



SOUTH AREA PARKS AND RECREATION South Area Advisory Board

Regular Meeting
May 22, 2007

A Regular meeting of the Parks and Recreation Department, South Area Advisory Board, was conducted on Wednesday, May 22, 2007, at 7:00 p.m. in the Parks and Recreation Conference Room, 1515 Sarno Road, Building B-2, Melbourne, Florida.

MEMBERS PRESENT

Jim Rosasco
J. Keith Farquharson
Mary Goelz
Ted Whitlock
Kevin Walsh
Guillermo Capote, Sr.

MEMBERS ABSENT

Mary Ann Bowman
Joan Lewis
Jerry Jagrowski

STAFF PRESENT

Don Lusk, Parks & Recreation Director
Larry Wojciechowski, Finance Manager
Bill Ross, Interim Construction Manager
David Moore, Parks Maintenance Superintendent
Fred Poppe, Recreation Superintendent
Barry Portnowitz, Recreation Superintendent
Jerry Gust, Parks Maintenance Superintendent
Bernice Smith, Office Assistant I
Gustavo Vergara, Special Projects Coordinator

PUBLIC

NONE

MEETING CALL TO ORDER

Mr. Whitlock called the meeting to order at 7:09p.m. Mr. Vergara called the roll, and Mr. Whitlock noted that a quorum was present and that the meeting would be conducted.

APPROVAL OF MINUTES

Members were provided with copies of the minutes from the January 22, 2007, meeting and the February 20, 2007 special meeting. After review, Mr. Rosasco made a **MOTION** to approve the January 22 and February 20, 2007, minutes, and Ms. Goelz seconded. **UNANIMOUSLY APPROVED.**

STAFF REPORTS

Barry Portnowitz

Mr. Portnowitz distributed to the members a bookmark which advertises some of the upcoming South Area Parks & Recreation events, and stated that this is a good marketing tool to get our programs advertised to the public. He stated that Parks & Recreation is working on different ways to market all of their upcoming events, including a full page ad on the Smart Saver news paper. Mr. Portnowitz stated that the schools are no longer accepting and distributing flyers from our department, and that in the past, the department would distribute about 22,000 flyers to the schools advertising most of our upcoming events. Mr. Walsh asked if Time Warner or any of the other media outlets donated time to promote public events, and Mr. Portnowitz replied that these companies do donate time for parks & recreation supervisors, but that there wasn't a more effective marketing tool than a flyer in a child's hand. Mr. Poppe also stated that at all Parks & recreation events, staff was distributing questioners to find out where people heard about that specific event, that way they can gauge which marketing efforts were working and which were not. Mr. Lusk added that Brevard County parks & Recreation is still trying to work with the schools, and that there was a joint user agreement between the school board and BCP&R, and that adding a clause for BCP&R to give out flyers at the schools could be part of that agreement. Mr. Portnowitz also stated that summer camps were starting on May 29th, and the locations were Rodes Park, Wickham Park, Viera Regional Community Center, Grant, South Mainland Community Center and a Disabilities Camp based out of Wickham Park.

Fred Poppe

Mr. Poppe distributed an evaluation of a brand new event called Touch a Truck at Wickham Park, and stated that he was happy with a 600 person attendance for his first event, and that this attendance was achieved with no help from the schools or the newspapers. He followed by saying that it was a good event and that he received positive feedback from staff and attendees. He also stated that he was in the process of contracting a company to do electrical upgrades to the Wickham Park and Long Point campgrounds, and that he will have a purchase order from the accounting department soon to do these upgrades. Mr. Rosasco asked if \$3.50 was a usual per person cost to run an event, or if any cost estimates like that were ever done, and Mr. Portnowitz replied that this number varied depending on the event, how long the event had been running and that usually that number was ball park for a first time event.

Dave Moore

Mr. Moore stated that since the advisory board last met, BCP&R had grand openings of the POW/MIA Park, and Viera Regional Community Center. He also stated that Viera Regional Community Center will only be open for summer camp because he didn't have any other staff to open the community center to the public due to an external hiring freeze. He also stated that he had a huge event at Sarno Lakes Park; a national radio controlled boat event, and He also mentioned that BCP&R was hosting a big skateboard event at Viera Regional Park in conjunction with Viera Ride shop on June 21st. He said that Baseball tournaments were starting the first week of June, and Mr. Walsh stated that this years tournaments were going to be the biggest ever in Brevard county due to the amount of teams that were allowed to play. Mr. Whitlock asked for further explanation on not hiring staff for the new community center in Viera, and Mr. Lusk responded that due to the proposed tax legislature, Brevard County had instituted an external hiring freeze. Mr. Lusk stated that people could me moved into positions internally, and that he was waiting until the Florida Legislature made a decision on the tax legislature before making any staffing decisions on this community center. Mr. Lusk followed by stating that every county department was asked for 30% budget reductions, and these reductions would directly impact the availability to hire and even build new community centers.

Larry Wojciechowski

Mr. Wojciechowski stated that The Board of County Commissioners asked him to cut 30% or \$12,000,000 from the operating budget, and he said that if you tried to tie that to number of personnel, it would translate into about 120 people.

Jerry Gust

Mr. Gust stated that as of May 1st the small dog park was opened at Palm Bay Regional Park, and the large dog park was due to open by July 1st. Mr. Gust stated that there was a flea market / craft show held at South Mainland Community Center, and that \$600 in revenue was raised from this event. Mr. Gust followed by stating that there were two huge elite soccer tournaments at Viera Regional and Palm Bay Regional. He stated that the tournament held at Palm Bay was the state finals, which included all of the best girl soccer teams from the whole state of Florida. He followed by stating that the tournament held at Viera Regional was the Olympic development program, where the best players from the state competed for a chance to be in the Olympic developmental soccer team. He stated that there was going to be a Caribbean Festival at Palm Bay Regional the following weekend and that The Viera Company had donated 7 acres to Viera Regional Park in order to develop football fields and a youth football program at this facility.

Don Lusk

Mr. Lusk asked the board what part of the 2006 Audit report they would like him to explain in detail, and Mr. Walsh replied that a summary of the purpose of the Audit and what was the final outcome. Mr. Lusk responded that the Audit was requested By the Board of County Commissioners in order to explain to the voters what had happened with the original referendum. He followed by stating that the conclusion of this audit was a report that was broken into two sections; the first section explaining due diligence, which

the Board of County Commissioners should have done before putting this referendum out to the voters, touching on points like long range planning, demand hot spots, and inaccurate estimates of how much all the projects would cost. The second part was the post referendum part, which touched on things like better communication, management of the program, and long range planning. Mr. Lusk also stated that the Board of County Commissioners had not reviewed the Audit yet, and that he expected them to do so by July. Mr. Rosasco asked about two points the audit touched on, which were an itemized list of amenities per project which would be voted on by local citizens, and a prioritizing of projects to be built. Mr. Rosasco also asked what the purpose of the SAAB was, and what his role was in the building on all these projects. Mr. Whitlock replied that the purpose of the SAAB was to serve as liaisons between Parks & Recreation, The Board of County Commissioners and the Citizens of South Brevard County, and Mr. Rosasco replied that his main concern was becoming the whipping boys of the citizens if things didn't work out correctly. Mr. Rosasco stated that he was not looking to be an auditor of how monies were spent, but that the board should have a chance to see what any additions or changes to the projects would cost and have the ability to advice on whether or not that could be a good idea, to which Mr. Lusk concurred. Mr. Walsh asked if the boards advice would be valuable when it came time to cut certain programs or projects, and Mr. Lusk responded that he had a list of things that would be cut if the 30% budget reduction came to fruition, and that the board's advice would be very beneficial in helping prioritize these cuts. Mr. Lusk stated that because of sunshine laws, all communications regarding this matter would filter through Mr. Vergara.

Larry Wojciechowski

Mr. Wojciechowski distributed a budget report which showed what has been spent on the projects, and the remaining balance on the projects. He let the board members know that the moneys from the 2006 referendum had not been allocated to these projects yet and that is why some of the projects would have negative balances. He also explained that he needed the Board of County Commissioners approval before allocating the new money to all these projects. Mr. Wojciechowski explained that these numbers were up to date as of the day of the meeting, and that once the Board of County Commissioners agreed with the proposed allocation of the new money, he would update all the figures in the budget. He explained that the new money was invested with Morgan Stanley, who won the bid to buy the money, and the county was guaranteed a 4.7% return on investment over 4 years. Mr. Wojciechowski then moved on to another page which was part of the presentation that will be put before the Board of County Commissioners, and he reiterated that he will not be updating the budgets until the commissioners approve the proposed allocation of the money. Discussion ensued regarding the numbers on this sheet.

Bill Ross

Mr. Ross stated that he was proceeding on with projects until he is told to stop. He then said that South County Boat Ramp was still in permitting, and that he was waiting on comments from fish and wild life and that there was a meeting scheduled in July. The Brevard Zoo Linear Trail is still in design and not ready for permitting yet, Wickham Park Design Phase III has not started yet, Rodes Park is in permitting, and the Senior

Center at Wickham Park was voted down 3 to 2 by the Melbourne City Council. Canova Park is entering design phase.

Gustavo Vergara

Mr. Vergara presented the board members with a mock design of a web page which would keep citizens informed on what's going on with almost every aspect of the construction project, including pictures, timelines and budgets.

OLD BUSINESS

NONE

NEW BUSINESS

Mr. Whitlock suggested the next meeting be held at the Viera Community Center and the board agreed. Mr. Whitlock and the board agreed to make the meetings the third Tuesday of every month after the July meeting.

PUBLIC INPUT

NONE

ADJOURNMENT

Seeing no further business, Mr. Whitlock called for a motion to adjourn. Ms. Goelz made a MOTION to adjourn and Mr. Walsh seconded. Mr. Whitlock adjourned the meeting of the South Area Advisory Board at 9:15 p.m.