LEISURE SERVICES ADVISORY BOARD
March 9, 2016
8:30 am

CALL TO ORDER

Steven Miller called the meeting to order 8:40 pm.

ROLL CALL

MEMBERS PRESENT
Amanda Glugover, Zone 1
Steven Miller, Zone 2
Matthew Withington, Zone 3
Carol Kilian, Zone 4
Ashley Thomas, Zone 5

MEMBERS ABSENT
John Huger, Zone 6
Dwayne Murray, At Large

OTHERS PRESENT
Percy Williamson, Leisure Service Department, Director
Betty Covington, Secretary
Bill Self, Citizen
Aidan Davison, Citizen

Percy Williamson suggested that since this the first official meeting that we excuse John Huger and Dwayne Murray. Carol Kilian made a motion to excuse those absent, seconded by Matthew Withington, approval was unanimous.

DEVOTION – Chair

PLEDGE OF ALLEGIANCE

APPROVAL OF MINUTES

Corrections made to the minutes: page 2, under Angela Gowell's comments, Ms. Gowell has been with the City for 28 years, not 38 as stated.
Carol Kilian made a motion to approve minutes with corrections made, seconded by Matthew Withington, approval was unanimous.

DAYTONA SOCCER ACADEMY PROPOSAL

Percy Williamson stated that the City of Daytona Beach has been trying to get a soccer team organized for years. Surrounding cities have a successful soccer program. Percy attributes part of the problem to the fact that there are three (3) Pop Warner Associations that are non-profit. These football associations have a tendency to take away from the other activities. The youth gravitate to football. Basketball just finished its championship games and was a great success.

But it has been a struggle getting parents to support a soccer and baseball league. Percy introduced Bill Self and Aidan Davison. Mr. Williamson has been working diligently with them to get a soccer league operating in Daytona Beach. Currently, there is a proposal in the City Attorney's office being reviewed, working out the legalities of bringing soccer to the City. This proposal will have to go to the City Commission prior to being put into motion. Therefore, by meeting with these gentlemen, the board will have ample information when talking with your commissioners.

Bill Self: A lifelong resident of Daytona Beach who believes in this community. Thru sports, our youth can grow to become model citizens. This will allow our youth to learn and grow. Bill's daughter plays for a soccer program in another city since there is no soccer program in the City of Daytona Beach. We have a unique opportunity to bring in someone like Aidan Davison, a former professional player from England who has a program in mind that will represent the City well. In reviewing the proposal that was distributed, you will see that the program begins at a recreational level starting with the basics. Recreation sport is volunteer driven and the numbers are a little larger since the kids are coming in and learning the basics. The component that they want to bring in is the academy side, which is more competitive and is a travel league. With the competitive side, they will bring in tournaments to the city, therefore generating much needed revenue. This is something that could potentially grow in the next 5 to 10 years, changing the outlook of sports in the City.

There are opportunities for residents to come into the program under a scholarship. This would be a full ride scholarship with all fees covered and paid for. The kids play for free. US Soccer is the parent organization of soccer that offers these program scholarships. We missed the window for scholarship application this year, but will focus on getting in the application for next year. This program that US Soccer offers is for inner city communities. Daytona Beach would fit that model. The program is very specific on how you apply, then how you get accepted. Opportunities in soccer not get you into high school, they get you into college. Soccer is a contact sport and not quite as impactful as football. We have allot of athletic ability in Daytona Beach.

Aidan Davis: From the UK and played professional soccer for 24 years, retired at 40 years and moved to US where he currently resides in Port Orange. In the handout, there is a pyramid system. We need to start at the City level getting the boys and girls involved. Girls are typically better soccer players than boys. The foundations starts with giving every child the opportunity to play. They take every excuse away from the parent. To get to the next level, they slide into the academy system, then into college. From there, they move into the semi-pros and professional level. That is a proven global model that works everywhere. The final is goal is to get all these kids in college. Aidan has the highest level of licenses in the US and the Europe.
Q & A: Amanda asked what the next step in this process. Percy stated that we are now crafting a legal contract agreement. He mentioned that the commission asked him to reach out and find partnerships and collaborations. We have a partnership with Pop Warner, Boys and Girls Club and Central Daytona PAL. This would be another partnership. As you will see the Leisure Services department really comes up short on the budget and staffing. They would actually be running the program. Amanda sees obstacles going to commission. You have to take from one area to give to another area. But since there is not enough to spread around, you will have to be self-sustaining. What type of support are you looking for from the City? The biggest and

most immediate need is fields. Percy has directed them to areas around the city; Bethune Point Park, Hinson and Campbell Middle Schools, Derbyshire. These are viable fields that could be used to start the program. As the program grows, they will need dedicated fields to run the soccer program.

We, as a club have to submit an application to US Soccer and state that we are a club that is teamed up with this municipality, Daytona Beach. They are looking for an inner city club, and this fits their criteria. If we are accepted, they then send to the club all the equipment necessary to play. They will also supplement the kid's fees to play in the program. We have been talking since November and just now getting traction on this. The application process for August 2016 has already closed. When you partner with US Soccer, they expect you to practice more than once weekly. They cover that expense for the kids.

Steve asked if there would be a conflict with Pop Warner using Derbyshire and Campbell fields. Percy stated that legal wants a spreadsheet of all the fields we currently use and the activity associated with each field. We would be responsible for the scheduling of the fields. We would be able to schedule away any conflicts. We also would work closely with the grounds crews to assure scheduling of maintenance and aeration is coordinated. We have partnered with Hinson Middle School and Campbell Middle School.

Carol Kilian just wanted to clarify the boards stand on the program. She is all for the soccer program becoming a successful program in Daytona Beach. Percy stated that the proposal is in legal for review. It will then go to the City Manager as an agenda item and ultimately will go the City Commission for approval. Prior to going to City Commission, Percy would like to include that this item has been presented to the Leisure Services Advisory Board and has given this program their full and complete endorsement.

Ashley Thomas asked that if US Soccer does not approve the application, is there a Plan B in place? Bill stated that no child will be turned away. Steve presents stats on the poverty level with single parent households. For competitive soccer, tryouts are held in May to begin play in July/August. Recreation soccer is a little different. Open registrations is set up by city with no specific time frame. If US Soccer does not approve application, then it would be up to program to reach out to the community for support to start as a recreation program. Competitive program is a little more expensive to run. Coaches on the competitive side take a salary. Recreation program will have to subsidize any way possible. Coaches will not be paid by City. It will be included in the registration fee. No additional money is asked from the City. Percy reinstated that the City's investment is field space. Aidan is very modest in his bio in that he is well known in the coaching arena and established with professional clubs in Orlando. He has the ability to bring in some connections/names to Daytona Beach. We can utilize the connections that Aidan already has and bring European teams to Daytona Beach. There is no reason why we cannot bring in the top teams in to Daytona Beach as long as we have all the facilities to handle them.

Aidan can coach a couple teams himself. He has great relationships with Embry Riddle Aeronautical University and Daytona State College that he can tap into. The City would require background screening for all coaches, same as other volunteer programs.

MARKETING PLAN DISCUSSION – Percy Williamson

We have been working diligently attempting to get our face where the general public is. And that is in social media. We are updating/creating a Facebook page for all of the department facilities. Betty Covington has been designated as the contact person at this time for these sites. We will be hiring someone to maintain all the Facebook pages. There are a page already created for each of our locations automatically set up by Facebook. Some of the facilities have more than one page. Therefore, what Betty has done is go thru Facebook and find all the facilities/locations under Leisure Services and re-capture these pages. There was no one maintaining these pages and they were just acting at random. Therefore, now, Betty can update the pages, add events and classes as well as post pictures. This will allow the public to view upcoming classes or sporting events. In the same manner, when people come to our facility, they will be able to check in. The more people check in, the more popular the location becomes.

SUMMER CAMP OVERVIEW – Keith Willis

Our next big session that is coming up is **Spring Camp**. This camp is held during the Volusia County Spring Break. The dates of the camp is March 21-25. Those children who are already signed up for the afterschool program will only have to pay the weekly fee, but no registration fee since it is already paid via the afterschool program. We do enroll children not already in the afterschool program. The cost for residents is $25 registration fee and $36 weekly fee. The cost for non-residents is $30 registration fee and $48 weekly fee. This include one week care, daily 7:30 – 5:30 (9 hours daily), do arts and crafts, outside activities and one field trip. They provide their own breakfast, lunch and snacks are provided throughout the day. The sites that currently host the program is Midtown and Ortona.

Coming up soon is the **Summer Camp.** Typically there are 150 kids that register for the program, but approximately 130 show up daily. There were 4 city scholarships given out by Percy, 25 scholarships for the Homeless Coalition, 15 scholarships for the Domestic Abuse and 35 scholarships given out by Volusia County. Those scholarships given by the county charge from $2 -$6 per child weekly. The regular fee is $30 weekly for 9 hours a day for day care. The county previously offered 78-100 scholarships but their funding has been cut. The scholarship vouchers are given directly to the individual and the parent selects from 12 locations where their child attends. Commission Woods gave 100% of her BikeWeek to Leisure Services for programming. The scholarships that Leisure offers is money that we go out and find sponsorships. All these moneys are divided among all programs. When we go out to our community partners, they sometimes earmark where they want that money to go. As an example, Toyota donates money specifically for the swim program/lessons.
Steve mentioned that is why there is a need for a Leisure Services Board. It is sad when our kids have to pay to play and the City does not support the programming for our children. Steve suggested that we craft a "letter of support" when we go out to our community partners requesting sponsorship. We need to bring out activities and get our kids off the streets.
Our basketball program is thriving well. We have at least 40 kids that have played through the years and now playing high school JV basketball. We are in need for coaches because there is not enough staff to run facilities and coach as well. All volunteer coaches have to be screened through DCF guidelines prior to coaching the kids, but there is a shortage of coaches due to the

inability to pass the screening process. To be a DCF certified program, we are required to follow their screening guidelines.

Amanda mentioned that each center has Easy Lobby and required to sign in. This information goes through the Police Department and notifies us and police of any hits, whether they are a child predator or any warrants. There are various levels of offenders. Through this Easy Lobby program, you can print reports on attendance. When the person comes in initially, they are required to present a license to register each person in the system with their picture taken. Going forward, they can go any of our facilities. If a person is suspended for any reason from one facility, it suspends them from every facility. If a person is flagged, the PD will send out an officer. Leisure staff in no way are involved with PD matters. We have had at least 4 hits since the system was put in place. This system is a deterrent for criminals and/or criminal activity at our facilities. There is a camera system installed in the centers. The camera feed is not broadcasted, but can be viewed by staff. The PD can view the feed as well from their desktop. There is no one that monitors it on a daily basis, but if we are looking for a specific incident, it you provide a location, date and approximate time, the tape can them be reviewed.

OLD BUSINESS

Liz King distributed a copy of the budget. She is working on the 2017 budget as we speak. There have been many challenges due to the reorganization. This is only a summary, but the entire budget is available on line. General fund dollars is approximately $2.5 million.

The first page is the summary and the following pages is what the budget shows and is broken down in detail. The first page includes the staffing numbers, but does not include casual workers. Casual workers are only temporary employees that do not accrue benefits. These employees only work during peak seasons/events/programs. These positions are very important and we have a specified pool of money to pay these employees. Leisure Services Department has 35 permanent employees who operate all the facilities 6 days a week, are on call on the weekends, as well as facilitate rentals. Therefore, each employee has to be able to multi-task. Not one person only performs one job. We have 6 Bethune Cookman University workstudy students (interns) paid by BCU.

Introduction of board member Matthew Withington. Matt is a sports psychology consultant working with wife at IMG, coaching golfing and tennis player dealing with the pressures of competition. Matt has done allot of work at the Tennis Center working with the afterschool program there. Since golf and tennis were initially part of this board, it was his goals to help our youth in accomplishing their goals in life through sports and other activities. Matt is also a mental health counselor going to the local schools talking with the students. Matt is working at the Shores managing the Food and Beverage Department.

Steve mentioned the Joe Harris Park, located off of MMB was given to BCU by the City Manager. He stated that BCU has locks on the gates and the public can only access the park when these gates are open. It has not been approved by the City Commission at this point. This is still in negotiations. Due to recent criminal activity in the area, there was a decision to close the park. Mr. Williamson informed the group that Leisure Services is no longer in charge of the City parks.

Amanda asked about the board training that this board will be attending. It was give information on the Sunshine Laws. Each board member should be talking with the person who appointed them to this board. As a private citizen, you can talk to anyone. This board's oversight is only on those things controlled by Leisure Services. Under the original proposal for this board, all programs were under Leisure Services. All other programs are under Cultural Services, which does not have citizen input/board. Steve feels it would easier to put all it all under the Leisure Services Board.

Carol Kilian recommended that each board member talk with your commission. Carol met with the deputy city manager. Carol feels that this is vitally important that the board continues, but also feels it vitally important that all those facilities, i.e. municipal stadium have been removed. We need to get some answers. Dwayne Murray, who is absent today is very adamant about the composition of the board as it now stands. If we cannot get answers from our individual city commissions, then we need to go as a group to the City Commission meeting. WE need to understand what is happening with the enterprise funds; Florida Tennis Center and the Municipal Golf Course. That is why some of us joined this board.

Steve Miller has spoken to a number of the city commission and they have no idea what is going on with the board. The City Commission has the ability to give direction to the City Manager. A few of the members of the commission are up for re-election and it does not look good for them that they have no idea what is going on. Also, the City Manager's performance review is coming up in a few months.

Amanda requested an update on the Campbell Pool that was addressed at the last meeting. Is there money in the budget to make repairs? If not, can it be modified and used as a skateboard park. Percy stated that it can be done. But Joe Wooden would be good person to address this matter. As mentioned by Joe at the last meeting, you might recall the dire need for the African community to learn how to swim. There are allot of swim lessons held at that pool during the summer. We would like to get that pool fixed and running by this summer. That is a decision of the City Manager, then it will go to the Commission. We have evaluated and provided a cost estimate to the manager. It was closed June of last year. For health reasons, we still have to maintain the chemicals in the pool. We are still spending money on a pool that we cannot use. Ashley asked if there was a way that we could transport the kids from the Campbell Pool area to the Cypress Aquatics Center. Percy mentioned that transportation is very expensive. We don't have a transportation budget nor do we have the employees to transport. When the Cypress Aquatics Center opened, the attendance at the Campbell Pool dropped. So, these kids are already coming to Cypress. The importance of Campbell is this is where we do the vast majority of swim lessons. We are looking at a contract with Florida Healthcare where we can provide therapeutic rehab. Percy will speak with the Deputy City Manager and give a report at the next meeting. It is the general consensus that the board would like that pool repaired. We do get money from Racing and Rec to assist.

Amanda refreshed the board that an item of discussion was the diversity at the gymnastic program. As mentioned by Angie Gowell, she thought there was approximately 15% diversity. Can we get a more accurate number? Percy will provide that info at the next meeting.

NEW BUSINESS

Ashley would like the city website to reflect information about this board, getting our minutes on the website. This information is submitted to the City Clerk. The City Clerk receives the same information you do at the meetings. The City Clerk also distributes this packet of information to the City Commission. The city website does not reflect this board, as if it doesn't exist. Ashley would like to have vision statement to clarify what this board is all about.

COMMENTS - BOARD

Amanda Glugover - spoken previously
Ashley Thomas – spoken previously
Carol Kilian – none
Matthew Withington - none

COMMENTS - CITIZENS

None

STAFF COMMENTS

Percy is glad to have a board available to provide guidance and support and be able to be the eyes and ears of the citizens in the zones that you represent.

Ashley did want to mention that as she was sitting here, she did notice that all the boards do have a dedicated website and this board does not. www.codb.us

ADJOURNMENT

Next meeting to be held on April 13. Second Wednesday of every month.

There being no further business, motion was made by Carol Kilian to adjourn meeting and seconded by Matthew Withington. The meeting was adjourned at 10:20 a.m.

Steve Miller, Chair
Leisure Services Advisory Board

Reviewed by: _____
Steve Miller, Chair

Transcribed by: Betty Covington, Board Secretary