



City of Pensacola

Parks and Recreation Board

Unapproved Meeting Minutes

May 16, 2019

8:00 am

Whibbs Conference Room

Members Present: Paul Epstein (Chairperson), Antonio Bruni, David Del Gallo, Alejandra Escobar-Ryan, David Forte, Gabriela Garza, Leah Harrison, Rand Hicks, Maranda Sword

Members Absent: None

City Staff Present: Brian Cooper (Parks and Recreation Director), Kim Carmody (Recreation Superintendent), Cheryl Fox (Athletics Superintendent), Nikki Gray (CMP Special Event Supervisor), Bill Kimball (Parks Superintendent), Melinda Meola (Budget and Accounting Manager), Paul Pipes (Outdoor Recreation Coordinator), Brock Sakey (Tennis Director), Adrian Stills (Golf Course Manager), Heidi Thorsen (Assistant to the Director), Tonya Vaden (Marketing Coordinator)

Others Present: Anthony Caldwell, Dottie Dubuisson, Krista Hobgood

CALL TO ORDER - 8:01 by Chairperson Epstein.

ROLL CALL - An oral roll call was taken.

APPROVAL OF MINUTES

Member Garza made a motion to approve the minutes of the April 18, 2019 meeting. Member Del Gallo seconded. The minutes were approved.

DIRECTOR/STAFF REPORTS

To inform the Parks and Recreation Board on the different aspects of the Parks and Recreation Department, Director Cooper asked each manager make a presentation highlighting their division.

Osceola Golf Course – Adrian Stills

- Osceola Golf Course is 93 years old. It is part of the Florida Historic Golf Trail.
- They host about 40 tournaments per year. The Divot Derby is one of the oldest junior golf tournaments in the state.
- The First Tee, a national golf instruction and life skills program meets at the Golf Course. The course has about 450 participants per year.
- Several high schools utilize the course for practicing.
- The Clubhouse has been revamped and is host to quite a few weddings.
- The Morning Gang has been going for thirty-eight years.
- The Golf Course is also available for other types of events such as track meets, drone races, fitness classes, and outdoor concerts.
- The High Schools are not charged for regular practice, but they are charged for championships.

Roger Scott Tennis Center – Brock Sakey

- The Tennis Center has 18 hard courts and 10 clay courts, ProShop that is not affiliated with the Tennis Center, a hitting wall, and they now have a beer and wine license.
- Their Ladies Tennis League has 23 teams with 325 players. The Under the Hill league has about 150 men aged 50 and over.
- The United States Tennis Association (USTA) also offers leagues for various levels of play.
- They host various tournaments throughout the year including the Pink Ribbon Ladies Tournament, and the Bud Light Tournament.
- They offer both private and group instruction, and mixers.
- Red, Orange, Green Junior Tennis Instruction is a way of introducing children to the game. The program uses different balls, smaller courts and nets, to allow children to progress as they mature.
- Pensacola Sports sponsors Racquet Round-Up each summer, which introduces 250+ juniors to the game. The event has been hosted by Roger Scott Tennis Center for over 20 years.
- They offer Summer Camp. The hours have been made longer to help the parents.
- Since the Gulf Coast Tennis Group has taken over, they have made a few improvements –
 - Offering more tournaments,
 - Remodeled the outside patio
 - Remodeled and painted the inside clubhouse
 - Cleared some bushes for safety
 - Added a couple of events to benefit local children in need
- There is a group who is actively meeting trying to get the courts redone. When the courts are redone, the hope is that the Pensacola Open Wheelchair Tournament will return.
- They offer 39 different types of memberships.
- The pro's go to other tennis courts where underprivileged children may be and introduce them to the sport.

Budget and Finances – Melinda Meola

- Budgets are developed at a fixed point in time.
- The City runs on a fiscal year of Oct 1 through Sep 30.
- The City finances are organized in Funds with the following used by Parks and Recreation: General, Golf, Recreation/Athletics, Tennis, and Maritime Park.
- "Although the budget document is developed at a fixed point in time, and identifies a work plan for a specific period of time, the budget process is fluid." Changes can be made throughout the year to cover unexpected expenses within limits.
- The last two quarters are the most active in the Recreation Fund, but Tennis and Golf are more active in the Spring and Fall.
- Questions were raised about CMP and CRA as part of Parks and Recreation Budget. We handle parts of each, but other departments of the City handle parts of the budgets for those areas as well.

Marketing – Tonya Vaden

- Coordinator Vaden covered where and how we advertise which include radio stations, magazines, newspapers, Activity Guides, flyers, website, newsletters, and social media.
- The PlayPensacola website was just recently redeveloped. We have about 45000 page views annually.
- We have a heavy Facebook presence. We are still trying to find our niche for Twitter.
- She has several of the Community Center employees who are willing to help with Special Events.
- Once a month she does a PEP Talk Show (Pensacola Expert Panel) radio show on 92.3.

- We have more than \$46,000 in-kind and media sponsorships, and over \$27,000 in cash sponsorships.
- We do not have any advertising lease space at our parks, but we do offer some at the Golf Course and Tennis Center.

Permitting/Parking/Community Maritime Park Events – Nikki Gray

- Last fiscal year we permitted about 205 events. Every year this number increases.
- There were about 57 events at the Community Maritime Park with attendance between 100 and 10,000 per event. Several events have moved from downtown parks to the Maritime Park.
- We offer a parking program for non-profits at each of the Blue Wahoos home stands. Last year the non-profits earned \$8,700.00 (10% of total parking revenue), and generated nearly \$7,000.00 in tips.
- Do Birthday parties have to be permitted, and is there a cost? Most parties are on a first come, first served basis as long as they fall within the guidelines.

Athletics – Cheryl Fox

- Superintendent Fox mentioned her staff, athletics and ball field maintenance.
- The City offers several different type of youth sports programs including soccer, basketball, T-Ball/Baseball, Football/Cheerleading, and Girls Volleyball.
- The fields host several tournaments throughout the year.
- There are several Summer Camp possibilities as well.
- Adult programs include men's softball, co-ed softball, kickball, and men's flag football.
- The City hosts several adult tournaments throughout the year.
- Every September the City offers Senior Games.
- There will be some new programs coming soon.
- The swimming pools will open for the summer at the end of May.
- There is no cap for youth programs, anyone who wants to play can play.
- There are separate fees for City residents versus non-City residents.

Recreation – Kim Carmody

- Pages 8-23 of the Play Book list the recreation opportunities.
- Superintendent Carmody mentioned the benefits of play.
- Which programs are incorporated in the Centers? The communities actually make the decision, where the Center is located, what the community wants and attends, and is able to pay for.

Parks – Bill Kimball

- Three branches of the Parks division are Parks Crew, Trash Crew, and Tree Crew
- The Parks Crew maintains 93 parks, 45 right of ways and open spaces, 600+ acres of park/open space, 58 parks with playgrounds, and 23 outdoor basketball courts.
- The Trash Crew collects 110 areas of the City, with 1,600 cans dumped weekly.
- The Tree Crew is responsible for all tree trimming and removal in City parks and Right of Ways for the entire City. They oversee the City's tree ordinance.
- Superintendent Kimball gave a quick overview of the tree ordinance.
- We do not have a certified arborist, but we have access to a couple.
- We do not offer recycling in most of our parks at this time. The ones that we have usually get mixed with trash so they can't be recycled.
- Utilities have different rules, but their rules are included in the tree ordinance.

- Due to the number of parks, it is impossible for the Parks Crew to find all of the insect problems in all of the parks, so they rely on 311 and any other notifications they receive. They are handled as soon as the crew is made aware of the issue.

Volunteer/Outdoor Pursuits – Paul Pipes

- Since 2010 the Volunteer program has had over 7,200 volunteers, and had more than 30,000 hours donated.
- In 2018 89 park projects were completed along with four special events. They do anything from trash pickup, painting, trimming, etc.
- Several groups are active volunteers – Keep Pensacola Beautiful, Ocean Hour, and Eagle Scouts.
- Several types of summer camps are offered – beginning and advanced fishing camps, stand-up paddle board/kayak, adventure, fishing/archery, and introduction to outdoor survival skills.
- Coordinator Pipes is very beneficial at getting various grants to help defray the costs of the different programs offered.
- Underprivileged children are also being introduced and included in some of these camps.

OLD BUSINESS

- Naming of Bayview Community Center will be moved to next month.

OPEN FORUM

- No one spoke

ADJOURNMENT – 9:27 am