



TOWN OF PALM BEACH

RECREATION DEPARTMENT

MINUTES OF THE RECREATION ADVISORY COMMISSION HELD ON WEDNESDAY, MARCH 2, 2011

I. CALL TO ORDER, ROLL CALL & PLEDGE OF ALLEGIANCE

A meeting of the Town of Palm Beach Recreation Advisory Commission was held on March 2, 2011, at Town Hall in Council Chambers. The meeting was called to order by Chairwoman Mrs. Danielle More at 9:00 a.m. Commission members in attendance were Mrs. Danielle Moore, Mr. Joseph Della Giustina, Mr. Stephen Hall, Mr. Henry Jamison, Mr. Daniel McDonnell and Mr. Donald Singer. Alternate members in attendance were Mrs. Pamela McIver, Dr. Ellen Howe and Mr. Chris Storkerson. Absent from the meeting was Mr. Timothy O'Hara. Staff members in attendance were Director Mr. Jay Boodheshwar, Assistant Directors Mr. Alan Brown and Mr. Rod Gardiner, Golf Course Manager Mr. Tony Chateauvert and Office Manager Mrs. Lisa Walkowich.

II. PLEDGE OF ALLEGIANCE

III. COMMENTS OF THE RECREATION ADVISORY COMMISSIONERS

Mrs. Moore asked if any of the commissioners wished to make a statement at this time. No one wished to speak at this time.

IV. COMMUNICATIONS FROM CITIZENS

Mr. Michael Spaziani of 322 Seaspray Avenue thanked Mrs. Moore for doing a wonderful job as Chairwoman of the Recreation Advisory Commission and for all her hard work throughout the year.

V. APPROVAL OF AGENDA

Mrs. Moore asked if there were any changes to the agenda, there were none. Ms. Moore asked for a motion to approve the agenda. Mr. Della Giustina made the motion to approve the agenda, seconded by Mr. Hall, all were in favor.

VI. APPROVAL OF JANUARY 5, 2011, MEETING MINUTES

Mrs. Moore asked if there were any changes to the January 5, 2011, meeting minutes, there were none. Mrs. Moore asked for a motion to approve the minutes. Mr. Singer made the motion to approve the minutes seconded by Mr. Hall, all were in favor.

VII. STAFF REPORT – (This report is attached)

Mr. Boodheshwar welcomed and introduced the new Golf Course Manager, Mr. Tony Chateauvert to the commission.

Mr. Boodheshwar stated that staff has seen an increase in participation throughout the department. This is in part due to new marketing efforts and internet communications.

Mr. Boodheshwar stated that the Dockmaster's position will be re-advertised as an insufficient number of qualified applications were received in the first recruitment process. He said that the advertisement would be run not only in local newspapers but in professional publications as well. Mr. Boodheshwar stated that hopefully a new Dock Master would be hired within the next few months.

Mr. Jamison complimented staff on their hard work and was impressed by the increase in participation and the media attention that the department has been getting.

Mr. Hall asked how the department's financials were looking for this year. Mr. Boodheshwar said that staff has reset internal goals relative to revenues and expenses, with a goal of under spending the FY11 the budget by up to 15%.

VIII. OLD BUSINESS

A. Further Consideration of the Proposal to Rename the Par 3 to Honor Raymond Floyd

Mrs. Moore stated that at the June 22, 2010, Town Council meeting the Recreation Advisory Commission made a recommendation to rename the Par 3 Golf Course in honor of Mr. Raymond Floyd. She stated that recently several council members have asked the Commission to bring back this recommendation for re-consideration.

Mr. Hall stated that at the May 5, 2010, Recreation Advisory Commission meeting there had been a lengthy discussion about renaming the golf course. He said that the commission agreed unanimously that in recognition of his significant work in not only designing and renovating the golf course but also the extensive fundraising that Mr. & Mrs. Floyd did, the course should be named The Raymond Floyd Course at the Palm Beach Par 3. Mr. Hall stated that at the June 22, 2010, council meeting the Council voted to re-name the course "The Town of Palm Beach Par 3, Re-designed by Raymond Floyd, Town Resident 2010". Mr. Hall stated that now there is a feeling that the mood has changed and the council may be open to hearing this item again.

Mrs. Moore said that in addition to honoring Mr. Floyd for his time and efforts the marketing influence of having the Par 3 Golf Course with Mr. Floyd's name attached to it would be positive for business, considering Mr. Floyd's status as a Hall of Fame golfer. She said that the Par 3 Foundation is also in agreement and have also asked us to bring this back to the Town Council.

After further discussion, Mr. Della Giustina made the motion to recommend that the Town Council consider modifying the name of the Palm Beach Par 3 to The Raymond Floyd Course at the Par 3. Seconded by Mr. Jamison, all were in favor.

B. Status Report of Volunteer Marketing Committee

Mrs. McIver stated that the Marketing Committee has met twice in an effort to develop a comprehensive marketing plan which will include branding for the department, a visual concept that people can identify with the Recreation Department. She stated that one of the volunteers, Mr. Greg Bennett who owns Iconoclast a marketing firm, has met with staff and agreed to prepare the marketing plan for the committee's review. Mrs. McIver stated that Mr. Bennett has also contacted a firm who is going to develop a logo for the department at a minimal cost. She said that the committee will be meeting in the next couple of weeks and that she will report back to the commission.

NEW BUSINESS

C. Marketing RFP for Town Docks

Mr. Boodheshwar stated that one of the items that came out of the privatization study for the docks was to focus efforts on marketing and exposure in the community and in the Marine industry. It was recommended that staff look to the private sector to help with this process. He said that he was looking to the commission for feedback on whether or not to proceed with the RFP process at this time. After some discussion the commission felt that the RFP process for marketing for the docks should be considered with the comprehensive marketing plan that the Marketing Committee was putting together and that staff should report back to the commission at a later date.

D. FY2012 Budget Development Process

Mr. Boodheshwar stated that because of the privatization study some very specific outcomes came from those meetings that have budgetary impacts. He said that staff's goal in the next few months will be to quantify those recommendations that the commission made as staff develops the FY 2011 proposed budget. Mr. Boodheshwar stated that staff will be looking to the commission for additional feedback particularly regarding fees. He said that staff will have details for the commission to review at their May meeting.

E. Upcoming Commission Appointments

Mr. Boodheshwar stated that at the April 12, 2011 Town Council meeting the Council will be making appointments to the Recreation Advisory Commission. He said that Mrs. Moore's term is ending and she was not eligible to be reappointed. Mr. Boodheshwar stated that Mr. Della Giustina and Mr. Jamison's terms were also ending but both were eligible for reappointment. He stated that Mrs. McIver, Dr.

Howe and Mr. Storkerson were all eligible to be promoted to regular member status. He asked all interested commissioners to please submit an application if they wish to be reappointed or promoted to regular member status.

IX. ANY OTHER MATTERS

Mr. Boodheshwar introduced Mr. Sheldon Westervelt from Global Sports & Tennis and Mr. George Todd from Welsh Tennis who were the designer and contractor for the Seaview Tennis Facility renovation. Mr. Westervelt and Mr. Todd presented a 2010 Outstanding Tennis Facility Award to the commission which was awarded from the American Sports Builders Association. Mrs. Moore accepted the award on behalf of the Commission and the Recreation Department and thanked both men for their outstanding work on the project.

Mr. Boodheshwar stated that with this being the Town's centennial year a huge weekend of celebrations was scheduled for April 15, 16 & 17th. He said that in the next few weeks the commissioners would all be receiving mailings/invitations to these events and he encouraged them to take advantage of this historic year. He said that the recreation department was actively sponsoring the centennial with events such as tennis tournaments and a golf scramble.

Mr. Diamond complimented the Recreation Department staff on the Seaview Tennis Facility. He stated that he recently had visitors from out of Town who played at the facility and were extremely impressed. Mr. Diamond asked the commission what the status was on the golf course club house. Mr. Boodheshwar stated that getting the club house completed is a major objective of the department. He said that there is a concept for the club house and there are some significant funds that the Par 3 Foundation has raised but more funds are needed. Mr. Hall agreed and stated that there is over one million dollars in the fund but more is needed. He said that fundraising has come to a halt because of two factors, one was the naming of the golf course and the second was the privatization study. He said that he felt that it would go a long way to invigorate the process again if there was a positive result with the renaming of the golf course.

Mr. Singer said that he wanted to thank Jay and the Recreation Department staff for their support and help with The Citizens' Association Tennis Tournament. Mr. Singer said that The Citizens' Association will be hosting a golf tournament at the Par 3 on March 31, 2011, from 2 – 5 p.m. and invited the commission to participate.

Mr. Hall said that he wanted to thank Mrs. Moore for her leadership and commitment as Chairwoman of the Recreation Commission.

Mrs. Moore stated that it has at it has been an honor and privilege to serve as chairwoman representing our community to the council and bringing our issues to the forefront. She stated that the commission has accomplished so much and so many more wonderful things are happening in recreation. She congratulated Mr. Boodheshwar and his staff for their hard work and dedication in working with the commission. She thanked the members for their continued service to the commission, the Town and its citizens. Mrs. Moore asked the

commissioners to keep in mind that this is a community and there aspects of this community that make the Town special and recreation is one of those special areas.

X. ADJOURNMENT

Mrs. Moore called for a motion to adjourn. Mr. Della Giustina made the motion to adjourn, seconded by Mr. Singer. Meeting was adjourned at 10:23 a.m.