

# LEISURE SERVICES ADVISORY BOARD

April 13, 2016

8:30 am

## CALL TO ORDER

Steven Miller

## ROLL CALL

### MEMBERS PRESENT

Zone 1 - Amanda Glugover  
Zone 2 - Steve Miller – Chair  
Zone 3 - Vacant  
Zone 4 - Carol Kilian  
Zone 6 - John Huger

### MEMBERS ABSENT

Zone 5 - Ashley Thomas  
At Large - Dwayne Murray

## OTHERS PRESENT

Percy Williamson, Leisure Service Department, Director  
Betty Covington, Secretary

DEVOTION – Zone 6 - John Huger

## PLEDGE OF ALLEGIANCE

All

## APPROVAL OF MINUTES

Clarification was made on the Gymnastic program by Percy Williamson. Approval of minutes moved by Steve Miller and seconded by Amanda Glugover motion was unanimous.

## OTHER ITEMS OF DISCUSSION

Carol Kilian questioned the absence of Dwayne Murray. Percy Williamson stated he (Dwayne Murray) was on a trip in Birmingham for a funeral from the last meeting but was unsure about him this current meeting. Percy Williamson made mention of the vacancy of Zone 3 because Matthew Withington received a promotion in South Florida. Percy Williamson mentioned that he spoke to Betty Goodman about a replacement for the Zone 3 position. There is a compiled list that they will be choosing from to fill the position possibly by the next meeting if not then by the June meeting.

## PARTNERSHIP SPOTLIGHT

**Percy Williamson** – Percy stated the beneficial aspects of the Leisure Services Dept. / Parks & Recreation department and how important the department is to the community. Mr. Williamson stated that the department is all too often taken for granted. Mr. Williamson made mention of the difficult budgetary constraints that had been place on the department after being cut 5 years in a row since early 2012 and that it has not gotten much better since then. In

2012 the staff in Leisure Services was cut by 10 people both full and part time to comply with the budget restraints. We cut popular programs such as Track & Field, Boxing and 2 other programs. The department was asked to reach out to outside entities to help with the programming of our facilities. Three major partnerships were signed! The first is our premier partnership with the Boys & Girls Club of America housed in the John H. Dickerson Community Center. Mr. Williamson introduces Mr. Joe Sullivan and his staff Mrs. Georgia Williams.

**Joe Sullivan** stated he has been with the Boys & Girls club for the past 24 years and has 8 clubs in two different counties running to date. In 2015 they served 1700 kids. Mr. Sullivan mentions all of the various public and private partnerships. The locations that his programs are housed in such as schools, cafeterias, churches, Palmetto public housing for 15 years and even an old fire station. Mr. Sullivan mentions that he is a product of the Boys club of Minneapolis. He moved to Orlando to run the club in Pine Hills for a few years when he found out that this was one of the biggest metro area in the United States that did not have a B&G club in the area. Mr. Sullivan went on to make mention of the National spokesperson for the B&G Club who is Denzell Washington who attended high school here at Mainland High. Mr. Sullivan says there are three things that they try to focus on and they are academics, character and leadership and healthy lifestyles. Mr. Sullivan stated that 91% of the kids that attend these B&G Clubs participants receive free lunch and are being raised by single parents or grandparents. Mr. Sullivan tells how Rev. Carl Brinkley former Director of the Housing Authority in 1998 threw him the keys to the former location in the Palmetto Projects and they ran the B&G Club from there for approx. 10 years. Mr. Sullivan spoke of the fun times that were had at this location but then went on to speak great things about the partnership with the CODB. When speaking of the partnership with the City Mr. Sullivan stated how much better this location at the John H. Dickerson Community Center is due to the amenities of the facility. Such amenities being the park and the gym. Mr. Sullivan introduces Georgia Williams, a 14 year employee of the B&G Club now housed in the John H. Dickerson Community Center.

**Georgia Williams** unit Director of the B&G Club at the John H. Dickerson Community Center. Mrs. Williams gives the weekly schedule for the club participants. She lists Pow Wow which is run 4 days a week which is "HOMEWORK TIME" you can NOT skip this. Extra time is allotted if needed as well as assistance from College volunteers and staff. Mrs. Williams goes on to mention "Smart Moves" which is a prevention program component for ages 6 -17, "Healthy Habits" for nutritional habits and good health, "Triple Play" which incorporates healthy recreational activities, "Art Programs" , "Youth of the Year" where one youth is selected to represent the Club, "Boys & Girls Scouts", "Sisters Inc." mentoring and tutoring program. "Jack & Jill STEM Program"

**Joe Sullivan** mentioned the "Aviation Adventures" program at the Dickerson center from Embry Riddle University. There is a 6% ratio of Women in the Field of Aviation. This program teaches children how to fly remote controlled air planes and drones. Mr. Sullivan goes on to speak of the 17 girl compiled teams that will race around the United states and that with permission from parents with a waiver the chosen girls will be able to accompany these ladies in flight. Mr. Sullivan continues on to mention various speakers that have come to speak to the club for the honor roll banquet hosted every year such as the Police Chief, Former Commissioner Dwayne Taylor, Coach Jenkins from BCU and a host of others and this year's speaker Dr. Jackson

president of BCU. Mr. Sullivan said it's because of these partnerships that their programs are thriving.

**Q&A:**

**Steve Miller** questions the enrollment numbers and the demographics as well as grades of the students in the program.

**Joe Sullivan** responds with the attached Demographics sheet which denotes the proper break down of each ratio.

**Georgia Williams** mentions that the kids are bussed to her program. She says majority of her kids come from South Daytona and the reason being is due to the structure of the program.

**Steve Miller** questions the reason why this is so and is shocked.

**Georgia Williams** says there is a discipline problem with the neighborhood children as to why they don't attend.

**Joe Sullivan** makes mention of wanting to make another club in another center possibly at YSG or Midtown.

**Amanda Glugover** questions why there is not any type of advertising at the schools on the beach side.

**Georgia Williams** responds with they mostly target youth on the mainland, and that if they don't get a request for information then she does not know there is a need.

**Steve Miller** questions the ratio again and the reason for the out of city population and it is cleared up by Georgia Williams with the discipline rule.

**Steve Miller** questions what the group is saying about mixing the groups, what does this mean.

**Percy Williamson** responds with why we don't mix the groups. We don't mix the groups of drop in patrons with the club members because there is a standard and the public usually does not like to adhere to the rules. And past history has shown that the mixing of the two groups causes more stress and problems within the program.

**Amanda Glugover** asks how does the partnership work, do they pay the City to use the building.

**Percy Williamson** responds with the B&G Club pays the City to use the building and the City pays the B&G Club to run the program so it is a wash. Percy mentions a dollar amount of approx. \$21,000 for the rental use and the B&G Club charges the City the same amount to run the programs.

**Amanda Glugover** questions what Joe Sullivan needs from us to start another center.

**Joe Sullivan** says they would first need funding and the space because the City does not have any space to house another program on this side of ISB. The B&G Club lost several grants totaling ½ million dollar two years ago and the state funding was cut last year from 360 to 180 thousand. There were several entities that stepped up and gave various amounts of funding. Joe says that they are still in a deficit this year. They are trying to raise monies by doing different fundraisers such as Runs, Golf Tournaments, and Poker Night etc.

**Carol Kilian** – States they have raised 125 thousand last year and plan on big things for this year for the B& G Club.

**Joe Sullivan** – Joe continues to mention the various sites where the program is working but also makes mention that the locations may have something to do with it. Joe thinks we may need to talk to the school system to partner to get more programs running in the various schools. 2% of revenue comes from the kids and 1 % comes from the United Way and he finds the other 97%.

**Percy Williamson** – Mentions that yes it is a positive thing to have an additional afterschool program in the schools outside of what the school provides. Percy mentions how the Ortona & Turie T. Afterschool programs are currently working within the schools in addition to the tutorial program provided by the school.

**Joe Sullivan** – Joe talks about the bussing issues for his program. Joe mentions the grant they received a six years ago called the 21<sup>st</sup> Century Grant which \$80,000 of it was to pay the schools for bussing the kids to the B&G Clubs. Being that a lot of the kids don't ride the bus its costing them still per day for them to have that service. So now the B&G Club has cut down from \$80K to \$60K for bussing. Joe goes on to mention the various clubs that they serve as aforementioned.

**Percy Williamson** – Percy mention the reason why Leisure Services Dept. has less kids in our programs due to the rising cost of bussing fees. The first year was about 18k the second year was about 26K then jumped to 58k too high to continue to provide a quality program therefore it causes a primary problem. Percy asks Joe Sullivan to link B&G Club Facebook page to Leisure Services pages to get more attention. Joe agrees.

**Percy Williamson** – Percy wraps up the Q&A with how Midtown identifies each patron as they comes in the facility and that the key to any partnership is to get the people to come to the programs.

**Steve Miller** – Comments that the patrons could not come to the programs if they wanted to because of the waiting list.

**Carol Kilian** – Stated that we need to find another facility to make a place for those people on the existing waiting list to go.

**Percy Williamson** – Percy says that when his staff was bigger the staff would go out in the community and pass out flyers door to door and talk to the parents to get the kids into our programs, but now we don't have the staff to do it anymore so now the neighboring community is about a 1/3 of what use to come to our facility programs.

**Percy Williamson** - Percy introduces Jodi Strickland the financial liaison for Leisure Services Dept.

**Jodi Strickland** – Jodi passes out the first quarter review sheet for everyone to see.

**Steve Miller** - Steve wants to know how much money do we spend on children as opposed to what we spend on the golf course, because it looks like we are not spending any money on our children.

**Jodi Strickland** – Jodi says to Steve Miller that Leisure Services is a horse of a different color because they aren't looked at as how much revenue is received as opposed to what is spent but how much cost recovery because it is City funds that are funding these programs. Some grants do come into play but we try to recover as much revenue as possible. Jodi says that we brought in 92k revenue but our cost shows 602k in expenditures as of the first quarter.

**John Huger** - John asks Jodi where these revenues are brought in from.

**Jodi Strickland** – Jodi say the revenues come from rentals, registration fees, sponsorships and various events.

**Percy Williamson** – Mentions that the City of Daytona Beach is highly subsidized due to our demographic. We recognize who we are serving which is the 32 percent of the community that is designated in the below poverty level.

**John Huger** – John asks Percy has the Leisure Services Dept. always been self-sufficient or has it always been funded by City Funds.

**Percy Williamson** – Percy explains to John that the Dept. has always been funded by the City, sponsorships and partnerships.

**Carol Kilian** – Carol wants to know how much of the tax dollars are allocated to this department.

**Jodi Strickland** – Jodi says there is a financial pie chart that directly breaks down the funding for the City by department so the community can see where their tax dollars are being allocated and says that you can find this information on the City's website. Jodi says Percy's budget was cut 173k from expenditures which makes up 22% of the personnel services budget. Jodi continues to break down numbers for the department by allocation. Leisure Admin was increased by 10k due to a Pepsi payment. Jodi says the department is just below the benchmark for revenue for the remainder of the year. The total expenditures for the department should be at 75% so we are actually in a good position at 74.3% for the remainder of the year. Special Rec. is incorporated in the Schnebly Center. Cost recovery is being analyzed by the peach colored fee schedule. 19.4% should be the recovery for the Gymnastics, but is only showing 6%.

**Percy Williamson** – Percy speaks of the increase of the fees causing an adverse effect on the revenue expected. It drove our citizens to other cities for services. The Commission is looking to

reverse the fee schedule to try and bring the community back to our programs. Percy makes mention that the Special Rec. programs is incorporated in the Schnebly Center fee schedule.

**Amanda Glugover** – Amanda says that she disagrees with Percy about why the Gymnastic program has decreased.

**Percy Williamson** – Percy clarifies why the Gymnastic program has been decreasing. He says that the program has gone in a different direction than what was planned. So now we are getting back to what was the original plan was to be recreational not competitive. Percy says it will take a few more quarters to reflect the positive.

**Jodi Strickland** – Sunnyland does not show favorable expenditures but it does show an increase from rentals of 1k dollars from the previous year.

**Steve Miller** – Steve questions what is done at Sunnyland other than Bethune Softball?

**Percy Williamson**- Percy clarifies why the programming at Sunnyland were closed and or cancelled. Percy also mentions a future partnership with Ortona Elementary to start a tutorial afterschool program at the Sunnyland site to help the children who live in the Washington Street and Mason Ave. area. The students are bussed to Ortona from this area and the parents don't have the means to get to the school to pick them up so the Sunnyland site would be prime placement and the students could walk home.

**John Huger** - John questions Percy about the Volunteer workshop program.

**Percy Williamson** – Percy states that the Dept. does not have enough staff to do what the board is wanting done in the Dept. The budget is being put together for 2017 which asks for additional staff and funding. The discussion was to be about getting the word out about needing volunteers to help run some of the function of the Dept. Percy said he had met with Betty Goodman on several occasions and that she would be working on getting the training together for the Volunteers.

**Carol Kilian** – Asks Jodi and Percy for future reports on the different portions of Cultural and Leisure Services Dept. break down.

**Percy Williamson** – Percy makes sure that John has his reading material which was a large packet that promoted the benefits of Parks & Rec. for our youth

**Carol Killian** – Carol says that Rob Gilliland wanted her to give this packet to each of the Board members which will answer the expansion questions from last meeting.

**Carol Kilian** – Carol said she went to a work shop with several of the Commissioners (White, Reed & Gilliland) all supported putting the Parks and Rec. department back together.

**Steve Miller** – Steve asks Carol what is the next step to putting Parks & Rec back together into action?

**Carol Kilian** – Carol says that it would have to come from the board and to sit and talk with Percy about getting the reports regularly from the Golf and Tennis to see where the monies are coming in and going out from. Carol says that this is not to say that the board will oversee the Golf and Tennis they just want to see what is happening with the money.

**Steve Miller** – Steve says why get the reports if we are not going to have any say so about what goes on in those areas of Golf & Tennis.

**Carol Kilian**- Carol says that 3 maybe 4 commissioners are behind the board in getting the reports because currently no one is keeping track of the funds as of now.

**Steve Miller** – Steve says that all of the Commissioners should go for the board being overseers of the two locations because it is election time and they would be silly not to go for it.

**Carol Kilian** – Carol said that most of the Commissioners did not even know that the ordinance had been changed.

**Percy Williamson** - Percy says that these reports must be authorized by the City Manager first before he can release them to the board.

#### **OLD BUSINESS**

**Amanda Glugover** – Amanda goes back for clarification on the confusion with the Gymnastic program. Amanda can't understand the breakdown of the student's ethnicity numbers. Amanda says she is not worried about other Cities numbers just our City info.

**Steve Miller** – Steve & Percy both clarified for Amanda that those numbers are by percentage by city and ethnicity.

**Percy Williamson** – Percy says he will get Angie to simplify the numbers that she has given as it relates to their location and ethnicity.

**Amanda Gluglover** - Amanda says she does not understand why the City Manager is worried about who is in the program as long as they are paying a higher rate to participate it should not matter who attends as long as there are slots to be filled.

**Steve Miller** – Steve gives a scenario that the amount of money that is spent is not being spent on the citizens and residents of Daytona but on other cities residents. Steve adjourns the meeting.

#### **NEW BUSINESS**

None

#### **COMMENTS - BOARD**

Amanda Glugover

Ashley Thomas

Carol Kilian

**COMMENTS - CITIZENS**

None

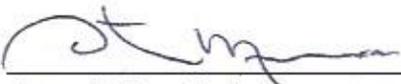
**STAFF COMMENTS**

None

**ADJOURNMENT**

There being no further business, meeting was adjourned at 10:15 by Steve Miller.

Steve Miller, Chair  
Leisure Services Advisory Board

Reviewed by:  \_\_\_\_\_  
Steve Miller, Chair

Transcribed by: Betty Covington, Board Secretary