

VERO BEACH RECREATION COMMISSION MINUTES
Tuesday, November 12, 2019 – 4:00 p.m.
City Hall, Council Chambers, Vero Beach, Florida

PRESENT: Chairman, Richard Yemm; Vice Chairman, Sue Dinunno; Members: Judy Jones (arrived at 4:01 p.m.), Bobbi Burdick, and Brooke Malone **Also Present:** Recreation Director, Rob Slezak; Assistant Recreation Director, Patty Howard; Assistant City Attorney, Karen Emerson and Deputy City Clerk, Sherri Philo

Excused Absence: Greg Holtan

Unexcused Absence: Garrett MacMillan

1. CALL TO ORDER

Today's meeting was called to order at 4:00 p.m. and the Deputy City Clerk performed the roll call.

2. APPROVAL OF MINUTES

A) October 8, 2019

Mrs. Dinneno made a motion to approve the minutes of the October 8, 2019 Recreation Commission meeting. Mrs. Malone seconded the motion and it passed unanimously.

3. PUBLIC COMMENT

None

4. NEW BUSINESS

None

5. OLD BUSINESS

A) Social Media Presentation – Mrs. Gabrielle Manus, Human Resources Director

B) Recreation Department Advertising – Mrs. Patty Howard, Assistant Recreation Director

*Please note that items 5-A) and 5-B) were discussed together.

Mrs. Gabrielle Manus, Human Resources Director, handed out to the Commission members a copy of the City's Social Media Policy (attached to the original minutes). She explained that this policy was put into place because the City is a public entity and are subject to the Sunshine Law. She reported that the City has an obligation as a public entity to archive and maintain a public record of anything that has to do with any type of City business. The policy basically states that

one (1) of the Charter Officers can assign one (1) publisher for any social media website. She explained that for the Recreation Department, Mr. Slezak would be the “publisher” of their facebook page and would be the only person who could permit anything being posted on their page. The policy also takes into consideration “free speech” so anyone can comment on a section as long as it is within the guidelines of the policy. She then briefly went over the Social Media Policy with the Commission members.

Mr. Yemm asked how do you define “publisher.”

Mr. Rob Slezak, Recreation Director, stated that he is the “publisher” and Mrs. Howard is the representative.

Mrs. Manus explained that the “publisher” is the “administrator” of the page.

Mrs. Patty Howard, Assistant Recreation Director, reported that she posts all the social media, calendars, events, etc. She referred to the backup, *Current State of COVB Recreation Department Advertising*, stating that she submits press releases, events, programs, registration, etc., to all the websites listed (attached to the original minutes). She reported that she attends the Media Breakfast every year and in that meeting she makes contacts with all the media outlets that are represented and then makes a spreadsheet with all their contact information and when she is doing her press releases, event postings, etc., she sends them to everyone on her spreadsheet. She said they are very good at posting their events and the events receive a lot of coverage. However, if they want to promote rental of their facilities or membership for Leisure Square, because that is more of trying to get money they expect the City to pay for the advertising. She said it would be very helpful to have a line-item in their budget for that purpose. She reported that they prepare 5,000 program guides every year that are available throughout the City, they put flyers out throughout all their facilities, parks, etc., three (3) to four (4) times a year, they have booths at different health and fitness fairs, they do radio and television interviews, they post on the marquis at the Community Center, and they send out email blasts. She said they also do the Bob Soos morning show every other week where they have a different staff member promote their facility, upcoming events, registration, etc. They also have some trade agreements where they would get free advertising in exchange for a booth at one (1) of their events. She reported that they do have two (2) facebook pages, the Aerial Antics Circus page and the City Recreation page. They also have a Leisure Square page, but she is waiting for direction on how to move forward with it. She reported that everything that she posts on facebook automatically goes on twitter, however she does not have access to twitter anymore.

Mrs. Malone questioned who owns the twitter account.

Mrs. Howard said the Recreation Department owns it. She explained that she started it, but for some reason she no longer has access to it.

Mrs. Dinunno said in looking at their facebook page, the only thing a user can do is say they are interested in something. There is no sign up opportunity or reservation opportunity.

Mrs. Howard said that is correct.

Mr. Yemm referred to YouTube. He asked how do they propose working it and what is required.

Mrs. Howard said that she has set up the channel, but has not posted anything yet because she was waiting until after today's meeting to see if she is allowed to have access and to make sure this is something they are allowed to do.

Mr. Yemm asked who makes the decision on if she has access to YouTube.

Mrs. Manus explained that they just need to make sure there is one (1) person who is in control of the platform so that they can insure it all remains public record and is archived. She said if Mrs. Howard wants to post on YouTube as long as it conforms to the guidelines of the Social Media Policy she can post away. She noted that everything would have to be approved by Mr. Slezak as the Administrator of the page.

Mrs. Malone reported that the National Parks and Recreation Association recently had a five (5) page issue brief on how to use social media marketing and direct marketing on physical activity and health and wellness. She explained to staff that if they go to their actual page and go to the section on Manage the Job they can go through and look at their analytics by demographic. She felt this was something that if they spent 10-minutes, three (3) times a week they will know if their target market is inside the City, outside the City, the area where people who said they would attend are coming from, etc. It will also give them age brackets, demographic by activity, etc.

Mrs. Dinunno asked are there any plans where someone would be able to click on an event where it would then send them to another page where they could make a reservation or pay for the event.

Mr. Slezak said that is tied in with the cost centers and is something that is being explored.

Mrs. Dinunno said in looking at their page, all she sees are their events. She said there is nothing there if she wanted to find information on their pavilions. She said it is on the City's webpage, but not on the Recreation page.

Mr. Yemm asked would someone have to go to multiple steps to rent a facility or is there a link that goes right to where someone could rent it.

Mrs. Dinunno said there is a page that shows what they have and then someone would have to call the Recreation Department to rent the facility.

Mrs. Dinunno asked do they do facebook advertising or just posting.

Mrs. Howard answered just posting. She explained that there is a way to advertise, but there is a fee.

Mrs. Malone felt they should watch their analytics before they start doing this. She felt it would be interesting for staff to see the age bracket and the age demographic of who is interacting and following through. She said this will show them very clearly who to target. She said the analytics go through google, twitter, Instagram, etc. It tracks everything.

Mr. Yemm questioned newspaper advertising.

Mr. Slezak said newspapers and brochures are okay, but they are becoming a “dinosaur.”

Mr. Yemm questioned if it was worth spending the money for print advertising.

Mr. Slezak said they are still beneficial because they have a number of people who come into their facilities and pick up the information to have at home with them so there are benefits to having them.

Mrs. Malone said they are getting into high season and asked if they are getting rentals.

Mr. Slezak answered yes.

Mrs. Malone asked if they are booked.

Mr. Slezak answered yes.

Mrs. Malone suggested that when someone is holding an event that they go in and take a picture because these types of images are very valuable for people who cannot see beyond four (4) walls.

Mrs. Dinunno said that she is looking at the calendar for Bethel Creek House on the City’s website and it is completely blank for three (3) months.

Mrs. Howard said the calendar is supposed to be updated, but it probably hasn’t been done.

Mrs. Dinunno said if she is looking for a facility and she looks at this and sees no one is renting the building she is going to question what the problem is with the facility.

Mr. Slezak said staff is overwhelmed. He said they have one (1) person who handles Bethel Creek House, the Riverhouse, the Community Center, and all the community events. He said they will make a note to try to get the information updated on the calendar.

Mrs. Dinunno said if not then why have the calendar on the site. They could just say if you are interested in a rental to call this number.

Mr. Yemm said there is a big shift in the culture of the Recreation Department and they hit on a lot of things today. He asked the Commission members to write down their concerns because it looks pretty firm that they are going to have a joint workshop meeting with the City Council in February.

6. RECREATION DIRECTOR’S MATTERS

A) Recap of the 61st Annual Halloween/Centennial Parade – October 26, 2019

Mr. Rob Slezak, Recreation Director, thanked everyone who attended the Halloween/Centennial Parade and the volunteers who helped with the event. He said the Parade went very well and they had nice participation.

B) Performing Arts Holiday Drama – December 8, 2019

Mrs. Howard reported that this year's Holiday Drama is titled "Christmas Wish List." The event will be held on Sunday, December 8th at 2:00 p.m. and 6:00 p.m. at the Vero Beach High School Performing Arts Center.

7. CHAIRMAN'S MATTERS

Mr. Yemm said two (2) topics will be coming before the Commission, which are the point of sales system and the signage issue.

Mr. Slezak said that he would ask the Planning and Development Director to come before them to explain what is permitted. He reported that the Public Work's Department recently cleaned and trimmed around the signs at Leisure Square. He noted that staff is also looking at the cost of signage for Leisure Square.

Mrs. Malone reported that the Vero Beach Mural Project is looking for the second project for the Charter High School. She said they spoke with the Art Director of the school about having a dozen or so art students submit plans and proposals for a large scale project. She felt the cheapest and easiest short-term solution for the sign at Leisure Square would be to have a brighter color scheme. But, to go a little further, she felt there was interest in a largescale mural project from the Charter High School students that might be able to kick this up a notch and do some façade work on the structure.

Mrs. Dinunno said that she has been asking for years about having a mural that runs down the north/south wall of Leisure Square.

Mrs. Malone asked Mr. Slezak if he would be interested in this if the Mural Project can get the supplies covered and find sponsors.

Mr. Slezak asked Mrs. Malone to ask them to write him and he would see what he could do.

8. MEMBER'S MATTERS

Mrs. Dinunno said that she seen the Vero Beach Lifeguard Association video where they are making an appeal to Ms. Ellen DeGeneres and it is very adorable.

Mrs. Dinunno reported that a few weeks ago at Art in the Park, they had an artist who lost a bag of silver chains and City staff found it and it was returned to the artist.

9. NEXT MEETING DATE

A) Next Recreation Commission Meeting Date – December 10, 2019

The next Recreation Commission meeting is scheduled for December 10, 2019.

10. ADJOURNMENT

Today's meeting adjourned at 5:03 p.m.

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