

PARKS AND RECREATION ADVISORY BOARD
REGULAR MEETING
CITY HALL – SECOND FLOOR – CONFERENCE ROOM
1000 CITY CENTER CIRCLE
PORT ORANGE, FLORIDA
OCTOBER 17, 2018 AT 5:00 P.M.

The Parks & Recreation Advisory Board was called to order by Chairman Wiles at 5:05 p.m.

Present: Jack Wiles
Maria Mills-Benat
Bobby Ball
Patricia Barraco
John Cameron
Julie Day
Michael Navarra
James Richard Jr
Mark Bowling

Absent: Robert Maxwell (Excused)

Also Present: Susan Lovallo, Park and Recreation Director
Peter Ferrara, Assistant Parks Director
Deanna Massey, City Clerk's Office

B. DISCUSSION/ACTION

2. Consideration of January 16, 2018 Minutes

Motion was made by Member Mills-Benat to approve the minutes for the meeting held January 16, 2018, Seconded by Member Cameron. Motion carried unanimously by voice vote.

3. Consideration of August 6, 2018 Minutes

Motion was made by Member Mills-Benat to approve the minutes for the meeting held August 6, 2018, Seconded by Member Cameron. Motion carried unanimously by voice vote.

4. Discussion on Park Partnerships

Susan Lovallo, Parks and Recreation Director, provided an overview on the current fee structure, the current park partners, and past contributions they have made to the City. She also touched on the program participation and the athletic facility revenue. There are very small windows right now for the public to rent these facilities. Ms. Lovallo discussed a pay as you go option which ranges from \$20.00 to \$30.00 an hour, which does not include the lighting,

concession, or the field preparation fees. The park partners currently have access to all of these options without the additional fees added on.

Chairman Wiles thanked all of the partners for attending and for all that they do for the kids. He asked to hear from the partners before the Board has a discussion.

Rachel Truxall, Port Orange Volleyball Club, stated they worked hard to get the numbers they have right now. If the fees are raised it would create a financial difficulty for them. They would really like sand courts in Port Orange but could not do so without a partnership.

Bill Fredettehuffman, Port Orange Soccer Club, spoke on the cost to their players. He stated almost 25% of their players are on scholarships.

Thomas Strickland, Port Orange Baseball Club, stated they are not seeing any profit; any money that is raised goes back to the players. He asked how the fees are broken down if the club shares the field. Ms. Lovallo stated the fees are broken down by the total prep time for the field and the total hours the club uses the field.

Rosalee Olazar, Port Orange Tennis Club, spoke on their program. She stated the players are charged \$10 per game but they also offer monthly programs and camps in the summer and winter months to bring in more revenue.

Ms. Lovallo spoke on the tennis program. She stated it is relatively new to the City.

Lilly Wiggins, founder of the Port Orange Stallions, stated the pay as you go option would create a hardship for their program. Many of their players cannot afford to live in the Port Orange area so they travel from different locations. Their program works with men ages 18 and older. The players pay \$250 each for the season, and their uniforms are included with that fee.

Vice Chairman Ball asked Ms. Lovallo her opinion on the Port Orange Stallions program. Ms. Lovallo stated the Stallions have been very attentive to the City, always keep the fields clean, and have been pleasant to work with.

Jake Johansson, citizen, stated for the majority of these clubs there is an intrinsic value to having players wear the Port Orange uniforms, which gives them a sense of pride. Most of these clubs have given back to the City which shows a true partnership and they make us a better City for it. He stated these clubs are making as much as they can in attempting to keep the fees as low as they can, along with looking for scholarships for their players.

Chairman Wiles stated the goal for the Board is to make sure there is a place for the programs to play. The City is collecting only 7% revenue from the partners but 30% from the Port Orange residents for cost recovery and that doesn't seem right. The City is only collecting \$24,000.00 in revenue from the partnerships. He stated if partnerships are eliminated altogether the downside would be it would cost more; the upside would be the City can go to using a rental agreement. There would be no need to do background checks on the coaches, no need for a formal agreement just a lease agreement and it would reduce staff time and issues with scheduling. He stated the current arrangement is not sustainable and changes need to be made.

Member Narvarra stated there are more benefits to partnerships.

Member Richard disagreed with Chairman Wiles. He spoke on everything that was made possible because of park partnerships.

Vice Chairman Ball understands both sides and is torn. He spoke on some of the positives to having partnerships and how it can benefit the kids in Port Orange. He stated there are some programs where the partnership works and some that don't.

Member Cameron stated the partnerships add to the culture here in the City but believe they need more time to look at the data before making a decision. The City has made so much progress over the years and it needs to continue to do so along with being able to meet the needs of the citizens and teams.

Member Mills-Benet sees the benefit on both sides. She loved hearing from the partners and feels if we move to a pay as you go fee structure we might lose a lot of people because they won't be able to afford the rental fees. She stated the current fees do need to go up to aide in the cost recovery.

Member Barraco spoke on how much the partners do for the kids and that is what's most important. She agrees in raising the fees and not losing the partners.

Member Bowling stated the partnerships are very beneficial to the City. He spoke on raising the fees by determining a few different factors but making sure were not creating a hardship for the partners.

The majority of the Board Members agreed that there needs to be an increase in the fee.

Ms. Lovallo stated the rate for the tennis court is \$10 an hour. She spoke on the code which dictates what makes a partner, and those that do not meet those requirements can go to a pay as you go fee structure at that point. She stated staff can take a look at everything and bring back some suggestions for the Board to consider at the next meeting.

Vice Chairman Ball suggested running the numbers if they were to change the 7% fee to either 15%, 20%, 25%, or 30% and see what that would look like.

The Board Members agreed to discuss this item further at the next scheduled meeting.

5. Community Center Discussion

Ms. Lovallo spoke on the community center and the ECHO grant application the City is submitting. She provided an overview of the changes they plan to make to the community center, including additional programs they plan to offer. She stated they would like the Arthaus program to work with them.

C. PARKS & RECREATION DIRECTOR'S REPORT- There was no report.

D. PUBLIC COMMENTS- There were none.

E. BOARD COMMENTS- There were none.

F. NEXT MEETING DATE

8. Next Meeting Date: January 15, 2019

G. ADJOURNMENT: 7:40 p.m.


Chairman Wiles