



City of Pensacola

PARKS AND RECREATION BOARD

MINUTES

City of Pensacola
222 W. Main Street
Pensacola, FL
32502

February 18, 2025

10:00 AM

Hagler-Mason, 2nd Floor

CALL TO ORDER

Chairperson Bruni called the board meeting to order at 10:00 A.M.

ROLL CALL

Members Present: Antonio Bruni, Kristin Brown, Suzanne Lewis, Renee Borden, Justine Williams, Bradley Boes

Members Absent: Jake Renfroe, Kirwan Price, Michael Blankenship

OPEN FORUM

NONE

APPROVAL OF MINUTES

1. 25-128 PARKS AND RECREATION BOARD MINUTES DATED DECEMBER 17, 2024

A motion to approve was made by Parks & Recreation Board Vice-Chair Borden and seconded by Parks & Recreation Board Member Brown.

The motion passed by the following vote:

Yes: 6 Renee Borden, Kristen Brown, Antonio Bruni, Bradley Boes, Justine Williams Roper, Suzanne Lewis

No: 0 None

DIRECTOR'S REPORT

2. 25-127 DIRECTOR'S REPORT

Parks and Recreation Director Heistein opened the floor for any questions.

Vice Chair Borden inquired about tracking revenue and event rentals in the Director's Report. Director Heistein responded by informing of working on transitioning to a new recreation management software that will help automate revenue reports and more.

Chairperson Bruni inquired about an update on the master plan. Director Heistein responded accordingly to the question.

Board Member Kristin Brown inquired about park assessments and improvements in relation to the funds for the master plan. Director Heistein responded that the money used for improvements was LOST money and cannot be used for plans.

Chairperson Bruni inquired if there were any updates on reviewing the MOUs. Director Heistein responded that MOUs are still being updated and discussed with youth sports providers. Stated they will come back to the board once ready to present. Chairperson Bruni commented if any are in between MOUs at the moment. Director Heistein responded accordingly to the comment.

Board Member Suzanne Lewis inquired if there is anyone on the city staff that facilitates strategic planning discussions that are not related to a contract. Also, how does the Park and Recreation department align with the city's strategic plan. Director Heistein responded accordingly to the questions and comments.

Board Member Brown commented about how the CNAPP questions its role as a board and wants to be more engaged with Parks and Recreation. Board Member Brown also questioned how the projects are decided and how the city board can weigh in with what they are hearing from the neighborhoods. Director Heistein responded that it can be discussed more as they get into that section.

STAFF REPORTS

3. 25-130 INTRODUCTION

BRITTANY HUGHES - MARKETING & OUTREACH COORDINATOR

Brittany Hughes, the new Marketing & Outreach Coordinator at Parks & Recreation, introduced herself.

Vice Chair Borden inquired if Hughes would be working with partnerships to get some of their information out. Hughes responded by informing the board of the playbook she is creating and how a production company will no longer be needed, which saves funds. Hughes also mentions that, in addition to the playbook, she is working with the partners to confirm that the city's branding is universal and that

there are not any modifications to the logo.

Vice Chair Borden also inquired about the social media aspect. Hughes responded by confirming that she is the coordinator behind all the city's social media accounts.

Board Member Lewis inquired if Hughes gets any participation with Visit Pensacola. Hughes responded to the question and comments.

Chairperson Bruni commented on the popularity of the playbook. Hughes responded to the comments.

Vice Chair Borden inquired if we advertise at the airport. Hughes responded to comments and questions.

4. 25-129 ATHLETICS - CHERYL FOX

Cheryl Fox, Athletics Superintendent, brought before the board a presentation providing an overview of the athletic operations and programs.

Board Member Bradley Boes expressed gratitude for the work put in by the athletics department. Fox responded accordingly to the comment.

Board Member Lewis inquired about annual revenue, confirming if the revenue is generally made up of rentals of facilities and fees for services. Fox responded stating that Board Member Lewis was correct, revenue is coming from the rentals, leagues, and classes.

Vice Chair Borden inquired about picking up the T. May Center. Fox responded accordingly to the question and comments.

Vice Chair Borden inquired about redoing the Fricker Center. Fox responded accordingly to the question and comments.

Vice Chair Borden commented on iSport and the conflict between private rentals in public spaces. Fox responded stating that iSport is paying for the rental, and it is basically just on Saturdays during the summer.

Board Member Lewis inquired about the rental fees and why for-profit organizations are not being charged more than non-profit organizations. Parks and Recreational Assistant Director Tonya Byrd responded by stating that a 20% discount is available for non-profit organizations and for-profit organizations pay the full rate fees.

Assistant Director Byrd also commented on the improvements to the Fricker Center.

Board Member Brown inquired about the programs at the T. May center. Fox responded accordingly to the question and comments.

Chairperson Bruni informed Fox of a group that uses the third field at Hitzman Park on Sunday afternoons for hours. A discussion ensued and Fox responded accordingly to the question and comments.

NEW BUSINESS

5. 25-126 PRESENTATION - PENSACOLA CHILDRENS CHORUS FOR "PENSACOLA SINGS"

Alex Gardner, Artistic Executive Director, and Miguel Aldahondo, Director of Community Programs, brought before the board a presentation on Pensacola Childrens Chorus, Pensacola Sings.

Board Member Justine Roper Williams inquired about how a child gets enrolled into Pensacola Sings. Aldahondo responded accordingly to the question.

Vice Chair Borden inquired about the MOU being expired. Gardner responded stating that their next step is to go to the next City Council Meeting to request the additional funding.

Chairperson Bruni commented on the great way to include diversity and experience for children. Also, Chairperson Bruni ensured Pensacola Sings has the board's support.

6. 25-328 DIRECTION 25 - PENSACOLA PARKS REVITALIZATION PROJECT LIST

Chairperson Bruni suggested pushing the item to the next meeting to have more time for discussion.

Board Member Lewis commented to Director Heistein about giving an overview of how the Pensacola Park Revitalization Project List came about. Director Heistein responded accordingly to the comment.

Chairperson Bruni commented on projects that may have been missed, as well as projects that may have lost their funding. Director Heistein responded accordingly to the comment.

Board Member Brown commented on how the neighborhoods want to be involved and engaged with parks. Director Heistein responded accordingly to the comment.

OLD BUSINESS

None

OPEN FORUM

None

ADJOURNMENT

WHEREUPON the meeting was adjourned at 11:30 A.M.
