

From: Grant Millin <grantmillin@gmail.com>
Sent: 3/22/2022 5:36:15 PM
To: Jaime Matthews <jmatthews@ashevillenc.gov>
Cc:
Subject: RESEND - Memorial Stadium COA Parks and Recreation, ARPA, and CRC strategies... versus what the East End/Valley Street neighborhood needs

Hi Jamie,

After looking at the COA documents on the Memorial Stadium track it seems like the March 10 meeting was not announced. And then the track went from â€˜aboutâ€™ \$2 M to \$4.4 M in a week? It also seems like a conflict to use a competition soccer field and a competition track in any kind of regularity. I wonder what sports complex designers think.

Otherwise these questions seem to remain unaddressed based on tonightâ€™s presentation. Iâ€™ll see what the council commentary is of course later.

I think the issues about Memorial Stadium need to be laid out for all the people of Asheville. So to be precise, Mayor, council, and Debra: Share all the facts and context on COA-East End/Valley Street neighborhood challenges related to Memorial Stadium and COA Parks and Recreation strategies.

Also the strategic definitions of what COA needs to be doing with ARPA funds and where the new COA Community Reparations Commission stands on all this is up for grabs too.

Trying to get the big picture from news stories like this isnâ€™t good enough:

Memorial Stadium fumble: 'We need to do better,' Asheville city manager says

<https://www.citizen-times.com/story/news/local/2022/03/14/asheville-nc-east-end-neighborhood-frustrated-memorial-stadium/7000616001/>

This shouldnâ€™t be about â€˜reading tea leavesâ€™ through whatever slant C-T may be about these days. Where is the video, agenda, minutes, and COA presentations of the plans covered March 10.

The March 10 event isnâ€™t on any COA agenda or announced anywhere. Itâ€™s great C-T reported on a story their advocacy seems to have been at least somewhat responsible as to generating the outcome so far. Media ends up being part of history in many cases and we need a responsible, progressive â€˜Fourth Branchâ€™.

"Mosley called for the estimated \$2.5 million project to be funded with federal dollars, utilizing a portion of the \$17.9 million in American Rescue Plan Act money currently being considered by the city. â€œ

This new redesign of Memorial Stadium with six-lane â€˜competitionâ€™ track apparently is fourteen percent of the ARPA funds. What was the prior investment since I guess about 2015?

The new six-lane â€˜competitionâ€™ track means lots of running fans. So lotâ€™s of people coming to Memorial Stadium means its utilized. I guess prior to 2015 or earlier there was underutilization. If there was a weak or nonexistent parking management plan, seeing who parking was managed up to today versus the â€˜something elseâ€™ new parking management plan is good.

There was demand related to the soccer field and Asheville City Soccer Club (ACSC) is/was one of the partners generating Memorial Stadium utilization. Following is a message I sent to ACSC

Asheville High School has a nice multilane track. I think UNCA would charge something for non student and even alumni to use their outdoor and indoor track.

Hereâ€™s possibly some focusing points for the people of Asheville and COA to review:

Big Surfacing Idea 1: Is there a study saying Asheville is in dire need of another multilane running track given all the possibly undermined as

well as currently projected uses of the ARPA funds?

Big Surfacing Idea 2: After the six-lane “competition” track goes in, plus a trail, and maybe other things altogether, what is the per square foot ten-year COA investment in Memorial Stadium since 2012 compared to other Parks and Recreation sites since 2012? Never mind which funds are bonds and which are ARPA; but COA can list the different funding sources for all Parks and Recreation sites since 2012.

Big Surfacing Idea 3: I guess there have been African-American directors of COA Parks and Recreation for a while and there was and African-American city manager since 2018. Is being African-American related to things like how much money is currently estimated to be heading into Memorial Stadium versus other Asheville priorities? Is being African-American related to things like the demand for a new six-lane “competition” running track in Asheville? There can be a race angle specifically tied to these Parks and Recreation strategies.

But possibly it’s just about other COA Parks and Recreation facts and context; up until the recent C-T articles on Memorial Stadium at least; and less about a good reparations strategy.

I mention the African-American element and race because I am seeing “reparations” mentioned in the above C-T article. This can be part of what the COA Community Reparations Commission is about along with the \$8 M to AVL Black Wall Street and possibly other commitments I don’t know about that are already lined up.

I am actually suggesting Annette Mosley is one of the four people on the COA ballot voters need to select. At the same time that doesn’t mean I am totally aligned with her.

For example, just writing out her version of a resolution “a resolution about the views of some East End/Valley Street residents as well apparently” quite possibly is not equivalent to getting all the facts and context. For example, I bet ACSC doesn’t want to be in some sort of trial looking thing with COA arbitrating and East End/Valley Street making ACSC and the soccer field partners are the badies. Btw, I talk about eventually replacing the BCTDA so I am not necessarily lined up with the supposed “badies” here.

I just think process in core in American liberal democracy as well as checking for equity as best possible. This whole soccer field thing seems like COA apparently saying open space can be left up to BAU developers who will then come back with a “racial wealth gap” solution and the desired affordable housing.

I can’t make heads or tails here either. I would say if the soccer field really happened with zero buy-in from East End/Valley Street residents and there is a lot of nuisance conduct related to soccer folks, parking overwhelm, and substantive littering there should be documentation and imagery of the challenges.

And it seems like ACSC can get in front of COA in a new hearing with more civic engagement and they, the BCG Sports Commission, and BCTDA can share their side of the story in a high performance, official, non C-T managed COA setting. Documentation like the original soccer field and ACSC business plan will help in contrast to the new plans behind Annette’s possible resolution.

Thank you and blessings,

Grant Millin
2022 COA council candidate

Begin forwarded message:

From: SportsEngine <no-reply@mailersportsengine.com>
Subject: Grant Millin, council candidate, asking about Memorial Stadium
Date: March 15, 2022 at 8:41:20 AM EDT
To: grantmillin@gmail.com
Reply-To: grantmillin@gmail.com

Email from Grant Millin , grantmillin@gmail.com

You sent the following message to Asheville City SC Contact Us:

Hi Asheville City Soccer Club,

I am running for Asheville City Council. The issues surrounding Memorial Stadium seem somewhat complex. I wanted to hear from ACSC directly. Please share whatever you all wish: grantmillin@gmail.com.

I have to imagine to get the soccer field built, a detailed plan was needed. Also there are probably usage metrics as to before the field was upgraded and today. Please send me anything like that. There may be before and after images as to what Memorial Stadium looked like up to 2017.

I think a trail and a parking management plan sound good as to new innovations. A six lane "competitive" running track must mean there's a lot of demand. So many, many folks will be attending championship running races?

I will ask about the demand for championship running races.

Thank you and blessings,

Grant Millin, Strategy Innovator and CEO
StratGen: Solution Design Consulting and Strategic Innovation Services
TBA Nonprofit Developer
Cell: 828.423.2266
[Email: grantmillin@gmail.com](mailto:grantmillin@gmail.com)
URL: www.stratgen.org
Strategic Innovation Lab: <https://silab.mn.co>
LinkedIn profile: <https://www.linkedin.com/in/grantmillin/>

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NAICS Codes: 54161 Management Consulting and 541611 Strategic Management Consulting.

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<https://www.ashevillecitysc.com/page/show/6116443>

