

Recreation Association Steering Committee (RASC)

Meeting Minutes

June 16, 2016

Opening

The twelfth meeting of the Recreation Association Steering Committee (RASC) was called to order at 6:30pm on Thursday, June 16, 2016 in the Landscape Management Building by Eddy Hendricks.

Present

John Dorsett (KRA), Mike Kirby (WKYA), Sherray Gravely (WRL), Eddy Hendricks (SM/CWA), Roberto Ramos (SM/CWA), Amber Wood-Bailey (KGLRA), Kevin Bennington (SM), Aaron McCoy (VBSO), Bob Trahan (ODO)

Approval of Minutes

Meeting minutes from April 21, 2016 were approved as written.

Old Business

Initial Subcommittee Reports

Subcommittees did not report any new information as subcommittees have been put on hold until Youth Sports surveys and public meetings have been completed.

Dissemination/Completion of Youth Sports Survey

- Citizen Survey – Preliminary survey feedback has been compiled, but marketing is still working on finalizing all of the results.

New Business

Tackle Football Subcommittee

- Tackle Football - Kevin reported the Tackle Football subcommittee will hold a meeting at Great Neck Recreation Center on Wednesday, June 29 at 7:00pm to discuss various safety initiatives to be implemented for the upcoming Fall 2016 season. Kevin discussed the safety concerns and how we need to address the safety issues and send our final agreement to risk management. By July 1st, 2017 all Associations must have a one (1) million dollar liability insurance policy in place. City-Wide Athletics will work with Recreation Associations this year as they determine cost of insurance.

Youth Sports Survey – Preliminary Results

- Survey Respondents - Kevin reported there were a total of 2,277 respondents to the youth sports survey. Females calculated 75% and Males at 25%. 73% of respondents had children under the age of 18. 46% were very satisfied with the

youth sports programs and 42% satisfied. 22% had youth under 5 years of age playing sports, 60% were between the ages of 5-10, and 48% had youth playing in sports in ages 11-15. A list of current sports youth played was shown and a list of sports people would be interested in playing was also shown and discussed. Mike K. pointed out that baseball made up 25% played by youth but not sponsored by the City. It was discussed about viewing the list of sports youth would be interested in playing and how City-Wide Athletics could apply the list to possible offering of additional sports.

- Survey Collection - Sherray asked to have surveys done at youth league games to help capture a better picture of what our participants want. John D. pointed out we should not pass judgment on these survey results but just review the data. A lot of the data results covered all Parks and Recreation programs not just what our Recreation Associations were offering. Eddy suggested comparing what youth are playing from the survey results against what they are interested by finding what leagues they are a part of now (AAU, YMCA, Upward). A discussion was had on how the surveys were marketed using a slow roll out scheme to start the survey process with increased marketing by word of mouth, e-mails, and a variety of other marketing tools. The survey results are only a feel of the community and just raw data at this point as marketing tries to break down all of the survey findings. Zip codes, survey comments, and other additional information are being processed by marketing to give a more complete result but will take time.

Public Meetings – Dates/Tentative Locations

- Dates/Locations - Eddy reported the following dates, times, and tentative locations of the 8 public meetings to be held.

Monday, July 11 – Princess Anne MS (SE) – 6:30pm

Wednesday, July 13 – Landstown MS (SW) – 6:30pm

Monday, July 18 – Bayside Recreation Center Rooms 1 & 2 (NW) – 6:30pm

Wednesday, July 20 – Cox HS (NE) – 6:30pm

Monday, July 25 – Kempsville MS (SW) – 6:30pm

Wednesday, July 27 – Princess Anne MS (SE) – 6:30pm

Monday, August 8 – Meyera E. Obendorf Central Library (NE) – 6:00pm

Wednesday, August 10–Bayside Recreation Center Rooms 1 & 2 (NW) – 6:30pm

The goal of the public meetings are to use 4 quadrants (NE, SE, NW, SW) of the City (one on Monday and another meeting on Wednesday) from 6:00pm – 9:00pm to gather more information from the public. Aaron suggested giving survey data results but also collecting more data from the public as some people

may not have taken the survey but want to voice their opinions. Bob suggested use of flash cards for questions the public doesn't get answered during the meeting and possible looking at other ways to survey out during the public meetings. It was discussed to use the public meetings as a platform to allow the public to give their opinion of youth sports and where they want to see it go. Where will youth sports be in 1, 5, 10 years? What to offer, how to structure youth sports (use of the U model), and use of decision questions to approach what we want to find out to benefit RASC and find out where we are falling short in different areas.

Planning for Public Meeting

- Recreation Associations – Mike K. suggested distinguishing what City-Wide Athletics runs and what the Recreation Associations run (under vs. over 10), the topic of volunteers and what will Recreation Associations look like when people stop volunteering for board positions or coaching, and split offerings of sports (in season vs. out of season). It was suggested that we create questions to guide people at the public meetings on how to volunteer with a Recreation Association, acknowledge that it is volunteers who run the Recreation Associations, and how volunteers are used in the Recreation Association (board members, coaches, etc.). John D. suggested we use subject matter pertaining to the Recreation Associations, questions geared toward that specific subject matter, and present the preliminary data to help guide the public presentations. It was discussed about how to focus on what the public wants, what Recreation Associations want to see done, the topic of council approval, and how we can make suggested changes happen.
- PowerPoint Presentation - Eddy offered taking pertinent slides out of the 2009 area chairmen retreat power point presentation to be used in the public meeting presentations to help educate the public and explain the current reality of youth sports. Kevin explained Recreation Center staff, City-Wide Athletics staff, Marketing staff, and Association members will be at all of the public meetings (different staff possible at each meeting). It was determined the best course of action to display during the power point presentation would be to include a map of the Recreation Associations, label what sports are offered by each Association, and explain you can go to another area to play a sport instead of not playing at all. Additional slides would include what interested volunteers would need to do to bring sports to their Area Association, how they can become a volunteer, and on how high school students can volunteer (high school mandatory volunteer hours). GIS mapping was suggested to help people find their correct Recreation Associations.

Open Discussion

Based on survey data, the amount of Recreation Associations was brought up. The question was asked do we need to look at how many Recreation Associations we have and the possibility of combining Associations. We discussed looking at age groupings (U Model) and age of youth in sports living in different zip codes. It was suggested we start looking at the projections of housing and where families are growing and living in the City of Virginia Beach. Kevin suggested the idea of surveying high school students to find out what they would like to see.

Homework Assignment

Help build a question database to be used in the powerpoint presentation for the public meetings. Determine what we want to learn and ask at the public meetings. Topics included use of volunteers, mapping of the Recreation Associations and areas served, explaining the over/under 10 model, the ability to move geographically, the ability to bring sports not offered in your geographical area, and training interested coaches.

Adjournment

Meeting was adjourned at 8:27pm by Eddy.

NEXT MEETING

August 30, 2016

6:30pm, Landscape Management Large Conference room

(Pushed meeting back to the third Tuesday to give marketing and City-Wide Athletics enough time to compile all of the information)