

# **PARKS & RECREATION BOARD MEETING**

February 14, 2017

The regular meeting of the Parks & Recreation Advisory Board was called to order at the Recreation & Aquatic Center at 7:30am on Tuesday, February 14, 2017. Chairman David Schrader, and Board Members Carolyn Marlowe, Joy Phillips, Rob Oman, Elizabeth Giordano, and staff liaison Elaine Smith were in attendance.

The December 13, 2016 minutes were unanimously approved.

The January 10, 2017 minutes were unanimously approved.

## **OLD BUSINESS:**

- New Software (Max Galaxy) Up-date - Staff has been trained on the use of the software. There will be a review session on Thursday, February 16th. This software is more efficient and consumer friendly. The Parks & Recreation Department will have their own web page which will be tied to the City's web page. We hope that when the calendar on the new software is updated, it will auto update the web page. Consumers will be able to pay for memberships, reserve and pay for Peace Hall, picnic shelters, and make other reservations on-line, and also be able to register for classes and programs on-line. There is a monthly maintenance fee, but it is built into the City's IT budget.
- RAC Expansion Project - It was approved by City Council at the last City Council meeting. The Oak Room will be expanded and the Fitness Center will be re-located there, and a child watch area will be added. The activity room will replace the current Fitness Center. A second activity room will be configured to an existing area. Elaine will be meeting with the construction company in the near future.
- Family Movie Night - February 4th - Attendance was estimated at 500+. It was noted that the LED screen needs to be turned off before the movie starts.
- Parks Master Plan Up-date - There has been progress with the Steering Committee. On Saturday, February 18th, there will be a Visioning Workshop at the RAC. Light breakfast will be available at 7:30am. The meeting will be held from 8:00am-1:00pm. The results from the surveys (mailed and on-line), the Steering Committee report, the Stakeholder Interviews, and Park Evaluations will be discussed.

- NPR Rocks for RAC - The staff painted rocks for the Board Members to hide in various parks. When a rock is found, it may be turned in at the RAC for a free day pass. NPR Rocks is having a Family Day at Sims Park on Sunday, February 26th.
- Membership Drive Results - The Membership Drive was held for 4 weeks (the last two weeks of December through the first two weeks of January). There was nearly as much revenue collected (\$19,544) during that time compared to the eight-week Membership Drive held last year. 1872 Memberships were purchased, with 1082 Residents and 790 Non-residents. We also have 808 active Silver Sneakers Members.
- Department Webpage Up-date - (Included in the software up-date)
- Taught "Emerging Leaders" at FRPA - Elaine taught classes for 2 1/2 days in Haines City to 42 entry-level Parks & Recreation Professionals.

### NEW BUSINESS:

- Recreation & Aquatic Center Quarterly Brochure - Marketing - The RAC will have a new glossy brochure each quarter. It will include pictures of the Parks, shelters, Peace Hall, and information on Programs, Events, Membership pricing, etc. It will be distributed at the RAC, Board of Realtors, NPR Library, West Pasco Chamber of Commerce, and various businesses in the City. Some may be mailed out, as well, depending on cost.
- Summer Concerts Flyer/Fan - A fan was passed out with the dates of the Summer Concert Series. It will be used as a promo item.
- Chick-Fil-A will not have a concession stand at the RAC this summer. The Summer Camp will be smaller due to construction, so two of those seasonal employees may be hired to run the Concession.
- Youth Advisory Board - The YAB is having a "Walk in the Park" at the Grey Preserve on Saturday, May 6th, from 9-11am. Healthy Snacks will be offered. Children can make a Pine Cone Bird Feeder. Also, the YAB is having a Family Picnic Day at Frances Avenue Park on Saturday, March 18th. After the picnic, they will go to Salt Springs to kayak and ride airboats.
- Stamp Fest - the event was held this past Saturday at the RAC and was very successful. Actual attendance will be announced at the follow-up meeting.
- Park Equipment Catalog - The new playground at Sims Park has several pictures in the catalog that were taken during the January, 2016 photo shoot.

## SPECIAL EVENTS

- Daddy Daughter Dance, February 18th: 5:30-7:30pm at the RAC
- Puppy Paddle, March 4th
- Walk-A-Hound, Lose-A-Pound, at Orange Lake on March 11th
- Family Movie Night at Sims Park on March 11th (Storks)
- City Council Meeting on February 21st - Florida Surgeon General local health award will be presented - "Healthy Weight Community Champion Award" for healthy activities held in the City and for having healthy choices in the concessions.

## VOX POP

Joy asked if the new signs for reservations have been posted on the shelters at Sims Park.

Rob mentioned the Rye grass in Sims Park looks good.

Joy suggested that the pictures in the catalog be framed and posted in the RAC.

Next meeting will be held Tuesday, March 14th at 7:30am.

The meeting was then adjourned.

Respectfully submitted,

*Carolyn Marlowe*

Carolyn Marlowe  
P & R Adv. Bd. Secretary

BMB: dcf