



PARKS AND RECREATION ADVISORY BOARD MEETING
ST. JOHNS COUNTY, FLORIDA
MINUTES OF MEETING

October 18, 2018

Proceedings of the regular monthly meeting of the St. Johns County Recreation Advisory Board held in the San Sebastian Room at the Administrative Offices, 500 San Sebastian View, St. Augustine, Florida.

Present were: Al Guido, Chairman
Bo Browne
Casey Van Rysdam
Vijay Panneerselvam
Jillian McNiff Villemaire
Bert Watson
Deb Chapin
Commissioner Paul Waldron
Joy Andrews
Billy Zeits
Joanne Machula, Recording Secretary

Also present were: Teddy Meyer, Facilities Manager, Sydney Lindblad, Beaches Supervisor, Diane Gorski, Recreation Supervisor, Elizabeth Bates, American Diabetes Association (ADA) Representative.

Meeting is called to order at 3:01 pm with a quorum. Motion to approve September's Minutes by Mr. Van Rysdam and is seconded by Mr. Watson. Minutes are unanimously approved.

There is no public comment.

Mr. Van Rysdam is informed that the scheduled November St. Johns River to Sea Loop Bike Trail event in Hastings has been postponed. Mr. Zeits informs that there is a Breast Cancer Awareness walk scheduled for Hastings' Main Street this coming Saturday. This event has historically been well attended by the community.

Mr. Zeits discusses the Boat Ramp Workshop which will be held at the HHS building on Tuesday, October 23rd at 5:30 pm. One of the goals is to capture additional beneficial feedback.

Commissioner Waldron discusses the one cent bed tax discussion and its possible increase. Beach renourishment including dune replacement/restoration was discussed at length.

Mr. Van Rysdam informs that Commissioner Waldron is going to be honored at the Nease/St. Augustine football game taking place at St. Augustine High School tomorrow night at 6:30 pm for his contributions to St. Johns County.

Mr. Zeits informs that the Citizens of Ron Parker Park (CoRPP) have finalized their 501c3 paperwork/ Bylaws and that he and Mr. Meyer have been working with our Legal Department to determine what sort of formal action needs to occur to allow them to go out and fundraise to make park improvements. Mr. Meyer and Mr. Zeits have put together a timeline for the steps that the CoRPP will need to take. The closest example currently available is what the Friends of Ponte Vedra Library work with. Mr. Zeits details this example and will be modeling their relationship with the CoRPP off that agreement. The CoRPP will present to this Board in November and it is anticipated that we will have a draft of the MOU (Memorandum of Understanding) specific to the CoRPP and their overall plan for this Board's review and discussion. Depending upon the Board's advice, we will then go to the BoCC if the CoRPP are comfortable with the terms of that agreement, to take the next step. This would formalize Park and Recreations relationship with the CoRPP which would then allow them to go and raise funds for the Park's improvements. Mr. Van Rysdam requests a copy of this MOU draft. Mr. Zeits states that it should be available to be sent out to the Board Members with November's Agenda packet. Mr. Zeits claims that this would be a positive public/private partnership as it would refresh existing amenities and add new amenities to this Park, and further should save the County funds. Further discussion continues.

The old Mosquito property was discussed. Ms. Andrews stated that there are currently a couple of ways to potentially use but no decisions have been made at yet. i.e. Fire Station.

Chair inquires about the new Pier vendor and how that has been working. Mr. Zeits states that the new vendor is working out quite well. They have been in place for 3 weeks with one cancelation due to inclement weather. They have been enjoying a good crowd. Mr. Zeits describes the rate structure to the Board.

Mr. Meyer discusses the Doug Crane Park Project. This project will bring increased capacity – adding two gangways and 2 floating docks and also includes park-like amenities (possible pavilion, playground) and landscaping. The landscaping and pavilion is still in the design phase. Mr. Meyer also discusses funding sources that are being worked on. Mr. Meyer further describes the project and informs that this project will not only increase the capacity at this facility but also alleviate traffic at other facilities. Brief discussion follows.

Mr. Van Rysdam discusses the Pier Expenses Report that Mr. Zeits supplied after it had been requested at last month's RAB meeting. There is brief discussion on this report and Ms. Lindblad further details the report.

TDC Sports Marketing Funding Grant Application

2018 Tour De Cure / American Diabetes Association

December 1, 2018

World Golf Village

Requesting \$15,000.00
First Year Requesting

Vice Chair discloses that the firm that he is employed by has a relationship with the ADA and is a large supporter of this organization. As such, Vice Chair recuses himself from voting.

Ms. Elizabeth Bates, on behalf of the ADA, discusses this application, the event and also answers all questions from the Board and also distributes flyers amongst the Board members. Ms. Bates states that at this time there are 16 different states represented with only 38 registrants hailing from this area and informs that there are still registrants signing up. Vice Chair verifies the figures that have been presented on this application to be accurate. Ms. Bates also informs that only 7% of revenues goes towards Administration with the remaining funds going towards the cause via research, advocacy, outreach, education, etc. Mr. Panneerselvam asks about the type of advertising for this event and is informed that this event is advertised on many cycling club pages. Dr. McNiff-Villemaire makes an inquiry on what was recommended on past similar events and Chair provides the Board's TDC Sports Marketing Spreadsheet for her review.

Mr. Van Rysdam motions to approve \$15,000.00 for this funding application. Mr. Watson seconds this motion. There is discussion among the members. Dr. McNiff-Villemaire states voices her concern over recommending the full amount for this event as compared to lesser amounts recommended in the past to similar events. Mr. Van Rysdam responds that they were similar events but not similar anticipated results as well as the supporting cause. There is brief discussion among the Board members. Mr. Watson stands firm in seconding the motion for the \$15,000.00 recommendation and details his reasoning.

A vote is taken. 1 abstention 5 Yes 1 No Motion for a \$15,000.00 recommendation is passed.

On a side note, Ms. Andrews discusses the process and policies for funding recommendations. Chair also discusses the system of the Funding Grant Process and its evolution here with this Board. Mr. Zeits states that this is arguably the best dialogue from this Board he has experienced in regards to a Sports Marketing Funding Grant Application.

GRANTED: \$15,000.00

Mr. Zeits discusses workshopping for TDC, the ever evolving application and process and also reports that Sydney Lindblad is now the contact for the TDC Sports Marketing Funding Grants Applications. Mr. Van Rysdam requests to possibly add an update of an event on that month's Agenda. Mr. Zeits states although good suggestion, challenging to work out but also states that the metrics will always be 100% available. Mr. Zeits details how these applications are presented to the TDC Board. Mr. Zeits also discusses handling the score sheets in an alternative way which would require them to be reviewed and processed prior to the meeting.

Chair requests copies of the current Sports Marketing Funding Spreadsheet be available at November's RAB meeting. Mr. Zeits requests clarification and advice from the Board in regards to what they would like to see on this spreadsheet. Board members give their input and would like it updated with recent history to reflect each new recommendation. Chair ideally would like to have made available to the Board an updated spreadsheet at each meeting where there will be a TDC funding recommendation for a Sports Marketing application. Mr. Watson would like to see the spreadsheet separated by type of event as well. Going back 3 years it's unanimously accepted by the Board as well.

Commissioner Waldron commends the hard work and dedication of this Board.

Meeting adjourns at 4:15 pm.