

**PARKS & RECREATION BOARD MEETING MINUTES
CITY OF CLEARWATER**

July 26, 2016

Present: Vice Chair Norene M. Marlow, Board Member Candace Gardner, Board Member Emilo Gonzales, Board Member Lisa Tuttle, Board Member Kristin Langley

Absent: Chair Ric Ortega, Board Member Nola Johnson,

Also Present: Brian Craig - Recreation Program Coordinator, Patricia O. Sullivan - Board Reporter

The Chair called the meeting to order at 6:30 p.m. at the Clearwater Special Events Armory.

2 – Approval of Minutes

2.1. Approve the minutes of the April 26, 2016 Parks & Recreation Board meeting as submitted in written summation.

Member Gardner moved to approve the minutes of the April 26, 2016 Parks & Recreation Board meeting as submitted in written summation. The motion was duly seconded and carried unanimously.

3 – Citizens to be Heard re Items Not on the Agenda: None

4 – New Business Items

4.1. Sports Tourism Presentation

Recreation Program Coordinator Brian Craig provided a PowerPoint presentation re the City's Sport Tourism strategic plan to increase the \$145 million economic impact currently generated by sports tourism in Clearwater. He reviewed past and upcoming tournaments and championships, sports spring training in Clearwater, and the City's improved profile as a sports destination. The strategic plan focused on baseball, softball, soccer, sailing/water sports, swimming, and lacrosse. Goals were: 1) deliver higher destination marketing by shifting sports tourism focus towards attracting championship or destination programs/events and maximizing local economic impacts; 2) increase density and/or improve facilities to host larger or higher profile events; 3) maximize Clearwater Beach's natural beauty and reputation by focusing on prominent and/or championship events with international visibility and overnight visitors, while minimizing impacts on beach infrastructure by concentrating on shoulder season events. The City was challenged by its limited green space and the Long Center's lack of a diving well. The plan was supported by local businesses and the Clearwater Regional Chamber of Commerce. Marketing efforts soon will install banners to brand the Clearwater Athletic District, the area between McMullen-Booth and Belcher roads and Gulf-to-Bay Boulevard and Drew Street.

It was recommended that tennis be added to strategic plan goals and that Clearwater connect with the Tampa Bay community for support.

In response to questions, Mr. Craig said the City's softball event team had 20 – 40 temporary seasonal workers; events depended on volunteer assistance. A 3rd party vendor provided security. The City needed additional courts to attract larger tennis tournaments and a new sponsor for prize money. The Governor had not yet signed the budget which would provide a \$100,000 grant to construct approximately 4 additional courts at the McMullen Tennis Complex; the City requested \$200,000.

4.2. Update: Parks & Recreation Projects

Mr. Craig distributed and reviewed the list of projects. Renovation of the Long Center pool was canceled after bids were significantly higher than budgeted; the project will be rebid in 2017. The Long Center natatorium lighting project will improve energy efficiency. The City was having discussions with Clearwater High School and St. Petersburg College re investment in the refurbishment of Jack Russell Stadium and use as the schools' home facility. City Special Events staff will relocate to the stadium once restrooms were refurbished and the bleachers reassembled. The batting tunnels also needed refurbishment.

Administrative Support Manager Felicia Donnelly will forward information re Del Oro Park basketball and tennis facilities to board members.

4.3. Review of Parks & Recreation Council Items

Mr. Craig said the City had refreshed its agreement with Silver Sneakers to include Morningside Recreation Center and pool. Staff will provide members information re the Morningside Recreation Center groundbreaking.

5 – Old Business Items: None

6 – Director's Report

The City will apply for a Florida Recreation Development Assistance Program Unique Abilities grant to expand the Long Center's Limitless Playground with elements for people with disabilities, including a play area, parking, and open accessible field space.

The City will embark on a Master Plan for Crest Lake Park. The public workshop will be on October 5, 2016.

Member Tuttle volunteered to represent the board on the stakeholders' committee working to develop a Master Plan for Crest Lake Park.

Future Parks & Recreation Board meetings will be held in Council Chambers at City Hall.

7 – Board Members to be Heard: None

8 - Adjourn

The meeting adjourned at 7:35 p.m. followed by a tour of Jack Russell Stadium.

NEXT MEETING – October 25, 2016 at City Hall

Chair
Parks & Recreation Advisory Board

Attest:

Board Reporter