

PARKS & RECREATION BOARD MEETING

November 12, 2019

The regular meeting of the Parks & Recreation Advisory Board was called to order at the Recreation & Aquatic Center at 7:00am on Tuesday, November 12, 2019. Board Members Joy Phillips, Dana Suiters, Greg Giordano, Al Renedo, Chairman Dave Schrader, and staff liaison Elaine Smith were in attendance.

The October 8, 2019 minutes were approved (with Carolyn's signature removed on meetings she does not attend).

OLD BUSINESS:

- Concerts – Tally Counters were used until 7:30pm to get a more accurate measure of how many are attending the concerts. There were over 3,851 counted, not including those on the sea wall and on boats. Golf Carts parked in the designated areas. There was no damage to the sod where the golf carts were. A Park & Ride service is currently under consideration. Many attendees are patronizing the downtown restaurants before and after the concerts.
- Volunteers for December 21st Event/Brochure – If anyone is interested in assisting, help will be needed at 11:45am (Load/unload Florida Orchestra equipment), 12 pm a photographer is needed, 2:30-5pm Santa visits and giveaways, 1:30-3pm set-up/move over-flow seating. Let Elaine know if you want tickets to see the Florida Orchestra performance. CAC will be assisting with hanging children's art work at 12pm; the Florida Orchestra will perform 2-3pm, the Florida Big Band will perform 3-6pm. At RR Square, the parade float will be utilized as a stage for choral groups, (Mullins Music will host that area), and there will be Make & Take Crafts there from 1-6pm. The concert at Sims will feature Gary West, a Johnny Cash tribute band, from 7-8:30pm. (Dave & Al said they would like to assist at 11:45am.)
- Membership Sale & Early Bird Special – City Council approved the 20% off Annual Memberships (which may be pro-rated per month). New this year, to kick-off the membership drive, we are doing an early bird special on December 6th for 30% off from 5-8pm for renewals or new annual members joining that day. There will be refreshments and some giveaways that day only. The regular Membership Drive is from December 15-January 18.

- Haunted House/Peace Hall – The event went really well. Public Works had closed the street due to the Trick or Treaters downtown, so it made getting to Peace Hall a little difficult. There were 350 participants.

NEW BUSINESS:

- Recreation Center Cost Recovery – This past Fiscal Year (2018-2019) books have not yet been closed out, so a comparison of costs for events was done with 2017-2018 Fiscal Budget. Cost recovery was 46%, which is really good. Annual Net Operating Budget for 15,860 residents = about \$43.03 per resident per year or 12 cents per day for operating costs. Part of the Economic Growth is from new residents moving into the City.
- Food Drive/Youth Advisory Board – There are 5 restaurants collecting canned goods for the Youth Advisory Board Annual Food Drive. The YAB will be doing their Cardboard Campout on November 22nd. Collected food will be donated to the Well Worship Center.
- Toys for Tots – Thank you for dropping off and monitoring boxes. Volunteers are also needed beginning on 12/10/19 to open boxes, mark through UPC codes, and sort toys. Toys will be moved to the gymnasium on 12/13/19 for distribution.
- Realtor’s Day at the RAC – We are planning to invite and host all of the local Realtors to tour the facility. We will give them packets of what the RAC has to offer that they can use as a selling point to potential buyers. Included will be a January schedule and some day passes.
- Main Street Landings Membership Discount – City Council has accepted a discount to new residents at Main Street Landings for their first year. Elaine will meet with them to work out the Marketing details.
- New Business Item not on Agenda – Membership Costs-do you want to make any recommendations for adjustments? (discussion/considerations staff ratio to members, growth and current membership numbers, operating costs, residents to non-residents, fee structure stability) After considerable discussion, item was moved to the December meeting.

SPECIAL EVENTS

- November 16 - Mommy & Me Painting – (showed sample of Paint & Pour project) There are a few open canvases left.
- November 16 - Movie Night – “Grinch”
- November 23 - Community Yard Sale (flyers distributed) – We are hoping this event will bring new people to the RAC.
- November 23 - Movie Night “Wonder Park” (make-up date for rain-out) – There will be a Lego set giveaway.

- November 23 - Kids Night Out for ages 5-10 yrs. from 8-11pm
- November 28 & 29 - RAC is Closed for Thanksgiving and the day after.
- December 7 – The Holiday Boat Parade will begin at 6pm.

VOX POP

The next regular monthly meeting will be held on Tuesday, December 10th, 2019 at 7am.

Respectfully submitted,

Donna Hallmark

P & R Admin. Asst.
(For Carolyn Marlowe,
Secretary)

dch