

LEISURE SERVICES ADVISORY BOARD

August 10, 2017

9:00 am

CALL TO ORDER

Carol Kilian called the meeting to order at 9:00 AM.

DEVOTION

Dwayne Murray

PLEDGE OF ALLEGIANCE

All

ROLL CALL

MEMBERS PRESENT

Zone 1 - Amanda Glugover

Zone 3 – Russell Holloway

Zone 4 - Carol Kilian

Zone 5 – Mykal Tairu

At Large - Dwayne Murray

MEMBERS ABSENT

Zone 2 - Steve Miller – Chair

Zone 6 - John Huger

OTHERS PRESENT

Percy Williamson, Director Leisure Services

Betty Covington, Secretary

Joe Chirillo, Cultural Services

Vincent Terry, Cultural Services

APPROVAL OF MINUTES

Dwayne Murray made a motion to approve July minutes, seconded by Russell Holloway, approval was unanimous.

NEW BUSINESS

David Steward is continuing to make contacts outside the community centers in an effort to create additional programming. He has created a program in the Daytona Gardens Apartments and Palmetto Park. He is working with each complex at least 2 days a week. Leisure Services is excited about this direct outreach in the neighborhoods. He is also referring kids he comes in contact with to participate in the programs on the inside of our facilities. David also started a program with Dept. of Juvenile Detention that he goes to once a week. They have no regular programs there. This is an opportunity to bridge the gap for future participation for these youths. Transportation is one of the issues in getting children to participate in programs. Palmetto Park is directly across the street from Dickerson and we can't even get those children into our programs. Not sure if it is trust issues, but will not come. This is a very serious area for our police department. That is why we decided to go door to door.

Joe Chirillo, a previous Leisure Services employee for 13 yrs., stated that Dickerson requires facility participants to log in to the facility, which requires an ID. The majority of the children do not have IDs and the parents, who have ID will not take the time to come over to register their children. Amanda stated that we are already shorthanded with staff, but yet we have now taken on yet another role or door to door outreach. Percy responded that the department is doing this in attempts to create a bond, trust with the community. Amanda also questioned the liability issue of having these programs on community property. If these people are not required to be screened, are we not liable. Percy clarified that there is a release signed by the property owner that the city is released from any liability.

Summer camp has ended successfully. We will be kicking off the after school programs at TT Small and Ortona Elementary schools next week. Last year's numbers for registration for the after school program is Ortona, 69 and TT Small, 30. We typically have a number of registrations come in the first week of school. Cultural Services is working on an interlocal agreement with the county school system. TT Small is one of the schools that have a Century 21 grant for afterschool teachers, very limited in number. We get those kids that did not make the grant, we cover that gap. The afterschool program provides an educational and athletic component, as well as arts and crafts. Homework assistance is priority, then they take a break before moving into the other components. The program costs \$748 for a 39 week program. This is not a grant program. This includes early dismissal days and teach duty days. The grant is only a school grant from Century 21 that pays certified school teacher. We do not get any of that money. Ortona does not have an afterschool program. TT went from an F school to a C school. And Campbell went from an F school to D school. Due to Campbell's grade, parents were given the opportunity to opt out. Campbell has changed leadership and the administration. Campbell Middle School is the only middle school in Daytona Beach. When trying to attract people to move into our city, they review the educational opportunities and it is a deterrent. They need a middle school on the beachside.

Joe Chirillo, Cultural Services, gave an update on their activities. They are finishing up with Mayors backpack giveaway this Saturday. That will be held in Sunnyland Park. They continue to hold the movies in the park at Daisy Stocking. The movie night did not have a great deal of participation. Therefore, they tried to get out and get some advertising for this event. But the concert series, Motown Midtown which will be held again this Saturday, has had heavy participation. Chad Smith is the Events Manager for Cultural Services and has been with the city for 3 months. Chad gave a brief bio of his experience. The Friends of the Bandshell are hosting their summer series. Chad is working on some winter time activities. Joe Chirillo gave an update of the turf at the stadium. The stadium is now a regulation soccer field. The football season starts on Aug 25 with Mainland High School playing Deland. Then Bethune Cookman University starts playing next month. There are a lot of groups trying to bring in bowl games. They stayed with Field Turf with the replacement of the turf. Field Turf won a suit against the manufacturer. They gave the City a deal on the replacement of the turf. The City was in year 7 of a 10 year contract warranty. They put in a cool play surface which cost more, but will bring down the temperature of the playing field. Carol asked if there are any teams that use the stadium for practice. Joe explained that the local high schools use natural fields to practice. BCU is the only team that may use the field for practice in the fall. Previously, there was a serious drainage problem on the field. Improvements have been made to drain the field to the lake to prevent the turf from breaking down. The goal posts were installed for easy slide in/out access. Brad is currently working to 2 minor leagues soccer teams to be based here in Daytona

Beach from April through August. They play 7-10 home games. This league has 96 teams across the US. The west side of the county is heavy into soccer. They are exercising preliminary in house marketing efforts. NAIA has a soccer championship as well that they will try to bring to Daytona Beach. It was suggested that Chad connect with Bill Self who is contracted to play soccer at Bethune Point Park. Cultural is working with DME marketing. The City is no longer involved with Track/Field. The City went in a different direction since there is more money in soccer.

OLD BUSINESS

Update on Joe Harris Park given by Joe. They are reconstructing the park to make it a family friend park with basketball courts, pavilions, trees, restrooms and sidewalks. They anticipate opening the 1st week of October. IT is now running conduit at the park for lights.

The banner ordinance has not gone before the commission yet. They are still tweaking the ordinance before it goes to the commission. Midtown will be one of the sites that will get an e-sign.

The original masterplan for Derbyshire had a track, but the track was removed. The cost has been scaled down to \$3 million from \$7 million with \$168,000 in grant money. We are going into Phase 3 of the project. This will include the entrance with parking and multi-purpose fields. The walkway will join the park to the Yvonne Scarlett-Golden Cultural and Educational Center. They will also be laser grading the property for adequate drainage. They will display the masterplan at the facilities. Staff will be educated on the Derbyshire masterplans. There will be an E-sign located at Derbyshire to promoted activities. All rental contracts will be handled at Cultural Services, a centralized location in City Hall.

Moises Suriel was the 2nd largest opening ceremony we had in the 13 exhibits held at YSG. There were almost 200 participants in attendance. His exhibit will run through Oct 13.

When the Skatepark opened, there was staffing to monitor the park. The facility was monitored for 1 year. After that initial year, there was no coverage to monitor the park, therefore usage was at your own risk, per State Statute. That will be the same protocol that Derbyshire will follow. If you have an attendant there, your liability increases.

Pop Warner is starting back up. Cultural takes care of the park and Leisure takes care of the team. Leisure Services gave Pop Warner \$5000 out of the budget to pay for uniforms. They were short in the money raised to purchase uniforms. The Mayors golf tournament donated \$7000 to Pop Warner. The uniforms totaled \$12,000 - \$13,000. That includes Pop Warner Cheer. The total bill comes to an excess of \$15,000. Each parents pays approximately \$300. There are 4 leagues at Derbyshire, therefore they were able to lower the price to be more competitive. Pop Warner is the longest stabilized football organization in the area. There is approximately 200 children in football, not including the cheerleaders. They are a 501c3 organization that screens its people. They not only play football, there is an educational component to Pop Warner. They have homework assistance and a mentoring program.

Amanda asked for an update on the Schnebly lighting. Percy is scheduled for Aug 23 to meet with the lighting contactor. Amanda would like to attend the meeting with Percy. He is compiling a report to provide to the neighbors when he meets with them. Joe stated they are also working on a pickle ball court and playground to come out of the October budget. Carol likes to get periodic updates on projects. Joe mentioned that there are plans to re-surface the City Island Tennis Courts.

CITIZEN COMMENTS

Eddra Way-Martin gave an update on her line dancing. She has a class here at Midtown on Tue-Wed, 6:30 to 7:30 pm. When Sr. Oasis starts back up, she will also have a class for seniors. Eddra shared some participation numbers for the last 4 weeks with the largest group being 29. She would like to have a Showcase with line dancing. She is looking for a sponsor. Eddra wants to bring this show case to Daytona Beach rather than go to other cities. These activities are posted on Facebook, with advertising as well.

BOARD COMMENTS

Dwayne Murray – None

Russell Holloway – There is a desire to help the children in Daytona Beach. He is advocating for soccer. Soccer is the most popular sport for boys and girls and is cheap. We need to support soccer.

Amanda Glugover - This draws kids in from the outside.

Joe stated that he and Percy meet and discuss programs with organizations coming into the City to determine what they are offering us. How can you help our kids with your programs? It has to be affordable. There were several organizations who wanted to run our baseball program. An example is Ricky Weeks Sr. He came in with a great presentation to the city but it would be a cost of \$1,000 per child. After reviewing the demographics, it was determined that this was not a good fit.

There was a unanimous vote to excuse Steve Miller and John Huger.

STAFF COMMENTS

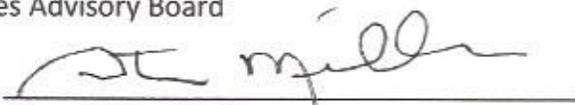
Percy stated that all our programs are growing, especially water aerobics for seniors. Thanks to Eddra for her line dancing.

ADJOURNMENT

There being no further business, motion was made by Carol Kilian to adjourn. Meeting was adjourned at 10:05 AM.

Steve Miller, Chair
Leisure Services Advisory Board

Reviewed by:


Steve Miller, Chair

Transcribed by: Betty Covington, Board Secretary