

RECREATION ADVISORY COMMITTEE MINUTES

Tuesday, June 9, 2009
1:00 p.m.

1. Call to order

Chairman Johnson called the meeting to order at 1:00 P.M.

2. Roll Call

Present: Chairman Wendy Johnson, Bud Cherry; Bill Ritchie, Public Services
Director Steve Hallock, Pamala Prell, Deputy City Clerk

Absent: Scott Seubert; Gregory Premier

3. Recreation and Pool Fees

Ms. Johnson reported that this meeting is being held because of the proposed budget cuts, specifically the closing of the pool for 5 months during the winter. She reported that there were three stakeholder meetings held regarding the pool fees and its hours of operation. The stakeholders developed a survey to ask the residents and pool users what they like and dislike about the pool.

Ms. Johnson stated the operational costs, revenue and pool hours were discussed by the stakeholders and that about 500 people were sent surveys and 50 were returned. She felt there needed to be marketing done that would make the Community Center and Pool a "Regional Facility". She stated that the citizens of St. Pete Beach can not financially support the pool and that the pool is under utilized. She felt that if the hours are cut during the winter that will cause a loss of membership for the entire Community Center and send it into a "death spiral".

There was a general discussion regarding marketing the pool by using face book, posters, twitter, etc. That 90% of people have access to email and the brochure is every expensive and takes lots of staff time to prepare. Ms. Johnson suggested that the Recreation Division seed a vendor to donate a web site just for the Community Center and pool.

There was a general discussion regarding the hours of operation, lap swims, special events, pool parties, volley ball, adult pool programs and having a constant water temperature all year round.

Ms. Smith provided the board with a draft ordinance which included the fee schedule and she also provided a list of the proposed hours of operation for the pool. The Committee agreed to set the non-resident rate at \$50 which is a reduction from the current \$100 fee.

A suggestion to solicit for private donations to raise \$20,000 to keep the pool open and to purchase solar covers. Recreation Staff purchased five used solar covers from other pools but they do not fit our pool.

Mr. Cherry raised the issue of the various types of punch cards.

Mr. Hallock reported that local governments are struggling in this economy and they are all making cuts and the Recreation Division which is a revenue source, is facing a major cut by proposing to close the pool in the winter months to save electricity and staff time.

Ms. Johnson suggested that the new pool hours and fees schedule be presented to the City Commission, at their June 23, 2009 meeting.

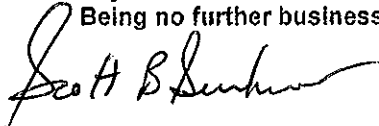
Ms. Johnson made a motion to recommend that the City Commission adopt the new pool hours and fee schedule as presented by the Recreation Staff and that we all work together to develop a marketing plan for the Community Center and the pool. She amended the motion to include the deletion of the \$10 swim punch card. Mr. Cherry seconded the motion; the motion was approved by a unanimous roll call vote.

Deputy City Clerk Pam Prell explained the "Open Public Meeting Rules" and Sunshine Law, as it relates to private discussions with individual City Commissioners. She informed the Committee that they could not "poll" the Commissioners and share that information with other members of the Commission, which is considered "conduit". She also informed the members that they can hold meeting outside of the Commission Chambers (even with just two members -- but no action can be taken) if the meetings are properly noticed (at least 24 hrs prior) and the public is invited to attend.

The Committee agreed to set a Stakeholders Meeting for June 16, 2009 at 11:30 a.m. in the Community Center to talk about marketing.

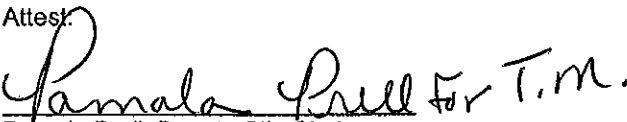
4. Audience Comments
There were none.

5. Adjournment
Being no further business, the meeting was adjourned at 2:30 p.m.



SCOTT SEUBERT FOR WENDY JOHNSON
Wendy Johnson, Chairman

Attest:



Pamala Prell for T.M.
Pamala Prell, Deputy City Clerk