

Iredell County Parks & Recreation Department
Recreation Advisory Board Meeting
Iredell Parks & Recreation Admin House, 123 Grannis Lane, Statesville, NC

May 1, 2025 – 7:00 PM
MINUTES

Members Present:	Jeff Cheek (Chairman), Leonard Campbell, Jane Laney, Chris Moroch, Lauren Munro, Barbara Thorson, Commissioner Scottie Brown
Members Absent:	Richard Coleman, Joseph Cooke, Bobby Deal, Priscilla Holmes
Staff:	Jacob Wentink, Stacy McGlamery, Austin Setzer

Jacob welcomed everyone and called the meeting to order. Barb Thorson led the group in prayer.

There were no requests to speak.

Austin Setzer, Sports Events & Facilities Manager provided the division manager presentation.





JENNINGS PARK UPDATE

- 7 DIFFERENT ORGANIZATIONS HAVE USED THE SITE FOR BASEBALL. 7 DIFFERENT ORGANIZATIONS HAVE USED THE SITE FOR SOCCER. 1 FOR RUGBY THIS WEEKEND.
- HOSTED 142 TEAMS FOR TOURNAMENTS COMBINED (SOME DUPLICATES) SINCE OPENING (NOT INCLUDING REC LEAGUE TEAMS).
- ON 4/12 & 4/13 WEEKEND, WE HOSTED 96 TEAMS (72 SOCCER & 24 BASEBALL) BETWEEN STUMPY (36 SOCCER) & JENNINGS (36 SOCCER & 24 BASEBALL). THERE WERE TEAMS FROM 6 STATES ACROSS THE TWO SITES (NC, SC, TN, & WV AT JENNINGS & NC, SC, VA, TN, & GA AT STUMPY).
- A CITGO COMMERCIAL WAS SHOT ON SOCCER FIELD 3 ON 4/15.
- PICKLEBALL COURTS & PLAYGROUND ARE OPEN & ARE ALWAYS BUSY.

YOUTH ATHLETIC SCHOLARSHIPS UPDATE

- 352 SCHOLARSHIPS AWARDED THUS FAR (3 CYCLES)
- \$26,263.75 TOTAL AWARD AMOUNT THROUGH 3 CYCLES
- FALL 2025 CYCLE OPENED TODAY – RUNS THROUGH JUNE 15TH (11 APPLICANTS ALREADY)



COMMUNITY BUILDING SUCCESS!

- **SCOTTS ROSENWALD – BOOKED UP EVERY WEEKEND FOR MAY/JUNE EXCEPT 1 SUNDAY EACH MONTH. NO SATURDAY AVAILABLE UNTIL AUGUST 23RD**
- **EAST IREDELL – BOOKED UP EVERY SATURDAY IN JUNE; ONLY MISSING 1 IN MAY; AT ONE POINT THIS YEAR, WAS OUTPACING SCOTTS IN RENTAL REVENUE.**

UPCOMING EVENTS:

- **SISA TOURNAMENT THIS WEEKEND – 5/3-5/4 @ STUMPY**
- **YOUTH RUGBY TOURNAMENT – 5/4 @ JENNINGS**
- **BASEBALL TOURNAMENTS EACH WEEKEND IN MAY @ JENNINGS**
- **MOTHER'S DAY PICKLEBALL TOURNEY – 5/17 @ REC CENTER – 7 TEAMS**
- **FATHER'S DAY PICKLEBALL TOURNEY – 6/7 @ REC CENTER – 7 TEAMS**
- **BABE RUTH STATE TOURNAMENT 6/17-6/22 @ JENNINGS**
- **BABE RUTH SOUTHEAST REGIONAL TOURNAMENT – 7/8-7/13 @ JENNINGS
(TEAMS FROM E/W VA, N/S FL, E/W NC, E/W TN, GA)**





This year is the first time Iredell County will host the Babe Ruth Southeast Regional Tournament. The tournament directors worked with the Statesville Convention and Visitors Bureau to make reservation. SVB will pay the rental fees to ICPRD.

Commissioner Brown asked for an update on the traffic backups due to participants stopping to pay gate fees for tournaments. Austin said the location of the gate fee collection was changed so traffic will not get backed up along the road. Jacob said the department strongly encourages the tournament directors to add the gate fee to their tournament fee and not collect gate fees on site. Calls and videos of people parking along the road have been sent to the Commissioners. Commissioner Brown said the commissioners are investigating ways to alleviate traffic situation. They have been in contact with NCDOT to install "No Parking" signs along Deitz Road. The situation with the light flickering at Jennings Park has been resolved by Energy United

Austin said the Fairgrounds property is also busy. All weekends in May aside from Mother's Day are reserved. The 2025 Iredell County Fair recently sent in their dates. Every weekend in October is also booked.

Jeff asked about food trucks at Jennings. The baseball concession stand has a consistent concession rental. An Italian ice food truck is on the soccer end of the park. These are the two vendor/food options at this time. During the tournaments in April, when all fields were in use, both concession stands were open. ICPRD is not staffing the concession stands. They are rentals. Barb asked if someone is on site during the tournaments picking up trash and keeping the bathrooms stocked. Yes, this is what our staff does on the weekends and evenings. There is a part-time employee who works on the grounds crew that will be working at Stumpy on

tournament weekends. The FY26 budget requests more part-time positions to help cover evenings and weekends at Jennings and Stumpy.

Jane Laney made motion to approve the minutes from the April 3, 2025, meeting. Lauren Munro seconded the motion. Motion passed unanimously.

Jacob reviewed the monthly RAB Report. The picture on the front highlights the newly refinished floor on the basketball court at the Recreation Center.



RAB REPORT

Parks and Recreation



Mission:

To provide exceptional recreational opportunities and premier facilities to enhance quality of life in Iredell County.



In This Edition:

- Department Updates
- Program Updates
- Numbers Report
- Looking Ahead

<https://www.iredellcountync.gov/276/Parks-Recreation>

5/1/2025



DEPARTMENT UPDATES

Parks and Recreation

MAY AT A GLANCE

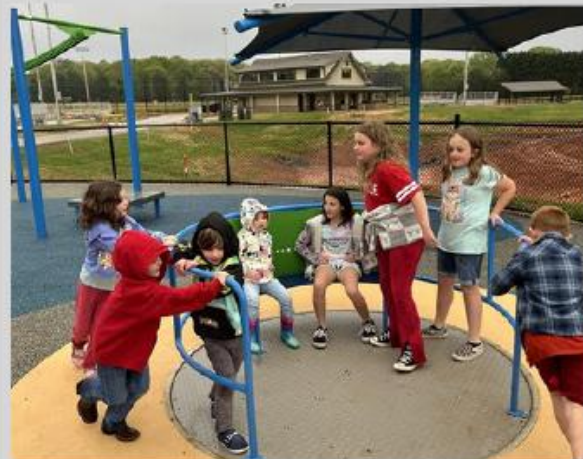
- Spring is turning to summer, bringing lots of fun with it!
- Camp Iredell is full and ready to roll.
- **Jennings Park is open!** Playground and pickleball opened in April!
- Spring athletics season at the parks is wrapping up.
- The Stumpy Creek Boat Landing is back open!
- County Campout May 23-24 at Stumpy Creek Park.
- The Rec Center Pool opens May 24th.



Stumpy Creek Boat Landing is Open!



Jennings Park Playground and Pickleball Courts Firsts!



Summer Camp is Full!

Camp Iredell registration opened—and filled up—on April 1st...no fooling! Our biggest program, and one of our bigger revenue sources, remains in high demand. Camp Iredell offers 8 weeks packed full of adventure, new experiences, and social opportunities for youth ages 5-12. Camp Iredell serves over 100 youth each summer, across 4 different locations.

The final two amenities to open at Jennings Park became available to the public in April despite some pesky rain. Still, we had over a dozen children come out to be the “first” to use each playground item. Some did the big twisty slide, others wanted to swing, some rode the merry-go-round, and a few more got to be the first to the very top!

Our hope is that these children and their parents remember the opportunity forever. I know we will!



MARCH UPDATES

Keeping you in the loop

Programs in March

Youth and Outdoor

- During the week of 3/10-3/14, Spring Break Camp went on exciting field trips, visited local parks, and played games in the Rec Center gym.
- We began a 4-week beginners archery class in March with 10 participants and are currently executing our second 4-week class now.

8 Total Programs



Last March: 20

\$2,190 in Net Revenue*



Last March: \$4,286

97 Total Participations



Last March: 285

Adult

- Afternoon Craft continues the most popular free program we offer. It also leads to return patrons who participate in other programs we have.
- In March, the adults visited Carolina Pie Co., Greensboro Science Center, and the Depot at Gibson Mill for some antique-ing!

13 Total Programs



Last March: 17

\$4,702 in Net Revenue*



Last March: \$1,529

141 Total Participations



Last March: 133



MARCH UPDATES

Keeping you in the loop

Facilities in March

Recreation Center

- We were able to have the gymnasium floor completely refinished, and we are very pleased with the results. Our members are happy too!
- Seasonal aquatics staff have been hired for the swimming pool season, beginning Memorial Day Weekend.

Total Attendance: 6,040



Last March: 5,884

Net Revenue: \$20,986



Last March: \$27,602

Group Exercisers: 1,123



Last March: 1,172

Parks and Fairgrounds

- March was peak athletic field reservation, with many teams breaking in Jennings Park!
- The Dixie Spring Horse Auction at the Fairgrounds in March was a success. April and May have been busy at the Fairgrounds.

14 Building Rentals



Last March: 18

210 Field Rentals



Last March: 119

1 Fairgrounds Event



Last March: 2



MARCH UPDATES

Keeping you in the loop

Marketing in March

Marketing and Outreach

- Executed the Golden Egg Scavenger Hunt across all facilities, encouraging park visitation and social media interaction.
- Pursuing sponsorships for upcoming special events to offset costs. Over \$1,200 in value recently secured for the County Campout event.

Facebook Reach: 22,149



Last March: 38,677

Instagram Reach: 2,577



Last March: 1,704

Link Clicks: 328



Last March: 235

Paid Ads Running: 0



Last March: 2

<https://www.iredellcountync.gov/276/Parks-Recreation>

5/1/2025



KEEP IN MIND

As you go

Upcoming Info

Admin:

- Department budget presentation to Commissioners during the week of May 12.
- Pursuing site master plan for East Iredell Lions Club Community Park.
- Division Managers to pursue Certified Park and Recreation Professional certification.

Sports Events & Facilities:

- Spring season ending at all 3 athletic field sites.
- Summer and Fall Season field requests open through early May.
- Mother's Day Pickleball Tournament - 5/17

Youth & Outdoor Programs:

- 5/8 - hosting a CPR course for seasonal camp staff
- 5/18 - last day to request a 90% refund for camp
- 5/20-5/21 - Camp staff training days
- 5/23-5/24 - County Campout at Stumpy Creek Park

Adult Programs:

- Six trips are scheduled for May – they include a Let's Thrift, Wolfarht Haus: Mountain Music and Shear Madness, Saluda, NC, Steven's Creek Nature Preserve and S2Art Ceramics studio.
- Stacey will instruct two craft programs for youth at HeartStrings in May.

Recreation Center:

- Inspection of the pool.
- Installation of new shade structures.
- Concrete repair at pool deck.

Marketing & Events:

- County Campout (5/23-5/24)
- Summer Splash Event (5/30)
- Securing Sponsors for upcoming special events.

Thank you for reading!
Next RAB meeting is 6/__/2025.

The Duke Energy project at the Stumpy Creek Park Boat Landing is complete. The boat ramp opened in mid-April. Updates include a new picnic shelter, a vault toilet bathroom, an ADA - accessible fishing pier, additional parking, and a nature trail for walking. No taxpayer money was used on this project. It was financed by Duke Energy.

In April, we held a grand opening for the playground and pickleball courts at Jennings Park. It was a low-key evening due to storms and rain at the park. All of the children received certificates for helping open the playground.

Summer camp filled up in less than a day. It starts in about a month. Revenue brought in on that one day was around \$130,000.

On May 23, we are hosting the County Campout at Stumpy Creek Park. It is a one-night, fun night for families. Monsters Inc will be the movie. Popcorn will be available. A food truck is coming. We have two sponsors for the event. Chick-Fil-A in Mooresville donated chicken biscuits and coffee for breakfast on Saturday morning. Attendees also receive a free pool pass that can be used when pool opens on Saturday morning. May 30 is the Welcome to Summer pool party at the Rec Center.

We have some upcoming opportunities to partner with the Iredell County Library. Their summer reading program finale will held on August 4 on the event lawn at Jennings Park. There will be 30+ vendors along with arts, crafts, games and nature walks.

In September we will start another partnership program with the library and Special Olympics. Young Athletes is a program for kids age 3 to 7. It is an opportunity for kids to get outside and be active for an hour each week. Meeting sites will alternate between Jennings Park and a City of Statesville Park facility.

The department is pursuing a master plan for the East Iredell Lions Club Community Park. This property was donated to the county in 2019. This project is a part of the county's capital improvement plan to be developed in the future. The site has limited parking. There is not a public restroom outside the community building. There is no playground. These are some of the items the department hopes to include in the master plan.

The Board of Commissioners approved installing shade structures at the rec center pool. We hope to have them installed before this pool season starts. Our new programmer, JuliAnn, is leading some new programs this summer, including water aerobics. Swim lessons for all ages will be offered this summer. There will be group lessons and private lessons.

The fairgrounds has been busy. Work continues to improve safety issues at the facility. Building Standards and Facility Services are also working on this project. Commissioner Brown said \$10 million was approved to be spent at the Fairgrounds.



Iredell County Parks & Recreation Staff and Park Reports for Recreation Advisory Board

May 1, 2025

STAFF

Sports, Events & Facilities	Programming	Recreation Center	Parks Grounds	Admin
Austin Setzer Marty Haneline	James Adams Stacey Ulaszek James Kotcamp	James Huffman Ronda Benfield Devon Sawyer JuliAnn Yount	Micah Deane Scotty Harris Jason Helton Jordan Lail Ben Liles Tanner Sigmon	Daniel Leatherman Jacob Wentink Stacy McGlamery

HIGHLIGHTS

Administration:

- Continued FY26 budget development
- Beginning stages of shade structure installation at the Rec Center swimming pool
- Executed Golden Egg Scavenger Hunt to boost park visitation and social media engagement
- Hosted an opening event for Jennings Park playground and pickleball on 4/10 but had low turnout due to rain.
- Jacob assisted with the March archery session for four consecutive Tuesdays.

Sports Events & Facilities:

- Austin, Micah, & Jacob inspected Fairgrounds buildings on 4/4.
- SIAA/LYAA/SCAA season began at Stumpy on 4/5. Stumpy is also hosting games for a new baseball org in Mooresville Youth Baseball Association who has games throughout the week.
- Pickleball tournament went well on 4/12 - 14 participants (full)
- 4/12-4/13 tournaments at Jennings & Stumpy went well – 96 teams representing 6 states (NC, SC, TN, & WV at Jennings & NC, SC, VA, TN, & GA at Stumpy) across the two sites for soccer (72 teams 36 each site) & baseball (24 teams at Jennings). Other tournaments went well on the baseball side.

- Jennings' playground/pickleball courts opened for use on 4/10. Playground is seeing a lot of use already, especially during games/tournaments. Pickleball is seeing steady use as well.
- I-S-S hosted Careers on Wheels event at the Fairgrounds on 4/17 - all 6th grade students of I-S-S attended.
- Iredell County Co-Op hosted Wake Up To Ag event at Fairgrounds the week of 4/21-4/25.

Programming:

Marketing & Special Events

- Career On Wheels Event @ Fairgrounds (4/17)
- Dick's Sporting Goods Champion Sponsor for County Campout (5/23)
- Federal Credit Union Champion Sponsor for Fall Fun & Food Truck Event (10/4)
- 10K Followers on Facebook
- Facebook views reached 161,300, up 30.4%, while Instagram views hit 18,000, a 31.7% increase. Both platforms showed consistent growth throughout the month, reflecting increased audience engagement and content visibility
- Facebook led in engagement with 1,800 content interactions (↑ 130.1%) and 6,900 page visits (↑ 89.9%). Reach expanded to 36,400 users (↑ 41.1%), alongside 498 link clicks (↑ 11.7%) and 179 new followers (↑ 53%).
- Instagram's reach grew significantly to 7,800 users (↑ 169.6%), with 208 profile visits (↑ 110.1%) and 75 link clicks (↑ 59.6%). It also gained 34 new followers (↑ 2.9%) and logged 167 content interactions (↑ 26.5%).
- Both platforms saw peak engagement during the last week of the month, indicating effective timing and content strategy. These trends reflect the impact of posting during high-traffic periods and experimenting with varied content approaches.

Youth and Outdoor

03/08 - Gytaku

- Cancelled due to low enrollment, 1 registrant

03/10 - 03/14 - Spring Break Camp

- 12 Roster, 8 Waitlist
- Will increase capacity to 20 kids in 2025 (capped at 12 due to staffing and bus/van logistics)

03/18 - 04/08 - Archery

- 10 registered, capacity of 12
- Ages 10 – 17 ... Will consider adding adult class(es) in fall 2025

03/24 - 4H STEM: Bucket Tower Challenge

- 10 Registrants, highest registrant count for the program in 2024/2025 thus far

03/31 - 4H STEM: Intro to Bees and Pollinators

- 8 Registrants

Adult

- Afternoon Craft is a, once a month, free craft program. For March we upcycled jars into cute leprechaun gnome votives. The Afternoon Craft program continues to be the most popular free craft program. For March there were 12 participants with 2 on the waitlist. This free craft program helps attract new participants of which many return and register for paid craft programs.
- Create with Clay was the most popular paid craft program. The class was full, 10 registered, \$8/participant. Clay, napkins and paint were used to create floral earrings.
- Art Journaling and Sketch Club had 4 registered for each program. First month offered for both programs. These are 1-2x a month programs and are expected to grow.
- Book Club has now grown from 8-9 to 14 in attendance for March.
- Trips to the Carolina Pie Co., IMAX Theatre: Super Human Body, Greensboro Science Center, and The Depot at Gibson Mill were all successful trips.
- The Steven's Creek Nature Preserve trip was rescheduled for May 21st due to low enrollment. The Saluda, NC trip was very popular but was rescheduled to May 16th due to the wildfires. Steven's Creek trip is now almost full, and the Saluda trip is full with 4 on the waitlist.
- The first Let's Get Crafty program at the Troutman Baptist Church Senior Nutrition Site had 9 participate and will continue the 1st Wednesday of each month.
- Another Employee Pizza and Painting was scheduled for March instead of a craft night since the February Pizza and Painting was so popular.
- As part of our reciprocal partnership with HeartStrings Stacey instructed two youth craft programs.

Recreation Center:

- James H and JuliAnn interviewed 6 lifeguards and offering the position to them.
- Two of the returning lifeguards have been promoted to Lifeguard II/Swim Instructor.
- Gymnasium court was sanded down, repainted and re-stained.
- New SilverSneakers instructor starts 4/23.
- Jacob requested the funds be granted for use for the 4 shade structures. The Board of Commissioners granted the request.
- The agreement with FitOn was approved by Kaitlyn Sparks and now it is being turned into FitOn.
 - The FitOn company pays for their participants memberships.

Recreation Center: Membership & Attendance	MARCH	YTD
Membership Category:		
*Regular Membership		979
County Employees		43
Corporate		10
Insurance		325
Partnered Membership		23
Pool Passes		2
Current Membership accounts:		1,382
Total Individuals in all membership categories <i>(including children under the age of 14)</i>		2,045
Pool Drop-ins (Including groups, lessons & rentals)	n/a	
\$5 Drop-in Registrants	449	1,529
Group Exercise Attendance	1,123	3,691
Total Check Ins (including pool)	6,040	19,576

**Annual Family County & Corporate memberships are included with Regular memberships.*

Park Reservations: MARCH	Number of Reservations	Total Participation
Bigleaf Slopes	0	278
East Iredell Lions Club (Building & Field)	3	100
Iredell County Fairgrounds	1	3,000
Jennings (Fields)	58	15,511
Jennings (Shelter, Special Events, etc.)	0	0
Rec Center Field	26	2,050
Rec Center Gymnasium	134	1,240
Scotts Rosenwald (Building, Field, Court, & Picnic Area)	12	445
Stumpy Creek (Fields)	131	11,626
Stumpy Creek (Disc Golf & Shelters)	4	434
Totals:	369	34,684

UPCOMING DELIVERABLES

Administration:

- Department budget presentation to Commissioners during the week of May 12.
- Pursuing site master plan for East Iredell Lions Club Community Park.
- Division Managers to pursue Certified Park and Recreation Professional certification.

Sports, Events & Facilities:

- Spring season ending at all 3 athletic field sites.
- Summer and Fall Season field requests open through early May.
- Pickleball tournament - 5/17

Programming:

Marketing & Special Events

- County Campout (5/23-5/24)
- Summer Splash Event (5/30)
- Securing Sponsors for upcoming special events.
- Photo Op - Camp, Adult Day Trips/Programs, tabling events.
- To keep social media momentum going - we're focusing on creating high-engagement content and sticking to a consistent posting schedule, especially on the high-performing days we've identified at the end of the month.

Youth and Outdoor

05/08

- CPR Training for Parks and Recreation Staff
- 5:00PM – 8:00PM
- To be held at 404 Bristol Drive Statesville
- Ideal for seasonal/summer/PT and FT staff and for Parks and Recreation

05/18

- LAST DATE to receive a 90% summer camp refund as per the [refund policy](#)

05/20 & 05/21

- Mandatory Summer Camp Staff Training
- 5:30PM - 7:30PM
- East Iredell Lions Club Community Park

05/23 - 05-24

- County Campout
- Check In 6:00 PM, Check Out 10:00 AM
- Outdoor Movie (Monster's Inc.), Popcorn, Chick-Fil-A breakfast, Morning Hike
- DICKS Sporting Goods sponsoring

Adult

- In May, we will offer two free craft programs for senior nutrition sites. It will be the 3rd craft for the Troutman Baptist Church site on 5/7 and the first for the Pearl Street site on 5/14.
- A new program, Book Art, will begin in May. For the 1st class participants will use thrifted hardback books to create "book vases."

- Six trips are scheduled for May – they include a Let’s Thrift, Wohlfahrt Haus: Mountain Music and Shear Madness, Saluda, NC, Steven’s Creek Nature Preserve and S2Art Ceramics studio.
- Stacey will instruct two craft programs for youth at HeartStrings in May.
- Registration for June programs will begin on May 1st.

Recreation Center:

- Inspection of the pool.
- Installation of shade structures.
- Concrete repair at pool deck.
- Staff health fair

UPCOMING EVENTS

DATE	EVENT	DIVISION
4/28/25	Sound Bath Yoga	Rec Center
5/7/25	Arthritis Talk	Rec Center
5/17/25	Pickleball Tournament	Sports/Facilities
5/24/25	Opening Day of Pool	Rec Center
5/30/25	Summer Luau	Rec Center
5/2/25	Trip: Let’s Thrift	Adult Programs
5/8/25	Trip: Wohlfahrt Haus - Mountain Music	Adult Programs
5/13/25	Busted Canvas	Adult Programs
5/16/25	Trip: Saluda, NC	Adult Programs
5/20/25	Book Art	Adult Programs
5/21/25	Trip: Steven’s Creek Nature Preserve	Adult Programs
5/29/25	Trip: Wohlfahrt Haus – Shear Madness	Adult Programs
5/30/25	Trip: S2Art Ceramic Studio	Adult Programs

At the last meeting there was discussion of combining the June and July meetings into one meeting. The date discussed was June 19. Jacob confirmed that this date was agreed upon.

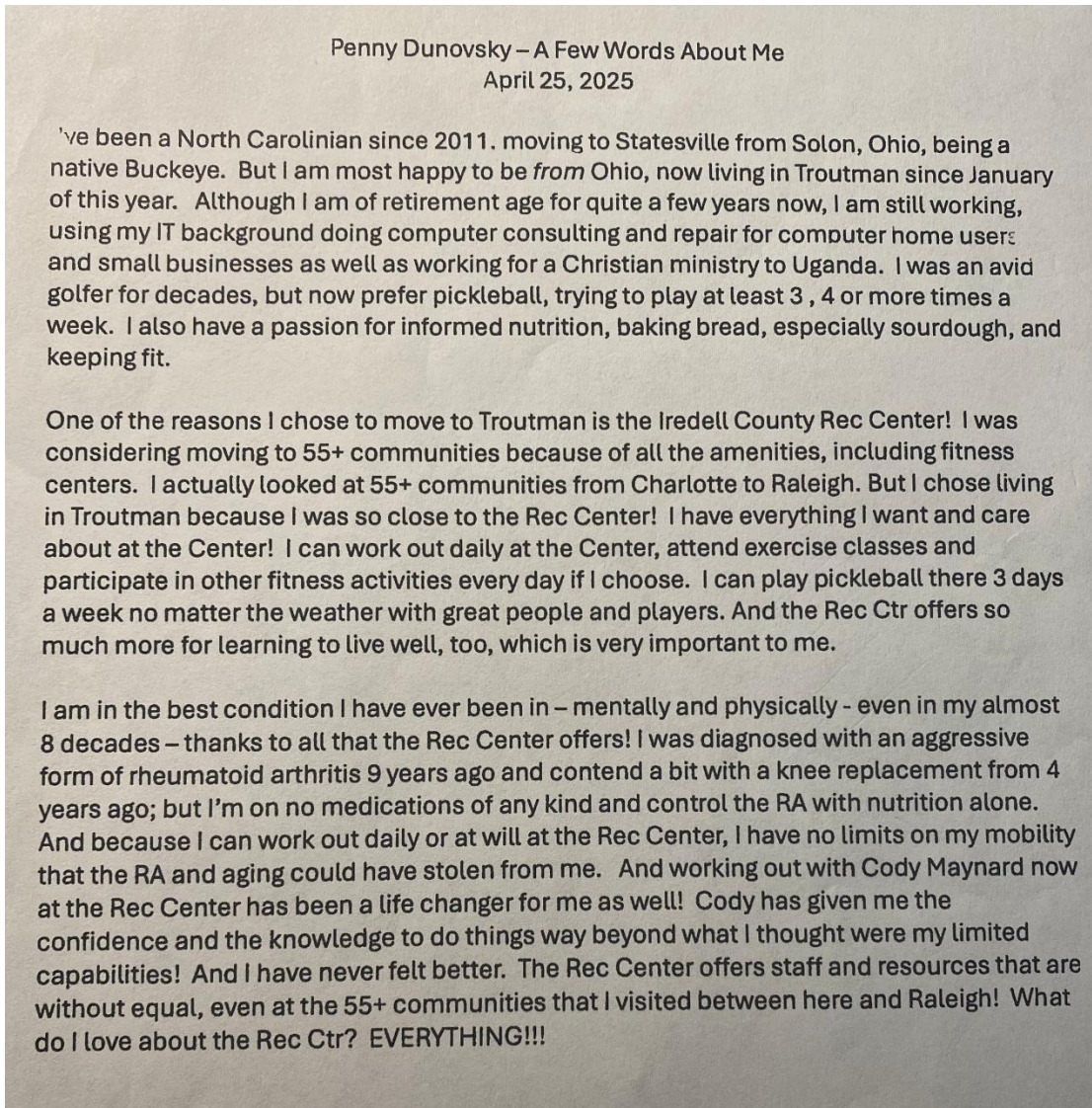
Jane Laney made a motion to have one Recreation Advisory Board meeting on June 19, 2025. Barb Thorson seconded the motion. No further discussion. Motion passed unanimously.

Daniel will be presenting the department’s FY26 requested budget to the Board of Commissioners on May 12. The time has not been decided yet. Stacy will send out the time once it has been confirmed. If any members of the board are able to attend the meeting on

May 12 to help advocate for parks and recreation, your presence is helpful to this department. It will be at the Cooperative Extension on Bristol Drive.

In our original budget submission, we requested new positions. The County Manager's FY26 recommended budget does not have additional staffing for any county department. There will be contractual money in order to hire contractors to do some work.

Jacob shared a letter from Penny Dunovsky, our Recreation Center member of the month.



Jacob shared board member attendance and asked members if they had attended any event or programs. Lauren attended some crafting programs and the grand opening of pickleball at Jennings Park.

Lauren Munro made motion to dismiss. Chris Moroch seconded the motion. Meeting dismissed at 8:15.

The next Recreation Advisory meeting will be on Thursday, June 19, 2025, at 7:00 PM at the Parks and Recreation Conference Room in the Administrative Offices (located at 123 Grannis Lane).

Respectfully Submitted,

Stacy McGlamery

Recreation Advisory Board Secretary