



Belville Parks & Recreation Board Regular Meeting
6:00 p.m. Wednesday, April 10, 2024
Town Hall Chambers
63 River Road
Belville, NC 28451

AGENDA

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. APPROVAL OF AGENDA

4. APPROVAL OF MINUTES

- March 13, 2024, Regular Meeting Minutes

5. UNFINISHED BUSINESS

a. Belville Riverwalk Park Update

1. Update on Storm Recovery/ Park Repairs

6. NEW BUSINESS

a. Upcoming Events

1. Reflection on Easter Egg Hunt
2. Reflection on March Movie Night
3. Discussion on Highway 55 Fundraiser April 17th
4. Update on Budget
5. Elections
6. Handouts

b. Discussion / Or Recommendations to Board of Commissioners

7. OTHER ITEMS AND REPORTS

a. Chairman

b. Vice Chairman

c. Staff And / Or the Commissioner(s)

8. ADJOURNMENT



Belville Parks and Recreation Board Regular Meeting Minutes

March 13, 2024

Belville Parks & Recreation Board Members Present:

Joe Cranford, Chairman
Vince Matthews, Vice-Chairman
Keesha Starr, Member
Lynn Gavin, Member
Cindy Ruggiero, Member via telecommunications

Board Members Absent

None

Staff:

Jim Bucher, Director of Parks & Recreation
Ian McLeod, Parks and Recreation Assistant
Brenda Hewlett, Secretary
Sharon Niemann, Deputy Town Clerk

Staff Absent:

None

Item #s - 1 AND 2 - CALL TO ORDER AND PLEDGE OF ALLEGIANCE

Chairman Joe Cranford called the Marh 13, 2024, Belville Parks & Recreation Board Regular Meeting to order at 6:00 p.m. A quorum was present.

Item # 3 – APPROVAL OF AGENDA

ACTION – Parks and Recreation Director Jim Bucher asked to add 2A to New Business. Vice-Chairman Vince Matthews **MADE THE MOTION** to amend the agenda. **VOTE WAS UNANIMOUS.** Secretary Brenda Hewlett requested that we add item #8 under New Business for a Presentation. Member Keesha Starr made a motion to approve the agenda with the edits. **VOTE WAS UNANIMOUS.**

Item # 4– APPROVAL OF MINUTES

ACTION – Member Lynn Gavin **MADE THE MOTION** to approve the Belville Parks and Recreation Board Regular Meeting Minutes from February 8, 2024. **VOTE WAS UNANIMOUS.**

ITEM # 5- UNFINISHED BUSINESS

a. Belville Riverwalk Park Update

1. Parks and Recreation Director Jim Bucher informed the board that he received the new six passenger Golf Cart today. It will be used for touring in the park. He stated that he and Jeff Gruenewald upgraded the Bulletin Board at the park. They are currently upgrading the garage and reorganizing it with the shelving that Jeff built. Jim stated that the Ice Cream Man is open in the park, Seaview Crab Company will be in the park on March 16th and Angie's Produce will open in April.
2. **DATE ON STORM RECOVERY/PARK REPAIR**

No storm recovery reported.



Belville Parks and Recreation Board Regular Meeting Minutes

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ITEM # 6 - NEW BUSINESS

a. Upcoming Events

1. Secretary Brenda Hewlett informed the group that Staff Member Ian McLeod gave her the name of the contact person at T-Mobile, and she contacted him, and they donated 3,000 pieces of candy to fill our Easter Eggs. The group thanked Ian for sharing the information.
2. The Easter Egg Hunt is ready to go. We have a few eggs left to stuff. All of the prizes are in house, and we are completely ready to enjoy the egg hunt. We have 261 participants signed up for the event. Donations have been made by Sharon Niemann, Jenni McDaniel, Ms. Rana LaBrunda and the Hewlett family.
3. The Super Mario Brothers Movie was discussed. Secretary Brenda Hewlett related to the group that we have everything in place for the movie.

Member Lynn Gavin made a motion to accept Cindy Ruggiero into the meeting. **VOTE WAS UNANIMOUS.**

4. The Parks and Recreation Board will meet at the park at 7:00 am on Saturday, March 23rd to hide the eggs and get the event set up. Vice-Chairman Vince Matthews informed the group that he has been to Cape Fear Formal Wear to be fitted for his pink suit. We will have an Easter Bunny on-site too. Highway 55 and Happy Funnel Cakes will be at the Movie Night
5. Member Cindy Ruggiero stated that she had sent emails or made phone calls to our media list. She stated that WWAY-TV3 would like to cover the event. Her plans are to visit all media outlets face to face soon so they will know that she is legitimate.
6. All Committees were assigned to members, and those members will be responsible for taking care of their committee during events.
7. Parks and Recreation director Jim Bucher informed the group that we have 51 Vendor's for Founder's Day. We have seven food trucks, Mr. Twister, Space Walk, a Slip and Slide, and the Band Ford Project. Members are asked to bring a raffle item. The Boys and Girls Club has been chosen as the charity for this event.
8. Member Keesha Starr related to the board that Chicken Salad Chick now has a food truck. They can fix pre-packaged meals in a box and sell them at events.
9. Staff Member Ian McLeod informed the group of the fee changes he is proposing for all events and rentals. He will have at the Budget Workshop on March 21, 2024. The board members received a handout of the Savannah Trip in December.
10. Chairman Joe Cranford stated that Senior Fishing Day will be April 16th and all we need is two pounds of shrimp.
11. Vice-Chairman Vince Matthews read the Proclamation about Joe Cranford. Joe was congratulated by all board members and said he will be missed. Joe was given the proclamation and a gift from the Town of Belville and the Parks and Recreation Board for his tenure, dedication and service to the board.

b. Discussion or Recommendation to the Board of Commissioners

None at present

ITEM # 8 - OTHER ITEMS AND REPORTS

a. Chairperson

Chairman Cranford stated that he was so proud of the Parks and Recreation Board for doing so much with so little.

b. Vice-Chairman



**Belville Parks and Recreation Board
Regular Meeting Minutes**

March 13, 2024

Thanked chairman Cranford for his service.

c. Staff And / Or the Commissioners

Jim Bucher and Ian McLeod thanked Chairman Cranford for his service on the Parks and Recreation Board.

ITEM # 9 – ADJOURNMENT

ACTION – Chairman Joe Cranford adjourned the meeting at 6:44pm.

Minutes compiled by Brenda K. Hewlett

SIGNED:

Joe Cranford, Chairman

ATTEST

Brenda K. Hewlett, Secretary



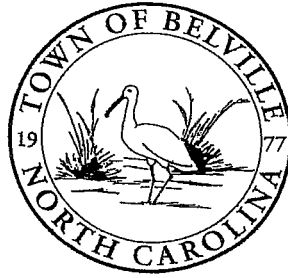
UNFINISHED BUSINESS



BELVILLE

RIVERWALK

PARK UPDATE



UPDATE ON

STORM RECOVERY /

PARK REPAIRS



NEW BUSINESS



UPCOMING PARK EVENTS



UPCOMING EVENT

MOVIE NIGHT IN THE PARK, APRIL 6, 2024, 7:00 PM – 9:00 PM

BIRTHDAY PARTY, APRIL 7, 2024, 4:00 PM

WWAY TV-3 EMPLOYEE OUTING, APRIL 13, 2024, 1:00 PM

SENIOR FISHING DAY, APRIL 16, 2024

BIRTHDAY PARTY, APRIL 20, 2024, 8:00 AM

BABY SHOWER. APRIL 20, 2024, 8:00 AM

BIRTHDAY PARTY, APRIL 21, 2024, 8:00 AM

BIRTHDAY PARTY, APRIL 27, 2024, 1:00 PM

BIRTHDAY PARTY, APRIL 28, 2024, 8:00 A

MAY 4, 2024, FOUNDER'S DAY 10:00 AM – 3:00 PM

FOOD TRUCK RODEO, JUNE 1, 2024, 11:00 AM- 4:00 PM



REFLECTION

ON

EASTER EGG HUNT

2024



REFLECTION ON

MARCH MOVIE

NIGHT



DISCUSSION

ON

FUNDRAISER

HIGHWAY 55



UPDATE

ON

BUDGET



ELECTION

OF

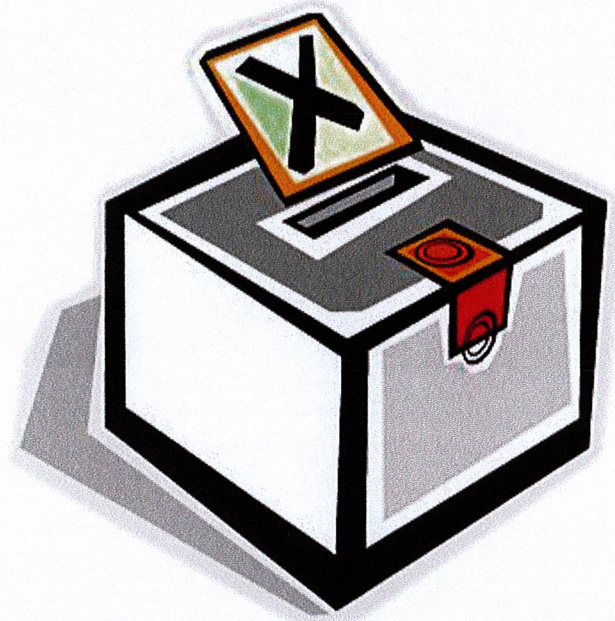
OFFICERS



OFFICIAL BALLOT

BELVILLE PARKS & RECREATION CHAIRMAN

PLEASE INDICATE YOUR CHOICE FOR CHAIRMAN ON THE LINE BELOW:

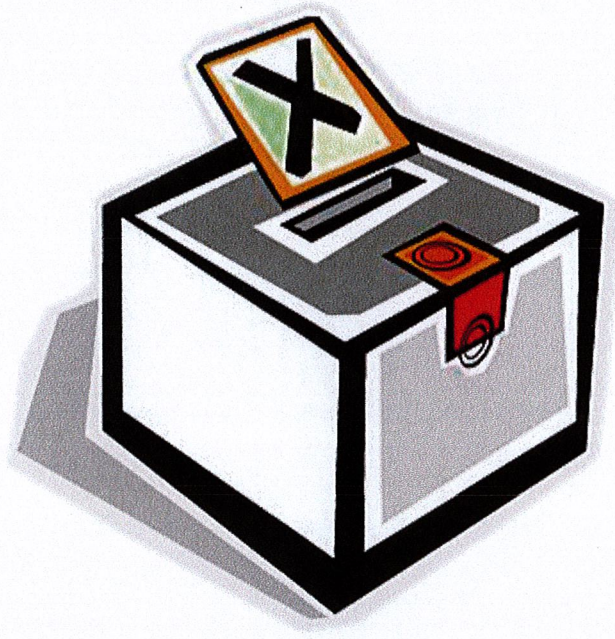




OFFICIAL BALLOT

BELVILLE PLANNING BOARD VICE CHAIRMAN

PLEASE INDICATE YOUR CHOICE FOR VICE CHAIRMAN ON THE LINE BELOW:





FYI

HANDOUTS



**DISCUSSION AND/OR
RECOMMENDATIONS
TO THE
BOARD OF COMMISSIONERS**



OTHER ITEMS

AND

REPORTS



Town Manager Athina Williams ad Master of Ceremonies Vince Matthews with Easter Bunny

3rd Annual Easter Egg Hunt



Prepared By Brenda Hewlett
March 24, 2024

EXERCISE OVERVIEW

Event Name/ Date	3 rd Annual Easter Egg Hunt March 24, 2024, 1:00 pm– 3:00 pm
Event Sponsor	Town of Belville, Belville Parks and Recreation Board and T-Mobile Cape Fear Formal Wear
Overall Objective Of Event	To provide a wholesome environment for the youth of our community to participate in and enjoy a memorable egg hunt with the Easter Bunny present to take pictures with.
Threat or Hazard	Weather
AAR Scope	Provide suggestions and ideas on how to improve the event.
Participating Organizations /Vendors	Belville Parks & Recreation Board, T-Mobile, Westport, Chocolate and Smore, and Adrienne Harrington for Gullah Geechee.
Point of Contact	Brenda Hewlett, Secretary of Parks & Recreation, Jim Bucher, Parks and Recreation Director



**ATHINA WILLIAMS SON HOLDEN & BRENDA HEWLETT'S GREAT-GRANDSON JAXSON
With Peter Cottontail**

ANALYSIS OF CORE CAPABILITIES

Objective	Core Capability	Performed without Challenges (P)	Performed with Some Challenges (S)	Performed with Major Challenges (M)	Unable to be Performed (U)
1. Advertising; information sharing with the public, signage instructions for attendees & decorations. Maintain compliance with Governor's EO for COVID-19.	Promote event for maximum attendance; Explain constraints due to pandemic; post signage at event location; provide instructions for participants. Ensure that participants remain in their vehicles except during visits to the restroom or refreshment stand.	P			
2. Secure vendors and required paperwork in a timely fashion.	Discuss layout and setup/teardown for event with vendors, formalize contracts and secure insurance coverage prior to event advertising.	N/A			
3. Effectively provide traffic-control and parking of vehicles for event.	Manage traffic needs for event; provide instructions for attendees and park vehicles for maximum visibility.	P			

Ratings Definitions:

- **Performed without Challenges (P):** The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for event workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws.
- **Performed with Some Challenges (S):** The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s) and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks for the public or for event workers, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws. However, opportunities to enhance effectiveness and/or efficiency were identified.
- **Performed with Major Challenges (M):** The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s), but some or all of the following were observed: demonstrated performance had a negative impact on the performance of other activities; contributed to

Objective	Core Capability	Performed without Challenges (P)	Performed with Some Challenges (S)	Performed with Major Challenges (M)	Unable to be Performed (U)
additional health and/or safety risks for the public or for event workers; and/or was not conducted in accordance with applicable plans, policies, procedures, regulations, and laws. • Unable to be Performed (U): The targets and critical tasks associated with the core capability were not performed in a manner that achieved the objective(s).					

Table 1. Summary of Core Capability Performance

The following sections provide an overview of the performance related to each exercise objective and associated core capability, highlighting strengths and areas for improvement.

The strengths and areas for improvement for each core capability aligned to this objective are described in this section.

Objective 1 - Advertising; information sharing with the public, signage & instructions for attendees.

Strengths

The “P” capability level can be attributed to the following conditions:

- Parks & Recreation Board Members and Town staff prepared and forwarded all social media posts and flyers of the Easter Egg Hunt to the Star Newspaper and all interested parties.
- A total of 300 children have registered to participate in the Easter Egg Hunt which confirmed that the public was informed and had knowledge of the Easter Egg Hunt.
- All participants were kept informed about the Easter Egg Hunt through the new Recdesk software. An email was sent to inform participants that due to the rain on Saturday, the Easter Egg Hunt would be held on Sunday afternoon.

Areas for Improvement

The following areas require improvement to achieve the full capability level:

Area for Improvement 1: Rope egg hunt area off so attendees do not have to cross field where eggs were to visit the Easter Bunny.

Area for Improvement 2: Better weather conditions which we have no control over.

Objective 2 - Secure vendors and required paperwork in a timely fashion.

Strengths

Strength 1: There was no paid vendor participation in this event.

Strength 2: N/A

Strength 3: N/A

Strength 4: N/A

Areas for Improvement

The following areas require improvement to achieve the full capability level:

Area for Improvement 1: Better weather conditions.

Area for Improvement 2: None noted.

Reference:

Objective 3 - Effectively provide traffic-control and parking of vehicles for event that supports maximum visibility for attendees.

Strengths

The “P_” capability level can be attributed to the following conditions:

Strength 1: The Brunswick County Sheriff’s Office had a patrol unit at the Park entrance directing traffic

Strength 2:

Strength 3:

Areas for Improvement

The following areas require improvement to achieve the full capability level:

Area for Improvement 1: None noted.

Area for Improvement 2: None noted.

Area for Improvement 3: None noted.

Area for Improvement 4: None noted.

Reference:



Everyone is ready for the hunt to begin

Final Analysis:

The Third Annual Easter Egg Hunt was postponed due to rain on Saturday, March 23, 2024, but the event was held on Sunday, March 24, 2024, at 1:00 pm and the 300 children that had registered were in attendance. It was a huge success with 4,653 filled eggs found in less than a 20-minute time period. The park was divided into three sections for the different age groups and the kids and parents were excited and eager to hunt eggs. The Easter Bunny (Jim Bucher) was on-site to take pictures with the kids.

Decorations were donated by Vince Matthews, Sharon Niemann, Rana LaBrunda and Brenda Hewlett. The Easter eggs were donated by Jenni McDaniel, Rana LaBrunda and Brenda Hewlett. Prizes for the gold, silver and special color eggs were donated by Jenni McDaniel, Sharon Niemann, Rana LaBrunda and Brenda Hewlett. T-Mobile sponsored candy for the eggs as did Sharon Niemann, Athina Williams and Brenda Hewlett.

Town Manager Athina Williams, Mayor Mike Allen, and Commissioner Hunter Smith were in attendance. Town Staff Jim Bucher, Ian McLeod, Jeff Gruenewald, Sharon Niemann, Heather Webber, Brenda Hewlett and Parks and Recreation Board members Vince Matthews, Keesha Starr and volunteers Joe and Kim Cranford, and Rana LaBrunda were on site too.



Parks and Rec Director Jim Bucher's Family



Parks and Recreation Board Member Vince Matthews and Family



April Movie Night

After-Action Report / Improvement Plan



Prepared By Brenda Hewlett

April 6, 2024

Exercise Overview

Event Name/ Date	April Movie Night April 6, 2024
Town of Belville	Town of Belville Mayor, Commissioners and Town Staff, and Belville Parks and Recreation Board
Overall Objective Of Event	To provide a free movie in the park night for the community to attend and enjoy with their families. This year we selected the Super Mario Bros film, which is a newly released film.
Hold Threat or Hazard	Rain
AAR Scope	
Participating Organizations/ Vendors	Town of Belville, Belville Parks & Recreation Board. Roof Methods Highway 55 and Funnel Cake Man.
Point of Contact	Brenda Hewlett, Secretary; Jim Bucher, Parks and Rec Director

Analysis of Core Capabilities

Objective	Core Capability	Performed without Challenges (P)	Performed with Some Challenges (S)	Performed with Major Challenges (M)	Unable to be Performed (U)
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2. Secure vendors and required paperwork in a timely fashion.	Discuss layout and setup/teardown for event with vendors, formalize contracts and secure insurance coverage prior to event advertising.	P			
3. Effectively provide traffic-control and parking of vehicles for event.	Manage traffic needs for event; provide instructions for attendees and park vehicles for maximum visibility.	P			

Ratings Definitions:

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- **Performed with Major Challenges (M):** The targets and critical tasks associated with the core capability were completed in a manner that achieved the objective(s), but some or all of the following were observed: demonstrated performance had a negative impact on the performance of other activities; contributed to additional health and/or safety risks for the public or for event workers; and/or was not conducted in accordance

Objective	Core Capability	Performed without Challenges (P)	Performed with Some Challenges (S)	Performed with Major Challenges (M)	Unable to be Performed (U)
with applicable plans, policies, procedures, regulations, and laws. Unable to be Performed (U): The targets and critical tasks associated with the core capability were not performed in a manner that achieved the objective(s).					



Table 1. Summary of Core Capability Performance

The following sections provide an overview of the performance related to each exercise objective and associated core capability, highlighting strengths and areas for improvement.

The strengths and areas for improvement for each core capability aligned to this objective are described in this section.

Objective 1 - Advertising; information sharing with the public, signage & instructions for attendees.

Strengths

Improvement Plan (AAR/IP)

The “P” capability level can be attributed to the following conditions:

- The event was well organized and published
- Facebook and all social media outlets were utilized.
- Signage was placed at the park letting people know about the event

Areas for Improvement

The following areas require improvement to achieve the full capability level:

Area for Improvement 1: None noted.

Area for Improvement 2: None noted.

Objective 2 - Secure vendors and required paperwork in a timely fashion.

Strengths

The “P” capability level can be attributed to the following conditions:

Strength 1: The event was well advertised, and several food vendors asked to join in and participate in the event, they were Highway 55, and a funnel cake vendor.

Strength 2: all paperwork from our vendors and food truck vendors was secured before the event took place.

Strength 3: The Parks and Rec Board is convinced that we have advertised, put flyers out so as to let the community know about this event in a timely manner through all social media outlets and flyers.

Strength 4: Signage at the park

Areas for Improvement

The following areas require improvement to achieve the full capability level:

Area for Improvement 1: N/A

Area for Improvement 2: N/A

Reference:

Objective 3 - Effectively provide traffic-control and parking of vehicles for event that supports maximum visibility for attendees.

Strengths

The "P_" capability level can be attributed to the following conditions:

Strength 1: There was ample parking in the parking lot for attendees. There was an overflow parking at the Belville Elementary School parking lot.

Strength 2: There were no issues with parking.

Strength 3: N/A

Areas for Improvement

The following areas require improvement to achieve the full capability level:

Area for Improvement 1: None noted.

Area for Improvement 2: None noted.

Area for Improvement 3: None noted.

Area for Improvement 4: None noted.

Reference:



Attendees that arrived to get the perfect spot to see the movie



Mario with a movie attendee

Final Analysis:

The Belville Parks and Recreation Board held its Annual Movie Night in the Park on April 6, 2024. There were a little over two hundred people on site to see the movie "Super Mario Bros." This is a popular film that parents and children both enjoy and was evident in the attendance. The Parks and Recreation Board competed against the North Carolina Azalea Festival at Wilmington and the NC State versus Perdue Basketball game. The pre-movie trivia was an exciting part of the evening event. Our Master of Ceremonies was Mario himself. He asked questions about the movie and the kids in the audience were so excited raising their hands for the opportunity to answer the

questions and hopefully win a prize. The staff heard lots of positive comments about the event. People in the community are glad that there is an organization that promotes free events for the community. Mr. Denver Crisco of Roof Methods sponsored the movie.



Highway 55 is a great partner of the Belville Parks and Recreation Board