executive Director of Community Services position can be helpful with current MPRD partnerships and in acquiring new ones. Mr. Guenther added that Ragan-Smith further recommends that more way-finding signage is needed in the City to encourage visitors in the area for specific events to also see other places Murfreesboro has to offer.

Mr. Smotherman said that the plan was excellent. He mentioned that the City's budget is tight and that City Council has already been discussing impact fees to deal with the City's growth and needs. He does not want the residents to cover the costs for the upkeep and expansion of Parks and Recreation on their own. He additionally said that in a recent impromptu survey which asked people what a variety of Tennessee cities were known for, main responses about Murfreesboro included soccer, Spring Fling, MTSU, and sports capital of Tennessee. He added that Council is trying to determine how Murfreesboro should best be branded (known for). Dr. Bonner shared that she is encouraged by MTSU's new Heritage Tourism major being offered this fall in terms of opportunities for human capital and the partnership between Parks and Recreation and MTSU. She hopes the opportunities are explored thoroughly. Dr. Charlie Apigian added (and stated that it was not on behalf of MTSU) that a small task force of MTSU staff is working on presenting some of MTSU's best things to the community in order to become even more a part of Murfreesboro's "fabric." Mr. Smotherman added that the partnerships that Murfreesboro has with MTSU and big companies/corporations help attract more people to the area who want a good quality of life. Mr. Smotherman said he appreciated that Murfreesboro City Schools and MPRD offer numerous programs and activities for the youth, which helps keep kids busy through positive resources rather than just being idle and getting into trouble.

Dr. Bonner made a motion to approve the Parks and Recreation master plan as presented by Mr. Guenther, and Mr. Smotherman seconded. Motion passed by unanimous vote.

Ms. Crystal Ellis-McFerrin, Patterson Program Coordinator with the Youth Development Division, highlighted Patterson programs/events throughout the year, including the 2019 Triumph Awards which recognized local heroes and up and coming achievers; announced that Coach Andy Herzer's annual First Shot Camps (held during spring, summer, and fall breaks) have been well-received and well-attended so far, with fun field trips such as the Tennessee Aquarium and New Frontiers (outdoor adventure venue). The kids thoroughly enjoy the camp activities. Also, the 1<sup>st</sup> Shot Sneaker Ball was a great success with keynote speaker Tamika Catchings (former UT and WNBA star) present. She gave autographed copies of her book, *To Catch a Star*, to all the kids. Patterson also hosted a Special Family Play Date for people of all abilities, needs, and ages. Many community partners participated in the event and provided helpful resources to those in attendance.

Ms. Ellis-McFerrin added that Patterson's summer program was held for nine weeks for ages 8-13, although many older teens attended the program and received career-based classes. There were 80-100 youth present each day, and Murfreesboro City Schools provided breakfast and lunch to the campers. Ms. Ellis-McFerrin complimented the help from all the many community partners who offered their skills and time this summer.

Mr. Williams reviewed the MPRD financial report for Fiscal Year 2018-2019, which indicated a 65.1% increase in revenues since 2014-2015 and a 10.3% decrease in the budget since then. According to Mr. Williams, the various MPRD facilities have been performing well to contribute to the revenue increases, with the help of local leagues, camps, and department rentals for pavilions and facilities. He added that the Adams Tennis Complex and Sports Com have done extremely well in the last year too. Also, recent fee adjustments across the department have aided in the revenue increase. Mr. Williams mentioned that the department strives to follow its mission statement: *To provide vibrant public spaces and inclusive programs delivered with visionary leadership and caring staff that engage the individual and strengthen the quality of life of our community.* Mr. LaLance commented that it's good for the department to look ahead and to remain sustainable and that the master plan is a good way to plan for 10-20 years ahead.

Ms. Melinda Tate encouraged the commission members to participate in a department campaign to try to reduce plastic bottle usage by carrying their own water bottles to refill during the month of September. She said most of MPRD's facilities have water fountains with special dispensers for people to refill their water bottles. Pledges were taken by most employees at the different MPRD facilities to use refillable bottles. Drawings were also done for one person at each facility to win a special refillable bottle.

Ms. Tate announced upcoming MPRD events/programs, beginning with the annual Hummingbird Festival at Barfield Crescent Park and the Cardboard Boat Regatta at Sports Com on September 7<sup>th</sup>, the Puppy Plunge at Boro Beach on September 14<sup>th</sup>, a third Friday Night Concert at Cannonsburgh on September 20<sup>th</sup>, followed by the Greenway Art Festival at Old Fort Park on September 21<sup>st</sup>. Also, the 74<sup>th</sup> annual City Closed Tennis Tournament at Adams Tennis Complex is set for September 27-28, and the Boro Adventure Fest is scheduled at Walter Hill Park on September 28<sup>th</sup> with numerous outdoor activities planned for the community. Ms. Tate added that all the mentioned activities and more are listed in the department's *Rec Connection* and can be found on the City's website and on numerous MPRD Facebook pages.

Being no more business, the meeting was adjourned.

Meeting adjourned: 1:03 p.m.

Minutes Approved:

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D. Edwin Jernigan, Jr., MPRC Chair

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Nate Williams, MPRD Director



October 31, 2019

For Murfreesboro Parks and Recreation Commission:

**RE: Sponsorships for the 75th Murfreesboro City Closed Championships**

As an item for the agenda of November 6, 2019, Murfreesboro Parks and Recreation Commission meeting, it is recommended that Adams Tennis Complex accept sponsorships for the 75<sup>th</sup> annual Murfreesboro City Closed Championships.

**Background**

For the 75<sup>th</sup> anniversary of this tournament, Adams Tennis Complex (ATC) would like to add a banquet preceding the tournament. In addition, ATC staff would like to upgrade the participant gift to a commemorative item instead of the usual t-shirt, and staff would like to accept sponsorships to offset the extra cost.

**Fiscal Impact**

Staff offers the tournament entry fee at a lower price than most sanctioned tournaments to allow more local players to participate. Funds from sponsorships will help offset banquet costs and participant gifts, while granting no tournament fee increase to participants.

**Recommendation**

It is recommended that the commission allow the Adams Tennis Complex to accept sponsorships for the 2020 City Championships

**Attachment**

Sponsorship Form

Cayce Neal  
Recreation Facility Coordinator

Sponsorship for 2020 Murfreesboro City Closed Championships

75<sup>th</sup> Anniversary Event

With your \$250 sponsorship, you will receive two dinners at the Tennis Banquet on Friday September 25, 2020, and two entries in the tournament (includes commemorative towels) or two towels with no tournament entry. Your business or family name will be played on loop on the facility TV's during the banquet and tournament. If you are interested in sponsoring at a higher level, please contact Cayce Neal.

Funds from sponsorships will help offset banquet costs and participant gifts, while granting no fee increase to participants.

Donor Name (How you would like it printed)			
Primary Contact Name			
Address	City	State	Zip
Day Phone	Evening Phone		
Email			

<b>Please indicate how many of each you would like and the names of participants. You may choose up to 2 towel options.</b>	
<input type="checkbox"/> Dinner Ticket	
<input type="checkbox"/> Tournament Entry (Including Towel)	
<input type="checkbox"/> Towel Only	
Notes:	

Thank you for your interest in sponsorship, and for your support of the Murfreesboro City Closed Championships. Please note that your sponsorship is subject to review as detailed in our "[Athletic Sponsorship Guidelines](#)" for the Murfreesboro Parks and Rec Department.

**Please submit application to:**

**Adams Tennis Complex**

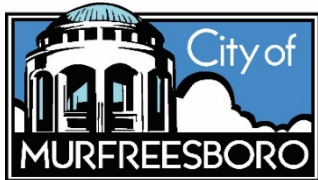
**C/O Cayce Neal**

**Mail or Hand Deliver to: 925 Golf Lane, Murfreesboro, TN 37129**

**Phone 615-546-4000**



FOR OFFICE USE ONLY	
Date Received: _____	by : _____
Check/#: _____ / \$ _____	Cash/CC Amount: \$ _____ Receipt/RecTrac #: _____ / _____



**PARKS & RECREATION**

October 29, 2019

Chair and Members of the Parks and Recreation Commission:

RE: Beer Sales at the Adams Tennis Complex

**Background**

After many requests from patrons and careful consideration, the Adams Tennis Complex would like to begin selling beer during select times of operation. In an effort to become consistent with the Old Fort Golf Course, beer sales at the Adams Tennis Complex would follow all federal, state and local laws, along with adhering to the City's strict financial policies. Beer sales will be limited to select times identified with adult usage of the facility.

**Fiscal Impact**

The Adams Tennis Complex generates enough revenue to cover annual expenses. Additional revenue of the facility will help cover the cost of debt service.

**Recommendation**

Department staff recommends that the commission approve the concept of beer sales at the Adams Tennis Complex, with the understanding that the department will follow up on the necessary federal, state, and local regulations for the implementation of said sales.

Thomas Laird  
Assistant Director





October 29, 2019

Chair and Members of the MPRC:

**RE: Murfreesboro Advantage League**

As an item for the MPRC agenda of November 6, 2019, Murfreesboro Parks and Recreation Department's Athletic Division would like to implement the Murfreesboro Advantage League.

**Background**

The City of Murfreesboro has seen great success with the implementation of the Miracle League in the Spring of 2017. The league has given hundreds of children and adults with physical and intellectual disabilities the opportunity to participate in baseball. After six very successful seasons, the athletic division would like to expand its offerings to include other sports such as basketball, bocce ball, track and field, volleyball, bowling and flag football. We have partnered with Special Olympics in order to give our athletes a chance to go on to compete at region, state, national and international competitions.

**Fiscal Impact**

Each player will be required to pay a \$45.00 fee for each regular season of basketball, volleyball, bowling or flag football. The fee of \$45.00 will cover the cost of uniforms, equipment, and league promotions. Bocce ball and track and field will be at a reduced rate of \$25.00 per athlete. Parents may request a fee waiver during the time of registration. Fee waiver requests will be granted and subsidized through sponsorships.

**Recommendation**

It is recommended that the Murfreesboro Parks and Recreation Commission approve the Murfreesboro Advantage League and the \$45.00 and \$25.00 fees associated with it.

Sincerely,

Thomas Laird  
Assistant Director



October 31, 2019

Chair and Members of the MPRC:

**RE: Improve with Improv**

As an item for the MPRC agenda of November 6, 2019, Cultural Arts Murfreesboro seeks approval from the Murfreesboro Parks and Recreation Commission for a new program: Improve with Improv.

**Background**

Cultural Arts Murfreesboro would like to provide a new workshop: Improve with Improv.

Communication is key. Soft skills, conversation skills, social skills... the art of communication. Communication is vital to every winning organization and having strong communication skills is the most common sought-after trait when seeking new employees. We're all improvisors, not just comedians, jazz musicians and politicians. Every conversation is an improvisation. This class is ideal for individuals and groups who want to learn new ways of looking at communication, learn about the art of improv, and have a lot of fun.

Who: Students, age 16 - adult

Maximum Participants: 15

What: Communication strategies taught through the art of improvisation.

When: January 7, 2020, 6:00 – 7:30 PM

Where: Gateway Island

Cost: \$10.00

**Fiscal Impact**

Anticipated income: \$100

**Recommendation**

It is recommended that the MPRC approve the Improve with Improv workshop.

Deb Hunter

Asst. Cultural Arts Coordinator



October 30, 2019

Chair and Members of the MPRC:

**RE: Visualize Murfreesboro Pop-up Winter Art Camp**

As an item for the MPRC agenda of November 6, 2019, Cultural Arts Murfreesboro seeks approval for a new program: Visualize Murfreesboro Pop-up Winter Art Camp.

**Background**

**Who:** Students - Grades 2-6 (Maximum Participants – 24)  
(approximately 12 in grades 2 - 5 and 12 in grades 6 - 9)

**What:** One-of-a-kind, Winter Pop-up Art Camp hosted by Murfreesboro Parks and Recreation Cultural Arts and the Better Boro. Campers will stretch and play and get to know the Breezeway Restorative Trail, visit the Little Libraries and explore the art of storytelling, and discover the artist within.

**When:** December 23, 2019

**Camp Hours:** 9:00 am – 3:00 pm. After-care: 3:00-5:30 pm

**Where:** Breezeway Restorative Trail – Gateway Island

**How Much:** \$30 per camper. Camper brings lunch.

**Camp Provides:** Cold water, snack, and all art supplies.

Camp Director: Deb Hunter, Murfreesboro Cultural Arts

Art Instructor: Lisa Browning, Murfreesboro Cultural Arts

Healthy Lifestyle Instructor: Jennifer Joines

**Rotation:** Campers will be placed in 1 of 2 rotation groups. The group will travel together throughout the day to attend different workshops.

**Fiscal Impact**

**Campers to pay:** \$10 supply fee and \$20 camp fee (\$30 total) - Limit of 24 campers.

**After-care:** Additional \$10 per child

Total Costs to MPRD: Snacks \$30; Supplies \$240 (not including staff hours)

Anticipated Income: \$720; Expense: \$270; Net: \$450

**Recommendation**

It is recommended that the Murfreesboro Parks and Recreation Commission approve the Visualize Murfreesboro Pop-up Winter Art Camp.

Deb Hunter

Asst. Cultural Arts Coordinator



October 31, 2019

For Murfreesboro Parks and Recreation Commission:

**RE: GUEST PASSES**

As an item for the MPRC agenda of November 6, 2019, it is recommended that Guest Passes be distributed during our annual Buy-One-Get-One (BOGO) Free promotion.

**Background**

So many residents have not ever visited our facilities to see for themselves everything we offer. Brochures and sharing photos on social media are great, but to actually see everything we offer in person is much more impressive. Of course, word of mouth is the best form of advertising, especially when it comes from a trusted friend or acquaintance. Patrons who take advantage of the BOGO sale tend to be proponents of our facilities and programs, and they would be great spokespeople for us. The guest passes are also a “thank-you” for their patronage that they can pass on as a gift.

One free guest pass would be given for every monthly pass sold.  
Four free guest passes would be given for every yearly pass sold.

**Fiscal Impact**

Other than the cost of printing the passes, there is no extra cost involved. The expectation is that a proportion of the guests will return as paying patrons.

**Recommendation**

It is recommended that the commission approve the request to offer guest passes during our Buy-One-Get-One Free sale.

Melinda Tate  
Marketing Coordinator