



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Meeting Agenda 4 - Final Parks and Recreation Board

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Tuesday, October 17, 2023

10:00 AM

Hagler Mason Conference Room, 2nd Floor

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### CALL TO ORDER

### ROLL CALL

### APPROVAL OF MINUTES

MINUTES OF SEPTEMBER 21, 2023, PARKS AND RECREATION  
BOARD

Attachments: [23-9-21 Minutes - Unapproved](#)

### DIRECTOR'S REPORT

DIRECTOR'S REPORT

Attachments: [23-10-17 Director's Report Parks and Recreation Board](#)

### STAFF REPORTS

OUTDOOR PURSUITS - PAUL PIPES

### NEW BUSINESS

DISCUSSION ITEM - BAY BLUFF PARK

DISCUSSION ITEM - MASTER PLAN

### OLD BUSINESS

### OPEN FORUM

### ADJOURNMENT

*The City of Pensacola adheres to the Americans with Disabilities Act and will make reasonable accommodations for access to City services, programs and activities. Please call 435-1606 (or TDD 435-1666) for further information. Request must be made at least 48 hours in advance of the event in order to allow the City time to provide the requested services.*



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Memorandum

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**File #:** 23-00769

Parks and Recreation Board

10/17/2023

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**SUBJECT:**

MINUTES OF SEPTEMBER 21, 2023, PARKS AND RECREATION BOARD



# City of Pensacola

222 West Main Street  
Pensacola, FL 32502

## Meeting Minutes 3 - Draft

### Parks and Recreation Board

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Thursday, September 21, 2023

8:00 AM

Hagler Mason Conference Room, 2nd Floor

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#### CALL TO ORDER

#### ROLL CALL

**Present** 7 - Chairperson Rand Hicks, Vice Chair Renee Borden, Antonio Bruni, Alejandra Escobar-Ryan, Leah Harrison, John Jerralds, and Michael Wolf

**Absent** 2 - Kristin Brown, and Jake Renfro

#### APPROVAL OF MINUTES

MINUTES OF AUGUST 17, 2023, PARKS AND RECREATION BOARD

**Attachments:** [23-8-17 Minutes - Unapproved](#)

**A motion was made by Jerralds, seconded by Escobar-Ryan, that this Minutes be Approved. The motion carried by the following vote:**

**Yes:** 7 - Chairperson Hicks, Vice Chair Borden, Bruni, Escobar-Ryan, Harrison, Jerralds, and Wolf

**Absent:** 2 - Brown, and Renfro

#### DIRECTOR'S REPORT

##### DIRECTOR'S REPORT

Member Escobar-Ryan inquired if information was available regarding Bay Bluffs Park that could be shared with the board to share with the community, so the community could have a voice in what happens next. Interim Director, Byrd stated the first step will be to have public input to help understand what the public wants which will determine what goes back there. The terrain will be a challenge and there will be ADA requirements. There is a plan in development. The first phase we will be to obtain an assessment as this will give us a good recommendation to help develop a plan to go forward whether we are able to salvage some parts or if it needs to be completely replaced.

Member Borden inquired if staff could create a report with basic information such as the age of the park, what kind of shape it's in, and what the engineers are looking at for the board members to present to the public. Interim Director, Byrd stated she is in the process of creating a

report and will have a preliminary report available next month.

Member Bruni inquired if the city has plans to change the use or the control of the Scenic Heights Park. Interim Director Byrd stated she was unaware of anything involving Scenic Heights Park she will look into it and get back to the board.

Member Harrison spoke regarding the soccer fields being flooded when it rains. Member Harrison asked if plans are being developed for improvements to the soccer fields. Interim Director, Byrd stated she is aware of the need for improvements and will begin looking into it.

Member Wolf shared with the board that he is willing to speak with Park Superintendent Kimball to understand the flooding issue and will take a look at the Hitzman Soccer fields to see if he can determine what is needed to improve the drainage.

## STAFF REPORTS

### MARKETING - DEJA DOWDELL

Deja Dowdell, Marketing Coordinator brought before the board a presentation providing a brief overview of the budget and what she does regarding marketing for the Parks and Recreation Department.

The 2023 Fiscal Year budget for marketing for the Parks and Recreation Department was around \$95,000. This budgeted amount is what's available to spend to disseminate information out to the community. The budget is allocated between four categories:

- \*Office of the Director (43 percent), e.g., specifically our parks and general programming

- \*Community Maritime Park (28 percent), e.g., larger events such as Blues on the Bay, Movies in the Park

- \*Recreation (15 percent), e.g., Outdoor Pursuits, After School Programming

- \*Golf (14 percent)

The goal is to create an inclusive environment by reaching out to the community to ensure that they know of all the programs, and they know of all the events. To get the information out to the community the following means are used:

\*Promotional Advertisement: Traditional Mediums - Flyers, Newspaper, Magazine Publication, Activity Guide, Television and Radio; New Media - Digital and Email Marketing

\*Community Partnerships: Solicit event sponsorship to partner with agencies throughout the Pensacola region to amplify community resources, increase engagement, improve the quality of life for residents and citizens, mutually reach to targeted audiences to increase brand affinity.

\*Social Media: Ad Segments, daily post engagement, strategize ad expenditure and reach, increase page following. Outlets - Facebook, X (Twitter) and Instagram handle @PlayPColaParks. Each active social media page has seen a variant 4% - 108% increase since Oct 22

Member Wolf asked if the cost to publish and print the pamphlets come out of the budget. Marketing Coordinator, Dowdell responded, yes it comes out of the Office of Director's budget. Member Wolf asked who is responsible for distributing the pamphlets around the city. Marketing Coordinator, Dowdell responded, she has over twenty locations that she distributes material to. Member Wolf asked if she was the graphic designer as well. Marketing Coordinator, Dowdell responded that she collaborates with a media company where together they go over the layout and storyboard everything.

Another media outlet that is trending now are the QR codes it is an affordable resource that enables a great reach and a lot of variables.

To spark interest in participation of the City's Senior Games we worked with our billboard partner to help advertise the winners of the Pensacola Senior Games who had gone on to be the National Winners by displaying a picture of them on a billboard.

Another component of marketing for Parks and Recreation is to solicit sponsorships for our programs to help raise dollars to help with the bottom line to provide programs for the public and also to partner with organizations throughout the city who want that exposure to reach our audiences.

The Cultural Affairs will have a subpage under Programs and Events that will launch by the beginning of the new year.

## **NEW BUSINESS**

## **OLD BUSINESS**

## **OPEN FORUM**

Chairperson Hicks shared with the board members that Interim Director, Byrd will be attending the National Recreation and Parks Association National Conference in Dallas Texas in October.

Member Borden asked Interim Director, Byrd to give the board an overview of top discussion items talked about at the conference.

Chairperson Hicks encouraged all board members to attend Neighborhood Association meetings in their area to engage and speak to the public regarding issues and projects concerning the city.

Board members brainstormed discussion items for next month meeting: Bay Bluffs Park, Malcolm Yonge Gymnasium, Master Plan, Ciclovía Pensacola, Street Crossing at Skatepark, Outreach Programs

Member Escobar-Ryan asked to have an overview of the 2024 Approved Budget for the Parks and Recreation Department. Interim Director, Byrd responded she will put together some bullet points for the next meeting.

## **ADJOURNMENT**

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# City of Pensacola

222 West Main Street  
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## Memorandum

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**File #:** 23-00770

Parks and Recreation Board

10/17/2023

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### **SUBJECT:**

DIRECTOR'S REPORT

## **PARKS AND RECREATION BOARD**

### **DIRECTOR'S REPORT**

**October 17, 2023**

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#### **PARKS UPDATES:**

- Bayview Park Erosion Control/Stabilization Project – Construction has commenced installation of erosion controls measures and mobilization efforts. Approximately 60 days (weather permitting)
- Bruce Beach Phase I – Construction Phase: Installation of landscaping, site lighting, and trees has commenced. Some additional concrete work and electrical wiring is ongoing.
- Bruce Beach Phase 2 – Pre-Construction Phase; Anticipated commencement to begin November. Anticipated completion end of summer 2024.
- Mallory Heights #2 Drainage Improvements – Engineering and Design phase. Survey has been completed.
- Roger Scott Tennis Courts – Construction Phase; Pavement is complete will cure for 30 days before continuing. Anticipated completion Winter 2023.

#### **SPECIAL PROJECTS:**

- Bay Bluffs Structural Assessment – Temporarily closed; Boardwalk contains a considerable amount of rot and deterioration. Researching grants and other funding sources for providing future improvements and access.
- Roger Scott Pool Building – Design Phase; Replacing restrooms, pool operations offices, and equipment/chemical storage.
- Sanders Beach Park Amenities Upgrade and Kayak Launch Project – Design Phase; FWC awarded the grant for development of an ADA accessible kayak launch and other park improvements.
- 17<sup>th</sup> Avenue Boat Ramp and Pedestrian Access – Design Phase; Public Works managing project for improvements to the boat ramp, pedestrian boardwalk around bridge to access stormwater pond boardwalk.



## **PARKS AND RECREATION BOARD**

### **DIRECTOR'S REPORT**

**October 17, 2023**

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#### **ATHLETICS UPDATES:**

- Pensacola Senior Games concluded with Twenty-two (22) events which took place September 8<sup>th</sup> – 22<sup>nd</sup> for Athletes aged 50 & better. Some of the events offered were swimming, tennis, bowling, corn hole, bocce, volleyball, pickleball & track & field. Over 250 Seniors participated.
- Adult Sports - Fall Co-Ed Kickball, Men's Softball, Senior Men's Softball and Co-Ed Softball Leagues at Exchange Park; 650 Participants/42 Teams.
- Vickrey Center Adult Co-Ed Volleyball League on Tuesday nights.
- Vickrey Center Open Gym Adult Volleyball on Monday & Wednesday nights.
- Vickrey Center Open Gym Pickleball on Thursday nights.
- Pensacola Youth Soccer league games have started.
- Bill Bond Fall Baseball league games have started.
- Youth Football & Cheerleading, NEP Wildcat's, Magee Field Rattlers and Legion Field Tigers league games have started.
- Soul Bowl at Community Maritime Park- Legion Field Tigers vs Magee Field Rattlers game is Saturday, October 14<sup>th</sup>.

#### **CULTURAL AFFAIRS UPDATES:**

- Preparing for Poseidon's Garden temporary art installation at Community Maritime Park with First City Arts Center November 2<sup>nd</sup>.
- Seeking opportunities to provide art and culture performances and workshops to city centers/after school programs.
- Preparing for Bayou Texar Historic Marker unveiling November 2<sup>nd</sup>.

## **PARKS AND RECREATION BOARD**

### **DIRECTOR'S REPORT**

**October 17, 2023**

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#### **MARKETING UPDATES:**

- Armstrong Park Tennis Courts temporarily closed for Pickleball Court installation. One of the two tennis courts will be converted into three pickleball courts, construction anticipated to be completed by Friday, Oct. 20<sup>th</sup>.
- Public Income Period for Florida Commerce Multi-Purpose Community Facilities. Grant period intended to gain input from citizens to help shape \$4 Million grant proposal submittal and ongoing project upon funding. If funded, grant will impact education, health and employment services offered at Fricker Resource Center.
- Production Shoot Segment highlighting Osceola Golf Course as a Florida Historic Golf Trail and Pensacola Tourism on Boston Sports Network "Golfing the World" to be televised and streamed on upcoming season reaching audiences in America's Northeast, Midwest, South Florida Markets and beyond.
- "This is Halloween: "Play Pensacola", series of free public events hosted at Pensacola Resource Centers in late October to celebrate Halloween. Visit [playpensacola.com](http://playpensacola.com) for more information.
- Alpha Elite Youth Basketball registration opens November 1<sup>st</sup>. \$300 team registration (multi-team registration discount available, individual player registration \$25-\$35, open to boys and girls. Team ages 6U, 8U, 12U and 14U. Free Basketball Boot Camp is available at Cobb and Woodland Heights. Contact Reba Smith at 850-436-5192 or Al Desport 850-436-5195 or visit [playpensacola.com](http://playpensacola.com) for more information.
- Launch of Bayview Outdoor Pursuits Center Facebook Social Media Account.
- Sanders Beach-Corinne Jones Resource Center Jingle Bells on the Bay Indoor Holiday Market December 2<sup>nd</sup>. 10 a.m.-2 p.m.
- City of Pensacola Parks and Recreation Fall Activity Guide is now available, physical guides distributed at community resource centers and facilities throughout the city. Fall Guide covering programs and events August – November.
- Ongoing Promotional Advertisement Fall and Early Winter Activities and Programs.

## **PARKS AND RECREATION BOARD**

### **DIRECTOR'S REPORT**

**October 17, 2023**

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#### **RECREATION UPDATES:**

##### **Bayview Community Center**

- Bayview Park was named Best of the Coast for Best Pet Friendly Park and Best Public Park.
- 8 private events or facility rentals
- 4 community events
  - Saturday, October 7<sup>th</sup> Bands on the Bayou featuring DLP. Music begins at 6:30pm. For additional information, visit [www.bandsonthebayou.com](http://www.bandsonthebayou.com).
  - Friday, October 13<sup>th</sup> Big Screen on the Bayou featuring Shrek. There will be pop-up vendors, movie trivia, and food trucks on-site. The movie rolls at 6:30pm.
  - Sunday, October 15<sup>th</sup> Pregnancy and Infant Loss Remembrance an event sponsored by Escambia County Healthy Start Coalition. The public is invited to participate in a special ceremony that will begin at 6pm.
  - Sunday, October 29<sup>th</sup> Fall Festival and Trunk or Treat sponsored by Devotion Church. Festivities will be from noon to 2pm.

##### **Bayview Senior Center**

- On October 3<sup>rd</sup> Seniors can Tour the Quina House Museum and have lunch at Hub Stacey's.
- October 6<sup>th</sup> Outreach Program with Sacred Heart Catholic School 8<sup>th</sup> graders and Friday Pickers joining together.
- October 17<sup>th</sup> Casino trip to Biloxi.
- October 23<sup>rd</sup> United Way Health Fair.
- October 26<sup>th</sup> Parkinson's Education Event.
- October 30<sup>th</sup> Halloween Movement and Meditation Class.
- October 30<sup>th</sup> Annual Halloween Chili Cookoff and Costume Contest.
- October 31<sup>st</sup> Lunch N Learn on Marketplace Information regarding insurance.
- Bayview Senior Center continues to be rented seven days a week by SS Dixon Intermediate School for rehearsals of the of Xanadu Production for the upcoming Foo Foo Festival at the University of West Florida.

##### **Cobb Community Center**

- Trunk or Treat on Friday, October 27<sup>th</sup> starting at 4:30pm.
- Youth Basketball Camp takes place on Tuesdays, Wednesdays and Thursdays starting at 4pm.

## **PARKS AND RECREATION BOARD**

### **DIRECTOR'S REPORT**

**October 17, 2023**

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- City Basketball League will begin team registration November 6<sup>th</sup>.
- Reading with a Purpose takes place on Tuesdays and Thursdays for all After School participants.
- CDAC offers tutoring and homework help Monday through Friday from 2pm to 4pm.
- Valerie's House is on-site Wednesdays from 4pm to 5pm.
- Mess Hall brings STEM opportunities to After School kids Wednesdays at 4pm.

#### **Fricker Community Center**

- Alpha Elite Youth Basketball registration starts October 1<sup>st</sup> for ages 5-14.
- Golden Girl's Senior Program has really been a hit. One of the opportunities for seniors is BINGO on Mondays. Thanks to Jeremy Street's positive energy and enthusiasm, Monday morning bingo appears to be a hit!
- On October 21<sup>st</sup> there will be a Table Tennis Tournament offered by the City of Pensacola Table Tennis Club. This is an all-day tournament on Saturday, October 21<sup>st</sup>.
- Trunk or Treat will be at Fricker October 31<sup>st</sup> from 6pm-8pm. The event will be emceed by Sonshine with 106.1FM. The event will take place in the parking lot and is free for all. Costumes are encouraged.
- CDAC offers the PATTS Enrichment Program. After School participants have benefitted from this opportunity.
- Gibson Learning Center Preschool holds monthly parent-teacher conferences at the facility.
- Attucks Court Tennant Association has monthly meetings in the center.
- Narcotics Anonymous has started a meeting group at Fricker.

#### **Gull Point & East Pensacola Heights**

- Two FREE Halloween events this month at Gull Point:
  - Senior Potluck & Costume Contest Thursday, Oct. 26<sup>th</sup>
  - Trunk or Treat & Haunted Hallway – Friday, Oct. 27<sup>th</sup>
- Chair Aerobics on Monday, Wednesday, and Friday is thriving with an average of 35 participants each class.
- East Pensacola Heights has 6 rentals for the month of October.
- Pensacola Sings starts this month – currently 7 are enrolled for this FREE children's choral program.

## **PARKS AND RECREATION BOARD**

### **DIRECTOR'S REPORT**

**October 17, 2023**

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#### **Outdoor Pursuits**

- October 20<sup>th</sup> and 21<sup>st</sup> there is an overnight kayaking and backpacking trip offered to adults through our adult outdoor programming.
- 6 Adopt A Spot Projects.
- 3 Volunteer Projects.
- 2 Eagle Scout Projects.

#### **Sanders Beach-Corinne Jones Resource Center**

- October has 16 facility rentals.
- October 5<sup>th</sup> Choral Society of Pensacola WORDS opening season performance.
- October 6<sup>th</sup> Jazz Fest Kick Off Party.
- October 11<sup>th</sup> City Health Fair returns bigger and better than ever.
- October 13<sup>th</sup> Pensacola Children's Chorus Italiano Fundraiser.
- October 14<sup>th</sup> Community Event with a midnight showing of Rocky Horror Picture Show movie.
- October 26<sup>th</sup> Baptist Healthcare Women's Foundation has their annual Fashion Show Fundraiser.
- October 27<sup>th</sup> will be our Halloween community dance followed by a midnight showing of Rocky Horror Picture Show movie, all free to the public.

#### **Woodland Heights Community Center**

- After School Program continues to see growth in numbers, with 55 campers currently enrolled in the program.
- October 9<sup>th</sup> at 9am Community Health of Northwest Florida will offer a Dental Presentation.
- Starting October 10<sup>th</sup> Pensacola Sings will be at the center every Tuesday. Students will learn to sing from 4:45pm to 5:45pm. Offered to grades 1-12 free of cost.
- October 21<sup>st</sup> the facility will have a Healthy Halloween Fair from 11am-4pm.
- October 28<sup>th</sup> from 5pm to 7pm there will be the Annual Halloween Haunted Hallway. Kids will have to make it from beginning to end to reap the benefits of the reward...candy!



# City of Pensacola

222 West Main Street  
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## Memorandum

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**File #:** 23-00771

Parks and Recreation Board

10/17/2023

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**SUBJECT:**

OUTDOOR PURSUITS - PAUL PIPES



# City of Pensacola

222 West Main Street  
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## Memorandum

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**File #:** 23-00772

Parks and Recreation Board

10/17/2023

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### **SUBJECT:**

DISCUSSION ITEM - BAY BLUFF PARK



# City of Pensacola

222 West Main Street  
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## Memorandum

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**File #:** 23-00774

Parks and Recreation Board

10/17/2023

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**SUBJECT:**

DISCUSSION ITEM - MASTER PLAN