

**MINUTES OF THE MEETING OF THE COLLIER COUNTY  
PARKS AND RECREATION ADVISORY BOARD**

Naples, Florida, October 20, 2010

LET IT BE REMEMBERED, that the Collier County Parks and Recreation Advisory Board, in and for the County of Collier, having conducted business herein, met on this date at 2:00 P.M. at North Collier Regional Park Exhibit Hall, 15000 Livingston Road, Naples Florida, with the following members present:

CHAIRMAN: John P. Ribes  
VICE CHAIR: Edward "Ski" Olesky  
Barbara Buehler  
Phil Brougham  
Kerry Geroy (Absent)  
David Saletko  
William Shafer (Absent)

ALSO PRESENT: Barry Williams, Parks & Recreation Director  
Kerry Runyon, Regional Manager III  
Nancy Olson, Regional Manager I  
Sidney Kittila, Operations Coordinator  
Tona Nelson, Administrative Assistant  
Peg Ruby, Marketing Specialist  
Annie Alvarez, Regional Manager II  
Vickie Wilson, Community Center Supervisor  
Ray Coriano, Parks and Recreation  
Jack Wert, Tourism Development Director  
Gary McAlpin, Coastal Zone Mgmt. Director  
Meryl Rorer, Parks and Recreation  
Gary Stieg, Parks and Recreation

- I. Call to Order**

**Edward “Ski” Olesky** called the meeting to order at 2:03 PM.  
A quorum was established.
- II. Pledge of Allegiance and Invocation**

The Pledge of Allegiance was recited and Invocation was held.
- III. Approval of Agenda**

*Barbara Buehler moved to approve the Agenda as submitted. Second by Phil Brougham. Motion carried unanimously 4-0.*
- IV. Approval of September 15, 2010 Minutes**

*Phil Brougham moved to approve the September 15, 2010 Minutes as submitted. Second by David Saletko. Motion carried unanimously 4-0.*
- V. New Business**
  - a. Employee of the Month for August and September**

**Sidney Kittila** announced the Employee of the Month for August and September 2010.  
**Edward “Ski” Olesky** commended and presented the following outstanding individuals with the “Employee of the Month” award.

    - August – **Peg Ruby** – Marketing, Project Star and Fund Raising
    - September – **Ray Coriano** – Specialty Field, BMX Races
  - b. Recommendation and Approval for the International Festival to Sell Alcohol at Sugden Park**

**Jim Gaitens**, a representative for the International Festival, requested approval to sell alcohol at the 2<sup>nd</sup> International Festival at Sugden Park sponsored by St. Peter the Apostle Catholic Church on February 26 and 27. He stated last year the event attracted over 5,000 visitors and they did not have any problems with the selling of alcohol. A Sheriff Deputy was on site. He distributed an article written by Lance Shearer, Daily News Correspondent – *International Festival in Naples Celebrates Cultural Diversity*. (See attached)

It was noted the sale of alcohol at the parks would be limited to beer.

*Barbara Buehler moved to recommend the sale of alcohol at the International Festival held at Sugden Park on February 26 and 27 subject to normal conditions and supervised by Parks and Recreation. Second by Phil Brougham. Motion carried 4-0.*

It was further noted the Advisory Boards recommendation would be submitted to the Board of County Commissioners for their approval.
  - c. Recommendation and Approval for Tigertail Concessionaire to Sell Alcohol at Tigertail Beach**

**Tony Smith**, Concessionaire for 23-years, requested approval to sell beer and wine with lunch and for sunsets. He stated the nearest hotel is approximately 1.5-miles away. Visitors often cancel orders because the beer sale is not an option. The Advisory Board asked many questions and expressed many concerns.

Some concerns were:

- Setting a president
- Liabilities
- Quality of the beach
- Accidents
- Disorderly conduct
- Concessionaire training for serving alcohol.

It was noted the County receives 12% of every dollar from concession sales.

**David Saletko** suggested events be held on the beach (Volleyball Tournaments) to attract more visitors with possible additional income from concessions. He was not in favor of alcohol sales in the park.

*Phil Brougham moved to direct Staff to provide historical data on sales before and after the sale of beer and wine approval, a record of any complaints or disruptions at Clam Pass and input from the Purchasing Department regarding the sale alcohol. Second by David Saletko.*

Discussion was ensued regarding the sale of alcohol on park premises. The Advisory Board had different opinions and decided historical data would assist them in making a recommendation.

*Motion carried 4-0.*

**d. Standards for Background checks for Volunteers**

**Meryl Rorer** distributed and reviewed Volunteer Standards. The purpose is to provide guidelines for the application and screening process of volunteers. (See attached) She distributed Volunteer T-shirts to the Advisory Board who are a part of the volunteer base. Last year Parks and Recreation had 648 volunteers who worked 47,200 hours which equates to saving the County \$760,000.

It was noted the State of Florida passed a law as of July 1<sup>st</sup> requiring any one who volunteers to coach sports have criminal background checks. The cost for background checks are normally \$70. The County has a contract with Southeast Security Criminal Investigation to provide a complete criminal background check for \$18.50 each. Volunteers who have passed the criminal background check will wear identification badges.

**Meryl Rorer** stated 135-Volunteers have been screened. 4-Volunteers were found guilty of an offense. 1 out of 135-Volunteers will not be allowed to coach.

**Barry Williams** recommended the Advisory Board endorse the recommendation for Volunteer Standards as presented by National Parks and Recreation

Association (NPRA.) The Consultants recommended not altering the guidelines. He reviewed the Misdemeanors Recommended Criteria as follows:

- All misdemeanor violence offenses within the past 7-years.
- All misdemeanor drug & alcohol offenses within the past 5-years or multiple offenses in the past 10-years.
- Any other misdemeanor within the past 5-years that would be considered a potential danger to children or is directly related to the functions of that volunteer.

**Barry Williams** noted if a Coach had 1 offense in the last 5-years, that person would not be allowed to coach until that Coach had “0” offenses in the last 5-years. Some communities have adopted multiple offenses in a 10-year period versus 1 in a 5-year period.

**Gary Stieg** urged the Advisory Board to take in to consideration that a DUI is not dangerous to kids. He stated one of the Coaches, who coached for several years, is now being penalized due to the misdemeanor by not being allowed to continue coaching.

**Barry Williams** stated the NPRA Volunteer Standards are very fair and high level of coaching in youth sports is desired. Staff reiterated the Staff recommendation is to adopt the Volunteer Standards as presented.

Discussion was made on the number of DUIs recommended and reasons to modify or not to modify.

*John Ribes arrived at 2:52 pm*

***Phil Brougham moved to recommend adoption of Volunteer Standards as presented. No second was made.***

***Edward “Ski” Olesky moved to recommend adoption of the Volunteer Standards with an exception to 2-DUIs in a 5 year period.***

**Annie Alvarez** stated Parks and Recreation have a commitment to parents too. Coaches have responsibilities to the kids especially when mentoring. Collier County Parks and Recreation is an Accredited Agency through NRA and required to meet recommended state guidelines.

It was noted criminal background checks are required annually.

***Second by Phil Brougham. Motion not carried. 3-2, Barbara Buehler and David Saletko opposed.***

- e. **Bluebill Road Beach Access Improvements – Discussed after VI. a.**

## **VI. Old Business**

**a. Long Term Options for Tourism Development Council (TDC) Funding**

**Jack Wert** gave a slide presentation on The Need for Funding Year-Round. (See attached) The Board of County Commissioners requested Staff return to funding sources and reviewed:

- The current Collier Tourist Tax Structure.
- How Collier marketing compare to other destinations.
- Possible reallocation of TDT uses to support year-round destination marketing.
- How tourism benefits our Community.
- July, August and September tourism was down due to oil spill.
- Current tourist tax allocations. Reserve capped at \$1.5 million.
- Current Reserve is at \$400,000 due to using funds on oil spill not yet replenished by Federal Funding.
- Current funding per TDT Category based on \$12 million -
  - Cat. A – Beach & Beach Park Facilities \$6,000,000
  - Cat. B – Marketing, Administration,  
Emergency Advertising Reserves \$4,400,000
  - Cat. C1- Museum Operations \$1,300,000
  - Cat. C2- Non-County Museum Grants \$ 300,000

**Jack Wert** reviewed Marketing Budget Comparisons at \$2, \$3, \$4 and \$5 million. He stated \$5 million is what is needed to compete with other destinations. He reviewed and compared Tourist Tax Comparisons, Total Tourist Tax Collections, Marketing Budget per Lodging Unit, Advertising & Promotion Budgets and Beach Project Budgets with other Florida destinations. He asked the Advisory Board if they agreed Collier County needs to promote to visitors year-round.

The Advisory Board formed a consensus there is a need for year-round destination marketing.

**Jack Wert** reviewed possible solutions “What Options are Available?” as follows:

- Category A  
Reduce percentage or allocations to Beach Renourishment, to Beach Park Facilities and replace with General Fund or Parking Revenues.
- Category B  
Little can be done to free up more funds for marketing.
- Category C1  
Reduce Operating Funds Allocation over 3 years and replace with General Funds and/or Admissions Fees.
- Category C2  
Reduce Grant Funding and replace with co-op advertising.

**Phil Brougham** suggested TDC find ways and means to raise money by holding large events. He also suggested TDC partnership with national organizations on Marco Island and charge admission costs.

**Barry Williams** expressed concern regarding “What Options are Available – Category A - Beach Park Facilities and replace with General Fund or Parking Revenues. He stated Parks and Recreation uses the (parking fee of \$8 per day) revenues to offset Operating Expenses for a limited number of Staff. He stated non-residents are charged a parking fee. Residents are not charged a parking fee because it was considered to be a part of property taxes. He suggested considering charging residents and use as an alternate funding source. He urged the Advisory Board make the reaffirmation with the exception to not use Beach Park Facilities Operating Expenses for Capital Improvement.

**b. TDC Funding Options**

**Gary McAlpin** stated Funding Options are about reallocation of funds. Visitors come to Collier County for the “Beach Experience.” He noted Collier County does not receive Federal Funding and are not working off a 50-year Grant. *In August 2010, the Advisory Board approved \$1 million as a one-time occurrence.*

**Jack Wert** introduced Steve McIntyre, a representative of Alliance Hotels, to give a business community point-of-view.

**Steve McIntyre** reported the hotels generate all the revenue. Revenues went up from 2009 to 2010 in the amount of \$65,000. He stated 1-penny in additional taxes will create a negative effect on all hotels and hotels hosting special events. He stated when groups call to book hotel facilities for special events, the groups look for the best deal. Hotels do not want the additional penny tax.

**Gary McAlpin** asked the Advisory Board for reaffirmation of the motions made at the August meeting and to develop a Resolution to be submitted to the Board of County Commissioners Workshop on November 1, 2010.

*Phil Brougham moved the Advisory Board reaffirm the 4 motions made at the August meeting with the exception the Advisory Board objects to the option under Category A in regards to reducing percentage or allocations to Beach Park Facilities and replacing with General Fund or Parking Revenues and to direct Parks and Recreation Staff to develop a Resolution that expresses the Advisory Boards concerns, to address the 4-motions and give the Chair authorization to sign the Resolution to be submitted on November 1<sup>st</sup> to the Board of County Commissioners for approval. Second by Barbara Buehler. Motion carried 5-0.*

**V. Old Business**

**e. Bluebill Road Beach Access Improvements**

**Gary McAlpin** distributed and reviewed the Moraya Bay Beach Tower- Blue Beach Access turnaround aerial photograph. He reported the following:

- Partnered Project with Moraya Beach.
- Expanded parking from 45 spaces to 95 spaces.
- Includes a drop-off for beach access, 3-handicap ramps, restrooms and shuttle.

- Elevated turnaround to be installed will address congestion problems, keep traffic moving and provide access to park.

*Phil Brougham left at 3:58 pm*

- Project is in Conceptual Stages.
- A public meeting will be held in November for public input.
- Funding will come from Moraya Bay and TDC.
- Permits will be in place by January 1, 2011.
- Construction will begin in May, 2011.

*Phil Brougham returned at 4:02 pm*

***Phil Brougham moved to approve the Conceptual Design. Second by David Saletko. Motion carried 5-0.***

## **VI. New Business**

### **c. Promotional Issues Utilizing Athletic Fields**

**Barry Williams** addressed a suggestion made by David Saletko on field rental promotions. (Example - rent field 10 times and get one free)

He cited *Resolution No. 2010-201 establishes Outdoor Areas License and Fee Policy. This Policy supersedes and replaced the Policy as established in Resolution No. 2010-25.*

**Barry Williams** stated the Resolution allows the Parks and Recreation Director to modify fees on a case by case basis. He distributed a chart reflecting the *% of Hours Athletic Field Are in Use*. (See attached) He stated Athletic Fields are currently at 84.3% Usage and could not justify modifying fees to add more usage on fields.

## **VII. Marketing Highlights – Halloween Events**

**Peg Ruby** passed out Halloween Treats to the Advisory Board and reported the following:

- Halloween Events scheduled to be held from October 22-30 at Collier Parks. (See attached)
- Fall Festival scheduled to be held at Eagle Lakes Community Park from October 28-31 featuring carnival rides, interactive games and refreshments. Proceeds will benefit Project Star.
- 25<sup>th</sup> Annual Snow Fest scheduled to be held at Golden Gate Community Park on Santa Barbara on December 4 from 10 AM – 5 PM.

## **VIII. Recreation Highlights – BMX Races**

**Ray Coriano and Annie Alvarez** gave a slide presentation on Bicycle Moto Cross (BMX) Program.

**Ray Coriano** reported the following:

- Golden Gate Community Center's (GGCC) Track is sanctioned by the National Bicycle League.
- BMX Track adheres to all State of Florida governing rules.

- Sunshine State BMX selects tracks for all State events.
- GGCC track was selected to hold the Summer Series Event held on September 25 and 26.
- The Summer Series Event attracted 250 riders from around the State of Florida.
- Professional Mike Keppes volunteered to hold a BMX Rider Clinic.
- Impact includes - a sense of pride to local riders, increase in Local and County revenues, increases GGCC BMX Track an opportunity for the State Season Series nomination.
- State Season Series Event will attract 500 – 700 riders.

**Ray Coriano** reported the track is well maintained and modifications are made to make the jumps bigger.

Staff proudly announced the GGCC BMX Summer Series Event had not received any write-ups from the State.

**Annie Alvarez** reported purchasing 2-tents to provide a better staging area for BMX events.

**IX. Adopt A Park – None.**

**X. Director's Highlights**

**Barry Williams** thanked the Advisory Board for attending the Master Plan Workshop. Staff stated recommendations on the Master Plan will be submitted to the Advisory Board in January. The Master Plan is due at the Board of County Commissioners in December. Staff anticipates submitting the Master Plan to the Board of County Commissioners in February 2011.

He announced the Board of County Commissioners approved the increase of Boat Launch Fees to \$8 effective November 1, 2010.

He reported being approached by Diana Worrall, PHD at the Master Plan Workshop. She volunteered to serve on a Parks and Recreation Subcommittee to address ADA Standard issues and to report to the Advisory Board periodically. He distributed Diana Worrall's resume for the Board's review. (See attached)

**Barry Williams** suggested using her expertise in ADA Compliance and to expand disabilities programs. He requested feedback or suggestions on the concept from the Board. Staff will contact the County Attorney's office on whether the subcommittee concept is practical.

**Barry Williams** recognized a Staff member who quickly responded to an emergency and saved a man's life who was playing basketball. He was suffering a heart attack. When Staff revived him, he did not know where he was. The man telephoned Parks and Recreation to express his gratitude to the Staff.

**XI. Informational Items – None.**



**XII. Public Comments/Board Member Comments**

**Public**

**Bob Buchan** expressed the desire to address the Advisory Board with a power point presentation at the next meeting.

**Phil Brougham** expressed concern on some member attendance records and the possibility of not having a quorum. He requested William Shafer's attendance be addressed.

**Barry Williams** stated attendance records are kept and there is a policy in place.

**John Ribes** stated the Attendance Policy should be implemented.

**Barry Williams** stated Kerry Geroy telephoned to express concerns on not being able to continue serving on the Board.

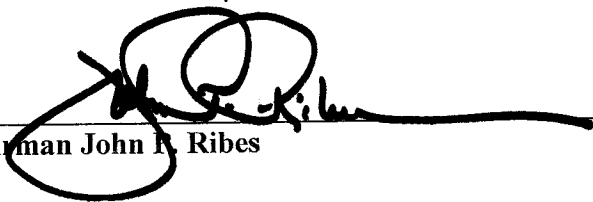
**David Saletko** reported an exposed piece of aluminum on player's bench, located on the southeast field at the Santa Barbara Community Park and the North Collier Park scoreboards not working.

Staff responded they will investigate the exposed piece of aluminum on player's bench and investigate why the remote devices are not working.

**Barbara Buehler** commented on the Master Plan Workshop being great and very informative.

**There being no further business for the good of the County, the meeting was adjourned by order of the Chair at 4:45 PM.**

**COLLIER COUNTY PARKS & RECREATION  
ADVISORY BOARD**

  
Chairman John R. Ribes

These Minutes were approved by the Committee/Board on 11.17.10, as presented X or as amended \_\_\_\_\_.