

To: Park Authority

From: Amber Lane
Parks Director

cc: Deb Cook
Town Manager

Date: March 30, 2026

Subject: Park Advisory Committee Strategic Session

Attendance:

Committee Members Present: Adam Dillman, Dennis Rosebrough, George Buck, Judy Kenninger, Chris Worley, Glenn Nulty

Committee Members Absent: None

Staff Present: Amber Lane (Parks Director), Megan Attwood (Community Recreation Senior Manager), Chris Flanagan (Parks and Natural Resources Senior Manager), Angi Abke (Executive Assistant)

Agenda:

I. Introductions, Purpose, and Governance

The Park Advisory Committee recently convened to formalize its role as a strategic liaison between the community and the Parks and Recreation Department. The Committee's primary mission is to provide community-driven insight and strategic input on long-range planning, facilities, and programming to ensure alignment with resident needs.

II. 2026–2030 Strategic Master Plan

The Parks Director presented the newly adopted 2026–2030 Strategic Master Plan. This document serves as the operational roadmap for the next four years, focusing on sustainable growth, facility enhancement, and community wellness.

III. SWOT Analysis Findings

The Committee conducted a situational analysis to identify the department's current standing and future trajectory and set the stage for their work to come this year:

- **Strengths (The Wins):** Brownsburg continues to set a high standard for municipal parks. Highlights include the successful rehabilitation of the Williams Park Blast Off Playground and the high utilization of the B&O Trail. Signature events like the Farmers Market and Christmas Under the Stars remain strong areas of community engagement.
- **Weaknesses (The Gaps):** Critical voids in indoor recreation remain a primary resident concern. The lack of a community pool and a community center forces residents to seek fitness and senior services in neighboring municipalities (e.g., Avon YMCA). Additionally, trail connectivity gaps, specifically along SR 267, limit safe park access.
- **Opportunities (The Potential):** There is significant potential to expand revenue and engagement through strategic corporate sponsorships and franchise partnerships. The Committee identified

a demand for senior-specific fitness programming and specialized "boutique" events (e.g., "Bug Fest") to attract new demographics.

- Threats (The Roadblocks): Beyond traditional funding and vandalism concerns, the Committee is monitoring macro-level threats, including the impact of unpredictable weather on outdoor programming and social challenges such as community mental health and the management of transient populations within park wooded areas.

IV. Conclusion & Next Steps

The Park Advisory Committee is moving from high-level planning to site-specific evaluations. The Parks Director is currently scheduling on-site park tours for committee members to assess infrastructure needs, recreational spaces, and possibilities firsthand.

Upcoming Meeting: June 23, 2026, at 5:00 PM at Eaton Hall