



City of Palm Coast

City Hall
160 Lake Avenue
Palm Coast, Florida 32137

Meeting Minutes Leisure Services Advisory Committee

Chair Mary Giraulo
Committee Member Allen Campbell
Committee Member Bernard Kershner
Committee Member Robert Knapp
Committee Member Donald Kolberg
Committee Member Frank Vignati
Committee Member Jennifer Wright

Wednesday, July 12, 2017

5:30 PM

City Hall Community Wing

(2nd Wednesday)

>Public comment on issues on the agenda or public participation shall be limited to 3 minutes.

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>All pagers and cell phones are to remain OFF while the meeting is in session.

A. CALL TO ORDER AND PLEDGE OF ALLEGIANCE TO THE FLAG

Chair Giraulo called the July 12, 2017 meeting of The Leisure Services Advisory Committee to order at 5:30PM

B. ROLL CALL

Present: 4 - Chair Giraulo, Committee Member Kershner, Committee Member Knapp, and Committee Member Kolberg

Absent: 3 - Committee Member Campbell, Committee Member Vignati, and Committee Member Wright

C. MINUTES

1 [17-297](#) MEETING MINUTES OF MAY 10, 2017 THE LEISURE SERVICES ADVISORY
COMMITTEE MEETING

A motion was made by CM Knapp and seconded by CM Kershner that the minutes be approved as presented. The motion was adopted by the following vote:

Approved: 4 - Chair Giraulo, Committee Member Kershner, Committee Member Knapp, and Committee Member Kolberg

D. **OLD BUSINESS**

2 [17-291](#) UPDATE ON PROMOTIONS

Chair Giraulo: To see if there is an email newsletter and how the events are being submitted to newspaper begin with that update.

Mr. Boyer: We actually hired our market supervisor which we were discussing at the last meeting that we will be offering very soon. We have had our first meeting with our marketing communication department of how were going to start doing everything for the fall. One of the things that were going to actually start doing is an area specific list serve so that we can actually have category's , one that's more adult senior based one that's more arts related base and one that's more toddler. One of the things that we have found out when talking with multi generations is that they want to know just enough what their interested in and not reading 18 things that has nothing to do with them to just find the one thing. We are actually looking to creating some newsletters specific to certain age groups and target markets and that's hopefully something we will be rolling out here in the next couple of months.

Chair Giraulo: Will people be able to submit to more than 1?

Mr. Boyer: Yes. They can sign up for as many as they want and we will eventually try to make it into more of a blog setting. The whole idea is just so they can have a newsletter that has information and then roll it out online and instead of getting it in email form it's posted monthly or weekly.

Chair Giraulo: You said instead of email?

Mr. Boyer: Yes, instead of email. It would actually be put online and then we will still send it as a newsletter but it wouldn't necessarily be updated weekly like the blog would be.

CM Kolberg: That's all online and the information that it will be online once it is online will be sent out how?

Mr. Boyer: It will be sent out through an email list serve kind of like constant contact. Like we also discussed in the last meeting were actually moving to an online registration platform as a department that actually has a marketing piece so when you sign up for a class it will put you in a category so when we send out information about something that has to do with that class you'll actually get an update. So if you signed up for an art class we can send out information saying all the people that signed up for the art class, let them know that we're having a new one and to register for the class.

CM Kolberg: *And the database will be reviewed and protected for identity?*

Mr. Boyer: *Yes*

Chair Giraulo: *Great. Do you think that by our September meeting will it be ready by then?*

Mr. Boyer: *Right now with the new software we're looking between 12-16 weeks just because of the transition. By the time we get it functional we will already be in our fall season so there will be a gap of people registering vs when we will start fully using it because of the budgetary standards with the city starting its new fiscal year on October 1. Our goal will actually be in January when we roll out a full season of winter/spring that we will be able to do those things.*

Chair Giraulo: *So we shouldn't expect to see/email these letters until January, is that what you're saying?*

Mr. Boyer: *We may start doing the constant contact now to build up a database so that when we roll over into the new online portal that we already have a place to start. Some people today actually got an email about our July Parks and Rec month through Active Net. So we're trying to do things now, we just need an actual platform and actually get approval by the person that has the log in to start setting those up.*

Chair Giraulo: *The registration system is it better than the prior one you have?*

Mr. Boyer: *It will allow us to grow. We will actually be able to have one form of software at most of our facilities other than the golf course. The one that we currently have at the tennis center will go away and we will have one centralized data base and location for all of our information. It also has the ability to grow and build more platforms as we get more facilities get other different opportunities. What is also nice, it can allow us to do more features so we can actually start printing tickets so if we do a special event we can print a ticket that can be scanned at the gate. That will also allow us to do more of onsite POS systems so we can actually collect money at the location verses making people pay ahead of time.*

Chair Giraulo: *Are you using the newspapers: Palm Coast Observer and the News journal Daytona Beach they both have online entry forms. Are you putting your events into those to promote them that way?*

Mr. Boyer: *We are, we have a sponsorship with the observer so we actually get a column on each add. We do all of our special events and some programs. It is more city wide verses just recreational based. Our events are on the ads typically a couple weeks before the actual activity date.*

CM Kershner: *If you're not signed up for the art class but you're an interested party, how would you be informed?*

Mr. Boyer: *With the way that the new system will be set up, you can actually sign up to be a part of that like as a subscriber. So you could go once the web site is set up you can actually go and it says I would like information on this and it will automatically populate you to that list. You have to give consent by law that we can actually email you.*

The Agenda Item was Received and Filed.

3 [17-292](#)

CITIZEN SURVEY RESULTS DISCUSSION

Chair Giraulo: Moving on to the citizen's survey. Thank you, Alex for sending out the results. We saw them last time on the screen briefly this time we got to read them in email. I don't know if anyone has any comments or thoughts? I zeroed in personally on question twelve which was types of recreation programs that people are interested in having and a wide variety of interesting suggestions. Some the city already does or already has in the very near future. Splash Park is coming, Dog Park it just got finished. Some nature education we have a little bit in the bird of a feather fest but there was also suggestions about socials, concerts, competitions and also age related suggestions. Places for teens to go, things for people of working age and things for seniors and things for people with special needs. There was a wide variety and I know that you're going to use that coming up with the new community center so thank you for providing that.

CM Kolberg- I have a comment. Reading through that, there were some interesting things that caught my eye. 80 % of the people that has responded do not have children. 80% of the people that have responded has never been to a park or any of the leisure activities. Yet the amount of comments was extraordinary. The concern is using the information from this to create any kind of sense what is needed what is wanted, seems like the old statistical bathtub, you don't know what's going to happen and you can make it say pretty much anything you want. So I'm concern that it wasn't as valid of a survey that we would like to have seen.

Mr. Boyer-I think it's a starting point. The one thing that people are always interested in is sharing their opinions and this is the perfect platform for that. Like you said it may not be able to point us in a specific direction but at the same time it's validating everyone's comments, concerns, issues and those sort of things. Some of the comments were completely off base they had nothing to do other than derogatory comments but at the same time it is allowing someone to share their opinions none the less. I think the other piece is that it's a starting point that at least gives us an idea of a vague opportunity to start focusing on other areas to gage more interest. The other issue is a lot of people that filled it out some of them are snow birds. So half of it is comparing to where they are verses displaced when they are down here. Linear Park is actually our busiest park and no one would have ever thought that without looking at these surveys and facts so there is some information that was helpful with the process but it is more of a starting point.

CM Frank Vignati: I'm just more concerned about using the answers to understand the people that are not being reached granted there is a ton of information in it which will help a ton of activities and a lot of ways to focus on where to go. But the reality of who was not reached is really important. 55% of the people that responded were between the ages of 55-74.

Mr. Boyer: That's about the average demographic of the city

CM Kolberg: I don't know that it's the average of what our population is anymore though. I think our population is rapidly changing and we need to have some kind of mechanism to reach those people to find out what they want otherwise you're just creating a group of people who are not going to like what we're doing.

Mr. Boyer: I Agree

Chair Giraulo: But you have other surveys that you've done?

Mr. Boyer: Yes we do surveys specifically at events and those sort of things. That's really more of for the city strategic action plan, city council and those sort of things. We do more area surveys that are specific just to recreation those sort of things to get more of a gage of what people are interested in. People are very open and want to talk to us about ideas of future programs and those sort of things. There's never an opportunity where someone doesn't share an opinion.

The Agenda Item was Received and Filed.

4 [17-293](#)

CAPITAL PROJECTS, HOLLAND PARK, COMMUNITY CENTER

Chair Giraulo: The next thing on the agenda is capital projects. I put this on the agenda because my husband and I went to Holland Park and it looks phenomenal. We are so happy that the city put together the wonderful things that are there now. I wanted to comment on the trail that's round on the outside of the park and what a great use of space that is. It makes it fit in with the city trail system and also makes it bearable to people that are not sports athletically inclined or children to still make use of the park. I thought that was a wonderful addition. The children playground is phenomenal as well, I took my little nephew there and it's wonderful. I'm looking forward to the splash park when it gets added and I thought that the dog park was very well improved from the last one. Has anyone been out there yet?

CM Knapp: I have. I've taken my little dog to the dog park and she was extremely happy with the surroundings.

Chair Giraulo: Did she go down into the water, into lake?

CM Knapp: No she's not a water dog. She's very anti-water of all kinds. I agree with you the new way it's developed with the new road going all around is simply wonderful. They really did a nice job. It took two years but it really came out nice.

Chair Giraulo: And I didn't know Alex if you have anything that we should know, I know that the community center is still chucking along as well?

Mr. Boyer: It's going up pretty fast. I think everyone's excited about the opportunity for it to open. There hasn't been any change to the timeline because I do know once we get inside obviously it's going to take them a bit longer with all the self-contractors but just kind of seeing the enormous size it's going to be and the opportunities it's going to bring its definitely going to provide the community a much bigger purpose in the future.

CM Knapp: A friend of mine was talking to Mayor Holland and according to her, it's ahead of schedule and under budget at this point which is a really good thing.

Mr. Boyer: I learned that in any construction project, you talk about that after it's done.

CM Knapp: I understand that, you're right the finishing part of any project is the longest part, the building of the walls and the roof is quick. It's the insides that take a lot more time.

Mr. Boyer: This one is going to have a lot more digital advancement, TV's and those sort of things in the facility. Obviously it's going to take a much longer time to get

those things situated, light fixtures those sort of things so their up to standard.

The Agenda Item was Received and Filed.

E. NEW BUSINESS

5 [17-294](#) JULY IS PARKS AND RECREATION MONTH

Chair Giraulo: We also put on the agenda that July is Parks and Recreation month. I'd like to know if there was any way we can help promote that. I don't know if the city is focusing as much on that right now with the department moved to another location?

Mr. Boyer: This is actually a Parks and Rec initiative. It is part of our national association something that's going on in all cities across the United States at this time. July is always considered parks and rec month. The theme this year is "get out and play". Just because I think a lot of people lost the idea of what it means to have an opportunity to be outside so a lot of our focus is more general leisure opportunities. We are doing our fun favorite which is "Tour De Palm Coast" that we do every year with bike riding. We are bringing some new elements. Next Tuesday we're going to have BMX Tricksters during our food truck so you can actually come get dinner and a show. We did a splash and dash for the kids at the pool which is a good opportunity. A lot of it is more of just maximizing our recreational opportunities. We are going to have a park and play day at Holland Park here coming up, we will do some ice cream and some opportunities for games and those sort of things for the kids at the park. A lot of it is to just utilize what we have and to show how nice it is to be outside in Palm Coast especially at our parks.

Chair Giraulo: Is that being said anywhere on the Facebook page or an email the week before?

Mr. Boyer: We do. As we have discussed before, we get one post a day. So we typically try to highlight what's coming up within the next five days in our post but you can actually look online, we have a flyer. We do have some opportunities for those sort of things and hopefully in the future we'll be able to do a little bit more from a social media aspect.

The Agenda Item was Received and Filed.

6 [17-295](#) CULTURAL ARTS GRANTS

Chair Giraulo: Number 6 we have our cultural arts grant and we'll be diving in deep in our post meeting workshop but there weren't any real changes from last year does anyone see anything they needed to comment on?

CM Kershner: Will we be getting the same package as we got last year, the request, what their requesting it for and how much?

Mr. Boyer: Yes. We added the spreadsheet this year to the package so it is specifically in there for them to fill out since we did get a lot of that last year.

Chair Giraulo: There was one thing I wanted to comment on I know that you were looking for ways to add the discussion for how county based organizations can apply, if it goes out for a second offering and I believe that best fits in section 3A, you can add a sentence saying something like if all funds are not used in the first application

cycle, organizations based in Flagler will be eligible. That will be where you would add it so it fits right in with the rest of the eligibility.

Mr. Boyer: The way that the city clerk explained it to me is that what we would do is go through the first round and if there are funds available in the presentation that we will suggest opening up at that time and if council agrees we wouldn't have to have it in the form because we can't guarantee that money will be left over we wanted to leave it as is. That could be something that you put in your packet that you send to council as a recommendation that those additional funds then go to county opportunities.

CM Kolberg: But wasn't it also part of that was that even though it was county giving to county organization would have to be placed in town?

Mr. Boyer: The way it currently is now is that a county entity as long as they are in palm coast city limits, they will get funding. The issue was if a county entity would do something outside the city limits but in the county those funds will not go through the first round.

Chair Giraulo: No, their actually not eligible at all the first time around. Because 3A- must be based in the city of palm coast.

Mr. Boyer: A county entity or a non-profit organization that is more of a county based, if they have a palm coast address then they are still within city limits.

Chair Giraulo: And they're eligible?

Mr. Boyer: Yes

Chair Giraulo: But you might have an organization that is based in Bunnell that is doing a summer camp here in palm coast, they are not currently eligible according to the guidelines but the second round if they are doing something in Palm Coast they would be eligible. I actually read a lot of guidelines for grants in my job and that is something that is common, talking about a second round of a cycle. So you actually could put it in, I understand if you do not decide to but it is something that you could add so that the people reading it for the first time would then be aware of it if it comes up for a second round that they will be eligible. Any other thoughts on cultural arts grants?

The Agenda Item was Received and Filed.

7 [17-296](#)

UPDATE ON THE SENIOR FOCUS GROUP

Chair Giraulo: Then number 7 if you have an update on the senior focus group.

Mr. Boyer: We reached out to the organization they have agreed to set a date with us. We will hopefully have that information next week. We are looking somewhere around august 16th we have not yet set a time yet but that is the date were trying to work with them. It will be here in this room. We will as soon as we get that squared away we will actually start promoting that in the newspapers and to the local community. This is an outside organization that is coming down from Jacksonville called Elder Source.

The Agenda Item was Received and Filed.

F. DISCUSSION BY COMMITTEE OF MATTERS NOT ON THE AGENDA

Chair Giraulo: Matters not on the agenda?

CM Kershner: Most of my questions were answered.

Chair Giraulo: I don't have anything either. So we do have public participation if anyone would like to stand up and speak. We will also have the workshop, afterword's and will be eager for questions as well.

G. PUBLIC PARTICIPATION

Denise Calderwood: My name is Denise Calderwood citizen of Palm Coast since 1974. I want to thank you all its nice to see a friendly face. I don't know who you gentleman are but thank you for participating. What is your quorum how many numbers are you supposed to have?

Chair G: We have members of 7 so this is quorum 4.

DC: I want to thank you very much for acknowledging the needs of seniors in Palm Coast for this discussion. We've been actively trying to get a senior center for 4 years now. September is national senior center month and we can't celebrate it because we don't have one in Palm Coast. There's a long history. I want to thank Alex for his professionalism. It looks like we are going forward in a positive light and I like that.

Chair G: Seeing no other public participation I believe we are ready for an adjournment.

H. ADJOURNMENT

The meeting was adjourned at 7:15PM.

*Respectfully submitted:
Matthew Jackson, Recording Secretary*