

# LEISURE SERVICES ADVISORY BOARD

June 8, 2017

9:00 am

## CALL TO ORDER

Steve Miller called the meeting to order at 9:05 AM.

## DEVOTION

John Huger

## PLEDGE OF ALLEGIANCE

All

## ROLL CALL

### MEMBERS PRESENT

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

### MEMBERS ABSENT

Zone 5 – Mykal Tairu  
At Large - Dwayne Murray

## OTHERS PRESENT

Percy Williamson, Director Leisure Services  
Betty Covington, Secretary  
Joseph Chirillo, Cultural Services  
Vincent Terry, Cultural Services

## APPROVAL OF MINUTES

Carol Kilian made a motion to approve May minutes, seconded by Russell Holloway, approval was unanimous.

## NEW BUSINESS

Introduction of Sharonda Cowell. She is the facility manager at Midtown with 16 yrs. of experience with the department. Sharonda will give an update of the summer camp. Sharonda is also tasked with generating female programming in the center. Summer camp started May 30. It is a 9 week program that runs thru July 28. There are two sites run by the department: Midtown and Ortona. We have 29 children registered with county scholarships, 146 participants at Midtown, 69 at Ortona, 12 STAR kids and 7 from the domestic abuse home. The cap for Midtown is 140, which is a maximum capacity. The cap for Ortona is 80 participants. PAL summer program is run at YSG with approximately 50 registered. There is a program run by the Boys and Girls Club, but their numbers are not available. The Leisure Services Department sites go to the pool 2 x weekly. They also participate in 7 field trips, computer lab, dance in dance studio, inside and outside exercise.

We bus in children from the domestic abuse center and the homeless coalition independently from each other. They are all treated the same when they arrive on site. These children are all paid for through a scholarship from Community Development, CDGB Funds.

Mr. Miller asked what David Steward is doing now that t-ball season is over. Percy stated that he is now working on additional athletic programming.

We are in the middle of the budget process.

### **OLD BUSINESS**

**Campbell Pool** update. Grand opening of the Campbell Pool was June 3. It was a success opening since it has not been open in three years. There were 15-20 children in attendance. The pool will be open 6 days a week from noon to 4 PM. Staff has distributed flyers within the surrounding community and activity has grown each day since. We are in the middle of a park master plan to clean up the area including a new building. The geo thermal heating unit is in place. We have not flipped the switch yet on the heater since we are waiting on FPL to come out to do their part. We spent close to \$110,000 on this new heating system that will heat and cool the pool. Allowing the pool to be open all year round. The system pays for itself in 3 years. We now have 2 functioning pools and hopefully will be extending the hours to include Sunday (7 days a week).

The renovations that are referred to in the masterplan are in the capital budget, but has not yet been approved. The money is not there yet. Each department puts in the budget what they would like to have. It then goes thru the entire budget process. Depending on the commission's priorities, it then be determined if it makes it through. In our budget, 72 cents of every dollar goes to public safety. This board is an advocate for our children, therefore, you are encouraged to contact the commission who appointed you to this board to fight for our children.

**T-ball** has completed with our 7 game season last week. There were 80 children with 8 teams participating in the t-ball program. We grow the children up in the program. We are working with the Daytona Tortugas. We have a 3 year agreement with them. They are funding the t-ball league 100%. This was held in the Derbyshire area. Steve would like to know when this will be expanded to the other areas in town. What are we doing for summer? David Steward will be invited to the next meeting to detail what is going on during the summer. Carol stated that this a fantastic building program for the kids. Too bad we did not have a second session as a follow-up to what has been started. Could we not expand this program during the summer? We are not able to do that with the summer program going on. We are limited in staffing. There is a cultural aspect that goes along with this. In most cities, the parents run the leagues, not the department. In this community, we do not have that parental involvement. Therefore, the department staff had to coach the teams and run the league. Hopefully, now that we have the structure established, we now can begin to bring the parents in to run the program. Russell stated that in different countries, the programs are run differently. They train the coaches, then the coaches train the players. They emphasize the parental involvement. Percy stated that there are social issue that we are dealing with. If you had come to a game, you would have noticed that 90% of the children playing were brought by their mother. Tortugas are also in the middle of their season. Could they announce in their games for volunteers? Steve mentioned that we could use public radio. If we have a parent organization, private from the city, then we

will not have to be involved with their screening process. There are challenges in proceeding with this.

The soil testing was done last week for the field behind Midtown. Percy is working closely with Public Works. That is the first phase. We are in the design and soil testing phase. There is money in the capital budget, but not yet approved.

**Zoom Air** was opened in 2012 at Tusawilla Park. At the time, the park was over-run and in sad shape. No one wanted to go to the park. There were neighborhood meetings with Highlands. There was great opposition with the neighborhood. Zoom Air wanted to bring in the zip line. It took a long time to convince the neighborhood that it be beneficial to have Zoom Air in the park to do a number of things: 1. to clean up the park and get the undesirable activity out of the park, clean it up; 2. It would allow families to come back in and enjoy the park; 3. It would create a destination for locals and tourists to come in, primarily eco-tourism. Unfortunately, back in October when Hurricane Matthew came in, it did some substantial damage to the park. The park was the most devastated park in the city. It damages 50 trees, therefore, operation has been temporality suspended since October. The city had an arborist come in to determine the viability of reopening the park. It was stated that they would have to wait a full season before they could assess the damage to the trees. Next fall, they will come back in to re-evaluate the trees. Zoom Air wants to re-open the park. They initially invested \$500,000 of their own money to get the attraction open. But they failed to get wind insurance. The City initially agreed to a 10 year agreement with 2 5- year options to renew. We are in the 5<sup>th</sup> year. According to the contract, it states that they would have to gross a minimum of \$400,000. He had been in the black for 2 years. But now it will cost \$300,000 to rebuild. He has another park in Sanford. He is committed to opening back, but wants to assure that the trees are healthy. Carol wants to assure that there is some type of security that will deter the homeless people from coming back. There have put in extra surveillance cameras install and assured additional Police presence. By the mere fact that families are now coming back the park, that will deter the homeless population from coming back. When he rebuilds, he will be adding a child's component. They offer a season pass for \$195 or a premier season pass for \$295 to include admission to the Sanford Park as well. The city would like to suspend his operation (10-year contract) and pick back up when the trees are healthy enough to open. Helen Riger, David Waller, Percy and the owner met last week to discuss Zoom Air. He wants to stay in the area, but the condition of the trees will determine his next step.

Joe Chirillo and Vincent Terry represent Cultural Services in lieu of Helen Riger's absence. The department has been working to beautify all the parks. Sunnyland has had all the playground equipment painted, wood chips sown under the playground equipment, walking trails established, limited access to areas of the park and surveillance cameras installed. The park in Suburbia has basketball court and pavilion. They are also painting playground equipment there as well. They installed an irrigation system. This place is perfect of soccer and football. There is an adult soccer program there on Tues, Thurs and Sun. Currently there are port-o-lets there, but it was put in the budget to put in restroom and grill under the pavilion. There are a few changes to the Derbyshire masterplan. The artificial field that was in the plan has been removed. There will be 2 natural grass football fields rather than the artificial turf. The track has also been removed. One of the softball fields was turned into a baseball field. Amanda asked if the track could be added later down the road. Joe stated that there is a possibility, but the track cost approximately \$360,000. We also putting in new turf at the municipal stadium.

We widened the field from 60 yards across to 80 yards. They can now play regulation soccer. Previously, they would come and practice, but could not play. Now they can practice as well as play. The turf also installed a cool play system. It allows reduces the temperature from 152° to 122°. It was so hot during the summer that you could feel the heat thru the soles of your shoes. The turf had to be watered down to cool it off. NXT wrestling has a 5 month agreement with Cultural Services to hold events at Midtown. The next event will be on July 21. This is large event with 300-500 fans at each show. The wrestlers are entertaining and put on a show. Amanda asked that if there are so many things that were cut from the masterplan, would there be enough money to put in a playground at Schnebly. Joe mentioned that is a possibility as it was put in the capital budget. It was discussed to put playground equipment with a shade structure as well as pickle ball courts.

Vincent Terry, 12 years with the City. Two programs that were discussed is:

1. Midtown Motown concert series that is held in the Cypress Park. This is the second year for this concert series. There are approximately 300-500 participants at these events. There is an event this Saturday. Cultural Services is in need of sponsors to continue bringing this event to the park. If anyone knows of sponsors, please contact Vincent at 386-212-8837.
2. Midtown Movies is held at the Daisy Stocking Park located at 550 MMB. The address was changed because when listing it as 3<sup>rd</sup> St., GPS took you to Holly Hill. This is a free event held monthly on the second Friday of the month. Please get the word out to the community. The movie series runs through December. And just list Midtown Motown, we are in need of sponsorship to keep this program running.

Amanda asked that there be a banner placed on at the base of ISB Bridge that list these events. Could they distribute flyers at the Tortugas games? The department is working on some creative avenues for marketing. Chad Smith, the new Cultural Services Events and Community Events Manager, is working closely with Vince to work on a marketing strategy. Joe Chirillo stated that they are in the process of putting LED signs up, one at Midtown and one at the ISB Bridge. All City activities would be displayed on the sign.

Percy will be welcoming back Vincent Taylor and Cornbread from Jacksonville. This will be his 3<sup>rd</sup> year coming to Midtown. This event is hosted by FRESH Book. Mr. Taylor is a school teacher who teaches English and reading by singing and rapping. The students have so much fun, they do not realize they are actually learning. He also talks about bullying and friendship. He will be here on June 29. We invite all the summer camps in the area to participate in the event, i.e. Boys and Girls Club. Last year we had over 400 children here.

#### **BOARD COMMENTS**

John Huger – no comments

Carol Kilian – good meeting today

Russell Holloway – impressed how we care of our kids

Amanda Glugover – wants to assure we find the funds to put playground equipment at Schnebly. Percy stated that the playground equipment that was placed there previously cost \$58,000 and only lasted 3 years. We are working with a certified playground equipment company that is knowledgeable about the environmental elements of the beachside. There is money in the budget.

Steve Miller – no comment

**STAFF COMMENTS**

None

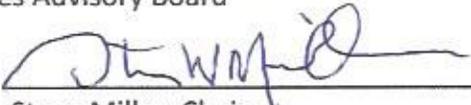
**CITIZEN COMMENTS**

Donafa Jenkins grew up in this community and is an advocate for our children. She is here with Lavonne Lassiter and they would like to partner with the department. They have great ideas for marketing and parent's involvement. Lavonne has a group of 40 girls and some guys that she is working with, Dancing Lady Cats. She needs an area to practice. She uses her yard to practice with the girls. There is no charge for those participating. She and Sharonda Cowell will connect and work out where they can practice. The Dancing Lady Cats performed at the dedication of the dance studio. They are invited to come back after meeting with Sharonda.

**ADJOURNMENT**

There being no further business, motion was made by Steve Miller to adjourn. Meeting was adjourned at 10:15 AM.

Steve Miller, Chair  
Leisure Services Advisory Board

Reviewed by:   
Steve Miller, Chair

Transcribed by: Betty Covington, Board Secretary