

PARKS & RECREATION BOARD MEETING

November 13, 2018

The regular meeting of the Parks & Recreation Advisory Board was called to order at the Recreation & Aquatic Center at 7:05am on Tuesday, November 13, 2018. Board Members Chairman Dave Schrader, Carolyn Marlowe, Joy Phillips, Dana Suiters, Rob Oman, Justin Billings, Al Renedo and staff liaison Elaine Smith were in attendance.

The October 9, 2018 minutes were unanimously approved.

OLD BUSINESS:

- Political Rally – The coordination and security for this rally was arranged in a very short period of time. The staff did a fantastic job. The Event Organizer said we had the most organized rally site that they had coordinated.
- Scare Trails – 641 people attended; which was double the attendance of last year. Many things went not as planned (the Trolley broke down, the parking area had to be moved, the Light Tower had to be moved and then it caught on fire); the staff managed the situation and kept everything running smoothly. Many senior citizens went through early. Everyone loved the event.
- Toddler Time – There were 20 children that attended last week. This program is marketing to bring new people into our facility. It is a free program and is getting new members that need Child Watch.
- Low-Impact Dumbbell Class – This class is still growing and is going really well.
- Styx Concert – 1,000 people – On Saturday, October 27, there were three different events that day: Puppy Paddle (100 dogs), Trunk or Treat (1,500 kids), and then the Concert; we had something for everyone that day.
- Russ Park Question – Drainage and irrigation are being addressed at the park.
- Overlook Roof Cleaning & Letter “N” – The N will be addressed. The roof still needs cleaning.
- Channel 13 News – The news station did a story on the “Kidding Around Yoga” class. It was a really good story; KC posted it on Facebook.
- Frances Avenue Park – The pot holes need to be filled. The White Blazer is out there again every morning (7:40am).

NEW BUSINESS:

- Smithsonian Museum Exhibition, Hometown Teams – KC found a grant for the exhibition, which runs for 6 weeks. (We would get \$5,000) The exhibition would be in the incubator building. (Sports-related heroes) We want to get some sports heroes that are local that would be willing to give talks/are motivational speakers. (Dewey Mitchell, Ryan Benjamin) We could tie in local Middle School and High School athletes. (Gene Sarrison, perfected the Sand Wedge for golf) It is a traveling exhibit to 8 cities in Florida. We are hoping to get it; it will be in March or April.
- Youth Advisory Board Canned Food Drive until Nov. 16th – Baskets for canned food donations are at the RAC and also at some of the downtown businesses. These donations are for the church food pantry for Thanksgiving.
- 20% Off Annual Membership Drive – December 18-January 14 – The Membership Drive has been approved. There is also a 5-Day Free Trial Membership immediately preceding the Drive.
- Email Membership Program – We are going to capture member email addresses and target market to certain ones that pertain to events and programs for them.
- Tampa Bay Times On-line Ad/Geo Targeting – We are going to have the ability to send pop-up messages about the RAC on member cell phones.
- Fitness in the Park is working and is bringing new people to take classes at the RAC. Several have participated in classes and joined as members.
- The Youth Advisory Board was highlighted and recognized by the FRPA in an article that was published.

SPECIAL EVENTS

- Pasco Upcycle, Sims, November 17th
- Family Movie Night, Sims, November 17th – Free plush puppies will be given away.
- Holiday Lights Boat Parade, December 1st
- Holiday Street Parade, December 8th
- Winter Art Show, RAC, December 14th - Crafts, Santa, cookie decorating, choral groups, art work (6-8pm)
- NPR Concert, Sims, December 15th (6-7pm & 7-8:30pm) – Mullins Music; met with Eric; his kids will perform at 6pm (Jazz). One 12 year-old is a Sax player. Shawn Brown will take the stage at 7pm; some of the children will join the band.

VOX POP

Mullins Music offers a Scholarship (they pick a child). The business merchants are getting more involved by staying open later. They realize the concerts are helping their businesses.

Next month, we will do the Holiday Card photo.

The next meeting will be held on Tuesday, December 11th at 7am at the RAC.

The meeting was adjourned at 7:40am.

Respectfully submitted,

Carolyn Marlowe
Secretary

CM:dcf