

VERO BEACH RECREATION COMMISSION MINUTES
Tuesday, October 8, 2019 – 4:00 p.m.
City Hall, Council Chambers, Vero Beach, Florida

PRESENT: Chairman, Richard Yemm; Vice Chairman, Sue Dinunno; Members: Judy Jones, Bobbi Burdick, Brooke Malone, Alternate Member #1, Greg Holtan, and Alternate Member #2, Garrett MacMillan (arrived at 4:03 p.m.) **Also Present:** Finance Director, Cindy Lawson; Recreation Director, Rob Slezak; Assistant Recreation Director, Patty Howard; and Senior Administrative Assistant, Rita Hawkins

1. CALL TO ORDER

Chairman Yemm called today's meeting to order at 4:00 p.m. and the Senior Administrative Assistant performed the roll call.

2. APPROVAL OF MINUTES

A) May 14, 2019

Mrs. Dinunno made a motion to approve the minutes of the May 14, 2019, Recreation Commission meeting. Mrs. Malone seconded the motion and it passed unanimously.

3. PUBLIC COMMENT

Mr. John Sammartano, Instructor at Leisure Square, said he has been there almost 11 years teaching strength training, water aerobics, and generalized exercise. Most of the clients he works with are over the age of 60. He would like to point out a couple of things that would help the facility. The first one (1) is the open house they had a few weeks ago. He has never seen that many people at that location on a Saturday. Ever since they built the gazebo, they have a free open house one (1) Saturday a month and there is not usually a big turnout. What was different about the last open house was that they had some radio and newspaper advertising, so the public knew about it. Even towards the end of the day there were still many people in the pool. He would suggest if they want to spend a little more money they should do more advertising. The last time he came to a Recreation Commission meeting a woman spoke who said she lived within walking distance and she did not know that Leisure Square was even there. How are they supposed to generate more revenue if people do not know it exists. He shared another story of a new client who had trouble locating Leisure Square and she called him from almost across the street, because she could not see the parking lot. He said they need to start looking at the exposure and the signage for the building. They need to open up the space so people can see it. He said a suggestion was made to have some blue signs made for the pool that could be placed along the road. He said he is available if they have any questions.

Mrs. Dinunno asked who makes the posts on the Leisure Square facebook page.

Mrs. Patty Howard, Assistant Recreation Director, asked if she was referring to the City of Vero Beach Recreation Department facebook page or the Leisure Square facebook page. Mrs. Dinunno replied the Leisure Square page. Mrs. Howard replied that they have not been allowed to post on that (Leisure Square) facebook page since July. Mrs. Dinunno said everyone lives on facebook and it is free advertising, so why can't they post on it.

Mr. Rob Slezak, Recreation Director, explained that it is not the City's post. The City of Vero Beach Recreation is on the City's webpage.

Mrs. Dinunno asked who owns the Leisure Square page. Mrs. Howard replied that they do not know. She said they sort of took it over, but they were told they cannot post to it anymore. Mrs. Dinunno said it is linked to the covb.org website. Mr. Sammartano asked Mrs. Dinunno if she thought they should post to it more often. Mrs. Dinunno replied yes. Mr. Sammartano said he thought about doing that, because you have to keep things fresh on facebook. You need to post new pictures to keep people coming back to it.

Mrs. Laura Moss, City Councilwoman, said she asked about the Leisure Square facebook page when the pool was an issue and the answer she received was kind of murky, but she will have the City Attorney look into it and review that matter. If it is Leisure Square it seems like it should be the City's and the City should control it. She believes they need more information out there for people. The signage issue was brought up at a City Council meeting, so the City Manager is aware of it and he will be looking into it. There has been concerns in the past that the City is not spending enough money on recreation. In this new budget the amount allocated to recreation is approximately a million dollars, so it is up to the Recreation Commission to make suggestions on the best use of the funding. They also allocated \$120,000 to Leisure Square and that does not include the pool. She encouraged them to stay positive, because what happened last summer was a shame and things should have been addressed long before then. The City Council can certainly spend some money on Leisure Square, because it benefits a lot of people. The City Council is looking for suggestions from the Recreation Commission, because in the past they might have been waiting for direction from staff. The Commission should initiate ideas and suggestions. The Recreation Commission is an Advisory Board to the City Council and their input is needed.

Ms. Jones stated that the Recreation Department needs more employees. Councilwoman Moss replied that they did not cut any employees this year and Ms. Lawson will go over her entire report. They are spending a million dollars, so stay positive and make some good suggestions on how it should be used.

Mrs. Malone stated that shortly after she joined the Recreation Commission they polled several other cities in Florida who run active facebook pages to promote their venues. One of them has a disclaimer right at the top of the page stating they have the right to remove and moderate posts, delete content, remove spam links, etc. There are at least half a dozen locations they discussed that show how facebook pages can work. She said one of the reasons the Leisure Square open

house was such a success was because the media stream of what was going on was so loud that it brought people there. Many people attended the open house, but at today's meeting there is no one in the audience.

Mr. Slezak said he will check to see what they can and cannot do on facebook and he will report his findings back to the Recreation Commission.

4. NEW BUSINESS

A) Leisure Square Rates

Ms. Cindy Lawson, Finance Director, said everyone received a copy of the agenda packet she prepared (attached to the original minutes). She explained that during the budget process the City Council asked them to break down the Recreation Department's budget into cost centers. Instead of having just one (1) budget for Recreation, they now have individual pieces of the budget for the different functions and/or locations. The other thing the City Council asked was for the Finance Department to take over and revamp the financial management part of the cost centers. She said she is doing this one (1) at a time and she started with Leisure Square. She will be focusing on Leisure Square and its finances today. The first thing she wants to address are some of the practical policies and the rates that can help close the gap between revenues and expenses and make the fees easier to administer. When the fee structure is five (5) pages long it is very confusing. The first thing they wanted to do was wipe out all the old Resolutions and rates and start with a fresh one (1) page rate structure going forward. This rate structure provides something they have not had before, which are youth and senior rates for certain types of memberships. They looked at the County's rates and they think it is consistent with what they do. Everyone who comes to Leisure Square will have to pay a fee to participate, but there will be different tiers of fees to address the youth seniors, and adults. This rate schedule slightly increases the rate differential between City and County residents. They don't want to price the County residents from the facility, because they are a big part of the membership and energy at Leisure Square. She said attached to her memo is a Resolution with an Attachment A and an Attachment B. Attachment B is the rate and fee schedule they are proposing and what they are charging now, so they can see the differences.

Mrs. Dinunno said she does not understand why they do not charge admission for the Aerial Antics Circus performances. She knows people can donate if they feel like it.

Ms. Lawson explained that these rates do not cover gymnastics and it has its own cost center, which will be addressed at another time.

Mr. Yemm asked how did they come up with these fees. Ms. Lawson said one (1) thing they are based on is the ease of administration. They cleaned up some basic policy and procedures to make things simplified. They did away with all the different City, County, and family fees for a day pass and the new fee will be based on if they are an adult or a youth. It is not worth the time to figure out where someone lives for one (1) day. The other thing they did was leave the City fees the same and slightly increased the County fees for the other items.

Mr. Yemm asked but what are the fees based on.

Ms. Lawson said that they looked at competitors rates and the \$10 one (1) day pass for City residents is right in line. Increasing the County's rates for the pool and gym memberships by \$7.00 might not be prohibitive to people, but it is a lot cheaper than driving to one (1) of the other County facilities by a long shot. She said Leisure Square is a service business. The costs of Leisure Square are almost entirely fixed and entirely personnel. Things like utilities and lawn maintenance do not change. Establishing rates correctly is more about understanding the market and by making small changes they can see how it affects the memberships. After looking at all this and the pros and cons of increasing the differential between City and County fees is what staff recommended. The pool rate will increase with each additional child instead of just one (1) high rate, so if they only have one (1) child they will not have to pay the same rate as a family of four (4). She said they broke down the facility use fees for people who want to take a class but they do not want a membership. The new facility use fees include youth and senior rates. The facility rentals rates listed are the same as they are currently charging, but they simplified it, so that it is not 14 pages long.

Mrs. Dinunno asked if a person taking a pool class has to pay the instructor what they charge and also pay a guest fee to the City. Ms. Lawson said that is correct.

Mr. Yemm asked why don't they combine them, so people don't have to make two (2) payments. Ms. Lawson explained that the City does not have any flow of money between the instructors. The instructors just pay the facility rental fee and they are done. As an incentive, they added a fifteen percent discount for any instructors who rent the rooms and pool facilities for 60 hours or more per month.

Mrs. Malone asked Mr. Sammartano if he falls into the category of 60 hours per month. Mr. Sammartano said he has been paying on an hourly basis. Throughout the week he is teaching classes or with clients for personal training about 11 to 13 hours per week. In the nature of his business sometimes clients go on vacation, they break hips, they get sick, or they are no longer with us. Mrs. Malone asked if seasonal residents affect his amount of hours. Mr. Sammartano replied not really, because his schedule stays the same and it does not matter if there are 10 or 20 people in the class. However, in the winter he does have a big increase in participants. If he has exclusive use to a room he would prefer to pay the 60-hour rate, rather than trying to keep track of how many hours each client was there. He explained that he is probably at Leisure Square 60 hours per month, but that includes times he might be setting up for his class the night before, which is not revenue generating.

Mrs. Malone said she does not know what other personal trainers pay to rent rooms at other gyms, but the fifteen percent discount sounds like an incentivized price point to draw people to Leisure Square to teach classes. Mr. Sammartano replied yes, compared to some places. He reported that about fifteen percent of his revenue goes towards rent. He would say that he has been able to stay in business this long because of the partnership he has with the City.

Mrs. Malone said this lets the community know that there are spaces available for them to rent to conduct and teach classes on just about anything. Ms. Lawson said absolutely. They love to encourage those partnerships.

Mr. Sammartano explained that he use to rent the pool for an hour for \$30 and now it will be \$35. Along with that increase, they implemented the monthly memberships, which put an additional \$1,485.00 into the City's cash register over what he is paying. He thinks this will work and they will increase revenue. When they look at the youth programs they don't want to increase the rates so much that it is not in a family's budget, so that is why he thinks the youth rates will be beneficial.

Mrs. Malone said it looks like overall they are figuring at a percentage rate increase of just shy of twelve percent if she did her math right. Ms. Lawson said sort of, but they need to look at them by category. The facility use fees are a net positive of approximately \$30,000 to \$45,000 per year. Just the City/County membership differential will bring in about \$3,000 to \$4,000 per year, which is a ten percent increase of their membership revenue. When it comes to the room rentals, it was a mess so that is yet to be determined. She found that some of the rates they were charging were not the current rates.

Mrs. Malone said that some people will experience an increase and others will have a decrease and some will experience it in both directions. Overall, the rates that changed on average experienced less than a twelve percent increase, so this is not painful for people.

Ms. Lawson stated that the three (3) biggest points about this rate structure is that is it simpler, it accommodates the youths and seniors, and it increases the City/County split by a fair amount.

Mrs. Malone asked about the decrease in the field rates. Ms. Lawson replied that the fields are not in great shape. Mrs. Malone asked if they are not being rented. Mr. Slezak replied that they are being rented almost every evening, but not so much during the day. Mrs. Malone said she assumes the decrease will help make the fields more available and appealing to rent.

Ms. Lawson explained for increases they wanted to distinguish between the two (2) types of full day rentals. A full day rental of the entire outside area excluding the rooms and a full day rental of the outside area and the rooms, which is essentially closing the facility. The full day price for closing the facility was only \$675.00 before, so now they are taking that up to \$1,000.

Mr. Yemm asked how much revenue does one (1) day generate at Leisure Square. Ms. Lawson said the problem they have is in order to come up with creditable numbers, her staff went backwards and took 365 days of Leisure Square rate sheets and put them into a table. She could probably tell them month by month what the broad category rate look like. Right now they do not have any good metrics such as the time of use, the seasonal patterns, who is more likely to buy monthly memberships, etc. This new structure will give them this data they can put into a point of sale system so they can start gathering this data.

Mr. Yemm said he agrees that they have not had the tools to track the data. The sooner they get the point of sales program in place the faster they will be able to address this from a financial management standpoint. The answer to all this is getting a good point of sales system.

Ms. Lawson stated that it costs about \$940.00 per day to operate the facility. A good point of sales system will give them information such as what time of day people use the area, what is the real mix of City/County customers, how many people purchase daily, monthly, and annual memberships, etc. It will not tell them anything on the rates. The rates they choose are not

going to be based on the cost to provide this service. They are not trying to run this as a business, because if they did the rates would be three (3) time higher across the board to break even. Her commitment was to get the finances under control by making sure they are charging the correct rates, making sure the policies are consistent and easy to administer, and be able to say how much they collect and how much things cost.

Mr. Yemm said it is important they get their point of sale system operating as quickly as they can. Ms. Lawson replied that she has looked into a few systems and Mr. Jeff Matthews saw some demonstrations on a couple. They are hoping that by the end of the first quarter they will have something in place.

Mrs. Dinunno asked if people will be able to pay for these fees on line. Ms. Lawson replied that at some point they hope so. It depends on the software they choose, but most of them do have the ability to accept online payments. They want to select the right thing and balance the ease of use so they can make it better for the future.

Ms. Lawson reported that this rate schedule will be on the City Council agenda for October 15th as a Resolution. She would really like to put in her memo whether the Recreation Commission endorsed the revised rate schedule or not.

Mrs. Malone stated that the full day rental still has to have staff on the premises to oversee the event. She asked if that fee justifies the cost to cover the employee's time and having the facility closed for a private function. Ms. Lawson said she estimates that it cost about \$940 per day to operate Leisure Square. The City rate would be enough to cover that cost and the County rate would actually make them some money.

Mr. Slezak stated that they are going to learn things from this quarterly, semi-annually and annually. This is going to make them fair and consistent and move forward in a good direction. This has been really great that the Finance Department is helping them with all of this.

Mrs. Malone asked if they should make a motion to endorse or support these attachments for this fee schedule. Ms. Lawson said that would be helpful. The fee schedule is the only part of her agenda item that needs a motion because it is going to the City Council.

Mrs. Malone made a motion to endorse the fee scheduled as submitted by the Finance Department for the Leisure Square rate and fee schedule effective November 1, 2019. Mrs. Dinunno seconded the motion.

Mr. Yemm asked if this Resolution goes into effect can it still be revised as they go through the cost centers and they accumulate data from the point of sales system. Ms. Lawson explained that her plan is to adopt one (1) fee schedule for each cost center, so they can address each cost center without opening an entire can of worms. It will take her a while to go through each one, but they will be able to address just Leisure Square, or the Community Center, etc. without having to adjust one (1) large rate schedule.

Mr. Yemm said that once they get their point of sale system set up they will have a better feeling of their costs versus revenue. Ms. Lawson stated that she would like to see an entire

year of data before they reach any conclusions. Mr. Yemm said the point is that they will come back and revisit it every year.

Mrs. Lawson explained that what the Finance Department plans on doing is to take the format of her budget by cost center report and populate it with the actuals for the quarterly financial reports. It will show them the actual revenue and the quarterly expenditures for each of the cost centers.

Councilwoman Moss stated that she is glad they are taking this vote pertaining to the rates and not the Resolution, because the Resolution has an attachment C that deals with not for profits and that has not been discussed. Ms. Lawson apologized for the confusion. She explained that the attachment C is part of the agenda packet and it is not attached to the Resolution.

Mr. Yemm stated that they are only voting on the Resolution with attachment A, which is the rate schedule.

The motion passed 5-0 with Mrs. Malone voting yes, Mrs. Burdick yes, Ms. Jones yes, Mrs. Dinunno yes, and Mr. Yemm yes.

Ms. Lawson said that they have had a few questions about the not for profit organizations. In the past there were quite a few that they waived the fees and memberships for the organizers as well as their participants. This is where they come back to the whole facility rental fee. They have had a couple of not for profit organizations ask that the fees be waived. They don't necessary object to that, but as a finance person they need to have an application. It has to have standard documentation that needs to be provided and it needs to be approved at someone's discretion, which at this time it would be the City Manager. Not all not for profit organizations are created equal and there are different levels of not for profits. The not for profit groups will need to provide their information so the City can verify they are registered in good standing with the State of Florida or they have to be an IRS tax exempt 501(c)3 organization.

Mr. Yemm stated that the City has a lot of interchange with in kind services like with the School Board. Ms. Lawson replied that is a completely different topic. She explained that the School Board is an Interlocal Agreement with another Government agency, which is a separate signed agreement.

Mrs. Dinunno said that she is a member of the Art Club and they pay a lot of money to use Under the Oaks for their art show and she believes that everyone should to pay, or all not for profit group should be exempt. Ms. Lawson said that is what they are struggling with. For instance, at Leisure Square should they ask the Special Olympics to pay.

Mrs. Malone shared her personal experiences with dealing with nonprofits and facility rentals. She said they might find that the group's 501(c)3 document looks valid, but their State of Florida listing is inactive. She suggested that they have deadlines way in advance so they can develop ways to say what things they can and cannot support.

Ms. Lawson said part of the reason for the form the groups would fill out is to have them explain what the group is planning to do. If there is a violation of their 501(c)3 they would not be granted the fee waiver. This is set up so that it is not guaranteed that it will get approved.

Right now there is no policy and there is no application, so some people pay and others don't. She believed that everyone should be treated the same way. Mr. Yemm asked if the City Attorney approved the form. Ms. Lawson said it is not a legal form in any way and it has not been brought to the City Attorney. It is up to the City Manager to have this conversation with the City Council as well. When it is placed on the October 15 City Council agenda it will generate some conversation and eventually they will all come to an agreement.

Mr. Yemm said he can see a 501(c)3 organization challenging it if they are denied, because he does not know what the laws are legally of accepting one (1) and not another. Ms. Lawson said the easy solution is to charge everyone, but that will not go over well.

Mrs. Dinunno said this form does not say it is unique to Leisure Square, so she assumes it will be the same form used for the other profit centers. Ms. Lawson stated that there are currently no forms available, so this one (1) is brand new.

Mrs. Dinunno said that she feels that everyone who uses Riverside Park should have to pay an event fee. Ms. Lawson said that maybe this would only apply to Leisure Square pool and everyone pays for everywhere else, but she does not know the answer. Mrs. Malone said that maybe they would select those three (3) events that utilize the facility every year, like the Special Olympics, but she is not sure they can do that.

Ms. Lawson said this is a good conversation and it is something they need to think about. She said the easiest approach is everyone pays and those who need help can look to the scholarship fund or find someone to support them.

Mr. Sammartano said that there is an organization called Crossover Mission who picks up children from school, provides them with a meal, they work on homework, and then they practice basketball at Leisure Square. He asked if Crossover Mission pays the rental fee will each child have to pay a membership fee. Ms. Lawson replied that she broke that down on the list in case they wanted one (1) or both.

Councilwoman Moss said that they need to be careful about this. If they are charging nonprofits on one (1) City property why would they not charge on the rest. She asked them to remember that the residents of the City of Vero Beach are paying for Leisure Square every day. If the Commission or the City Council makes the decision on certain groups that don't have to pay then they are in effect speaking for the people of the City. They would be forcing the people to make a donation to any organization that they might not necessarily want to contribute to and they might be accused of playing favorites.

Ms. Lawson said she is not sure how they are going to tackle this. If they are going to consider it they need to make sure that the people they are doing it for are actually valid not for profit organizations. There is a level of work that goes into establishing a legal not for profit.

Mrs. Malone said the easiest thing for a 501(c)3 organization to do is to ask to have it for free and most places will say yes.

Ms. Lawson moved onto to discussing donations and scholarships. She said they have people who generously donate money, which the City sets aside for scholarships to help families with

summer camp and it could be used to help groups that can't afford the fees. The point of sales system is not in the budget, but landlines are. If someone wants to raise some money for Leisure Square, they could use that money towards the point of sales system. This might be the time for people who are passionate about Leisure Square to organize a "Friends of Leisure Square" to find ways to supplement what they have going on there. They could raise a lit bit of money for the scholarship fund to help children or to buy landlines.

Mr. Yemm asked how much money do they pay out for scholarships each year. Ms. Lawson replied that they started with 15 children, but they are currently down to four (4). Over the summer they helped 11 children with summer camp. Mr. Yemm wondered if they raise the rates, would they need more assistance with scholarships.

5. OLD BUSINESS

None

6. RECREATION DIRECTOR'S MATTERS

A) Review of the City Council Budget Hearings

Mr. Slezak said Ms. Lawson went over everything at Leisure Square and they will move through and attack each cost center. They have also developed the cost centers for the expenses at each facility. In the past it was all one (1) account, but now the expenses will be posted to the new cost centers for each location such as Leisure Square, Community Center, etc.

B) Recap of Summer Camp

Mr. Slezak said summer camp went really well and they had good participation levels.

C) Recap of the 45th Annual Aerial Antics Circus

Mrs. Howard said the Circus was amazing as always. They had tons of children and spectators. They celebrated the City's Centennial, so it was a spectacular show.

D) Fall Gymnastics Registration – October 19, 2019

Mrs. Howard reported that they have the fall gymnastics registration coming up on October 19, 2019 at Leisure Square. It starts at 8:00 a.m. and they expect long lines as usual.

E) 61st Annual Halloween Parade – October 26, 2019

Mr. Slezak said the Halloween Parade will be tied in with the Centennial Parade and celebration. They will start the Parade off at the Freshman Learning Center and they will lead the Centennial Parade. He asked how many participants are going to be in the Parade,

Mrs. Tammy Bursick, City Clerk, reported that they have about 110 applicants, so it will be one (1) of the biggest Parades Vero Beach has ever had.

Mr. Slezak stated that Mrs. Bursick, Mr. Tony Young, and all of the volunteers and sponsors did an awesome job at making all of these events happen over the past year. This will be the culmination of the entire year. After the Parade, there will be a big festival that will run until 6:00 or 6:30 p.m.

Mrs. Burdick asked if the festival will be downtown. Mrs. Bursick replied yes, it will be down town along 14th Avenue. They will have a couple of bands playing. There will be two (2) stages, one (1) in the normal location and one (1) at the Heritage Center. There will be things taking place in the Heritage Center, so she encouraged everyone to bring their blankets and chairs and have a nice relaxing day after the big Parade.

F) Performing Arts Holiday Drama – December 8, 2019

Mrs. Howard announced that the annual Holiday Drama is going to be on December 8th with two (2) shows. One (1) at 2:00 p.m. and one (1) at 6:00 p.m. The name of the show is *Christmas Wish List* and it will be at the Vero Beach High School Performing Arts Center.

7. CHAIRMAN'S MATTERS

Mr. Yemm thanked Ms. Lawson for attending the meeting. He would like to propose that they hold a joint workshop between the Recreation Commission, the City Council, and City staff to address the cost centers before they get into the budget next year. The purpose would be to get the Recreation Department staff and the City Council on the same page with their expectations of what the Recreation Department is supposed to be doing. It will also provide the new City Council with a breakdown of what the Recreation Department is doing now. That way when the City Council gets into discussions they will have a better understanding of what the Recreation Department is doing and what they are looking at for the future. He said he appreciates that the Recreation Commission is here to make recommendations and suggestions, but they all have to be on same page for the future and he does not feel like they are there yet. From the finance side it will be at least a year to get back information on what is really happening.

Ms. Lawson stated that they will have a quarter year worth of data to look at by the end of January and by the time they get to the budget herrings next year they will have half a year. It will show them if they are on track for the fiscal year. She said they could look at the actuals or the adopted budget and the fact remains that there is a gap between revenues and expenses in every cost center and every cost center costs money.

Mr. Yemm said the finance side is a small part of the overall picture of what they need to talk about. He asked if they could go over one (1) or two (2) cost centers per month. Ms. Lawson replied that she is doing one (1) per quarter at best. Leisure Square is first and if they stay on a good path and the point of sales system starts to be implemented she will turn their attention to the next cost center by the first quarter of next year, which will probably be the Community Center and the pavilion rentals.

Mr. Yemm said this is the first month of the quarter, so what are they looking at for next quarter.

Ms. Lawson replied that by mid-February she will start looking at the Community Center or the rental facilities, such as Riverhouse, the pavilions, Bethel Creek house, etc. She said if they want

to talk generically about the purpose of recreation and the policy in preparation for next year's budget hearing that is a completely different meeting. She thinks Mr. Yemm is asking to have more of a policy discussion versus the nitty gritty of what the actuals are year to date.

Mr. Yemm stated that he has been on the Recreation Commission for over 20 years and the purpose of the Recreation Department has changed substantially and he questions where it is going in the future. The Recreation Department staff needs to know what to concentrate on to operate the Recreation Department, so that is why he is proposing the workshop. He asked if January or February would be better for Ms. Lawson. Ms. Lawson said February is fine with the understanding that there are no expectations that she will be providing a brand new package for the next cost center.

Mrs. Bursick stated that February would be good. Ms. Lawson said she would have one (1) quarter worth of data by then.

Mr. Yemm said he is more interested in finding out what the City Council wants the Recreation Department staff to do. Ms. Lawson agreed it would be more of a conversation that the Recreation Commission needs to have with the City Council as to the future of the Recreation Department and what their expectations are going forward.

Mrs. Malone asked when will they discuss what that workshop looks like. Mr. Yemm replied in January they will do a planning meeting for the workshop.

8. MEMBER'S MATTERS

Mrs. Malone said with Ms. Lawson adopting these one (1) quarter at a time it shows the magnitude of the project and makes it more manageable. She thanked Ms. Lawson for the diligence and the work she has put into it. As far as a workshop with the City Council, she would hope they get their ducks in row as to what they want to accomplish as a Commission and that they hear from community leaders on what they need as users of these areas. She has been told there is no money, but the Recreation Department is not a part of the National Park and Recreation Association that hosts amazing seminars and workshops. The National Park and Recreation Association has an incredible amount of national data on trends and changes that are helping these very situations. They just had a National meeting in Orlando and she does not think this should be an option. If the City is going to take this work seriously, they need to see what is happening in parks and recreation on a national level. For organizations it is an incredible tool and she believes the annual membership cost is \$450 for less than 10 people. This would give them access to all of their data, information, seminars, etc. She would like to recommend that someone find the money to cover the cost of that membership, so they are prepared for a workshop.

Mrs. Malone stated that in the May minutes, after discussing the budget Mr. Slezak stated that it might be beneficial to meet again in August or September. She is disappointed that they have not met since May. With all of the things going on and the conversations both positive and negative, it left a lot of them interacting with the community on their own. She does not see a reason why they should not have new business and if they don't, they need to be figuring out what they should be discussing. She believes there is a lot of new business they should be addressing.

Mrs. Dinunno stated that she agrees with Mrs. Malone. She said when they don't meet it makes them look uninformed, or they don't care. Many times when she comes here she feels like she is taking up the Recreation Departments time when they could be out working.

Ms. Jones said she agrees and there is one (1) City Council member who never comes to their meetings. Mrs. Dinunno stated that there is probably more than one (1).

Mr. Yemm stated that everyone sitting on this Commission has the right and the ability to place items on the agenda. He is not going to call a meeting if there are no agenda items. If they feel they should be having meetings then they need to be contacting Ms. Hawkins in the City Clerk's office to put items on the agenda, which need to be to her at least one (1) week prior to the meeting.

Mrs. Malone stated that they also received an email from Councilwoman Moss asking them to address certain comments from the City Council meetings and newspaper articles, but they did not address that either.

Mr. Yemm said the reason they did not meet in September was that he was asked not to. The topic of discussion was supposed to be the fees and he was asked not to have a meeting until the fees had been produced.

Ms. Lawson explained that she did not have this package together until now.

Mrs. Malone stated that they need to have an open line of communication. They speak openly at City Council meetings and invite people to come to their meetings on the second Tuesday of the month at 4:00 p.m. She had two (2) emails where people showed up and they were not meeting. The community involvement is more than just the business side. It is about what they are trying to do to bring them into the future. This Commission has a multitude of talent and people want to see them here. She just found out last week that they can put items on the agenda. She thought that was all generated by the Recreation Department. If she would have known she would have done that. She explained that she went to the City and asked for a definition of the Commission member's jobs and responsibilities. She asked about what their roles and responsibilities are, how they should interact with the Department they serve for, and what they are responsible for returning to the City Council and how often. There was nothing that addresses this. They need to start defining their roles, so they can be a help. She asked if they can request an agenda item for a future meeting during a meeting. Mr. Yemm replied yes.

Mrs. Malone asked if they could have an update, timelines, and data on the point of sales systems that are being evaluated at their November meeting.

Ms. Lawson replied no, but for the December meeting she should be able to give them some answers. Mrs. Malone stated that she would like to put that on the December agenda.

Mrs. Malone asked if they could get a social media advertising update placed on their next agenda. Mrs. Howard replied yes.

Ms. Jones said she hopes that the new City Council will come to their meetings.

Mrs. Dinunno said that she is bugged that some people walk into the Aerial Antics Circus without paying. No one even asks them if they would like to make a donation.

Mr. Slezak said he will talk with the City Attorney about an admission donation.

Mrs. Dinunno asked why has there never been an emphasis on the accounting like this before.

Ms. Lawson explained that Recreation was always one (1) set of general ledger line items and one (1) set revenue line items. They had auditable accounting, but they did not have accounting broken out at levels like these cost centers. It has never been anything anyone wanted before now. They have broken it down to a finer level of detail, much like the Public Works Department.

Mr. Yemm asked if anyone else in the City is using point of sales software. Ms. Lawson reported that they are in the process of implementing some new and more sophisticated point of sales software at the Marina. Many of the systems throughout the City are just archaic. When she started with the City, they did not even have the ability to take credit cards at many of their cost areas, so that was one (1) of the first things she tackled.

9. NEXT MEETING DATE

A) Next Recreation Commission Meeting Date – November 12, 2019

The next Recreation Commission meeting is scheduled for November 12, 2019.

10. ADJOURNMENT

Today's meeting adjourned at 5:50 p.m.

/rh