



City of Clarksville Parks & Recreation Committee

March 11, 2025 at 4:30 PM
City Hall
4th Floor Conference Room

MINUTES

1. Public Comments

None

2. Call to Order

The Parks and Recreation Committee meeting was called to order by Councilman Zacharias at 4:30 p.m. on March 11, 2025.

3. Announce Members in Attendance

Councilman Brian Zacharias
Councilman Tim Chandler
Councilman Ambar Marquis

Councilmen Shakeenab and Smith were absent.

4. Approval of Minutes

Councilman Marquis made a motion to adopt the minutes as presented. Councilman Chandler seconded the motion. A voice vote was taken, and the motion to adopt the minutes passed without objection.

5. City Council Action

None

6. Committee Action

None

7. New Business

None

8. Old Business

None

9. Department Reports

A. Council Report

Jennifer Letourneau presented April's council report, highlighting upcoming events and hiring needs.

B. New Marketing Plan

Jennifer Letourneau announced that the department has implemented a new marketing and branding strategy and introduced the marketing team, Ryan Sample and Michael Hunter, to the committee.

Ryan Sample provided an overview of the current branding guidelines and emphasized the need to adopt a more engaging, story-driven approach. He explained that the new strategy is designed to inspire pride and foster stronger community connections by focusing on the meaningful impact of the programs. He also underscored the importance of high-quality photography and videography in capturing authentic moments. The strategy will tailor content across different platforms to maximize audience engagement effectively.

Michael Hunter presented the current social media metrics, showing significant engagement and reach across platforms. He showcased examples of recent and upcoming video content, emphasizing its quality and impact. He noted that the new approach would focus on showcasing the city and its events in a more compelling and inspiring way, leveraging storytelling to create deeper connections with the audience.

C. Projects Update

Jennifer Letourneau provided an update on various projects, including the pedestrian bridge, Smith Trahern Mansion, and the skate park.

D. Operations Update

Randy Kelly addressed the challenges faced by the maintenance division following the recent flooding, emphasizing the ongoing cleanup efforts. He also noted that the team is actively preparing the fields for upcoming sports activities.

E. Recreation Update

Karla Ellis shared updates on the spring break camps and new programs, including a science-themed camp and prenatal yoga at the Crow Recreation Center. She also noted that the department won three awards at the Southeast Festivals & Events Association conference. Additionally, she highlighted upcoming events, Boots, Beats, & Bites, and Fit Fest.

Jennifer Letourneau highlighted the success of the department's adaptive programming, including a recent sock hop event with 250 participants. She also mentioned the new playground at Swan Lake, which is currently under construction and expected to be completed soon.

Councilman Zacharias concluded by thanking the other council members for their attendance and emphasizing the importance of communicating any scheduling issues as early as possible.

10. Adjournment

The meeting was adjourned at 5:11 pm.