

RECREATION ADVISORY COMMITTEE

MINUTES

August 21, 2012

9:00 a.m.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PRESENT:

Bud Cherry, Member
Gregory Premer, Member
Carol Walker, Member
Lenny Stamos, Member

ABSENT:

Scott Seubert, Vice Chairman

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.

2. Audience Comments

There were no audience comments.

3. Approval of Minutes of May 1, 2012

Member Walker made a motion to approve the May 1, 2012 minutes, as written. The motion was seconded by Member Cherry and unanimously approved by a roll call vote.

4. Action Items

There were no action items.

5. Items for discussion

a. 4th Quarter Programs and Financial Forecast

Recreation Director Jennifer McMahon gave a brief overview of the new classes held during the 4th quarter and pointed out that the after school care program has more participants than it did last year.

b. October Concert Series

Director McMahon gave an overview of the October Concert Series and stated that the main sponsor of the concerts is the Post Card Inn. Director McMahon reported that a Disc Jockey has been added to the concert events and four local civic groups will be assisting with the concerts.

c. Holiday Events

Director McMahon reported that the land parade has been discontinued due the cost of overtime. Director McMahon advised that other holiday activities, including a Florida Santa, will be held in Horan Park prior to the boat parade.

6. Reports

a. Suntan Update Report

Director McMahon reported that the Suntan Art Center was awarded the Florida Recreation and Parks Association (FRPA) Corporate Support Award and will be accepting the award on August 30, 2012 in Orlando at the annual FRPA conference. Director McMahon explained that the Suntan Art Center received the award for their efforts in managing the Don Vista Building for the City.

b. 3rd Quarter Finances – Jennifer McMahon

Director McMahon reported that the total revenue for the 3rd quarter increased by 13%; the operating expenses increased by 18%; the

cost recovery is 47% and would have been 49% without the payout for the retirement for the Recreation Administrator.

c. Programming Report – Mandy Edmunds

Director McMahon gave a brief overview of the summer camp program and pointed out that there were 86 kids enrolled and 53 kids enrolled in the half-day specialty camps.

Upon inquiry, Director McMahon reported that the house the City purchased near Egan Park was demolished but no other improvements have been made.

Upon inquiry, Director McMahon advised that she spoke to the Public Services Director about installing a kayak launch at Egan Park. Member Walker stated that a kayak launch would be beneficial to the residents.

Coordinator Mandy Edmunds gave an overview of the fishing derby, splash and dash, senior excursions, music in the afternoon, and the bike rodeo. Coordinator Edmunds reported that softball and basketball leagues are underway.

d. Aquatics Report – Suzanne Greenfield

Aquatics Coordinator Suzanne Greenfield gave a brief overview of the pool activities, including the underwater egg hunt, dive-in-movies, swim lessons, high school swim teams, scuba camp and lifeguard lessons. Ms. Greenfield pointed out that the number of rentals increased from last year, and during the half off sale for memberships, she sold 125 new memberships.

e. Rental Report – Kelley Poole

Marketing Leader Kelly Poole gave a brief overview of the facility rentals including hosting the Tampa Bay Beaches Chamber meetings, adding birthday theme parties and shower rentals.

Marketing Leader Poole reported that there were 18 rentals at the Community Center, 51 rentals in the Parks and 19 rentals at the Warren Webster Building and several private company rentals.

Member Stamos recommended that the beaches be utilized for some type of activities associated with the Community Center.

Director McMahon advised that the Friends of St. Pete Beach civic group has disbanded.

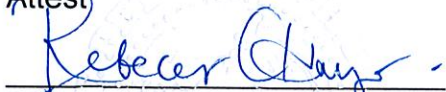
f. Next Meeting Date

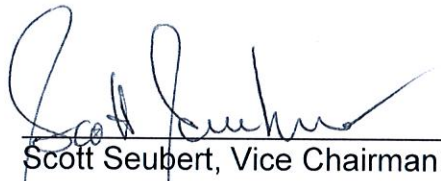
The Committee was in agreement to hold their next meeting October 23, 2012 at 9:00 a.m.

7. **Adjournment**

There being no further business to come before the Committee, the meeting was adjourned at 10:00 a.m.

Attest


Rebecca C. Haynes, City Clerk


Scott Seubert, Vice Chairman

Approved: 10/23/2012