

RECREATION ADVISORY COMMITTEE

MINUTES

May 1, 2012

9:00 a.m.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PRESENT:

Scott Seubert, Vice Chairman
Bud Cherry, Member
Gregory Premer, Member

ABSENT:

Carol Walker, Member
Lenny Stamos, Member

ALSO PRESENT:

Jennifer McMahon, Recreation Director
Mandy Edmunds, Program Coordinator
Suzanne Greenfeld, Aquatics Coordinator
Kelley Poole, Marketing Leader
Pamala Prell, Deputy City Clerk, MMC

1. Changes to the Agenda

There were no changes to the agenda.

The Committee agreed to consider the selection of Chairman and Vice Chairman at their next meeting.

2. Audience Comments

There were no audience comments.

3. Approval of Minutes

a. February 7, 2012

Member Premier made a motion to approve the minutes of February 7, 2012, as written. The motion was seconded by Member Cherry and unanimously approved by a voice vote.

4. Action Items

There were no action items.

5. Items for Discussion

a. Program Brochure

Marketing Leader Kelly Poole provided several samples of brochures to the members, advertising the Community Center programs, and asked for their input on what type of brochure to use.

The Committee was in agreement to place a PDF version of a 16 page brochure on the Community Center's web site and to publish a two page flyer in the Tampa Bay Times listing the programs.

b. 3rd Quarter Programs and Financial Forecast

Director Jennifer McMahon reported that summer camp registration is underway and that they will also be offering ten half-day camps, separate from the summer camp.

Director McMahon stated that she is seeking grant funds from the U.S.A. Tennis Association for improvement to Lazarillo Tennis Courts and hopes to hold sponsored tournaments there. She advised that she received a \$1,500 grant to purchase equipment for the quick start tennis campaign to help children learn how to play.

Director McMahon advised they are now offering the Upham Room as a rental facility and there is a new morning program for pre-school age children at the pool. She also reported that they will begin offering rentals at the Community Center during the dive-in movies.

c. Facility Volunteers

Director McMahon stated that she was in the process of seeking volunteers to help answer phones and assist with the front desk at the Community Center. She asked the members to spread the word that she is seeking volunteers.

d. Non-Profit Rental

Marketing Leader Poole asked the committee if they would consider providing a reduced rental rate to non-profit groups. The committee was in agreement to offer lower rates as long as it did not have a negative impact on the annual revenues. Member Cherry stated that he did not think that any organization should have a rate lower than the resident rate.

e. Land Holiday Parade

Director McMahon provided the Committee with the costs to provide the holiday land parade and stated she is considering using the resources and funding to enhance the boat parade and eliminate the land parade. She stated that the land parade is not as well attended as the boat parade.

Member Seubert stated that he attends and participates in the land parade and felt that some residents might object to eliminating it.

The consensus of the committee was that if the parade was not worthwhile, due to the cost, they should consider using the resources and incorporate other events in Horan Park as part of the boat parade event.

6. Reports

a. Suntan Update Report – Pat Chase

There was no report.

b. 2nd Quarter Finances – Jennifer McMahon

Director Jennifer McMahon reported that the revenues are up from last year in all areas. She stated that they should receive their projected revenues for this fiscal year and may even exceed them.

Member Seubert suggested that the revenue comparison reports be posted on the Community Center's web site.

c. Programming Report – Mandy Edmunds

Program Coordinator Mandy Edmunds stated that the City's yard sale and the Music in the Afternoon events were well attended and that the Senior Excursion events were fully booked. She stated that Spring Break Camp was successful.

d. Aquatics Report – Suzanne Greenfeld

Aquatics Coordinator Suzanne Greenfeld reported that the Underwater Egg Hunt was very successful and that the dive-in movies would be offered again this summer along with a Splash and Dash event. She stated that they are offering a 50% discount on annual pool memberships during the months of June and July. She also stated that the new solar blankets worked well this winter and that the water feature in the pool was painted.

e. Rental Report – Kelley Poole

Marketing Leader Poole reported that the Summer Camp theme this year is "Passport to Summer Fun" and explained that each participant gets a passport including his or her photo and they can collect stickers during the summer as a keepsake. Ms. Pool reported that there were 13 rentals for the Boca Ciega Room, 14 for the Warren Webster Building, 23 park rentals and 51 free events, including City sponsored events.

Member Cherry pointed out that the web site for Trip Advisors was a good place to market the Community Center for the tourists.

f. Next Meeting Date

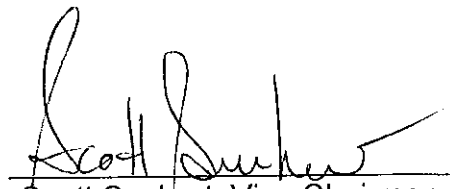
The Committee agreed to hold their next meeting on August 21, 2012 at 9:00 a.m.

7. **Adjournment**

There being no further business to come before the committee, the meeting was adjourned at 10:15 a.m.

Attest:


Rebecca C. Haynes, City Clerk


Scott Seubert, Vice Chairman

Minutes approved on: 8/21/12