MINUTES

Wednesday, March 7, 2012

JOINT WORK SESSION
FORT MYERS BEACH TOWN COUNCIL
AND
BAY OAKS RECREATIONAL CENTER ADVISORY BOARD
TOWN HALL – COUNCIL CHAMBERS
2523 ESTERO BOULEVARD
FORT MYERS BEACH, FLORIDA 33931

I. CALL TO ORDER

Mayor Kiker called to order the March 7, 2012 Joint Meeting of the Fort Myers Beach Town Council and the BORCAB at 2:00 p.m. Present along with Mayor Kiker: Vice Mayor Raymond, Council Members Kosinski, and List; Council Member Mandel was excused. BORCAB Members present were: Chair Betty Simpson, Rae Sprole, Becky Bodnar, Tom Mizwa, Lee Melsek, and Rex Pontius; Tom Myers was excused. Also Present: Town Manager Stewart, Parks and Recreation Director Evans, and Town Clerk Mayher.

II. PLEDGE OF ALLEGIANCE

Mayor Kiker thanked the BORCAB members for the work they performed and noted the Council had approved their request regarding the number of members necessary for a quorum.

Ms. Simpson reported the Board was revising their Policy and Procedure Manual and would forward copies to the Town Council; and she read the Board's Mission Statement.

III. FEE SCHEDULE REVISION – ANNUAL REVIEW REQUESTED

Ms. Simpson commented that Bay Oaks Recreational Center (BORC) had the same fee schedule for quite some time; and it was their feeling to request Council to assist them with a review of all their fees and charges, including the facility rental rates which included the pool.

Ms. Bodnar expressed concerns from residents she had received early today regarding the higher cost of membership fees and activity fees for seniors for certain programs (i.e. ticket cost with transportation to

the Florida Repertory) at BORC as compared to amounts paid by seniors who lived on Sanibel Island at their town recreational facilities.

Discussion ensued regarding the possible reasons for the fee difference between Sanibel and Fort Myers Beach; and that Fort Myers Beach already subsidized BORC annually in the amount of $880,954 which equated to over 20% of the Town's budget.

Mr. Melsek encouraged the Town to review the fee structure and suggested the fees not be raised where applicable to children or families (i.e. recreation and summer camps). He questioned the number of memberships out of the approximate 7,000 residents; how many were on-Island and how many were off-Island memberships subsidized by the Town; and how many were seasonal. He noted his concern regarding pool and recreation fees which appeared to be low. He believed the fees should not be raised for 'locals', rather look hard at the fees for non-Islanders using the facilities. He encouraged the Town to determine the number of children and teens on the Beach and determine the potential number of people who would use the facility. He questioned the effectiveness of the marketing being used.

Parks and Recreation Director Evans reported there were 491 members, of that 22 are individual non-residents, 16 are family non-residents, and 19 seasonal non-resident seniors. She added that the census indicated there was less than 400 children aged 17-0 on the Island.

Ms. Sprole discussed how the teen and the youth programs worked to break even, and she suggested the seniors may want to consider working for that goal.

Discussion was held regarding how residency was determined and how or if it was validated by staff.

Mr. Mizwa suggested BORCAB visit other community recreation centers to conduct a comparison of services and fees, and report the findings to Council.

Discussion was held regarding the fee schedule, programs offered, and program attendance.

Mayor Kiker discussed his concerns regarding fees, program attendance, and the cost of administration. He suggested the Town first determine "*what business they were in*" and then staff would be able to figure out the next step.

Council Member Kosinski questioned if the $800,000 expenditure would ever go away and discussed ideas he had for increasing the membership and use of the facility.

Vice Mayor Raymond discussed his views as it related to the current BORC budget and his apprehension to any budget increase if it was shown the programs were losing money.

Town Manager Stewart discussed the reorganization of making Parks and Recreation a separate department from Public Works and to include Cultural Resources within the new department; and bringing in a Parks and Recreation professional as the Director. He explained that Director Evans was still in the process of her evaluation of the Town's recreational services and a report with her

recommendations was forthcoming. He briefly reviewed the funding of Bay Oaks before and after the County gave it to the Town.

Discussion was held concerning the re-evaluation of the Bay Oaks programming.

Director Evans reported staff already had their rate study together; however, they were still preparing the information to bring to BORCAB. She remarked there were 136 children that have five locations for after-school and BORC had 20 of the 136 children; and added that she was meeting with the providers of the other locations so they could determine how they might all work together to meet the needs of the children better.

Discussion was held regarding the after-school programs at the various providers, and the potential for participation by BORC; and potentially using an 'income-based' formula for rates for the children's programs.

Discussion ensued regarding program comparisons that included costs, subsidies, usage, and rates; program cost recovery; and the justification to be included in recommendations from staff.

Consensus by Council and BORCAB was the Action Item from the discussion was to pursue looking at a new 'model' for Bay Oaks by BORCAB and they would present their recommendations to Council.

IV. BORC WEIGHT TRAINING ROOM – FURNISHINGS/SPACE

Ms. Simpson reported that there were continual comments made by users of the existing Weight Room which was felt by many not to be adequately furnished or large enough to train in. She suggested changing the name of the room to a 'fitness room'.

Mr. Melsek suggested the topic would be addressed through Director Evans forthcoming evaluation of the center.

Vice Mayor Raymond noted that a 'fitness center' might be seen as in competition with private businesses that provide the same type of service.

Discussion was held concerning if Town recreational facilities were in competition with private enterprise.

Vice Mayor Raymond noted potential liability issues regarding fitness equipment and questioned who showed people how to use the equipment properly.

Mayor Kiker explained that most decisions regarding BORC would probably be based upon the evaluation and recommendations to be received from Director Evans.

Consensus was to wait to until the evaluation and recommendations were received from Director Evans as it pertained to the Weight Room; however, if there was any unsafe equipment in the facility, that it would be removed.

V. ROOM DIVIDERS – BORC MAIN FLOOR AND MEET ROOM

Ms. Simpson noted the use of room dividers for the Zumba classes.

Vice Mayor Raymond questioned funding for new room dividers.

Town Manager Stewart reported there were some capital improvement funds that could be used for Bay Oaks which would enable dividing the main room off into four sections.

Council Member Kosinski stated an engineer examination of the ceiling should be made part of the purchase.

Mayor Kiker questioned the purpose of the room dividers at this point in time.

Town Manager Stewart explained that currently staff was limited to bringing in certain types of programs.

Discussion was held concerning the room dividers and how they could increase the number of programs offered.

Town Manager Stewart suggested that staff would do preliminary research on the dividers, bring the information back to BORCAB, and ultimately to Town Council.

Consensus was to approve Town Manager Stewart's suggestion.

VI. MEETING ROOM SPACE – RELATED TO PREVIOUS ITEM, ROOM DIVIDERS

Ms. Simpson pointed out that much of this topic was related to the previous item; however, there was a question about kitchen facilities.

Vice Mayor Raymond expressed his opinion that a full kitchen was desirous as it pertained to people who wanted to rent the facility.

Discussion ensued regarding if a full kitchen was necessary; would a full kitchen change the use of the facility to a 'banquet facility'; whether or not it would then compete with private enterprise; and was the current facility capable or designed to retain a full kitchen.

Director Evans described the capabilities of the current facility which was limited to electrical plug-in equipment for things such as hot dogs and popcorn versus the expense of a commercial kitchen with equipment such as but limited to refrigerators and a dishwasher. She stated staff could come up with some pricing ideas, but currently they were dependent upon Island businesses for catering the needs of groups using the facility.

Town Manager Stewart explained, based upon his experience, he would not recommend installing a full commercial kitchen; however, they may want to consider some basic kitchen equipment such as food warmers, a sink, and the ability to make coffee.

Mayor Kiker suggested when looking at the 'business plan' for BORC that they look outside the building as well as inside the building.

VII. LIMITED PARKING ISSUE

Ms. Simpson discussed the limited parking problems at BORC.

Mr. Mizwa described the parking issues and noted the sensitive land behind BORC which limited the potential for facilitating the parking.

Ms. Sprole discussed previous suggestions to use a golf cart to transport people into the facility from the parking lot.

Discussion was held regarding the use of a golf cart for transporting people from the parking lot.

Town Manager Stewart suggested they may want to consider bringing in a 'site designer' to evaluate the parking to determine what or if was available to alleviate the parking problems.

Discussion was held regarding the land owned by the school; the sensitive land involved; the potential use of a 'site designer'; and the difference between additional parking and parking in close proximity to the facility.

Mayor Kiker explained how the 'business plan' would dictate this matter.

Ms. Sprole asked if a golf cart could be rented at least for use during season.

Mr. Pontius suggested approaching a golf cart business to see if they would loan one.

VIII. KAYAK RAMP

Mayor Kiker gave a brief history of the investigative work into kayak ramps at various locations.

Director Evans noted there was quite a bit of use at the BORC site during summer camp, but the rest of the year was sporadic.

Town Manager Stewart reported staff was looking at the street that runs between Pop's and BORC, and they were looking to ensure the right-of-way went all the way down to the canal for a potential bay side access that would not create a neighborhood difficulty.

Mr. Mizwa noted a kayak launch already existed at BORC and possibly a shell path would be suitable.

Director Evans noted staff should have called it a 'launch' and not a 'ramp'.

IX. POLICY AND PROCEDURE UPDATE

Ms. Simpson reported the updated manual was completed and was submitted to staff, and the new language from the recently adopted ordinance would be incorporated.

Mayor Kiker recommended BORCAB review it and make any changes they deem necessary; and that Council approval was not required. He suggested that BORCAB share their manual with other committees/boards, and they may want to look at others.

Ms. Simpson noted they had reviewed CELCAB's manual.

Town Clerk Mayher reported she had requested each committee/board at the start of this fiscal year to review their policy and procedural manual, so she had copies of the other manuals and would be happy to provide the information to BORCAB.

X. INDIVIDUAL BOARD MEMBER COMMENTS

Mr. Mizwa discussed his approval of the change of administration regarding the creation of the Parks and Recreation Department and the addition of Director Evans.

Mr. Pontius agreed with the comment by Mr. Mizwa and was glad to have Director Evans on staff. He stated he did like to have a Council Liaison at the BORCAB meetings.

Mr. Melsek reviewed his ideas regarding revenues and asked everyone to think about potential revenue sources:

- Need to have local businesses more involved at Bay Oaks
- Bring potential departments from Florida Gulf Coast University (i.e. hospitality, basketball teams, sporting events, lecture series, etc.)

He discussed his belief that the subsidy to BORC could be reduced and there was a need for more business participation.

Discussion was held concerning the Chamber's use and payment for the Taste of the Beach event; and other forms of community events to bring people to BORC (i.e. Halloween, proms).

Ms. Simpson thanked the Council and Committee Members for attending the meeting. She gave an open invitation to anyone who wanted to come to the Estero Island Historical Society Meeting. She also noted that she appreciated the addition of Director Evans and establishment the Parks and Recreation Department.

Town Manager Stewart thanked the Council for supporting his request to establish the Parks and Recreation Department and to BORCAB for accepting and helping the new Director.

Council Member Kosinski concurred with Mr. Melsek's comments about the resources available at FGCU, and suggested consideration to contact the FGCU Engineering Department in conjunction with the parking issue at BORC.

Mayor Kiker thanked BORCAB for their work (i.e. banners) and explained how the Council was working to improve the image of Fort Myers Beach. He reported that the Council was asking every organization for one item they think would improve the image of the Town, and then the Council would determine if it was possible to accomplish, and then they would work to get everyone on-board to work together. He noted that on each Council Agenda there would be an item concerning improving the positive image of the beach.

XI. ADJOURNMENT

Meeting adjourned at 4:05 p.m.

Adopted 4-16-12 With/Without changes, Motion by Kosinski / Raymond

Vote: 5-0

Michelle D. Mayher, Town Clerk

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