



RECREATION ADVISORY COMMISSION MEETING

TOWN OF PALM BEACH

OCTOBER 23, 2025

9:00 AM

TOWN HALL COUNCIL CHAMBERS, 2ND FLOOR | 360 SOUTH COUNTY RD | PALM BEACH, FL 33480

Peter Harris, Vice Chair
Millie Dayton, Member
Patricia Garvy, Member
David Missner, Member
Devon Roush, Member
Carolyn Ryan, Member
Susan Watts, Member

AGENDA

CALL TO ORDER AND ROLL CALL

PLEDGE OF ALLEGIANCE

ELECTION OF CHAIR AND VICE CHAIR

MINUTES

1. RAC Meeting Minutes 4-17-2025

APPROVAL OF AGENDA

COMMENTS

2. STAFF
 - 2.1 RAC Staff Report 10-23-2025
3. OFFICIALS
4. PUBLIC - 3 MINUTE LIMIT

UNFINISHED BUSINESS

5. Tennis Rules
6. FY2026 Proposed Fees

NEW BUSINESS

7. Phipps Ocean Park Racquet Center

8. Par 3 Parking

ANY OTHER BUSINESS

MEETING SCHEDULE

9 Proposed 2026 meeting dates:

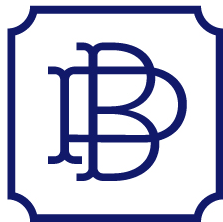
- Thursday, January 29
- Thursday, April 23
- Thursday, October 29

ADJOURNMENT

Access this meeting video on the 'Public Meetings' page at www.townofpalmbeach.com.

If a person decides to appeal any decision made with respect to any matter considered at this meeting, they will need to ensure that a verbatim record of the proceedings is made for such purposes, which shall include the testimony and evidence upon which the appeal is to be based.

Disabled persons needing accommodations to participate in this meeting should contact the Town Clerk's Office at (561) 838-5416 at least one day prior to the meeting.



Town of Palm Beach Recreation

MINUTES

Recreation Advisory Commission Meeting

THURSDAY, APRIL 17, 2025, AT 9:00 A.M.

I. CALL TO ORDER & ROLL CALL

The Recreation Advisory Commission (RAC) meeting was called to order on Thursday, April 17, 2025, at 9:00 a.m. Upon roll call, all Commissioners were present except Commissioner Jamison.

II. PLEDGE OF ALLEGIANCE

Chair Pressly led the pledge of allegiance.

III. APPROVAL OF AGENDA

Motion was made by Commissioner Harris, seconded by Commissioner Watts, to approve the agenda as presented. The motion carried unanimously, 6-0.

IV. APPROVAL OF JANUARY 24, 2025, MEETING MINUTES

Motion was made by Commissioner Harris, seconded by Commissioner Watts, to approve the January 24, 2025, Recreation Advisory Commission meeting minutes. The motion carried unanimously, 6-0.

V. DIRECTOR'S UPDATE AND STAFF REPORT

Chair Pressly stated that Commissioner Rouse requested that a letter from a resident be made part of the record of the meeting.

Mr. Bresnahan recognized Chair Pressly for his service on the Commission and to the community. He spoke regarding his influence and involvement in the success of the Recreation Department over the last several years, including the final design and construction of the Mandel Recreation Center, the growth of programs in the Department, the renovation of the Seaview Tennis Center and overall improvements in the Recreation Department.

Mr. Bresnahan provided an update on capital projects, including spalling work being done on the new Clubhouse at Par 3, remodeling old Clubhouse bathrooms, activity court resurfacing at Seaview Park, and the Phipps Ocean Park Tennis Center renovation. He spoke regarding Camp Palm Beach registration. He stated that there will be two vacancies on the Commission. He commended members of his Departmental staff on their exceptional work. He spoke regarding the upcoming Spring Celebration and the extra work that goes into the event.

Assistant Director Rance Gaede provided an update on Tennis Operations. He announced that the Open Division Ladies won their division, and the Senior Mens Division team won their division. He spoke regarding the large turnout for tryouts for the Scholastic Team from Palm Beach Day

Academy. He spoke regarding the construction project at Phipps Ocean Park Tennis Center and provided details on the timeline and project. He provided an update on the hitting wall on the side of the activity court, including the associated costs. He spoke regarding an alternative option that had been submitted by a resident. He stated that it could be a viable option, but they would like to have tennis players test it. Discussion ensued on the option. Mr. Rance and Mr. Bresnahan answered questions and provided clarification. Chair Pressly spoke in support of pursuing the alternative option. Mr. Bresnahan stated that they will move forward with relocating the two palm trees and making that area the hitting wall.

Tony Chateauvert provided an update on the operations at Par 3 Golf Course. He provided historical information on how they have grown and improved. Mr. Bresnahan provided additional background on the Par 3 Course's revenues and spoke regarding the capital projects that are being planned for the facility. Mr. Chateauvert provided additional information on the plans for a roller for the greens.

VI. COMMENTS OF RECREATION ADVISORY COMMISSIONERS

Chair Pressley expressed appreciation for the work of the Commission and the Director of Recreation and the Department.

Commissioner Dayton expressed appreciation to Chair Pressley for his work on the Commission.

Vice Chair Harris expressed appreciation to Chair Pressley. He commended the staff at the Par 3 Pro Shop. He expressed concern over the valet service and suggested they hire more staff during busy times. He inquired about the status of the Phipps Ocean Park project, to which Mr. Bresnahan responded. He also responded regarding the comments on the valet company. Vice Chair Harris commended the staff and the cleanliness of the Mandel Recreation Center.

Commissioner Missner spoke regarding improvement in all of the programs. He inquired regarding about the impact on Par 3 during the time when traffic is congested when President Trump is in town, to which Mr. Chateauvert responded. Commissioner Missner wished Chair Pressley the best.

Commissioner Roush spoke regarding the lawn in front of the Recreation Center not being large enough for larger events. Mr. Bresnahan spoke regarding the utilization of that space and the special event approval process. He spoke regarding improving the drainage. He answered additional questions about the rental of that space.

Commissioner Watts expressed appreciation to Chair Pressley and to Director Bresnahan and the department staff. She expressed concern over use of the front lawn as an event venue and emphasized the importance of keeping control of the use of that space. Mr. Bresnahan addressed the concerns and spoke regarding staff not allowing it to be used when the lawn is mucky. He spoke regarding trying to encourage rentals on the sports field rather than that lawn.

VII. COMMUNICATION FROM CITIZENS

John David Corey, 426 Australian Avenue, expressed appreciation to Chair Pressly. He spoke regarding the resident-serving feel of the Recreation Center. He spoke regarding the following: proposal for the tennis hitting wall; keeping a maximum of attendees at events on the grassy area in front of the Recreation Center; concern over the stacking of cars of valets at the Par 3; appreciation for the detail of the cleaning for the fitness center; and calling the Recreation Center the Mandel rather than the Rec Center.

Lawrence Kaplan, 2299 Ibis Isle Rd, expressed appreciation to Chair Pressley, the Commissioners and Director Bresnahan for their work. He expressed appreciation for the condition of the Sports Field. He expressed concern over the use of the front lawn at the Recreation Center. He expressed appreciation for Mr. Stover and Mr. Gaede for their work in the Tennis Program and spoke regarding changes at tennis at Phipps Ocean Park. He commended Tony Chateauvert for his work at the Par 3 and for the teaching professionals at the course. He spoke regarding a recent meeting he attended with the Preservation Foundation for the renovation at Phipps Ocean Park and encouraged continued coordination with the Foundation on the project.

John Dotterer, 1470 N Ocean Blvd, spoke regarding the proposal for the tennis hitting wall and spoke regarding the relocation of four trees and the possibility of filling in the block in between the columns in order to maximize the hitting surface and stated that he had received a rough estimate of \$20-25k to add the additional block and cover it in white stucco. He spoke regarding a 40' wide poured concrete hitting wall in Ft. Lauderdale, which is where Chris Everett Lloyd had trained.

Ellen Howe, 2295 S Ocean Blvd., spoke regarding being careful with holding events on the front lawn at the Mandel Center.

VIII. OLD BUSINESS

1. Field Lights

Mr. Bresnahan reported that the Town Council approved moving forward with hiring a lighting consultant for the project and stated that the project will be handled by Public Works Department at this point. He stated that the project will most likely be completed in fall of 2026 if it moves forward. He responded to questions on the process and funding for the project.

2. Seaview Parking Lot

Mr. Bresnahan reported that the Mandel Recreation parking lot has been designated a recreation user-only parking lot. Commissioner Watts expressed appreciation for the designation. Mr. Bresnahan expressed appreciation for Commissioner Watts for bringing this to the Commission's attention.

IX. NEW BUSINESS

1. Tennis Rules

Mr. Gaede provided background information on the item. He stated that they are requesting input from Commissioners and stated that the goal is to have the project completed by early fall. He responded to questions regarding the review process. Discussion ensued.

Amended Motion: Motion was made by Commissioner Watts, seconded by Commissioner Missner, to support the revision of all Town of Palm Beach Tennis Team Rules by the Recreation Department and endorse the application of those rules to all Town-sponsored teams playing at Seaview and Phipps Ocean Park tennis centers. These rules should reflect the Town's resident-first agenda. The motion carried unanimously, 6-0.

2. FY2026 Proposed Fees

Mr. Bresnahan presented the proposed fee changes and explained the changes. Discussion ensued, especially on the proposed fees for the rental of the front lawn at Seaview Park and the security deposit required. Mr. Bresnahan spoke to his authority and discretion to approve and administer higher or lower fees for that space depending on the scale of the event.

Mr. Bresnahan spoke regarding the increase in tennis division fees. Commissioner Watts inquired

about requiring tennis team players to become members of the Town's tennis program. Discussion ensued. Mr. Gaede answered questions regarding tennis instruction fees.

Mr. Bresnahan spoke regarding the increase in Par 3 Golf fees. Mr. Chateauvert answered questions regarding annual passes. Discussion ensued. Mr. Bresnahan provided additional information on the annual pass fee increase and the usage of annual passes. Further discussion ensued on increasing annual pass fees too substantially. Discussion ensued on the overall Par 3 golf fees.

Motion was made by Commissioner Missner, seconded by Commissioner Watts, to approve the FY2026 Proposed Fees. The motion carried unanimously, 6-0.

Discussion ensued on the process for the next Chair. Mr. Bresnahan explained the process. He also expressed appreciation for Mr. Jamison's service on the Commission, as well as Chair Pressly.

X. ADJOURNMENT

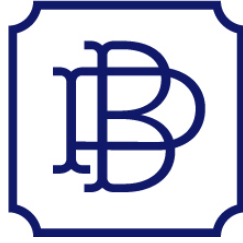
Motion was made by Vice Chair Harris, seconded by Commissioner Dayton to adjourn the meeting at 10:43 a.m. The motion passed unanimously, 6-0.

Respectfully Submitted,

Chairperson

Meeting audio is located at:

https://townofpalmbeach.granicus.com/player/clip/3143?view_id=5&redirect=true



Town of Palm Beach Recreation

STAFF REPORT

Recreation Advisory Commission Meeting October 23, 2025

Technology & Marketing Update – One Year of Implementation

Over the past year, the Recreation Department has made strong progress in digital transformation through DaySmart, the online POS system, culminating with 45% of our program registrations completed online in the fourth quarter of FY25. This shift toward digital registration continues to enhance efficiency and allows staff to focus more on personalized, in-person service.

Marketing efforts have also expanded significantly. The weekly RecConnect newsletter now reaches over 3,000 subscribers, with a 46% open rate (well above industry average), and the combined social media following exceeds 4,200 across Instagram and Facebook. Consistent content sharing continues to strengthen community engagement and visibility for Recreation programs. Inside the tennis facilities and the Mandel, the addition of ScreenCloud digital signage provides real-time schedules, rentals, and updates, giving visitors instant access to information and improving the overall guest experience.

Fitness

As of July, the Town officially assumed full control of the Fitness Center and all associated fitness activities. Since then, several significant improvements and operational changes have been implemented to enhance the member experience and strengthen the facility's programming. A new Fitness Supervisor, Chris Deitrick, joined the staff, bringing leadership and oversight to daily operations, member engagement, and fitness programming. Following valuable feedback from members, the Fitness Center layout was reconfigured to create more open space and improve traffic flow. In addition, new equipment upgrades are underway—two new cardio machines and two pieces of selectorized weight equipment are scheduled to be added to the gym floor by the end of 2025. A new Life Fitness Symbio Switch Cycle was added and made available for member use as of October 3rd.

To ensure consistent quality, accountability, and greater flexibility for our residents, the Fitness Center transitioned to an Approved Personal Trainer System. Under this new model, all personal trainers are now independent professionals rather than in-house staff, allowing residents to train with the instructor of their choice. A list of pre-approved trainers will be available for those who prefer to select from trusted professionals already familiar with the facility. Each trainer is required to pay a facility rental fee of \$30 for 30-minute sessions and \$45 for 60-minute sessions.

Group exercise offerings have also expanded, with several new GroupX Fitness Classes launched in September, showing promising participation levels and expected growth in the coming months. The Fitness Center now maintains 252 active members, and nearly 1,700 individual check-ins were recorded during the fourth quarter alone. Finally, a new focus on video-based communication and promotion is underway to better engage members, highlight programs, and foster a sense of community pride in being part of the Mandel Recreation Center's Fitness Center.

Recreation Programs

The fall session began the week of September 7th with the successful launch of several new programs. This season, six new vendors and contractors introduced 11 new programs to the lineup, featuring the return of gymnastics, a series of dance classes in ballet, tap, hip-hop, jazz, and musical theater, as well as a new cheer program, canasta, Brain Boosters, and a fall crafts workshop. In addition, two existing vendors expanded their offerings, bringing the total programming schedule to 57 enrichment classes and activities for all ages. Early participation numbers have been strong, with fall revenue already reaching \$87,000—more than doubling last year's total for the season.

In the coming weeks, community programming will expand to include new offerings such as Line Dance, an Etiquette Program, Fashion Design & Sewing, and a Candle Making Workshop.

Camp Palm Beach's summer camp was once again a tremendous success, featuring a larger resident turnout and most weeks at full capacity with waitlists. This year brought a significant upgrade to our field trip transportation, moving from the yellow school bus borrowed from PBDA to professionally chartered services through Academy. The Friends of Recreation once again provided generous scholarship support, allowing employee dependents to experience camp. The fun continues this fall with mini-camp from November 24–26, including field trips to Drive Shack's Puttery Mini Golf and Bedner's Farm for a tractor tour.

The After School Program continues to thrive, reaching capacity for non-resident participants with only two spots remaining for Residents. Each afternoon, students engage in pre-planned immersive activities, team-building games, crafts, STEM projects, and themed DIY snacks, all while building strong bonds with our exceptional and highly experienced team of Activity Leaders. This past month, our After School Program families also came together for their first-ever exclusive Welcome Back Family Game Night Event, which was a tremendous success. With more than twenty board games of strategy and skill, laughter and competition filled the evening, while the prize table added an extra layer of excitement and fun for kids and parents alike. The evening received enthusiastic feedback from attendees and is poised to become an annual tradition.

Our popular special events and family nights will carry the momentum into the season with Halloween Happenings on October 24 (6–8 pm), followed by the Fallin' into Fun Workshop on November 14 (6-8pm), and a screening of *Elemental* on December 12 (6-8pm). Mark your calendars for these can't-miss family favorites.

Seaview Park

Several maintenance and improvement projects were completed throughout the park to enhance appearance, functionality, and overall visitor experience. Irrigation system repairs improved

water distribution and efficiency, resulting in healthier turf and more consistent coverage across landscaped and athletic field areas. Routine field maintenance further supported playability and surface quality for ongoing recreational use. Fresh mulch was added to the playground to enhance aesthetics and maintain proper cushioning depth beneath play structures. Tree trimming was performed to promote healthy growth, improve visual appeal, and maintain clear sightlines throughout the park.

A few trees were also relocated to open the area around the existing wall on the activity court, improving accessibility for use as a tennis hitting wall. The resurfacing of the activity court has been rescheduled for later this month as the contractor coordinates the work with completion of the construction of the new pickleball courts at Phipps, ensuring efficient use of equipment and consistent surface quality across both facilities.

Tennis

The PBDA Tennis Program wrapped up another successful season, with over 30 participants demonstrating impressive growth and enthusiasm on the courts. Players showed notable improvement throughout the year, culminating in a series of competitive and exciting matches that highlighted the program's ongoing development.

The Seaview women's team for the Queen League summer season concluded on a high note, finishing as champions of the Queen I Division.

Teams for the upcoming PBCWTA season have been finalized, and the talent level across all rosters looks promising. Practices began the first week of October, and matches started in mid-October, marking the official start of another exciting year of play.

Daily youth and adult clinics that launched in September and October continue to draw strong attendance and positive feedback, fostering both skill advancement and a sense of community among players. Staff are thrilled to welcome Milan, our newest tennis professional, who has already made a positive impression with his dynamic coaching style and ability to connect with participants. Additionally, nearly the entire coaching team has returned for the new season, ensuring continuity, quality instruction, and a seamless transition into the next programming phase.

Renovations at the Phipps Ocean Park Tennis Center are nearing completion following its closure on May 1. Work has progressed steadily throughout the summer, with all six courts fully refurbished—including new clay surfaces, lines, net posts, and nets. The surrounding fencing has been replaced, and two dedicated pickleball courts have been added to the facility. Additional improvements include new sidewalks and freshly painted buildings. These upgrades are part of the broader Phipps Ocean Park improvement project, which will introduce additional park features over the next 12 months.

Staff requests the Commission's endorsement to officially rename the Phipps Ocean Park Tennis Center to the Phipps Ocean Park Racquet Center to reflect the facility's expanded amenities. The recent addition of two pickleball courts has broadened recreational opportunities and increased community engagement in racquet sports. The updated name accurately represents the facility's

offerings and supports its continued evolution as a modern recreation venue within Phipps Ocean Park.

Par 3 Golf Course

Fiscal Year 2025 marked another record-breaking year for the Palm Beach Par 3, continuing a five-year revenue growth trend since COVID. This sustained success comes despite a deliberate reduction in golf rounds to enhance the player experience and playing conditions. The course continues to be recognized as a premier destination for golfers locally, nationally, and internationally, supported by ongoing improvements in course conditioning, clubhouse facilities, and programming.

The pro shop achieved its highest-ever sales, generating just under \$1 million in gross revenue, and was nominated for a National PGA Award—a reflection of the staff’s commitment to excellence and the strength of the retail program. Golf instruction remains one of the strongest in the region, attracting both local players and visitors seeking high-quality coaching from the team of notable instructors.

This year featured several key investments and enhancements designed to sustain the facility’s long-term integrity and improve the player experience:

- **Clubhouse Infrastructure:** structural spalling repairs were completed during the summer to protect the integrity of the second story and ensure continued safety and longevity.
- **New Golf Cart Fleet:** in September, a brand-new fleet of Club Car golf carts was delivered in preparation for the new season, enhancing both comfort and operational reliability.
- **Course Maintenance:** two full green aerifications were completed over the summer to maintain optimal turf health and playing conditions. During the summer, the maintenance fleet was upgraded with a Salsco HP11-III high-end greens roller, providing enhanced turf smoothness and uniform ball roll, improved playability, and greater long-term turf vitality through reduced surface irregularities and soil compaction.
- **Tree Management:** comprehensive trimming across the course was conducted in preparation for hurricane season, improving both safety and course aesthetics.
- **Operational Enhancements:** the outside operations team has been elevated for the upcoming season, with two starters on hand during the busy times, to improve customer service and further enhance the overall golfing experience.
- **Range:** in-house staff installed a new Fiberbuilt Golf range mat, providing a more durable, realistic, and joint-friendly surface than traditional range mats.
- **Uniforms:** all golf maintenance staff are now outfitted in uniforms, enhancing the Par 3’s professional appearance and reinforcing a consistent, team-oriented image.

FY 2025 was another milestone year for the Palm Beach Par 3 Golf Course. Through focused operational management, facility improvements, and exceptional customer service, the course continues to strengthen its reputation as a world-class public golf destination and a valued asset to the Town.

Financials

The 2025 fiscal year was an exceptionally strong one for the Recreation Department, marked by impressive revenue performance and disciplined expense management across all divisions.

Recreation Division:

Revenue totaled \$1,033,674, nearly equaling last year's record \$1,062,210. This stability, achieved amid major changes in fitness management and programming, highlights the success of our new initiatives and our ability to retain and attract patrons even during times of transition.

Tennis Division:

A historic milestone — for the first time on record, tennis finished in the black! Revenue jumped an impressive 59% over last year, from \$532,743 to \$849,408, while expenses were kept in check. The turnaround in Tennis demonstrates the strength of improved management, programming, and participation.

Golf Division:

Golf continued to serve as the department's financial anchor, growing revenue to \$5,484,151, up from \$5,324,660 in 2024. The upward trend reflects consistent demand, operational excellence, and customer satisfaction.

Year-by-year revenue dashboard by division:

Year	2021	2022	2023	2024	2025
Tennis	\$348,178	\$426,063	\$480,097	\$532,743	\$849,408
Rec	\$565,206	\$821,079	\$926,179	\$1,062,210	\$1,033,674
Golf	\$3,651,435	\$4,342,191	\$5,096,539	\$5,324,660	\$5,484,151

Year-by-year expense dashboard by division:

Year	2021	2022	2023	2024	2025
Tennis	\$411,623	\$473,606	\$503,931	\$712,421	\$809,156
Rec	\$1,081,014	\$1,148,916	\$1,340,904	\$1,542,109	\$1,502,726
Golf	\$1,673,791	\$2,481,635	\$3,226,494	\$3,133,580	\$3,288,586

Our mission is to cultivate a vibrant and inviting environment through exceptional recreation programs, distinguished facilities, and unparalleled services, enhancing the vitality of our residents and guests by fostering longevity, health, and happiness, all while providing a world-class experience.

