



Town of Belleair

901 Ponce de Leon Blvd.
Belleair, FL 33756

Meeting Minutes Recreation Board

Monday, August 20, 2018

5:00 PM

Town Hall

Welcome. We are glad to have you join us. If you wish to speak, please wait to be recognized, then step to the podium and state your name and address. We also ask that you please turn-off all cell phones.

Meeting was called to order at 5:02 PM with Chairman Savel presiding.

ROLL CALL

Present 6 - Chairman Greg Savel, Scott Coletti, Molly Fowler, Cheryl Franzese, Sara Borger, and Amy Stanton
Absent 1 - Vice Chairman John Rich

CITIZENS COMMENTS

None to be heard

APPROVAL OF MINUTES

[18-0175](#) Approval of October 16, 2017, December 18, 2017, and May 21, 2018 Meeting Minutes

Molly Fowler moved approval of the minutes. Motion Seconded by Cheryl Franzese.

Aye: 6 - Chairman Savel, Coletti, Fowler, Franzese, Borger, and Stanton

GENERAL AGENDA

Chairman Savel stated that the board would be moving some of the agenda items around and would be first discussing the 2018-2019 budget for the Recreation Department. Welcomed Amy Stanton to the board.

[18-0236](#) Presentation of FY '18-'19 Budget for the Recreation Department

Commission Advisor, Michael Wilkinson stated the commission requested advisory boards to become more active; the commission would like the board to review recreation programs and special events, and possibly do a market analysis of costs to make sure the events are as profitable as possible.

Deputy Mayor Rettstatt stated the commission decided for all the departments to look at the budget line items; spoke about the millage rate and budget town-wide; would like board input on the recreation programs and special events.

Ricky Allison, Parks and Recreation Director, reviewed the Recreation departments FY 2018-2019 budget; Town going to a program based budget; stated there would be a budget decrease in the coming year; provided a breakdown of the programs and details. Also discussed department operating costs; past budget for recreation program activity; teen and summer camps; electrical costs and decrease.

Chairman Savel stated the board needed to discuss activities and help staff generate more revenue.

Discussion ensued regarding the free events such as the haunted house; regarding concerts; corporate sponsors; tickets prices and sales.

Mr. Allison spoke to the board about special events divisions including personnel, operating, and capital; explained programs within the employee administration, community promotions and events, sports leagues, youth and adult activities.

Discussion ensued regarding participation in Funky Friday and afterschool programs; the hard costs for concerts and ways to increase revenue.

Deputy Mayor Rettstatt spoke about previous fundraisers in the past and finding the sponsors for events.

Mr. Coletti spoke about sponsors and using Google for promoting; how to produce value; suggested having positive speakers come out to speak to residents.

[18-0237](#)

Commission Short Term Objective Work Plan

Discussed under previous agenda item.

[18-0233](#)

FY '18-'19 Community Promotions and Events Schedule

Rachel Hobbs, Special Events Coordinator reviewed the community promotions and events; spoke about the leisure events, concerts and upcoming sports events.

Scott Coletti moved to approve the Community Promotions and Events Schedule. Motion seconded by Molly Fowler.

Aye: 6 - Chairman Savel, Coletti, Fowler, Franzese, Borger, and Stanton

[18-0234](#)

FY '18-'19 Street Banner and Alcohol Approval

Rachel Hobbs discussed street banners; seeking approval for banners for the holiday parade, three concerts and the race; stated staff was in the process of obtaining alcohol permitting to possibly get a town wide permit.

Scott Coletti moved approval of the installation of the street banners for the holiday parade and party, the three concerts and the Belleair Sunset race. Motion seconded by Molly Fowler.

Aye: 6 - Chairman Savel, Coletti, Fowler, Franzese, Borger, and Stanton

Town Manager JP Murphy stated that in the future, not all banners will go through the board approval process; discussed ordinance which allows for temporary relief for

special events; also similarly with alcohol approval; Town required to donate the proceeds of the sale of alcohol to a qualified 501C3 if using a temporary alcohol license process; spoke about obtaining an alcohol premises license for both the recreation and Town Hall premises.

Molly Fowler moved to approve the sale of alcohol at the holiday party and parade, the three concerts and the Belleair Sunset race. Motion seconded by Scott Coletti.

Aye: 6 - Chairman Savel, Coletti, Fowler, Franzese, Borger, and Stanton

[18-0242](#)

Election of Officers

Discussion ensued; it was suggested to table the agenda item to the next board meeting.

Scott Coletti moved to table the election of officers until the next board meeting. Motion seconded by Cheryl Franzese.

Aye: 6 - Chairman Savel, Coletti, Fowler, Franzese, Borger, and Stanton

OTHER BUSINESS

None to be heard.

COMMISSION ADVISOR REPORT

Commissioner Wilkinson spoke about the ribbon cutting at Magnolia and Wall Park grand opening on October 12th at 6:00PM; welcomed Amy Stanton to the board.

DIRECTOR'S REPORT

Mr. Allison stated he needed a board volunteer to review the Town of Belleair recreation website to make sure there were no errors and content was correct; this would not require a meeting; the volunteer would be reviewing contact links, photos and content. Ms. Fowler volunteered.

ADJOURNMENT

No further business; meeting adjourned at 5:57 PM.

Cheryl Franzese moved to adjourn the meeting. Motion Seconded by Molly Fowler.

Aye: 6 - Chairman Savel, Coletti, Fowler, Franzese, Borger, and Stanton

APPROVED:

Chairman