RECREATION ADVISORY COMMITTEE

MINUTES

JANUARY 8, 2014

9:00 A.M.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PRESENT:

Carol Walker, Chairwoman
Scott Seubert, Vice Chairman (9:04 a.m.)
Lenny Stamos, Member
Gregory Premer, Member
Danielle Micklitsch, Member

ALSO PRESENT:

Jennifer McMahon, Director
Suzanne Greenfeld, Aquatics Coordinator
Mary Jo Murphy, Recording Secretary

1. Changes to the Agenda

Member Stamos made a suggestion that the American flag be moved to another location so the members' backs would not be facing the audience or add an additional flag in another location.

2. Audience Comments

There were no audience comments.

3. Approval of Minutes

a. February 20, 2013

Member Stamos made a motion to approve the minutes of February 20, 2013 as presented. The motion was seconded by Vice Chairman Seubert and unanimously approved by voice vote.

4. Action Items

a. None

5. Items for Discussion

Jennifer McMahon, Director, reported the following:

a. Spring Concert Series

There will be three concerts and 7-11 is sponsoring the Spring Concert Series. The concerts will be February 28th, 2014; March 28, 2014 and April 25, 2014. The April concert has been booked with the band The Black Honkeys.

b. Partnership with Corey Ave on Land Parade

The land parade for Christmas was partnered with Corey Avenue this year. Ms. McMahon is going to meet with the Corey Avenue merchant group to make plans for next year to improve the event after the parade. Some suggestions from the committee members for next year are as follows: Xmas carolers, choirs, marching band in the parade, Sunday afternoon parade opposed to Saturday and showing the movie "It's a Wonderful Life" in the park or the theatre.

c. New Gymnasium Floor

There is new Mondo Rubber Flooring in the gymnasium. The installation of acoustical panels is in process and the bottom half of the gymnasium has been painted.

A new Tip-N-Roll bleacher system has been purchased for the gym. When in use, the unit functions as bleachers. After an event, the bleachers can be tipped back and rolled to a storage area. As an added benefit, the bleachers can be taken to one of the City's parks for events if needed or used for swim meets at the pool.

A goal is to obtain a new scoreboard for the gymnasium and Ms. McMahon is going to put this in the budget for next year.

6. Reports

a. FY2013 End of Year Finances – Jennifer McMahon

Ms. McMahon gave a presentation on the FY2013 year-end finances. The Overall Total Revenue is up 42 percent for FY2013. First quarter finances for FY14 are as follows: Staff Led, $28,025; Fitness Room, $2,459; Pool Admission, $2,603 and Community Center Rentals, $67,982.

b. Programming Report - Jennifer McMahon

The After School Program maxed out last year at 50 and has increased this year to 65.

The SilverSneakers site has approximately 216 enrolled this year and averages 325 visits a month. The program seems to be a boost on the bottom line revenue and helps bring new people to the Community Center.

A youth Junior Magic Basketball League program has been started. It maxed out at 90 children.

Currently there is a men's softball league on Monday nights. The Wednesday night league was canceled.

Senior Excursions are every Friday. They are $12 for residents and $15 for nonresidents.

The St. Pete Beach Classic is in January and the numbers are up from last year.

The four October Concert Series were very well attended and successful.

The new program is Lego Robotics. Commissioner Parent is a mentor for this program. The children participated in a robot parade and won 1st place. They are now preparing for their next competition in March 2014.

Summer camps are a big reason for the increase in revenue. There were 374 weekly registrations over the course of the summer.

c. Aquatics Report – Suzanne Greenfeld

Suzanne Greenfeld, Aquatics Coordinator, reported that the attendance at the pool was up this past summer and gave an overview on the following: special events held at the pool, pool rentals, lessons, classes, teams and memberships.

d. Rental Report – Jennifer McMahon

Last year there was a total of 76 rentals at the Community Center, 125 park rentals and 26 Warren Webster rentals.

This past March Suntan Art Center celebrated their 50th year. Suntan Art Center's activities include: Sunday market between 9:00 a.m. and 2:00 p.m. each Sunday, "Run for the Arts" 5K, 100 Artists Art Shows and Summer Art Camp. This past October there was a new Memorandum of Understanding signed with Suntan for a flat monthly rate of $500 versus a commission and percentage rate.

Upcoming events will consist of the following: spring concert series, Splash N Dash in July 2014, possible renaming of the Boca Ciega Room to Morean Waterside and an increase in senior programming.

A copy of the Recreation Department FY13 Annual Report will be attached to the Recreation Advisory Committee's January 8, 2014 minutes for future reference.

e. Next Meeting Date

The Recreation Advisory Committee scheduled the next meeting date for April 30, 2014 at 9:00 A.M.

There was general discussion amongst the committee in reference to Secrets of the Sea doing a feasibility study for potentially using the prior police building; obtaining new water fountains for the St. Pete Beach parks; resurfacing of tennis facilities at Lazarillo Park, Hurley Park and Vina Del Mar Park and information on unique children's jungle gyms for parks.

7. Adjournment

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

Attest:

Rebecca C. Haynes, City Clerk

Carol Walker, Chairwoman

Minutes approved on: 9-9-2014