TOWN OF PALM BEACH
RECREATION DEPARTMENT

MINUTES OF THE RECREATION ADVISORY COMMISSION HELD ON WEDNESDAY, JANUARY 5, 2011

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

A meeting of the Town of Palm Beach Recreation Advisory Commission was held on January 5, 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 and Office Manager Mrs. Lisa Walkowich.

II. PLEDGE OF ALLEGIANCE

III. COMMENTS OF THE RECREATION ADVISORY COMMISSIONERS

Mrs. Moore welcomed the commissioners and wished everyone a Happy New Year. She asked if there were any comments from the commissioners. There were none.

IV. COMMUNICATIONS FROM CITIZENS

Mrs. Moore asked if there were any comments from the citizens attending the meeting, there were none.

V. APPROVAL OF AGENDA

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

VI. APPROVAL OF NOVEMBER 3, 2010, MEETING MINUTES

Mrs. Moore asked if there were any changes to the November 3, 2010, meeting minutes. Mrs. McIver stated that she had been quoted as saying that we should tap into the resources of the community as we look into the privatization issues. She said "What I had said was that it seems that a common denominator among all of the groups that we looked at was the issue of marketing and we should look to the community and work together in some sort of a public/private grouping to study that issue." The second item was in the proposal from Camper Nicholson, she said that she stated that we should keep them in mind as we look at a long term plan, and should consider using them as a consultant in the future if deemed appropriate. She asked that the minutes be amended. Mr. Della Giustina made a motion to approve the November 3, 2010 minutes as revised, seconded by Mr. McDonnell, all were in favor.

VII. OLD BUSINESS

A. Update on Recruitment of Golf Manager and Dockmaster - Mr. Boodheshwar reported that the hiring process for Golf Manager and Dockmaster positions is committee based and will include the review and rating of applications received and subsequent interviews of the finalists.

He said that changes were made to both job descriptions to be more effective for the department. He said that the golf manager position which was originally a hybrid position that included a supplemental agreement for lessons and merchandise has been changed to strictly an administrative position. He said that the Town has taken over the merchandising and has temporary agreements with the golf instructors for this season. Mr. Boodheshwar said that later this year a RFP will be issued for teaching services, similar to the one that was issued for teaching services in the tennis division.

Mr. Boodheshwar said that the Dockmaster position description was revised, putting more focus on the "hands on" and customer services aspects of the position. He said the pay scale of the position was also slightly reduced. He said that the administrative responsibilities of the Marina will continue to fall under the Assistant Director of Recreation.

B. Privatization Study Recommendations for Tennis and Recreation Center – Mr. Boodheshwar summarized the conclusions of the Tennis and Recreation Center study groups. These conclusions are as follows:

Recreation Center

1. Maintain the current staffing model and reject the privatization of management for this facility.
2. Focus on expanding program offerings and overall revenues.
3. Develop a website specifically for the Recreation Department, with possible online registration, and develop a comprehensive marketing plan for the department.
4. Upon the completion of the privatization study, approach the school district to seek cost sharing for the up keep of the athletic field.
5. Approach local businesses for corporate underwriting for community events and activities to help reduce the cost of these events on the budget.
6. Eliminate the maintenance worker position through attrition or transfer to another department and contact out these responsibilities at a future date.

Mrs. Moore asked if there was any discussion on these items. Mr. Singer stated that he was receiving the weekly emails from the department and commended staff on the great job they were doing.

After further discussion Mr. Singer made the motion to approve the recommendations of the Recreation Center Privatization Study Group as outlined in Mr. Boodheshwar's report. Seconded by Mr. Della Giustina, all were in favor.

Tennis Facilities

1. Reject privatization of management of the tennis facilities but modify future staffing models to increase cost recovery percentages.
2. The short term goal would be to change the cost recovery policy from 30% to 55% by eliminating the Tennis Facility Assistant position through attrition or transfer to another department.
3. The long term goal is to have a model with one full time Facility Supervisor, one permanent part time Facility Supervisor and one full time Tennis Maintenance Worker position. This would effectively result in the achievement of 70% cost recovery and a 40% reduction of staffing. This model should also be achieved through attrition or transfer and not through layoffs.
4. It was determined that a 100% cost recovery model was not desirable in order to maintain the quality of the facilities that the residents require.

Mr. Boodheshwar then summarized staffing allocation for the entire Department. He said that since 2006 staffing has been reduced by 18% through attrition. Mr. Boodheshwar said that once the long term model is in place, staffing would be reduced by 36% which equated to the savings of approximately $330,000 in full-time personnel costs.

After further discussion Mr. Della Giustina made the motion to approve the recommendations of the Tennis Privatization Study Group as outlined in Mr. Boodheshwar's report. Seconded by Mr. Singer all were in favor.

VIII. NEW BUSINESS

A. Volunteer Marketing Committee - Mr. Boodheshwar stated that at the November 3, 2010, Commission meeting there was a strong suggestion from that staff look to draw from the expertise of this community relative to marketing and advertising. There was a subsequent article in the Palm Beach Daily News where Mrs. Moore asked the community for volunteers to form a marketing committee. Mr. Boodheshwar stated that there was a tremendous response and on November 22, 2010, the committee met for the first time. The committee members are; Dr. Michael Andrews, Mrs. Clare Bendeck, Mr. Gregg Bennett, Mrs. Etonella Christlieb, Mr. Ed McLaughlin, Ms. Sally Ann Nisberg, and Mrs. Jan Willinger. He said that Mrs. McIver was the Recreation Commission representative.

Mr. Boodheshwar stated that at the first meeting, staff provided a quick presentation to the committee on how we currently marketed the different facilities and it was decided that a comprehensive plan and branding for the department was needed. He said that some of the initiatives that were discussed with the Recreation Advisory Commission have already been implemented such as the weekly blast e-mails. In addition, staff created a power point presentation that is scrolling on cable access channel 18 and new evening classes for adults are being offered this season.

Mr. Boodheshwar stated that the Marketing Committee will be meeting again on January 7, 2010. He said that the committee members will bring back information on how to proceed with this comprehensive marketing plan, which could include the development of a department logo and slogan, defining who our markets are for each division and defining the objectives for each of the divisions.

Mr. McDonnell suggested that we need to find a way to expand the e-mail list. He felt the marketing committee could be a longer lasting committee since we needed to "sell" ourselves not just now but into the future. Mr. McDonnell said that he felt Mrs. McIver would be the one to decide if it should be a longer lasting committee. Mrs. McIver said that the nice thing about this project is that it was an easy sell. She said that once we have the objectives defined, the challenge will be working with a limited budget and how much the staff could take over on an ongoing basis. She said she was looking forward to working on this project.

Mrs. Moore encouraged the Commissioners to share their e-mail lists to be added to the Recreation Department database for the blast e-mails.

IX. ANY OTHER MATTERS

A. <u>January 2011, Staff Report</u> - Mr. Boodheshwar asked the Commission if there were any questions regarding the report that they had received. There were none.

X. ADJOURNMENT

Mrs. Moore called for a motion to adjourn. Mr. Della Giustina made the motion to adjourn, seconded by Mr. Jamison. Meeting was adjourned at 10:15 a.m.