

**PARKS AND RECREATION ADVISORY BOARD
LONGWOOD CITY COMMISSION CHAMBERS
175 WEST WARREN AVENUE
LONGWOOD, FLORIDA**

**MINUTES
September 10, 2019**

Present: Lori Rice, Chair
 James Vogel, Member
 Judi Coad, Member
 Nicole Bright, Member
 Ryan Rinaldo, Recreation Coordinator
 Donna L. Alt-Bowes, Recording Secretary

Absent: Tom DeNegre, Member
 David Putz, Vice Chair
 Ian McCracken, Member
 Chris Capizzi, Leisure Services Director

- 1. CALL TO ORDER.** Chair Rice called the meeting to order at 7:02 p.m.
- 2. PUBLIC INPUT.** None.
- 3. ACTION ITEMS.**
 - A. Approve Minutes from August 6, 2019**

Member Vogel moved to approve the minutes from August 6, 2019, as presented. Seconded by Member Coad and carried by a unanimous voice vote with Member McCracken, Vice-Chair Putz and Member DeNegre absent.

B. Reiter Park Banners

Mr. Rinaldo spoke with Mr. Capizzi and would like to table this discussion until the next meeting when he is present. He said there are two vendors they are working with and one of them would like to come out and see the site to get an idea of what they will be working with.

Member Coad asked if this vendor was just for the installation.

Mr. Rinaldo replied yes. He said Mr. Capizzi wants to present this to the Commission and see which direction they would like to go since it is going to be an aesthetic change to the park. Mr. Rinaldo said he was at the park today and noticed the current poles have two (2) bolts below the speakers and he thinks it may be equipped for the banner's

hardware. He is going to investigate to determine if there is a specific type of bracket used on those poles.

Member Coad said she understands tabling it until Mr. Capizzi comes back with more information, but she would like to continue to have a discussion tonight. She came prepared with some information and will bring it up again when Mr. Capizzi is back.

Chair Rice said they would entertain Member Coad's thoughts.

Member Coad passed her cell phone around to show a picture of the poles in the park.

Discussion ensued with regard to the banners at Reiter Park, the cost of the banners, the types of banners, and banner designs available to be printed and placed at the park.

C. Chili Cook-Off

Mr. Rinaldo gave a quick update on the staff. He stated there are five (5) teams signed up and several prospective teams are very interested and we are waiting on their paperwork. The ice-cream vendor will be there. There are no definitive sponsors as of yet, but he has contacted previous sponsors. Florida Blue will not be returning to the event this year. The sponsorship packet has been emailed out to quite a few businesses.

Chair Rice asked Member Bright if she had anything to add.

Member Bright asked if she could get the list of all previous sponsors so she is not hitting up the same people. She asked if the ice-cream truck pays a fee.

Mr. Rinaldo said they pay a \$35 fee.

Member Bright said she has learned the Chili Cook-Off is essentially on auto-pilot and there is not a whole lot for her to do. She will look into sponsorships from some of her contacts in Longwood and see if there is anyone that wants to cook. She asked how the volunteers work among the Board Members.

Chair Rice said there was an email sent out to the Board Members. She asked Mr. Rinaldo if he had the information which shows the positions Board Members signed up for.

Mr. Rinaldo said Member Putz responded but he does not have information about the other Board Members.

Member Coad said she signed up to be one of the judges and Member Putz usually works with her on that.

Member Vogel said he has not signed but he will do the same thing he did last year which was the ticket sales.

Chair Rice said that she will be there.

Member Bright asked if we had the judges yet.

Mr. Rinaldo said they will be contacting past judges. Mrs. Alt-Bowes will not be available this year but the Farmer's Market coordinator will be available again this year. He will be reaching out to Winn-Dixie and looking for a fourth judge as a back-up.

Member Coad asked about the chef as the third judge and stated Mr. Capizzi has his contact information.

Member Bright said she will work with Mr. Rinaldo on that directly.

Mr. Rinaldo said that would be fine.

Member Bright said she did not have anything else on the Chili Cook-Off.

Chair Rice said we still have to work on finding teams. She said from the email she received from Mr. Rinaldo, she knows there are five (5) teams signed up and she assured him the Community Emergency Response Team (CERT) is getting the paperwork together. She also had it passed to the Longwood Fire Department Union.

Member Coad asked if we could have it passed on to the Citizens on Patrol (COPs).

Mr. Rinaldo said they usually do the car show that weekend.

Member Coad said they have participated in years past.

Chair Rice said if they cook they have to set up in a different location.

Member Coad said she was hoping Member DeNegre would have been here to ask him that question.

Chair Rice asked if there had been communication with any of the Department Heads within the City for teams.

Mr. Rinaldo said it has gone out with the Longwood News email but he will definitely send something out this week.

Chair Rice said that would be nice and one year the Building Department and Public Works cooked.

Member Coad said she talked to the Thai restaurant about a month ago and brought it up to them. They were actually runner-up one year. She said she would maybe go back over and poke some more interest with them. She asked if we had flyers ready to hand out for the event.

Mr. Rinaldo replied yes. He brought the event flyer with him but does not have the "Cooker Wanted" flyer. He could have them ready to be picked up at City Hall tomorrow.

Member Bright asked if she could pick them up tomorrow from City Hall.

Mr. Rinaldo said they would have a whole stack ready to be picked up at City Hall for her.

Chair Rice said any person or business visited regarding sponsorship or cookers should be asked if they have a way to share the event flyer with the public.

Member Coad asked if that was the event flyer for the Chili Cook-Off.

Mr. Rinaldo replied yes.

Member Coad asked if he was planning on getting them as soon as possible, and if so could he put the National Night Out flyers with them.

Member Bright replied yes, there was no reason not to.

Member Coad said we should do both things at once. It would be less running around.

Member Bright asked Mr. Rinaldo for that to be done and she will start passing them out tomorrow.

Member Coad said to please make sure the second-hand furniture store across from the hospital gets one. She said she always gets chewed out if they do not have one since they know she is on the Board. She said what is left of the Downtown businesses have always been willing to post them.

D. National Night Out

Mr. Rinaldo said we have been taking in a lot of registration packets for National Night Out. Oakwood Construction has come on board as a financial sponsor of the event as well as Winn-Dixie, who will be supplying the hotdogs, water, and buns for the event.

Kona Ice will be there giving away free Kona Ice. Fred's Market and 4Rivers are both coming back. Chair Rice will be following up with the past vendors that have not signed up yet.

Discussion ensued with regard to National Night Out.

4. BOARD MEMBER REPORTS

Member Vogel stated he did not have anything to report.

Chair Rice reported on National Night Out and thinks we are on our way to a successful event. She thanked the sponsors that stepped up again this year, including Winn-Dixie for their continued support and Oakwood Construction. She also thanked the vendors that show up and the City participants such as the Fire Department, Police Department, COPs members, CERT members, and Board Member volunteers. At this event, we are going to try to introduce the Round-Up Program, a very important and long-awaited program that gives every business and resident a chance to participate in. She said the Commissioners approved this initiative to start. Commission Shoemaker, former Parks and Recreation Board Chair, initiated discussion on this program about 15 years ago and it finally comes to life. The first pilot year program will be run by the Finance Department as it is a utility bill feature where customers can opt in to round up their monthly bill. The Commissioners chose to nominate Parks and Events as the recipient for the first year. She asked the Board to please consider opting in and tell your friends and neighbors to help spread awareness. You do have to sign up to donate and it is strictly voluntary and can be canceled at any time. It is perfect timing the program starts in fiscal year 2019/2020 beginning on October 1st as it is also the same day of National Night Out. She thinks the Finance Department may be sending someone to help facilitate sign-ups at National Night Out and we will have a flyer. It would be prudent for all Board Members to help promote this event because it will help Parks and Events. At the end of the next fiscal year, the Commissioners will choose how that money is going to be utilized.

Member Bright said she remembers Commissioner Shoemaker talking about putting it in an insert and asked how it was going to go out to the general public in Longwood. She also asked about people who do not get physical bills.

Chair Rice said she believes the Finance Department is going to be putting out a flyer which includes the sign-up form with the utility bill. She asked Mr. Rinaldo if there was anything he could or would like to share since he is on the committee.

Mr. Rinaldo said they met with Finance and the Public Information Department over at the Police Department to put together a marketing plan on how to proceed with this program. There were several things bounced around but Finance is spearheading this process. There will be a flyer in the utility bill coming in October that explains more

about the program. Once it goes live, it will be on Facebook and all social media accounts. You can round up to the nearest dollar or you can do a flat amount. Ms. Snead said they would make exceptions if there were one (1) time large donations.

Chair Rice said those who are on paperless billing should have an area where they can print out the form. She is unsure if they would be able to take an online signature. She also noted the Commission has directed Community Development, the department in charge of the Lewis House "the little blue house", to put out a Request for Proposal (RFP) to figure out what should be done with that. It will not be going to Reiter Park.

Member Coad asked if there was a time frame on the RFP.

Mr. Rinaldo said he does not know, that would be a question for Mr. Kintner.

Member Coad said it would be a good idea to find out if there is a time frame being set so another RFP could or couldn't be made. She asked if anyone from our department had taken a peek inside to see what shape it is.

Mr. Rinaldo said about six (6) months ago he and Mr. Capizzi went inside and it is in good shape considering how old it is and how it is being stored. It is definitely going to need a substantial amount of work in order to restore it completely.

Member Bright asked where it is at now. She is aware it used to be behind the police department and asked if it was still there.

Member Coad confirmed it was still behind the police department.

Chair Rice said there is always a time frame with an RFP. It is never open-ended and there is a deadline for all bids to be in. It then goes through an in-house process with a team to score. The scoring recommendations are recorded and brought before the Commission to make a decision.

Member Coad said she did not hear them give the time at the Commission meeting which is why she asked Mr. Rinaldo.

Chair Rice said they are no longer able to see the RFP's on the website at this time.

Chair Rice said last Friday night she attended the Concert in the Park, sponsored by Orlando Health and featuring the band *Simple Southern Boys*. It was good music. Unfortunately, we had to cancel one group that was scheduled twice due to weather. There is also an RFP out there for Reiter Park sponsorships. She asked Mr. Rinaldo if there was anything he knew and would like to share about that.

Mr. Rinaldo said he is not aware of any new information that has come out.

Chair Rice asked Mr. Rinaldo during her report if he would like to share anything on the annual conference he attended last month.

Mr. Rinaldo said he would share under the Staff Report.

Member Bright reported and mentioned needing to set up some time to talk about the memorial in order to see where the staff is and what is needed. It is clear she is not going to be too involved with Chili Cook-Off. She asked Mr. Rinaldo if it was okay to set up a time with just him or if we should wait for Mr. Capizzi to get back and see what his thoughts were.

Mr. Rinaldo said, either way, is fine. Mr. Capizzi is coming in once a week just to do paperwork but we could coordinate a time.

Chair Rice said he would be back on September 24, 2019.

Member Bright said she has nothing else to report.

Member Coad reported and asked about the status of the memorial program Member Bright had touched on. She said she would like the Wine Fest we had last month to be added to the Staff Report for the next meeting. Today she wanted to thank Chair Rice. She and Member Rice went through a lot of the prizes that had been ordered for Celebrate the Season. They were able to purchase a number of prizes under the old budget, but there are a few more items that need to be purchased. We have not ordered anything yet for the Ugly Sweater Contest, but if you are all out there talking to somebody, she would love to see someone take that on as a sponsorship. The sponsor could potentially emcee the contest and have their name or business put up. She would like to attract a sponsor who might give away tickets for a dinner for two, that way we have something to give out. There is one Commissioner that can wear one of his suits to participate in the holidays. She said she wants to add one (1) more game and has a couple of things in mind. One is as simple as wrapping a box and putting a hole in the top or on the side where kids can put their hand in and pull out a prize. She is trying to add prizes for the smaller kids and is also looking for a larger box to fit prizes suited for teenage kids. The box would go from the shoulders to just above the knees and we can make it into a wrapped present so a volunteer can be one of our costume characters. She said she wants to order one (1) more costume character and has seen a really cute mascot panda bear online. She said Chair Rice got us Olaf last year. We will be reviewing the costumes next month to see if there are any repairs to be made. The other costume she came up with was the Cat in the Hat but she does not know what kids think about that anymore. Member Coad asked Mr. Rinaldo if he had anything to add.

Mr. Rinaldo said we are getting some sponsor money in. He said Advent Health is coming on at \$300 and Watson Realty at \$600 for the North Pole.

Member Coad said she knows that Fry Insurance wants to participate again with either having a table or running a game for us. She asked Mr. Rinaldo to email her the list from last year again and would like to get previous sponsors contacted such as Nations Law Firm, and Top Trucks. The earlier we contact them and get them done, the less we are pushing at the end. She went on to explain the levels of sponsorship to the Board Members.

Member Coad said they have ordered the ornaments for Santa's Breakfast but do not know if they have come in yet. They have also ordered sticky sheets for the kids to play with. We can now do away with the messy crayons and there will be less to pick up afterward. She asked Mr. Rinaldo if Fred's Market is on board for the breakfast.

Mr. Rinaldo replied yes they are on board.

Member Bright asked what Member Coad needs help with.

Member Coad said she is looking for a large box such as a refrigerator box they could wrap and use as a present.

Chair Rice said a dryer box would be perfect.

Member Coad said we can wrap it with Christmas paper and put a bow on it. We have found as we have expanded this program the kids have just loved the characters and taking pictures with them. She said we have had kids from the National Honor Society of Lake Mary High School and Lyman High School participate and some of the other groups. It has really worked out well. Two years ago we were able to get the hockey team to attend with their mascot and cheerleaders. She asked Mr. Rinaldo if we should contact them again.

Mr. Rinaldo said he would look into that.

Member Coad said last year they had a prior commitment and asked if he would see if they are available this year since we had moved the date. She provided the Board Members with the dates of the events for December.

A discussion was held with regard to the events in December.

Member Coad said she had the Sanford paper delivered and saw the picture of Mr. Rinaldo along with the City events. She gave the photo to Mr. Rinaldo. She was glad to see that and asked if they had contacted Mr. Rinaldo.

Mr. Rinaldo replied yes. He said they are really good about reaching out.

Member Coad asked when our last Concert in the Park is.

Mr. Rinaldo replied October 5, 2019.

Member Coad confirmed there will be none in November.

Mr. Rinaldo said no due to the Chili Cook-Off and Fall Festival.

Member Coad said we talked about doing something last year during Fall Festival, which is why she asked.

Mr. Rinaldo said he will go into that in the Staff Report.

Chair Rice said we have the movies in September.

5. STAFF REPORT

Mr. Rinaldo said everyone should have received a calendar of events in their water bill. He said Food Trucks will take place on Thursday, September 12, 2019, from 5:30 p.m. to 8:30 p.m. at Reiter Park. The Downtown Longwood Cruise-In Car Show is Saturday, September 14, 2019, from 5:00 p.m. to 8:00 p.m. The Senior Matinee is Wednesday, September 18, 2019, at 1:30 p.m., featuring the movie *"Rocketman"*. Movie in the Park will be on September 21, 2019, featuring the movie *"Detective Pikachu"*. He said they have been planning the Fall Festival with Brian and Janet from What to do in Mount Dora (WTDI). They have expanded the vendors and have filled spots pretty quickly.

A discussion was held regarding the Fall Festival.

Mr. Rinaldo said the Florida Festivals and Events Association (FFEA) conference went great. He was able to speak with our laser production company and they are putting together a quote for us. Zambelli will also be putting something together with different options of pyrotechnics and fireworks. He spoke with the City of Clermont who has a great model with the campout. He now has a phenomenal template and resource to bounce ideas off of in order to see what works and what does not work. He made contact with a banner production company and different ticketing companies for online ticket sales. He is going to do research and see if he can get a better deal with a ticketing company.

A discussion ensued regarding the new ticketing company and what events it will be used for.

Member Bright asked about the campout. She said she did not know what he was talking about.

Mr. Rinaldo explained the Great American Campout event.

A discussion ensued with regard to the Great American Campout, how it came to be, and what is being planned.

Chair Rice thanked Mr. Rinaldo for the insert in the September utility bill. She asked what the difference in cost between one-sided and two-sided would be.

Mr. Rinaldo said he needs to check with Mrs. Branton in Utility Billing. They looked into this in the past and it was a \$200 to \$300 increase, but he would double-check.

Chair Rice felt we could do so much more with one (1) sheet of paper.

Member Coad asked if we printed them ourselves.

Mr. Rinaldo replied it was an outside company.

Chair Rice asked if he knew what the print run is.

Mr. Rinaldo said it is anywhere from 4,500 to 5,500. There are 6,000 customers, but some get the online bill, not the paper bill. He stated it is inserted online as well.

Discussion ensued about the cost of getting a two-sided insert.

Member Coad asked if there would be one more going out this year to cover the rest of the holiday events.

Discussion ensued with regard to another flyer for upcoming events.

Chair Rice asked if the Pumpkin Carving Contest could be put on the Truck or Treat flyer.

Member Coad asked that Truck or Treat be added to the Staff Report for the next meeting. She asked if it was being put on by us or someone else.

Mr. Rinaldo said we partnered with the Church on State Road 434 in the past and they had decided not to do the event last year with very little notice. He said Mr. Capizzi and I took over the event and put it together ourselves. It came out really nice. This year we have partnered with WOLF 103.1 and it is kind of a hybrid. We will be running the costume contest, the pumpkin carving contest, and getting the City groups and food vendors out there. They will also be bringing in some different outside businesses such

as Wonderworks and Nations Trucks who will be doing free on-air radio advertising for the event as well.

Discussion ensued with regards to set-up and vendors for Truck or Treat.

Member Coad asked if we are buying candy for Santa throw from the fire truck.

Mr. Rinaldo said he will speak with Mr. Capizzi.

Chair Rice said she imagines it is in the Leisure Service's budget as it was the previous year. She said there was not enough in the budget, but that is where it should be again.

Member Coad said if we are doing it, right after Halloween is the time to go buy the candy.

Mr. Rinaldo said last year they ordered it in bulk.

Member Coad said she did not see it on the list and the mention of candy made her think about whether or not we were still doing it this year.

Chair Rice inquired about the carnival during Fall Festival.

Mr. Rinaldo said there still has not been a definitive answer. He gave a brief synopsis of past events and what is planned for this year's Fall Festival.

Discussion ensued with regard to vendors and the layout of the Fall Festival.

6. ADJOURNMENT

Member Coad made a motion to adjourn. Seconded by Member Vogel and carried by a unanimous voice vote with Member McCracken, Vice-Chair Putz and Member DeNegre absent.

Meeting adjourned at 8:18 p.m.

Minutes approved by the Parks and Recreation Advisory Board: 10-08-2019

_____/S/
Lori A. Rice, Chair

ATTEST:

_____/S/
Donna Alt-Bowes, Recording Secretary

The Official signed minutes are on file in the City Clerk's Office.