

VERO BEACH RECREATION COMMISSION MINUTES
Tuesday, December 10, 2019 – 4:00 p.m.
City Hall, Council Chambers, Vero Beach, Florida

PRESENT: Chairman, Richard Yemm; Members: Judy Jones, Brooke Malone, and Alternate member, Garrett MacMillan **Also Present:** Recreation Director, Rob Slezak; Assistant Recreation Director, Patty Howard; Assistant City Attorney, Karen Emerson and Senior Administrative Assistant, Rita Hawkins

Excused Absences: Bobbi Burdick, Sue Dinunno, and Greg Holtan

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) November 12, 2019

Mrs. Malone made a motion to approve the minutes of the November 12, 2019 Recreation Commission meeting. Mr. Yemm seconded the motion and it passed unanimously.

3. ELECTION OF OFFICERS

A) Chairman

Mr. Yemm asked for nominations for Chairman.

Ms. Jones nominated Mr. Richard Yemm as Chairman of the Recreation Commission. There were no other nominations. Mr. Yemm was unanimously appointed Chairman of the Recreation Commission.

Mrs. Malone stated that they received a copy of an email from Mrs. Sue Dinunno, Recreation Commission Vice Chairman. She asked if they were going to address it. Mr. Yemm replied he did not know. Mrs. Malone read the email into the record (attached to the original minutes). She asked how do they handle this. Mr. Yemm said they will move on to the election of the Vice Chairman.

B) Vice-Chairman

Mr. Yemm asked for nominations for Vice Chairman.

Ms. Jones said she was thinking maybe Mrs. Bobbi Burdick.

Mrs. Malone stated that she was nominated by someone who is not here. She asked if that is allowed. Mr. Yemm replied that they have not accepted that in the past.

Mrs. Karen Emerson, Assistant City Attorney, confirmed that the member would have to be present to make the nomination.

Mrs. Malone said that since there are only four (4) voting members here, what stops them from delaying their vote until they have more members present. She said this is awkward.

Mr. Yemm nominated Mrs. Brooke Malone for Vice Chairman of the Recreation Commission. Mr. MacMillan seconded the motion.

Mrs. Malone stated that there are a number of people who sit on this Commission that deserve to have a voice in the election. They are missing people that are active and have been doing this for a very long time. She said she would gladly accept the nomination. Mr. Yemm stated that the members have to be present to be nominated and to accept the position. Mrs. Malone said she understands, but is there any reason they should not show respect to the seats and maybe delay this until they have everyone here. She just wants it to be fair. Mr. Yemm stated that it is fair.

There were no other nomination. Mrs. Malone was unanimously appointed Vice Chairman of the Recreation Commission.

4. PUBLIC COMMENT

None

5. NEW BUSINESS

None

6. OLD BUSINESS

A) Update, Timeline, and Data on the Point of Sale Systems Being Considered

Mr. Rob Slezak, Recreation Director, stated that Ms. Cindy Lawson, Finance Director and Mr. Jeff Matthews, Recreation Manager, are here to talk about the point of sale systems.

Ms. Cindy Lawson, Finance Director, stated that Mr. Matthews handed out a memo pertaining to the point of sale systems they are considering (attached to the original minutes). For a few months they have been looking for an appropriate level of software specifically for Leisure Square. What they need is good member data and good membership metrics in an easy sale system, which will help reduce some of the manual labor associated with posting general ledger entries. They have looked at a handful of programs and they came up with two (2) that Mr. Matthews is recommending, which he feels are the best fit for their current needs at Leisure Square. In addition to the criteria that Mr. Matthews laid out in his memo, she is also looking for a system that will work with their current merchant services provider. That would make the implementation much easier, because their goal isto get this rolled out fairly quickly. Mr.

Matthews has received demonstrations on all of the systems he looked at. The Finance Department has demonstrations scheduled for December 19, 2019, so they can look a little deeper into the implementation and the ease of working with their current merchant services provider. She said she agrees with Mr. Matthews that Book King looks like the most flexible to work with, but if Book King will not integrate with their current merchant services provider it would just cause some delay in the implementation. She explained that most of these kinds of software systems are cloud based. The software is a subscription service or subscription and they do not have to buy thousands of dollar's worth of software and try to keep it up do date. These software services are relatively inexpensive with a price of about \$100.00 per month. They can use parts of the service and choose not to use others as they see fit without a huge investment. With these two (2) systems, they are looking at an initial investment of \$300 to \$700 for hardware. She stated that both of the systems do all the things they would like, but her opinion is that Book King is a little more flexible, they might have better reporting, and there is the possibility they can grow into the online registration for summer camp and gymnastics in the future. It will depend on the ease of implementation and the price. Now that they have a simplified rate structure, they do not need a complicated point of sale system. What Mr. Matthews needs is a system where he can easily pull out the data he is looking for.

Mr. Jeff Matthews, Recreation Manager, said the point of sale system is the first aspect they are trying to tackle. The beautiful thing about Book King is that they have other modules that they can implement especially for gymnastics and summer camp. They will also be looking at door access systems to make sure that people are going to the proper places. The challenge they have had in the past is being able to provide the demographics of the age range, the time of day, etc. This information will help them know if they are over or under serving the different areas and programs. What the City Council wanted them to provide were these details, but they were having a hard time bringing that forward. A system like this will make it simple for the public, the staff, and the City Council to access and it will provide them with the details.

Ms. Lawson explained that door scanning uses radio frequency identification (RFID), which will take the guess work out of who they are serving and what time frames they are using the facilities.

Mr. Matthews added that this is not a contract based program and if it is not what they want they can cancel it. They have been looking at this company for about five (5) years, but it was never in the budget before. Now it is a good time for them to explore it and have a system that will work for them. Book King also handles space rentals, so that might go beyond just Leisure Square and handle the rentals for Riverhouse, Bethel Creek House, the Community Center, etc. People would be able to go on the website and see if the location and dates are available before any staff time is even involved.

Mrs. Malone asked if it is iPad based. Ms. Lawson said she knows that it is mobile unit based, but she is not sure if it is iPad based. Mr. Matthews replied that it is compatible with Macintosh computers, cell phones, iPads, desktop computers, etc.

Ms. Lawson stated that she likes Book King, because as they move through the different cost centers they might have the ability to build upon it for the other areas like the Community Center rentals, and the tennis facility. They also had another company, Civic Plus, who was interested in being their online space rental for the facilities, so when they get to that point they might look

at them as well. It is nice to have things consistent, but if they need to have two (2) or three (3) systems that work best for the different areas, she is not against that as long as they are compatible with the merchant services provider.

Mr. Yemm asked if there will be a module for the oversight of the vendors at Leisure Square.

Mr. Matthews replied no. He explained that there are different modules, but the one (1) they will try to move forward with is the point of sale to gather information and data on memberships. They want to try it for just their basic needs and if it works, then they can explore other areas. They like the module for the summer camp because it will instantly create rosters and it will automatically create wait lists when the classes fill.

Ms. Lawson said she would like to stress that they cannot set up and manage reservations for the private vendors that teach classes at the facilities.

Mr. Yemm asked if they will be able to track what the vendors are paying to rent space. Ms. Lawson replied yes. One (1) of the point of sale items will be the room rentals, so when Mr. Matthews receives a payment it will go into the system. She explained that any item on the Leisure Square rate sheet will come into play in the point of sale system.

Ms. Lawson reported that they implemented the new rates at Leisure Square and it is going good.

B) Update on Leisure Square Signage and Code Regulations

Mr. Jason Jefferies, Planning and Development Director, read the information that was provided in the agenda package, which explains the sign code regulations for the RM-8 zoning district (on file in the City Clerk's office).

Mr. Rob Slezak, Recreation Director, reported that he solicited some private corporations to see if they were willing to be sponsors for the sign. He might have some information on this in February.

Mr. Yemm asked what is the purpose of the sign. Mr. Matthews replied to bring people in.

Mr. Slezak said it will provide more exposure, information, and advertising.

Mr. Yemm asked if they will be advertising programs, events, or just the name Leisure Square.

Mr. Matthews stated that it depends on what type of sign they get. If it is electronic, it will be better than what they have now.

Mr. Yemm asked if there is a possibility of having an electronic sign hang out horizontal with the road, so as people drive by it is easier to read. Mr. Jeffries stated that it can be a double-sided sign, but it cannot extend out over the right of way.

Mr. Matthews reported that they did a survey and there is a little more room to move the sign closer to the road. By cleaning out the vegetation in the front and down into the canal really makes it easier to see the sign, the parking lot, and it provides an overall visual of the property.

Mr. Slezak said if it was an electronic sign, he believes that people could find Leisure Square much easier.

Mrs. Malone suggested putting a brighter color scheme on the sign that would create more of a contrast to the greenery. She asked if they need help with that project, because she is willing to put a word in with the Vero Beach Mural Project about having the Vero Beach Charter High School do a mural project, or paint the sign. She asked if they thought that spending \$10,000 to \$30,000 on a sign is the best use of the money, or would they like to allocate those funds to something more important to their goals.

Mr. Matthews said there is a lot of updating that needs to happen at Leisure Square and this would be a part of that process. Updating the gym equipment is probably more of a concern than a sign, but at the same time, it made them aware that some of the bushes and vegetation needed to be addressed. He believes if they could find someone from the public or a corporation that would be able to attach their name to the project that would be great.

Mrs. Malone explained that the Vero Beach Mural Project gets their paint donated to them, so that is free if they want something artistic on the building. To paint the sign to make it bright and eye catching would only cost about \$60 to \$70 in paint and volunteer hours.

Mr. Yemm said Leisure square is on a narrow two-lane road with a canal on one (1) side, so how many people are really going to slow down and read an electronic sign. Mr. Matthews said that he still believes a sign would help, but he feels the money could be better utilized inside the building.

Mrs. Malone asked how many pieces of equipment could be updated for \$30,000. Mr. Matthews said the last time they purchased four (4) or (5) pieces of equipment for about \$25,000.

Mrs. Malone asked Mr. Jefferies if there are any limitations on changing the color of the sign. Mr. Jeffries replied no. They do not regulate the content of the sign, but just the location, size, and the regulations for the zoning district it is in. He believes the only prohibition is on florescent colors, but it can be lit up.

C) Update on the use of You Tube

Mrs. Patty Howard, Assistant Recreation Director, stated that she is going to provide more of an overview of their social media presence and not just You Tube. She said she has met with Mr. John White, Vero Beach Police Department, multiple times and he has been very helpful. She handed out a packet of information that Mr. White helped her put together (attached to the original minutes).

Mr. John White, Vero Beach Police Department, said he has been helping the Recreation Department lay the groundwork by gathering all the locations on the Parks and the Recreation facilities from Facebook and Google. He said it is harder to verify a Park, because they do not have real addresses. If he could not verify the locations on Facebook or Google he is trying to do a manual verification. He explained that if there was not a page for him to claim on a location he created a new page. The following pages of the report show how many users are on the

pages, the activity by the hour, analytical data, etc. As time goes on Facebook will continue to gather the data and it will fill in. The last few pages are from Google and they provide a lot more information like how people are using Google to find the City Parks, beaches, etc. Now that he has all of these locations claimed, they have to add information and photos.

Mrs. Malone asked Mrs. Howard how overwhelming is this for her.

Mrs. Howard replied that it is a little overwhelming, but Mr. White has been a big help. She will take pictures of all the Parks, gather as much information that she can, and get it posted. She announced that they now have an Instagram page, but they are still working on You Tube. She said this information they are gathering will be very helpful to the Recreation Department.

7. RECREATION DIRECTOR'S MATTERS

A) Recap of the Performing Arts Holiday Drama

Mrs. Howard reported that they held the "Christmas Wish List" holiday drama this past Saturday at the Vero Beach High School, Performing Arts Center. They had two (2) shows and there were about 225 children involved.

Mr. Slezak stated that they had great crowds at both shows.

B) Winter Gymnastics Registration

Mrs. Howard reported that the next gymnastics registration will be on January 25, 2020 starting at 8 a.m. at Leisure Square. This session ends with a performance at the Indian River County Firefighters Fair, which is always fun for the children.

C) 17th Annual Mother/Daughter Tea Party

Mrs. Howard announced that the 17th annual Mother/Daughter Tea Party will be on February 8, 2020 at 2:00 p.m. at the Community Center. She stated that this event is getting a lot of activity on Facebook and she is sure it will sell out. The theme will be "Under the Sea".

Mr. Yemm asked if the upcoming registration for the performing arts can be done online now.

Mrs. Howard replied no. If they choose to go with Book King for the point of sales system, then the online registration will be phased in.

Mr. Yemm asked what is the timeframe for implementing a point of sale system. Mr. Matthews stated that would be up to Ms. Lawson to sign off on. He said he was told that for it to be operational it would take as least two (2) months. If the system was installed in January, it would be March before it was implemented for the public to start using.

8. CHAIRMAN'S MATTERS

Mr. Yemm announced that he attended the second showing of the Holiday Drama production. He said that each year it keeps getting better. He asked where do they get their stories and new

moves from. Mrs. Howard replied that they all get together and brainstorm ideas to make it happen.

Mr. Slezak stated that to him, recreation programs and special events are more about the community and the excitement it brings to the people who live here. It is an opportunity to get families together for laughter, fun, and enjoyment.

9. MEMBER'S MATTERS

Mrs. Malone stated that they have a couple of students in the audience. She announced to the students that the Recreation Department takes volunteers to help with many of their programs. She knows that the students are required to do volunteer hours, so this might be a good opportunity to contact the Recreation Department. She said there is a much bigger City issue that she would like to address. She said there is a website that is being facilitated by an architectural firm, which was hired by the City. It is called *speakupverobeach.com* and they are looking for feedback from the entire community. She encouraged the students to provide their feedback since they are the ones who will be around in twenty years to enjoy it. She suggested that they look at the website, because there are a lot of cool and very different ideas. She said if they interact with the website and post pictures or their ideas, she will sign off on volunteer hours for them if they can spend an hour a week to help them out.

Mr. Slezak reported that there will be several charrettes starting the last week of January.

Mr. Yemm said he understands that most of them will take place at City Hall.

Mr. Slezak replied that he believes they are going to move them around. He said if people have questions they can call the City Clerk's office at 978-4700, or they can go to the City website to find out when and where they will be.

10. NEXT MEETING DATE

A) Next Recreation Commission Meeting Date – January 14, 2020

The next Recreation Commission meeting is scheduled for January 14, 2020.

11. ADJOURNMENT

Today's meeting adjourned at 4:50 p.m.

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