



City of Pensacola

222 West Main Street
Pensacola, FL 32502

Meeting Minutes 3 - Draft

Parks and Recreation Board

Thursday, October 20, 2022

8:00 AM

Hagler-Mason Conference Room

Members of the public may attend the meeting in person. City Council encourages those not fully vaccinated to wear face coverings that cover their nose and mouth.

CALL TO ORDER

ROLL CALL

- Present** 6 - Chairperson Rand Hicks, Renee Borden, Antonio Bruni, Alejandra Escobar-Ryan, John Jerrals, and Michael Wolf
- Absent** 3 - David Del Gallo, Leah Harrison, and Morgan Tufto

APPROVAL OF MINUTES

MINUTES OF SEPTEMBER 15, 2022 PARKS AND RECREATION BOARD

Attachments: [22-9-15 Minutes Unapproved](#)

Approve with Conditions: Member Del Gallo to be marked as absent at September meeting.

A motion was made by Borden, seconded by Jerrals, that this Minutes be approved with conditions. The motion carried by the following vote:

Yes: 6 - Chairperson Hicks, Borden, Bruni, Escobar-Ryan, Jerrals, and Wolf

Absent: 3 - Del Gallo, Harrison, and Tufto

DIRECTOR'S REPORT

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Attachments: [22-10-20 Director's Report Parks and Recreation Board](#)
[22-11-17 Restroom Location](#)

Chairperson Hicks asked board members if they had any questions concerning the Director's Report.

Member Esobar-Ryan commented she had received feedback on the new playground in Bayview Park. Member Esobar-Ryan inquired how the design of new playground equipment is chosen and how can board, and public be more involved in the planning process. Director Stills stated his

staff accesses the needs in the park as to what amenities are to be installed and that the department's goal is to have each new playground equipment more ADA compliant.

Chairperson Hicks inquired about the location of the permanent restrooms at Veterans Memorial Park. Director Still stated he has not received any updates.

Deputy City Administrator, Forte spoke that he had recently met with the foundation; although the funding has not been secured, the plans will be submitted next week for review and permitting. The restrooms will be built on southeast corner of stormwater pond. Chairperson Hicks inquired who is the architect for project. Deputy City Administrator, Forte stated Mark Lipe, who is located in Milton Florida. Parks and Recreation board members requested to have the architectural plans and civil plans available to review. Deputy City Administrator, Forte stated that he would inquire if the architectural firm would be available to present to board.

Member Bruni shared his concern regarding sign permits. Discussion followed.

Chairperson Hicks shared with the board the unveiling for the Julian Olsen bust, who founded of Parks and Recreation Program for the City, was a great event.

STAFF REPORTS

BUDGET REPORT - KENDRA WEEKLEY

Attachments: [Board PR All Funds Financial Summary Q4](#)

Planning and Budget Specialist, Weekley brought before the board a report that reflects the financials for the 4th quarter with a three-year comparison. Planning and Budget Specialist, Weekley reported that revenue is up, and some expenditures were over but will balance at end of year.

*Member Borden asked about the athletic funding and where it is represented on report. Planning and Budget Specialist, Weekley reported it is the Recreation/Athletic Fund. Member Borden asked which athletic programs are included in the total, for example, the out-sourced programs that operate with the MOU's. Planning and Budget Specialist, Weekley reported that revenue has not been received since last discussion. Director Stills stated that the new checklist and the new MOUs are still in the process of engaging with the out-sourced vendors and the in-kind contributions will not be reflected on these financial reports. Member Borden asked that the board receive a spreadsheet that shows a

breakdown of those numbers. Director Stills added that the spreadsheet will be made available to the board on an annual basis.

AMENDMENT TO THE PARKS AND RECREATION FEE SCHEDULE FOR FY23 - TONYA BYRD

Recreation Superintendent, Byrd spoke on behalf of the legislative council item regarding the amendment to the Parks and Recreation fee schedule for Fiscal Year 2023. Recreation Superintendent, Byrd explained that in January 2022 the fee schedule changes had been submitted as part of the proposed budget preparation for fiscal year 2023. This change was needed to recover the direct cost related to the programs. The fee schedule changes were erroneously omitted when the budget documents were updated during the preparation process. Parks is presenting to City Council so we can amend the fee schedule in the budget documents.

MARKETING REPORT - DEJA DOWDELL

Director Stills shared with board members that he attended his first movie in the park and attended the Halloween Contest at the Osceola Golf Course as a judge for best costume.

Marketing Coordinator, Dowdell presented to board a broad overview of marketing activities for Parks and Recreation Department. Marketing Coordinator, Dowdell shared with the board members that her responsibilities include brand visibility, recognition, and public awareness to ensure that the initiatives that the board members and council members recommend and vote for are made aware and that those resources are available to the public. This broad overview will help the board members to know what resources are available so when meeting with community they are familiar. The annual marketing budget operates with \$105,000.00 which is split up into 4 different funds: Office of Director, Community Maritime Park, Recreation, and Golf. Promotional advertising is the majority of what marketing entails e.g., designing fliers, working with advertisement partners to advertise and promote our events and programs. Traditional mediums that are utilized is the activity guide that is released 3 times a year, also television commercials, regular radio appearances, and write ad scripts. New promotional advertisement has now evolved to digital advertisement e.g., Facebook ads and QR codes. Community Partnerships help with event prizes through in-kind donations. Community Partnerships also give cash donations and that goes towards the cost of the event. Website management features playpensacola.com, press releases, news flashes, as well as art venture. Social media is the best way to reach out to the public.

Marketing Coordinator, Dowdell shared with board members that the Day

of Play will take place on November 5th. This is a direct partnership with Florida Department of Health to promote their initiative for 5210 which is 5 or more servings of vegetables a day, 2 hours or less of screen time activity, 1 hour of outdoor time activity, and 0 sugary drinks.

Member Bruni inquired who coordinates the Movies in the Parks. Marketing Coordinator, Dowdell responded that she and Special Events Supervisor, Gray work together. Special Events Supervisor, Gray provides the dates, and she will work with partners who are interested. Sponsorships covers the cost of the rental for the screen set-up with vendor. Member Bruni inquired as to how the location of park is selected. Marketing Coordinator, Dowdell responded that Special Events Supervisor, Gray will know what location is available.

Director Stills shared with board members that the staff is working on having a drive-in movie at Community Maritime Park sometime during the Christmas holidays which will show the Elf movie.

NEW BUSINESS

PROPOSED ORDINANCE AMENDING SECTION 6-3-2 - PROHIBITING SMOKING AND USE OF VAPOR-GENERATING DEVICES WITHIN CITY OF PENSACOLA PARKS

Attachments: [Amending 6-3-2 Prohibiting Smoking and Use of Vapor-Generating Devices in Parks](#)
[Amending 6-3-2 Prohibiting Smoking and Use of Vapor-Generating Devices in Parks and Grammatical Amendment Clarifying \(a\) Revised Part II of chapter 386, Florida Statutes](#)

Chairperson Hicks asked board members if they had any questions regarding the legislative action item being sponsored by Council Person, Casey Jones proposing an ordinance amending Section 6-3-2 -prohibiting smoking and use of vapor-generating devices within the City of Pensacola parks.

Member Borden asked who would enforce the ordinance. Chairperson Hicks stated it would be the City Police Department that would enforce.

Director Stills stated that amending this ordinance brings public awareness and the availability to then enforce the ordinance.

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

Yes: 4 - Chairperson Hicks, Bruni, Escobar-Ryan, and Jerrals

No: 2 - Borden, and Wolf

Absent: 3 - Del Gallo, Harrison, and Tufto

PARK AMENITY DEDICATION REQUEST - HONOR MYRA J WILLIAMS

Attachments: [Park Amenity Dedication Request - Honor Myra J Williams](#)

A motion was made by Wolf, seconded by Jerrals, that this Minutes be Approved. The motion carried by the following vote:

Yes: 6 - Chairperson Hicks, Borden, Bruni, Escobar-Ryan, Jerrals, and Wolf

Absent: 3 - Del Gallo, Harrison, and Tufto

PARK AMENITY DEDICATION REQUEST - BRONZE BUST FERDINAND PLAZA

Attachments: [Park Amenity Dedication Request - Bronze Bust Ferdinand Plaza](#)

Chairperson Hicks invited Sean Linezo to come forward and present to the board his request to place a monument in Ferdinand Plaza. Sean Linezo introduce himself as a local artist and stated he is affiliated with School House for Reimaging Education. The general idea of placing a monument in Ferdinand Plaza was to have an equal sized bust of Andrew Jackson and the Seminole War Leader, Osceola strategically placed 20 paces away at eye level as if the two were in a staring duel. The idea is each statue still stands alone and represents each of the men separately and equally, but when seen together in relation to each other and engaging in a staring contest they are representing opposing views. Sean Linezo stated he had presented to City Council in 2020 and the general concept was supported by Mayor Robinson and that he welcomed the bust because it was adding to history instead of removing a statue to erase history but was uncertain if Osceola was relevant to local history. Another consideration is Creek Indian Chief Alexander McGillivray, a famous Creek leader who is buried at the Panton House located on Spring Street but, there is no story between the two men. After doing more research, the perfect representation would be Milly Francis, known as the Creek Pocahontas. Legend says that she is the woman on the seal of the Florida State flag. She is Alexander McGillivray great niece and the first women to receive a medal of honor from US Congress for saving the life of a soldier. She presumably witnessed the 1818 execution by hanging of her father by Andrew Jackson.

Chairperson Hicks asked Sean Linezo to come back to the board December 15th with a more precise concept for the request. Member Wolf volunteered his time to assist with drafting a sketch for the proposed bust of Milly Francis.

PARK AMENITY DEDICATION REQUEST - PARK BENCH BARTRAM PARK

Attachments: [Park Amenity Dedication Request - Park Bench Bartram Park](#)

Chairperson Hicks asked board members if they had any questions/comments regarding the park amenity dedication request to honor Louise Holliday Holden with placing a park bench in Bartram Park.

A motion was made by Bruni, seconded by Wolf, that this Minutes be Approved.

The motion carried by the following vote:

Yes: 6 - Chairperson Hicks, Borden, Bruni, Escobar-Ryan, Jerrals, and Wolf

Absent: 3 - Del Gallo, Harrison, and Tufto

(5 MINUTE BREAK)

UNIVERSITY OF WEST FLORIDA - NEEDS ASSESSMENT WORKSHOP

Attachments: [22-10-20 UWF-COP Needs Assessment 2023](#)

Chairperson Hicks began the workshop for UWF/COP Needs Assessment 2023 stating that the Parks and Recreation Department would like to enter into an agreement with University of West Florida to assist the department with a needs assessment. The 2023 Needs Assessment will develop an overview of the park system. Representing the University of West Florida is Dr. Song from the Sports Management Department who was instrumental in the success of the Needs Assessment in 2016.

Dr. Song addressed the board stating he greatly appreciated the opportunity to meet the Parks and Recreation staff and board members. Dr. Song stated he will take a moment to clarify his role. He will assist the Parks and Recreation staff to organize the data information and make analysis based on the outcome of the inventory of resources. He will have a graduate student to help organize the interns and students who will be assisting in collecting data information. This assessment will be more comprehensive than last which only included the community parks. First is to determine the goal objective. Start by inventorying the resources, build on the last assessment to see the current status and then benchmark input from Parks and Recreation Superintendents.

Recreation Superintendent, Byrd shared with the board members that the last assessment fell short of not evaluating the community centers and the athletic fields. It would help from a programming standpoint that this needs assessment show the benchmarking of programs at the centers and what the numbers can be, should be and what the public wants. IT department may be able to assist in giving the number of hits on the registration

website page to see how many people who were interested in registering but were unable to due to it being filled.

Approve an agreement with University of West Florida for a Needs Assessment

A motion was made by Borden, seconded by Wolf, that this Minutes be Approved. The motion carried by the following vote:

Yes: 6 - Chairperson Hicks, Borden, Bruni, Escobar-Ryan, Jerrals, and Wolf

Absent: 3 - Del Gallo, Harrison, and Tufto

OLD BUSINESS

OPEN FORUM

Mr. Hayne Haigler Jr. came forward to present to the board members a presentation regarding the Roger Scott Tennis Center Improvement project. Mr. Haigler presented data comparing the cost and life expectancy of asphalt vs post tension concrete.

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.