

PARKS AND RECREATION

October 2025

DIRECTOR'S REPORT

Festivals

- Festival website updates are ongoing.
- Partnership with Jacksonville Onslow Sports Commission to host annual Movin' Mullet 5K. Run was held on October 4, over 700 runners participated in the event.
- Met with WNCT (Channel 9) to create marketing plan for the Mullet Festival and the Christmas Flotilla
- Coordinated with Curtis Media for Mullet Festival radio advertising.
- Conduct interview with WITN (Channel 7) on live TV.
- Conducted live interview with WCTI (Channel 12).
- Worked with Department Heads and Town Administration on the decision to cancel Mullet Festival due to severe weather.
- Worked with staff and departments to pivot to the coordination of Finger Mullet. Approximately 50 vendors attended and several hundred attendees.
- Communicated to booked entertainment about cancellation of Mullet and coordinated contracts to carry over to 2026 festival.
- Communicated to all Mullet Festival sponsors about cancellation of event and Finger Mullet.
- Coordinated Finger Mullet After Action Meeting.
- Coordinated Christmas Flotilla Logistical Meeting.
- Applications are still being accepted for the Christmas Flotilla and Arts by the Sea 2026.
- Secured fireworks for 2026.
- Continue working with Front Row Communications for festival advertising.
- Collaborating with WITN and WNCT for digital advertising and commercials.
- Continue to work with the Tideland news and Curtis Media on advertising.

Miscellaneous

- Conducted 3 interviews for the Recreation Aide position.
- Coordinated One Harbor Meeting to review ongoing reservations for 2026.
- Coordinating Veteran's Day Celebration in collaboration with community groups.
- Attend local Parks and Recreation Directors meeting.
- LWCF Municipal Park Conversion-submitted draft of application and boundary map to Brittany Shipp, RRS Consultant.
- Continue to work on the pickleball courts project. Drafting Request for Proposal to build courts.
- Serving on America's 250 planning committee for Onslow County.
- Manage on-going reservations.
- Attend bi-weekly departmental managers' meeting.
- Continue to manage staff timesheets, hours tracking, and schedules.
- Continue to manage and monitor budget and funds.
- Continue to manage on-going weekly and monthly reservations.
- Continue to manage parks, repairs, and work with the Public Works Department for maintenance.
- Manage community service work program.
- Recreation Center-answer phone calls, assist in managing Pickleball League, process dock, room, and park reservations, process memberships, and oversee day-to-day operations of the Recreation Center.
- Attend pool committee meetings.
- Serve on the Onslow County Senior Games Committee, meetings held once a month.
- Attend weekly Zoom meetings with NCRPA (North Carolina Recreation and Park Association) Director's call.

- Serve on the Jacksonville Onslow Sports Commission board as a liaison. Attend quarterly meetings, update the board on the department's programs, events, and festivals.
- Attend quarterly meetings for the Onslow County Tourism Board
- Attend Board of Commissioner meetings.
- Conduct Parks Advisory Board meetings.

Activity Report

Organization Activity

From 10/4/2025 to 11/3/2025

	Registrations	Reservations	Memberships	Check-Ins	Profiles Created
All	141	65	16	0	107
Resident	19	6	9	0	10
Non-Resident	122	58	7	0	97
No Residency Set	0	0	0	0	0
Demographics					
< 18	21	2	0	0	10
18 - 65	77	49	16	0	80
65+	43	13	0	0	17
Male	65	45	12	0	63
Female	76	19	4	0	44
Other Genders	0	0	0	0	0
Online vs In-House					
Online	72	0	0	N/A	53
In-Person	69	64	16	N/A	54

Metrics-social media

October

Media Outlet	Followers	Reach	Page Visits	Page Views	New Followers
Facebook-Parks & Rec	19,320	49,000	13,100	341,100	248
Facebook-Festivals	9,305	22,100	2,100	35,300	67

Revenue

October

Slip Fee - Town Dock	\$6,879
Rental Fees-Parks	\$470
Rentals Rooms	\$2,215
Rec Program Fees	\$1,592.62
Gym Memberships	\$195
Dog Park Memberships	\$0
Festival Vendor Fees	\$1255

ASSISTANT DIRECTOR MONTHLY REPORT

- Processed Payments/Refunds for programs and special events.
- Emailed monthly distribution list the upcoming programs/events for the department.
- Compiled daily deposits.
- Advertised/promoted all programs/special events on social media platforms: Facebook, Instagram
- Created all programs/events in RecDesk for registration.
- Completed instructor payouts for recently finished programs.
- Completed monthly reservation receipts.
- Ordered supplies for upcoming programs and events.
- Handled staff scheduling for Rec Center, events, and reservations.
- Completed BarkFest 2026 Vendor Applications
- Executed Ghosts & Goblets craft program.
- Assisted with Movin' Mullet 5K
- Planned, marketed, and executed Tiny Trekkers and Sprout Scouts
- Confirmed all Mullet Festival vendors.
- Confirmed food for VIP tent at Mullet Festival
- Organized volunteer and staff schedule and sent out instructions.
- Met with Fire Chief to discuss Mullet Festival plan
- Continued Mullet Festival social media campaign
- Started Halloweenie Roast & Truck-a-Treat social media campaign
- Met and discussed cancelling Mullet Festival and began preparing for Finger Mullet
- Communicated to all Mullet Festival partners about cancellation of event and Finger Mullet
- Transitioned all staff, volunteers, social media, vendors, and partners to Finger Mullet
- Handled all preparations for Finger Mullet including picking up items, changing schedule for deliveries, vendor lines, and schedule
- Conducted 3 interviews for the Recreation Aide position
- Facilitated all Halloweenie components including check-in, judging, maps, and communication
- Created Veterans Day Flyer and event page
- Secured DJ for Christmas Flotilla
- Confirmed Mac Daddy's for Senior Games
- Began planning SantaFest
- Organized December events and programs
- Attended Finger Mullet After Action Meeting
- Attended Christmas Flotilla Logistical Meeting
- Attended One Harbor Meeting
- Facilitated Pickleball Committee Meeting

Planned Programs

POUND! – September 6th – October 18th

- 11 drop-ins
- 1 series

Ghosts & Goblets – October 1st

- 8 registered and 8 attended

Tai Chi Classes – September 11th – October 16th

- 10 registered and 5 waitlisted

Tiny Terrors – October 3rd

- 12 registered and 12 attended

Spooky Scouts – October 31st

- 20 registered and 19 attended
- 3 waitlisted

POUND! – October 25th – November 22nd

- 4 drop-ins

Tai Chi Classes – November 6th – December 18th

- 13 registered and 3 waitlisted

Finger Mullet – October 18th

- 48 vendors
- Estimated 4,000 in attendance

Halloweenie Roast & Truck-A-Treat – October 24th

- 21 companies registered
- Estimated over 1,000 in attendance
- 4 registered for Pumpkin Pie Contest