



PARKS AND RECREATION BOARD
JANUARY 23, 2018

STRENGTHS WEAKNESSES OPPORTUNITIES THREATS

Attendees at the meeting included:

- Parks Director Amy Mitchell
- City Manager Tim Ellis
- Parks Staff Jack Presley, Sarah Jennings
- City Fire Chief Kenneth Reeves
- City Commissioner Rusty Tinnen
- Vice Mayor Jeff Duncan
- Parks Board Chairman Mike Kelley
- Parks Board Members Lori Cordell, Jerry Lawless, Marchelle Perry, and Dan Sheppard
- Telephone Conversation with Park Board Member Glen Garrett

STRENGTHS

What do you feel are strengths of the Department?

- Great variety of park activities
- Parks are very well maintained
- Parks are pleasing to the public
- Parks are pretty and inviting
- Excellent personnel from top to first-line facilitators
- The facilities and physical appearance for a city the size of Goodlettsville

What do you feel the Department's main achievement(s) are during the past 3-5 years?

- Adding park land to the inventory of the Department
- Updating site amenities in the parks
- The Staff's response time to issues and/or concerns, to the end-users
- Having a "live" person to answer a call

What do you feel sets our Department apart from other organizations?

- The people on the front-line of the Department, answering the phone
- A steady stream of incoming money through the hotel/motel tax stream
- Parks Staff being available during the activity time
- Staff taking care of problems as they arise
- Personal service to the public
- Quality of programs offered—variety of internal programs and contracted user groups

What do you feel the Department's assets are?

- Staff
- Availability of personnel
- Responsible leadership

Does the Department provide services appropriate for the City of Goodlettsville?

- Yes



WEAKNESSES

What facility weaknesses do you feel the Department has?

- Maintenance Building in Moss-Wright Park is dated
- Problems with sewage lines in Moss-Wright Park
- More staff needed
- Availability of parking in specific locations within parks
- Van accessibility issues, parking spaces for handicapped
- Lack of indoor pool
- ADA Compliance issues throughout the parks needs to be addressed
- Multiple-use, indoor facility—an indoor home for plays, dance, music recitals
- Flow of traffic within parks, especially, Moss-Wright Park
- People walking on the park roads

What service weaknesses do you feel the Department has?

- Maintenance equipment for the parks is dated, and/or needs to be replaced
- Equipment needs to be more efficient
- More effective Marketing Plan for the parks (some Board members/citizens? ...do not know locations of the parks)
- Marketing of the parks
- Not the most socially adept group at the Community Center desk, don't give warm and fuzzy customer friendly responses

What user groups do you feel we lack for programming?

- Things for the teens to participate in
- Active programming for the Seniors
- Variety of time slots for programming—think outside of the box, programming evening hours
- Friday night programming events for Teen-agers at Delmas Long CC
- Skate Park
- Indoor facility for athletic training—gymnasium, weight lifting, special events
- Basketball areas—indoor and outside
- Gaming area—video game area
- Live music venue (amphitheater was proposed in Peay Park MP)

What skills do you feel our employees lack?

- Training for social media—someone mentioned making the public aware of facilities through social media
- Overall training—meeting public, equipment training
- Don't stay behind the computer, be front-line participant with the programs and facilities

What complaints do you hear from the public?

- Dogs on the trail
- Trail users with dogs not cleaning up afterwards
- Lack of trash cans on the walking trails/and throughout the parks
- Updating signage in parks

Do you think the Department is adequately staffed?

- Now---yes, but as programming/facilities are expanded new employees will be needed



OPPORTUNITIES

What financial/governmental/legislative changes can benefit the Department in the future?

- Governmental changes to allow for year-round aquatic programming
- Mass transit systems to allow for facility uses by Middle School students that commute to Goodlettsville area for school
- Set up partnerships with senior living facilities which are in immediate area

How may new technologies change Department practices?

- Pokemon Go type trends of programming—setting up clubs to offer this as a program
- Marketing programming through new media trends

What are some economic changes that are happening in the community that Department can benefit from?

- Population growth throughout the City, extending City Limits NE on Long Hollow Pike
- Subdivision development behind the Peay Park, especially tying this into the Park
- Development and growth of the Tourism Department, piggy-back programming and tournaments through Tourism
- Require Developers to add amenities—sidewalks, neighborhood “park-like” areas within the subdivision(s)
- New hotels/motels in the City increases revenue

What trends, programs, and events have you seen other communities do that would be beneficial to the Department?

- Miracle baseball field—fully accessible for all users
- Shade facilities within certain areas of parks, i.e., Pleasant Green Pool, baseball fields, splash pad when it is completed
- Lacrosse field(s) or other flat field area for alternate programs
- Middle School ball field to replace Peay Park field
- Flat field mentioned above could be for marching band practice facility (Beech HS marching band is losing majority of their practice field)
- Negotiate use of flood plain areas in City, which are not owned, for recreational purposes
- Need to figure out a way to expand the trail from Moss-Wright Park into a full greenway system

What partnerships do you feel would be beneficial to Department growth?

- Department needs to think big and long term—look to Gaylord for future development and opportunities
- Think “outside the box” for financial assistance in developing amenities within the Department, i.e., pro athletes who live in the area, entertainers
- With the emergence of NHL Stanley Cup “craze”—create a niche for ice hockey rink
- Wilderness trails for mountain biking



THREATS

Are we competing with others?

- Metro Parks Commission programming in Nashville, Ridgetop/Greenbrier, Millersville
- Crime and drug activity in community
- Traffic flow within the parks, especially Moss-Wright Park
- Traffic flow throughout the City, Long Hollow Pike, Rivergate Mall, Dickerson Pike
- Non-residents participating in programming, allowing facility rental to outsiders

What obstacles do we see that limit Departmental growth?

- Funding from local government for facility/programming/and staff increases
- Boundaries of existing City Limits and the corridors through the City, i.e., Long Hollow Pike, I-65, CSX Railroad, Dickerson Pike and Mansker Creek