Leisure Activities Advisory Board  
Wednesday, December 2, 2020 at 5:30 PM  

City Hall Commission Chamber  
210 Sams Avenue, New Smyrna Beach, Florida 32168

1. CALL TO ORDER

   A. Roll Call

2. APPROVAL OF MINUTES

   2.A Consider the approval of the Leisure Activities Advisory Board Meeting Minutes from the meeting held on January 15, 2020.

3. NEW BUSINESS

   3.A Selection of Board Chair.


   3.C Fee Discussion.

   3.D Mayor’s Fitness Challenge - in the age of COVID.

4. OLD BUSINESS

5. STAFF COMMENTS
Pursuant to Florida Statutes 286.0105, if an individual decides to appeal any decision made by the board, agency or commission of the City of New Smyrna Beach with respect to any matter considered at this meeting, a record of the proceedings will be required and the individual will need to ensure that a verbatim transcript of the proceedings is made, which record includes the testimony and evidence upon which the appeal is based. Such person must provide a method for recording the proceedings.

In accordance with the Americans with Disabilities Act, persons needing assistance to participate in any of these proceedings should contact the City Clerk’s office in person or by mail at 210 Sams Avenue, New Smyrna Beach, Florida 32168, (386) 410-2630, prior to the meeting.
Background:
The Leisure Activities Advisory Board held a meeting on January 15, 2020. Per Florida State Statute, meeting minutes must be taken. The minutes are submitted for approval.

Fiscal Analysis:
N/A

Strategic Plan Item:
No

Staff Report Created By: Stacy Smith

Attachments:
LAAb 1-15-20 Minutes.pdf
I. Call to Order

Having been duly advertised as required by law, the regular meeting of the Leisure Activities Advisory Board of the City of New Smyrna Beach, Florida, was held on Wednesday, January 15, 2020 at the Babe James Community Center, 201 North Myrtle Avenue, New Smyrna Beach, Florida 32168.

Chair Marilyn Stephens called the meeting to order at 5:30 PM.

II. Roll Call

Present: Bruce Henry, Rebecca Murphy, Marilyn Stephens, Patricia James Gray, Mary Jacobs and Pamela Ison.

Excused Absent: Debra Fernandez, Noel Bickford and Brenda Stauffer.

III. Minutes Approval


Motion:
Member Ison moved to adopt the October 16, 2019 Leisure Activities Advisory Board Meeting Minutes. Member Henry seconded the motion, and the motion carried unanimously.

IV. New Business

a. Proposed 2020 LAAB Meeting Dates

As the Board began to review the proposed dates, Leisure Services Director Nancy Maddox noted that October 31, 2020 was a Saturday.
Chairwoman Stephens asked the board to review dates for schedule conflicts.

The Board inquired about perhaps using the Live Oak Cultural Center for a future meeting as some members had not been able to see the building yet. Ms. Maddox stated that she was hoping the work to the acoustics of the building would be completed by March 18, 2020. She noted that they were adding panels on the ceilings and walls and once that work was completed, the Board would be able to meet there.

**Motion:**
Member Jacobs moved to approve the proposed dates. Member James Gray seconded the motion, and the motion carried unanimously.

**V. Old Business**

*a. Tree City USA Update / Arbor Day 2020*

Ms. Maddox stated that “Tree City” was on Saturday and that Maintenance Operations Director Faith Miller and her team were collaborating with the Utilities Commission. She added that the UC was conducting their “Water Wise Campaign” along with the Business Expo. She stated that four-hundred trees would be given away to citizens of New Smyrna Beach and that those citizens must prove residency. She shared that the tree types were Magnolia, Cedar and Cypress.

Member Ison questioned where the stage would be set up for giving away trees.

Ms. Maddox replied that the stage would be set up at the Utilities Commission, using the circle drive as a pickup.

Ms. Miller provided updates regarding Arbor Day 2020. She shared that they received a recertification for “Tree City”, in conjunction with the two festivals. She stated that four-hundred three-gallon trees were being given away from the Division of Forestry and that there were one-hundred trees being supplied from the Sports Complex. She shared that Smokey the Bear would be available and that the Utilities Commission had a number of environmental activities planned.
b. Naming Rights

Ms. Maddox addressed the Board to clarify the Naming Rights. She stated that the purpose was not to rename buildings that were already named. She shared that the City Gym was named after a teacher and it was embedded into the building. She commented on the Sports Complex and shared that the City does not have a policy on the naming of that facility.

Discussion ensued about the Live Oak Cultural Arts Center and renaming.

Ms. Maddox shared that the Live Oak Cultural Arts Center renaming had not been discussed. She shared that the Skate Park had been discussed as a renaming candidate. She shared that there was not an approved policy as of yet and stated that renaming proposals needed to include outstanding citizens and reasons to justify renaming. She stated that all applicant Requests for Proposals (RFP) would be considered for approval by the LAAB and then by the City Commission.

Discussion ensued about the importance of equal opportunity to sponsors. They also decided that Detwiler Park would not be considered for a name change proposal and they wanted to leave that as is.

Motion:
Member Henry moved to approve the Naming Rights proposed document. Member James Gray seconded the motion, and the motion carried unanimously.

c. Park Updates

Ms. Miller provided Maintenance Operations Updates. She shared that they received a Forestry Grant for $4,800 to be used for inventory and risk assessment on all City trees to identify issues that any tree had in an effort to save and protect the specimens. She stated that all of the Garden Plots were leased and that there were three people on the waiting list. She shared that all City Parks had been adopted. She stated that Pettis Park received a new playground on December 5, 2019 and mentioned that the Ribbon Cutting Ceremony would be held on Wednesday January 22, 2020 with an invitation coming soon. She stated that Riverside Park was getting a “Rock and Ship” feature, which was an ADA compliant piece of equipment. She shared that they submitted and ECHO Grant Request for $400,000 for field turf.
Member Henry asked what the expected life of the turf was.

Ms. Maddox stated that the expected turf life was fifteen years and that there was a ten-year warranty.

Ms. Miller concluded by stating that a site visit was planned for January 28, 2020 for the ECHO grant and there were thirteen projects for ECHO currently.

d. Alonzo "Babe" James Community Center Splash Pad

Ms. Maddox stated that the City Commission approved the Splash Pad bid and it came in over budget. She stated they were using recreation impact fees to cover the cost of $610,000.

Member Henry inquired about the size of the item.

Ms. Maddox shared that the Splash Pad was similar in size to the Splash Pad located in Port Orange, Florida.

e. Recreational Program Updates

Ms. Maddox stated that the Leisure Services Department would be continuing the After School Program. She added they would still be having the Fashion Show with the HUB on Canal Street. She shared that a Blues Concert fundraiser was planned for February 8, 2020 and would be hosted by the Friends of Babe James. She stated that staff was creating a mentorship program with a woman who used to do the program about five years ago and would like to come back. She explained that the program would teach soft skills, professional best practices and provide exposure to the children of what they can do in the future. She shared that the Summer Program was starting to develop. She commented on working with Friends of Babe James to fundraise for a STEAM program that teaches the children coding and other technical skill sets.

Member James Gray asked what age the program would be offered to.

Ms. Maddox replied that children aged six through eighteen would be eligible. She explained that each curriculum block was $68 a child and that they were planning to raise some extra money.
Member Ison asked if there were any connection they could leap over to career connections at the high school.

*Discussion ensued about the possibilities of collaboration and asked if there would be anything in the paper regarding the center seeking sponsorships.*

Ms. Maddox confirmed there would and they would be going to Rotary Club, Kiwanis Club and the Board of Realtors regarding possible sponsorships.

Member Ison offered Ms. Maddox assistance if needed.

*Discussion ensued about the importance of strong education foundation.*

Ms. Maddox stated that she was working with the Artist Workshop to do adult programs in the morning at Babe James in the fall. She shared that Bob Ross’ program was overwhelmed, but successful.

**VI. Staff Comments**

Ms. Maddox asked if there were any staff comments.

Chair Stephens shared that she was called on Monday and asked to be the Grand Marshall of the Christmas Parade. She stated that her first thought was who dropped out because she used to serve as the Grand Marshall and judge the parade. She continued to add her only requests were for staff to fix the header and call her if she did not respond to emails.

**VII. Adjournment**

**Motion:**

Member Ison moved to adjourn the meeting at 6:22 PM. Member Jacobs seconded the motion, and the motion carried unanimously.
THE CITY OF NEW SMYRNA BEACH - LEISURE SERVICES

SELECTION OF BOARD CHAIR.

December 2, 2020

**Background:**
A Board Chair must be selected for the Leisure Activities Advisory Board. The primary responsibility of a Board Chair is to lead the board during meetings by ensuring the agenda items are addressed and helping to facilitate a smooth transition from topic to topic throughout the meeting.

**Findings:**
A Board Chair may be nominated by a member. A motion to approve the nominee would officially declare the new Board Chair.

**Fiscal Analysis:**
N/A

**Strategic Plan Item:**
No

Staff Report Created By: Kelly McQuillen - City Clerk
Background:
A discussion about the Skate Park Expansion is planned.

Fiscal Analysis:
N/A

Strategic Plan Item:
No

Staff Report Created By: Stacy Smith
THE CITY OF NEW SMYRNA BEACH - LEISURE SERVICES

FEE DISCUSSION.

December 2, 2020

**Background:**
Fees – to include Open Gym, Pickle ball, Summer Program, Afterschool, and some rentals.

**Fiscal Analysis:**
N/A

**Strategic Plan Item:**
No

Staff Report Created By: Stacy Smith
Background:  
Mayor's Fitness Challenge - in the age of COVID.

Fiscal Analysis:  
N/A

Strategic Plan Item:  
No

Staff Report Created By: Stacy Smith