



Park, Recreation & Tree Board
General Department Updates

October 18, 2021

Odds and Ends

American Flag Installation Planned for Gymnasium and Fields

Inside Doyle Family Gymnasium

- 8 x 12 foot flag (\$215)

Outside on Brewster Field

- 6 x 10 foot flag (\$85)
- 25-30 foot flagpole with solar light on top (\$1,515 for the pole and \$325 for installation)

New Scoreboard Sponsorship Signs



2 new signs installed: Baywest Health & Rehab | West CMR

3 new signs on order: Belleair Community Foundation | Dayton Andrews | Kerry Ellson

3 spaces still available: \$800 per year with a 2-year commitment

Citizen Satisfaction Survey Update

- If you have not already, please look over the benchmarking questions email sent out on October 5. Once we have feedback on these questions, we will move forward into designing the rest of the Citizen Satisfaction Survey.
- **Anticipated resident distribution:** Early 2022

Pinellas Park Resident Meeting

Staff is looking to hold a resident input meeting for the renovation of Pinellas Park the week of November 15 - 20

- What day/time does the board recommend?
- Invitation/informational letters to be mailed next week
- Alternative feedback options such as an online survey will be provided and encouraged

Next steps: Feedback will be brought to the board and Commission for review and then to a landscape architect for park design

Upcoming Programs & Events

Skeleton Trail

10/18 - 11/1

Oh snap!

We have 21 skeletons for the 2021 Skeleton Trail. Can you find them all? Check out our map at belleairrec.com

Casino Night

10/22 from 6:00 - 10:00 pm

It's not too late to buy your tickets for the Dimmitt Community Center's 15th Anniversary Casino Night

- \$75 tickets include casino cash, hor devours, and festive beverages
- Dress code is red, black, and white cocktail attire (please no shorts or jeans)

Halloween Bash

10/30 from 4:30 - 8:00 pm

Belleair's Halloween Bash is back! We will have treat stops, costume contest, crafts, and bounce houses.

We are **requesting 1-2 volunteers from this board** to be costume contest judges from 5:00 - 6:00 pm

Belleair Teen Council Socksgiving

11/1 - 11/30

Help the Belleair Teen Council collect 2,500+ new socks for the Thanksgiving season. We are collecting socks for all ages and gender for Eckerd Connects, Hope Villages of America, and Hands Across the Bay!

Donations accepted at all Town of Belleair buildings.

Thanksgiving Adopt-A-Family

11/1 - 11/15

We are adopting families for the Thanksgiving holiday. Help us provide a full Thanksgiving meal and other household items. Drop off items or adopt a family for \$100 to the Dimmitt Community Center. WestCMR has donated \$2,500 to help with the cause!

We are currently working to understand how we can also help other populations

Introducing Our Inaugural Pickleball Tournament

- A Saturday in January from approximately 9:00 am - 2:00 pm (tentatively January 8, 2022)
- Indoor tournament across 3 courts
- Single elimination, doubles of any age and gender, all skill levels welcome
- Our team is now in conversations with a potential exclusive title sponsor - more information coming soon!

Strategic Planning Objectives: Recreation and Special Events

OBJECTIVE F.5.1 - Increase resident participation in events and programs

OBJECTIVE F.5.2 - Identify and implement the types of events and programs residents would attend

OBJECTIVE F.5.3 - Evaluate the cost-benefit of events and programs

OBJECTIVE F.5.4 - Develop a strategy that defines the objectives of Town events and programs

Strategic Planning Objectives: Parks

OBJECTIVE B.1.3 - Evaluate opportunities to preserve existing green spaces in order to encourage community use and promote community gathering

OBJECTIVE B.1.4 - Design and/or renovate public spaces to accommodate community-building activities as opportunities arise and/or as infrastructure improvements are made in adjacent locations

OBJECTIVE B.1.5 - Develop design guidelines and standards to maintain a high level of maintenance for Belleair's parks

OBJECTIVE B.2.3 - Protect the trees and the urban canopy of the Town of Belleair

OBJECTIVE B.3.1 - Consider developing residential landscape standards

OBJECTIVE B.3.2 - Develop a Landscape Master Plan for Belleair's parks

Strategic Planning Objectives: Communication

OBJECTIVE A.1.1 - Strategically and regularly communicate with the Belleair community

OBJECTIVE A.1.2 - Continuously adjust or create new communications strategies, activities, and projects in order to maximize engagement and the sharing of information

OBJECTIVE A.1.3 - Use survey or qualitative tools to annually assess how residents' communications preferences

OBJECTIVE A.1.4 - Ensure digital communications are accessible per ADA WCAG 2.1 AA standards

OBJECTIVE A.2.1 - Develop strategies that combine online and in-person opportunities for residents to explore their preferences and offer their input on high priority issues

OBJECTIVE A.2.2 - Consider creative approaches to soliciting public input on decisions

OBJECTIVE B.1.1 - Periodically conduct a repeatable Citizen Satisfaction Survey to be benchmarked in subsequent surveys

OBJECTIVE B.1.2 - Use the results of the Citizen Satisfaction Survey to develop new programs, improve existing services, and develop and implement best practices

Future Board Items (Open to Feedback)

1. **Casino Night dashboard** (board champion: Karla Rettstatt)
2. **Sports leagues dashboards and pricing analysis** (youth flag football and basketball leagues)
3. Planning update for **pickleball tournament**
4. Board volunteer opportunities for **December holiday events** (Holiday Parade & Party, Santa's North Pole Hotline, and Polar Parcel Service)
5. Planning for **Sunset 5K & Fun Run** (board champion: Kathy Hefele)
6. Update on **park volunteer cleanup** interest