

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

**MINUTES
October 8, 2019**

Present: Lori Rice, Chair
 David Putz, Vice Chair
 Judi Coad, Member
 Nicole Bright, Member
 Chris Capizzi, Leisure Services Director
 Ryan Rinaldo, Recreation Coordinator
 Donna L. Alt-Bowes, Recording Secretary

Absent: Tom DeNegre, Member
 James Vogel, Member
 Ian McCracken, Member

- 1. CALL TO ORDER.** Chair Rice called the meeting to order at 7:03 p.m.
- 2. PUBLIC INPUT.** None.
- 3. ACTION ITEMS.**
 - A. Approve Minutes from September 10, 2019**

Member Coad moved to approve the minutes from September 10, 2019, for purposes of discussion. Seconded by Member Bright.

Member Coad requested the approval of the minutes be moved to the next meeting to allow more time to review and make changes. She said we used to get these minutes a week in advance before they had to be turned in for any corrections. She said, to be honest, she had a really busy week and she only had from Friday until noon on Monday and that was just not going to happen.

Member Bright asked if she wanted to do a motion to postpone them to the next meeting.

Member Coad said she thinks she has to void her previous motion.

Chair Rice asked if there was any other discussion.

Vice-Chair Putz asked if there was something wrong with the minutes.

Member Coad said there were some things she saw that she wants to have changed and clarified before we go on with that.

Chair Rice asked if we can get back on track with receiving the first draft of the minutes a week prior to when they are due to be published.

Mr. Capizzi said yes.

Vice-Chair Putz said he was out of town and he was busy with other things and he did not get to read them either.

Chair Rice asked if there was any further discussion.

Member Coad rescinded her motion to approve minutes from September 10, 2019, for purposes of discussion.

Chair Rice said ok, she can do that.

Member Coad asked if she could make a motion that we address the minutes at the next board meeting for approval.

Chair Rice said she believes what she is asking is that she would like to make a motion to table these minutes and bring them back to our November 2019 meeting.

Member Coad said ditto.

Member Bright seconded the motion and it was carried by a unanimous voice vote with Member McCracken, Member Vogel and Member DeNegre absent.

B. Reiter Park Banners

Mr. Rinaldo passed out quotes, pictures of different banners, and a map of the light poles at Reiter Park. He went on to explain the quotes and the placement of the banners at the park.

Discussion ensued with regard to the type of banners, the cost of the banners, the placement of the banners, when they would be installed, and how often they will be changed.

Member Coad said a decision needs to be made tonight to at least set a dollar amount of what this board is willing to do at Reiter Park or it will not happen before Christmas. She said we will not have enough time to order them and install them.

Mr. Capizzi said we are going to have garland on all of the poles at Reiter Park. He said if we want to do the banners, this needs to be taken into consideration. He said it looks great during the holidays but if we want to do banners he thinks we have to do either or. He is not certain that we can do both.

Discussion ensued with regards to the past decorations at Reiter Park for the upcoming holiday season, what we should do this season, how many light poles are at Reiter Park, how many banners to get for Reiter Park, and the cost for these banners.

Mr. Capizzi advised the board that any decisions made tonight will have to go in front of the Commission due to the aesthetic change to the park. He wants the Commission to be aware of what the board has decided to do and to approve the changes. It will go on the Agenda for the next Commission meeting on October 21, 2019.

Vice-Chair Putz asked what the turnaround time would be once it goes before the Commission.

Mr. Capizzi said that Mr. Rinaldo will find out what the turnaround time will be.

Discussion ensued in regards to turn around time and getting the information on the Agenda.

Chair Rice said she would entertain a motion to spend up to a certain amount. She said the board would not be discussing what the banners would look like and where they would go. She asked that this not be put on the board.

Member Coad said that one of the things that could be decided since we do not have the art would be the colors. She said the color combinations that she sees out in the public are all red and green with some shades of blues. She thinks they can present that tonight which would give Mr. Capizzi enough information to present to the Commission.

Mr. Rinaldo said the Request for Proposal (RFP) for the park's sponsorship will be going active soon and they should keep in mind we may have companies bidding on the RFP with a proposal of wanting to put banners up throughout the park.

Discussion ensued with regard to the RFP, the colors/design of the banners, and the quality of the banners.

Member Bright said she does not think we are going to come to an agreement on the colors but that price-wise it will be about \$5,000 including tax for fifteen (15) two-sided, double banners.

Chair Rice said we do not pay tax.

Member Coad asked if she was thinking an even \$5,000.

Member Bright said yes.

Vice-Chair Putz asked about Chair Rice's comments earlier about not putting the responsibility on the board.

Chair Rice said she meant that since we are not looking at specific designs and placement, we are entertaining a motion for a dollar amount. She said when the information is presented to the Commissioners they will decide about the style and placement so this responsibility should not be put on the board.

Vice-Chair Putz said we are an advisory board. He asked the staff if they would be able to work within that.

Mr. Capizzi said yes.

Member Bright said it might change if they decide to do citywide flags.

Chair Rice said that at the November board meeting we may, at that point, be able to discuss the placement further.

Mr. Capizzi said we could order the banners and then decide where we want to hang them.

Member Coad made a motion that the Parks & Recreation Advisory Board take before the Commission the desire to install fifteen (15) banners around the circle of the park with the cap of \$5,000 to be installed by Celebrate the Season or right after the Fall Festival. Seconded by Member Bright.

Discussion ensued with regard to the number of poles in the motion.

Member Coad amended her motion.

Member Coad amended the motion to the Parks and Recreation Advisory Board is requesting permission from the Commission to install banner signs in Reiter Park with the criteria of spending \$5,000. Seconded by Member Bright and carried by a unanimous voice vote with Member McCracken, Member Vogel and Member DeNegre absent.

Chair Rice said she was looking forward to Member Coad's email updates after tomorrow's meeting.

Mr. Capizzi said when he gets it he will forward it to the Board.

C. Chili Cook-Off

Mr. Rinaldo gave a synopsis of the sponsors, the teams that have signed up and where he is in the planning of the event. He said that Haley, our intern, has contacted all of last year's participants and has had good feedback.

Vice-Chair Putz asked how the Board did at getting people to join. He said each one of us needed to get one (1) team.

A discussion ensued with regard to the members of the Board that have a team for the Chili Cook-Off, sponsors, and ongoing preparation for the event.

Member Coad asked if flyers could be put out for the movie this month.

Mr. Rinaldo said there is no movie this month.

Member Coad said she was talking about the senior matinee.

Chair Rice said she would like to get it in the Orlando Sentinel and she would be happy to send an email to the Orlando Sentinel. She asked Mr. Capizzi if he was good at that.

Mr. Capizzi said he was fine with that.

Member Bright asked if they did the news and Seminole for Kids.

Mr. Capizzi said yes and it should be in Lake Mary Life coming up soon.

Member Coad asked if we could get another flyer put out for all of the rest of the activities this year in the water bill with more detail. Member Coad asked that the cost of the horses/ponies at Celebrate the Season be published.

A discussion was held about flyers and putting the flyer in the water bill.

4. BOARD MEMBER REPORTS

Chair Rice reported that National Night Out was great and it is always good to see the community come together for the evening at Candyland. She thanked the staff, the Board Members, other volunteers, Commissioners, the Mayor, and the vendors that came out. She said about 500 meals were served and children had a lot of things to enjoy including a brand new playground. She thanked the staff for making that happen. She said that she visited with each vendor and she will be following up with their interest in the Chili Cook-Off. She said perhaps at the next meeting if you get any responses to the survey you can share it with the Board. At the next meeting, we can go over the survey responses. The

Pennies for Parks program was also featured by Commissioner Shoemaker and Member Bright who worked the Leisure Services booth. She has encouraged Board Members if they have not already signed up to please do so and in addition, please tell all your neighbors or friends and businesses that are in the community. It was reported at the Commission meeting last night that at this point there were fourteen (14) that signed up for the round-up program and three (3) that made a one-time donation. She said she was not given a total for monies earned and she hopes that the City is able to create a function on the website that shows the ongoing donation amount whether it be a thermometer, a bucket with lines, etc. It would be preferable if it were park related. She is not sure who is going to create the function but she thinks Finance has control of the program now. Thanks to everyone for considering to sign up and talking it up.

Member Bright reported and said that she does not have anything new to report about the memorial because she has yet to meet with the guys. She said she already gave her an update for the Chili Cook-Off and has nothing further to report.

Member Coad asked if she could go last.

Chair Rice said if that was ok with Vice-Chair Putz and asked Vice-Chair Putz if he was ready to give his report.

Vice-Chair Putz said he was and reported that he has not had much time in the last three (3) weeks.

Member Coad reported that she will start out with reporting on Celebrate the Season first. She said she always picks out a new costume to add and passed around pictures of new costumes and asked that they are incorporated into the minutes.

Discussion ensued with regard to a new costume for Celebrate the Season and the costumes we currently have, setting a date and time to examine the costumes we currently have to see if they need repairs made to them and the planning of the event.

Member Coad asked the staff about the bids for the finale at Celebrate the Season.

Discussion ensued with regard to the bids staff received for the finale at Celebrate the Season and what the Board wants to do for the finale at Celebrate the Season.

Member Coad made a motion that the Board approves giving Mr. Capizzi and Mr. Rinaldo the green light to get a contract for one of the laser shows for Celebrate the Season. Seconded by Member Bright and carried by a unanimous voice vote with Member McCracken, Member Vogel and Member DeNegre absent.

Member Coad asked the Board which costume they liked the best out of what she had presented.

Discussion ensued with regard to the costumes she presented and which one would be purchased for Celebrate the Season.

Chair Rice made a motion to purchase the penguin and panda for first use at this year's Celebrate the Season being just under \$200 total. Seconded by Member Coad and carried by a unanimous voice vote with Member McCracken, Member Vogel and Member DeNegre absent.

Chair Rice said we did not discuss where the money was coming from.

Discussion ensued with regard to the budget for Celebrate the Season, the prizes and any repairs that need to be made to costumes.

5. STAFF REPORT

Mr. Rinaldo said this Thursday, October 10, 2019, we have Food Trucks from 5:30 p.m. – 8:30 p.m. The Downtown Longwood Cruise-In Car Show is Saturday, October 12, 2019, from 5:00 p.m. – 8:00 p.m. The Senior Matinee is Wednesday, October 16, 2019, at 1:30 p.m. at the Community Building and the movie is *The Mule* starring Clint Eastwood.

Mr. Rinaldo gave a recap of the Wine and Jazz Festival.

Discussion ensued with regard to how well the Wine and Jazz Festival went and what needs to be changed in the future.

Mr. Rinaldo said Truck or Treat is October 19, 2019, and we have over 25 vendors/sponsors signed up for that event. He said it is from 3:30 p.m. – 6:30 p.m. at Reiter Park.

Member Coad asked if Mr. Rinaldo needed any help from the Board.

Mr. Capizzi said they put it out there in the previous email to the Board and he had not received any volunteers for that. He said they have plenty of staff scheduled for this event. If Board Members would like to volunteer and help out they are welcome to do so, but as of now, everything is covered.

Chair Rice asked if the staff was providing the candy for all of the vendors.

Mr. Rinaldo explained the sponsorship levels and how that works.

Chair Rice said thank you for publishing the Pumpkin Carving Contest rules and asked if there was a flyer for this event.

Discussion ensued with regard to advertising for this event.

Chair Rice said the Caribbean Crew was an awesome concert. She said she saw Mr. Rinaldo there and it was the largest crowd she had seen there and the weather was great. She said she was sad this was the last concert of this series and now the weather is perfect and we are not doing it.

Mr. Capizzi said we will be having a concert for the Fall Festival.

Member Coad asked who the band was going to be.

Mr. Rinaldo said it was going to be the same bluegrass band that performed at the second concert in the series.

Discussion ensued with regard to the band and the hours of the Fall Festival.

Chair Rice said she knows there has been one (1) Movie in the Park and asked what the line-up was for that.

Mr. Rinaldo said we do have another one and are in the process of confirming the dates for November, December, January, and February.

Chair Rice asked if we had a sponsor for that.

Mr. Rinaldo said not yet.

Chair Rice said the camp out maybe the same night as one of those dates in January or February we had talked about and asked staff to keep that in mind.

Chair Rice said thank you for the concert at the Fall Festival and asked if there were any other changes staff would like to update the Board on.

Mr. Rinaldo gave an update in regard to the carnival at the Fall Festival.

Mr. Capizzi advised the Board that there will be a free kid zone at the Fall Festival.

Discussion ensued with regard to the free kid zone vs. the carnival at the Fall Festival.

Chair Rice said that the information about the kid's zone helps us to know and understand what is going on for the Fall Festival. If someone asks us as Board Members, we are supposed to have some kind of an answer.

Vice-Chair Putz asked how many booths we will have at the Fall Festival.

Mr. Capizzi said it will be upwards of around 200 this year. He said we could bring as many as 300 booths in, but we do not want to do that because we risk angering vendors who might not be getting as much business due to the attendance not being large enough. As soon as we grow the attendance on Saturday and Sunday, we can add more vendors. He said we had a great amount last year and will have a little more this year. Mr. Rinaldo has been working with The Wolf 103.1 for the in-kind advertising. He said What to do in Mount Dora (WTDI) has a great contact with Cox Media. We have already gotten prices from iHeart Radio but they are not as good as we expected. They have given us some proposals for 101.1 WJRR which is not the demographic we want to hit for the Arts & Crafts Festival. He said we want stations like Magic 107.7 or XL107.7. Brian and Janet from WTDI are going to take the template from iHeart Radio to Cox and see what they can do. We will get better advertising this year regardless. In addition to all of the radio and media advertising, we are going to have flyers disseminated and will post it on Facebook and the City website. We may be talking to the City Clerk about creating its own Facebook page. He said the vendor aspect of this event is going to be huge and he is looking forward to it.

Chair Rice said that at the Commission meeting last night, she found it interesting that the Senior Study provided information stating that 41% of Longwood residents are 50 years or older. She said she knows that we do some terrific things that are inclusive of any and all ages and a couple of things specifically just for the seniors. One of the Commissioners suggested that maybe during the same day as the senior movie something else can happen prior to the movie. She said part of the study and recommendation is that we see what additional senior activities can be developed in the City. She has talked about this before and she understands the movie has a lot more attendees than in previous years. She said maybe it would even open up opportunities for sponsors.

Mr. Capizzi said that was a great idea and maybe we take a survey to this senior matinee and see what programs they would like to have implemented. The survey could be something as simple as a couple of questions on a page.

Suggestions were made by Member Rice as to the questions for the seniors.

Mr. Capizzi realized after attending a Florida Recreation and Park Association (FRPA) Seminar that seniors do not like to hear the phrase "senior activities" because they are a lot more active now than they were ten (10) to twenty (20) years ago.

Chair Rice said almost every one of us up here is over fifty (50).

Mr. Capizzi said they do not want to play bridge, pinochle, and bingo anymore.

Chair Rice asked Mr. Capizzi to put that on a survey question to this group.

Mr. Capizzi said sure. He said the lady that gave the presentation was from The Villages, a very active community. He thinks that is another reason why we are going to test the pickleball court out at Reiter Park. He said that is something that he wanted to put in there because he knows a lot of seniors have requested that in other cities. If that works out maybe we can start a league, not necessarily at Reiter, but at Candyland or something like that. He said maybe we put the lines on both courts at Reiter Park.

Chair Rice said it is a captured audience at the monthly matinee movie already. She said it is going to take a little more work if we do co-locate another event with that event. She said she thinks it is a good start and would be interested in seeing a survey go out to those folks.

Member Coad asked about the parade.

Mr. Capizzi said there are forty (40) participants already signed up. He said Tim Orange has confirmed for Celebrate the Season as well as Breakfast with Santa.

6. ADJOURNMENT

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

Meeting adjourned at 9:18 p.m.

Minutes approved by the Parks and Recreation Advisory Board: 11-05-2019

_____/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.