



City of Pensacola

PARKS AND RECREATION BOARD

MINUTES

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

November 21, 2023

10:00 AM

Hagler-Mason Conference Room,
2nd Floor

CALL TO ORDER

The meeting was called to order by Chairperson Hicks at 10:00 AM.

ROLL CALL

Members Present: Rand Hicks, Renee Borden, Alejandra Escobar-Ryan, Antonio Bruni, Jake Renfroe, Kristin Brown, Michael C. Wolf

Members Absent: John Jerrals, Leah Harrison

APPROVAL OF MINUTES

1. 23-211 MINUTES OF OCTOBER 17, 2023, PARKS AND RECREATION BOARD

A motion to approve was made by Parks & Recreation Board Member Renfroe and seconded by Parks & Recreation Board Member Brown.

The motion Passed by the following vote:

Yes: 5 Rand Hicks, Renee Borden, Antonio Bruni, Jake Renfroe, Kristin Brown

No: 0 None

DIRECTOR'S REPORT

2. 23-212 DIRECTOR'S REPORT

Parks Superintendent Bill Kimball addressed the board to report updated information regarding current projects. The Bayview Park Erosion Control/Stabilization project is now 100% complete. The Roger Scott Tennis Center is progressing on schedule.

Vice-Chairperson Borden asked regarding the status of the Wayside Park project. Parks Superintendent Kimball responded that Public Works is overseeing this project and a lot of different agencies are involved in the planning of the project. He will speak with Director Heistein, to make sure board members are given more information on the status of the project.

Member Bruni suggested to staff starting next year having the Optimist Club set-up their Christmas tree sales operation a little further down from where they are now. The location currently being used is impeding the use of the first hole of the disc golf course, therefore moving down a little will allow the disc golfers access to the first hole. Parks Superintendent Kimball stated he will discuss the options with them and make that happen.

STAFF REPORTS

3. 23-213 PARKS AND RECREATION BUDGET - KENDRA WEEKLEY

4. 23-214 OSCEOLA GOLF COURSE - RYAN MATTOX

Osceola Golf Course Manager Ryan Mattox brought before the board a brief update of activities occurring at the Osceola Golf Course. Osceola Golf Course Manager Mattox spoke of a program offered at Osceola Golf Course: PGA HOPE (Helping Our Patriots Everywhere), funded by PGA REACH, the charitable foundation of the PGA of America. Veterans come to the golf course and take lessons, which are all funded by PGA Reach. Osceola Golf Course Manager Mattox read an email to the board that he received from one of the participants stating he enjoyed the golf lessons and golf has now become a passion of his since taking the classes and meeting all the people. Osceola Golf Course Manager Mattox shared that this type of program is a perfect example of how the city can help to enhance community involvement with our veterans and be financially responsible.

Osceola Golf Course Manager Mattox spoke of another program activity where the golf course has engaged with the community. Next week, with the help of volunteers, golf lessons will be given to around 200 students from the 3rd, 4th, and 5th graders who attend Sherwood Elementary School. The following week, 5th graders will have a field trip to the golf course.

Osceola Golf Course Manager Mattox shared with the board that the following on social media for the golf course has tripled in the past year. Previous numbers were at

259, as of yesterday they were at 750. Engagement in the community is going up. We have been working with Marketing Coordinator Deja Dowdell on plans for more activities in the upcoming months.

Osceola Golf Course Manager Mattox also shared with the board an update on the operations at the golf course stating it has become more efficient in tracking inventory and tracking golf rounds. Tracking has not been set up in the system before.

Osceola Golf Course Manager Mattox asked if the board had any questions.

Vice Chair Borden asked regarding Operation 36 if it is still going on and what is the participation rate that translates into active golfers. Osceola Golf Course Manager Mattox replied he has 20 youths that participate at this time. In the spring, it will begin to include adults.

Vice Chair Borden asked if the facility had been rented to hold tournaments. Osceola Golf Course Manager Mattox replied that 8 tournaments had been held during the month of October, the weather being perfect, it increased revenue by 30% compared to last October. Vice Chair Borden asked if participation was tracked to see membership players versus new players. Osceola Golf Course Manager Mattox replied that the increased revenue is seen from new players but does not have numbers. Osceola Golf Course Manager Mattox added that the marketing plan moving forward is to bring in different audiences and also the golf course is turning 100 years old in 2026, so we are launching a new campaign, a new logo design, and re-branding to bring new players to the golf course.

Member Wolf asked if the revenue coming in is enough to cover all the expenditures. Osceola Golf Course Manager Mattox replied that we are not at this time. We are subsidized by \$200,000 from the city. The past year was good, and we are forecasting this year to be another good year. Our goal is to be revenue neutral within 5 years.

NEW BUSINESS

5. 23-1002 DISCUSSION - PARKS AND RECREATION ANNUAL PRESENTATION TO CITY COUNCIL

Chairperson Hicks began discussion with board members regarding what items they want to include in the annual report for council that would be carried to the agenda conference in December.

- Terms of Public Engagement - Attendance and participation at meetings representing Parks and Recreation.

- Review Process - Memorandum of Understanding, Naming of Amenities, Registration at Pools, Facility Assessments, and others.
- Notes from National Recreation and Parks Association (NRPA) publications.

Chairperson Hicks asked for input from board members to include in the annual report.

- Vice Chair Person Borden would like feedback from council on how we can better assist them and/or administration starting with the new fiscal year be more proactive.

OLD BUSINESS

OPEN FORUM

ADJOURNMENT