



Parks & Recreation Advisory Board Regular Meeting

Agenda

January 31, 2024 @ 5:30 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

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assistance & appeals

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please note

Times are projected and subject to change.

-
- 1. Call to Order**
 - 2. Consent Agenda**
 - a. Approve the minutes of November 15, 2023
 - 3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 - 4. Action Items**
 - a. Parks and Recreation Strategic Plan 30m
 - b. Winter Park Historic Society Fee Waiver Request 5m
 - 5. Non-Action Items**
 - 6. Staff Updates**
 - a. Update from Mead Botanical Gardens Inc 5m
 - b. Parks and Recreation Project Update 5m
 - 7. Board Comments**
 - 8. Upcoming Agenda Items**
 - 9. Adjournment**



Parks & Recreation Advisory Board

agenda item

item type

Consent Agenda

meeting date

January 31, 2024

prepared by

Laura Halsey, Recreation Coordinator

approved by**subject**

Approve the minutes of November 15, 2023

motion | recommendation**background****strategic objectives****alternatives | other considerations****fiscal impact****attachments**

1. 1115.23 PRAB Minutes



Parks & Recreation Advisory Board

Regular Meeting Minutes

November 15, 2023 at 5:30 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Michael Perelman, Michael Dively, Shannon Sarkarati, Robert Bendick, Krystal Dawkins, Leah J. Bonich

Absent

Craig Russell

Staff Present

Director Jason Seeley, Assistant Directors Cathleen Daus and Mike McCosker, Recreation Coordinator Laura Halsey

1. Call to Order

2. Consent Agenda

- a. Approve the minutes of October 18, 2023

Motion made by Michael Dively to approve the agenda; seconded by Michael Perelman. Motion carried unanimously with a 5-0 vote. (Leah Bonich arrived at 5:33, after the approval of the minutes)

3. Public Comments (for items not on the agenda): Three minutes allowed for each speaker

4. Action Items

- a. Winter Park Rotary Club Fee Waiver Request - 13th Annual Denim & Dazzle Fundraiser

Mr. Seeley, Parks & Recreation Director, reviewed the fee waiver request with the board. Mr. Butch Margraf, Former Chairperson, and Ms. Jean Fuhrman, Current Chairperson of the Rotary Club spoke on behalf of the event. They explained that the Denim & Dazzle event is an upgraded version of their prior Chili for Charities event. Ms. Fuhrman discussed some of the charities that their event supports and what prompted the changes to the original event. All of the funds that would have gone towards the

facility rental will go towards the charities should they be granted a fee waiver. Mr. Seeley recommended approval of the fee waiver with the caveat that the Rotary be responsible for any hard costs incurred for the event.

Motion made by Michael Dively to approve the agenda; seconded by Shannon Sarkarati. Motion carried unanimously with a 6-0 vote.

- b. Peace and Justice Institute Fee Waiver Request - 2024 Creating a Resilient Community Conference

Mr. Seeley reviewed the fee waiver request with the board and provided an outline of the costs for the event. Ms. Sofiya Asedrem of the Peace and Justice Institute provided additional information on the event and answered the board's questions. The event benefits the residents through their resilience network and the theme is to create resilient communities covering items such as community safety and mental health.

Motion made by Michael Dively to approve the agenda; seconded by Michael Perelman. Motion carried with a 5-1 vote with Krystal Dawkins opposing.

- c. Winter Park Library Fee Waiver Request - Great Decisions

Mr. Seeley reviewed the fee waiver request with the board providing details of the event. There were not any representatives present on the library's behalf. Ms. Daus, Parks & Recreation Assistant Director, stated the organization was happy with any location that was available for the 8 weeks and the only location with availability for 8 consecutive weeks was at the Farmer's Market.

Motion made by Michael Perelman to approve the agenda; seconded by Shannon Sarkarati. Motion carried unanimously with a 6-0 vote.

- d. PRAB Recommendation for Comprehensive Plan language related to Open Space component of Comprehensive Plan update. 15m

Mr. Seeley discussed the definitions used within the comp plan and feels the changes bring clarification and will prevent confusion moving forward for anyone reading the comp plan. "Green space" shall be defined as publicly-owned passive or active recreational land and land left in its natural state for conservation purposes. Mr. Perelman suggested city parkland be changed to city greenspace.

Motion made by Michael Perelman to approve Jason's comp plan language recommendations; seconded by Shannon Sarkarati . Motion carried unanimously with a 6-0 vote.

- e. Florida Youth Symphony Orchestra Fee Waiver and Central Park Use Request 5m

Mr. Seeley reviewed the fee waiver request with the board. Ms. Tran, Executive

Director, and Ms. Frye, Development Coordinator, spoke on behalf of the Symphony and provided background for their event. Their organization serves Orange County with a large part of those coming from Winter Park. They serve about 300 students. All seven orchestras will perform at the event and will be offered as a free event for the students to perform and families to attend. The event will take place on a Saturday during the Farmer's Market event, which will also provide entertainment for patrons at the Market.

Motion made by Michael Perelman to approve the agenda; seconded by Michael Dively. Motion carried unanimously with a 6-0 vote.

5. Non-Action Items

a. Strategic Plan 2023-2028

Mr. Seeley provided detailed information for the board to review and suggested the strategic plan be discussed at the December 20, 2023 meeting. Mr. Perelman suggested the board members review the plan and send any inquiries to Mr. Seeley or Ms. Halsey no later than Tuesday December 12, 2023, to allow staff time to review and prepare to share with the board. Mr. Bendick conveyed his concern about the timing of the meeting limiting public participation due to the holiday and his intended absence at the December 20, 2023 meeting. Mr. Perelman requested an excel sheet of the presentation be sent to the board members, Mr. Seeley will email it to board members.

6. Staff Updates

a. Holiday Lights and Event Schedule

b. Parks and Recreation Project Updates 5m

Mr. Seeley gave the board a brief update on the current projects, which included the columbarium, mead pavilion, ward concession, MLK and Unity Corner, 7 Oaks, and the Mead ADA loop. Ms. Daus also informed the board that the train station project has been completed.

7. Board Comments

Mr. Dively inquired about the cancellation of the night Farmer's Market. Mr. Seeley informed the board that the majority of vendors canceled due to inclement weather, so it had to be canceled, but stated he would like to see it become a monthly event.

Mr. Perelman asked who would be responsible for the grass after the Cows & Cabs event. Mr. Seeley informed the board that the organization does pay a deposit for such instances. Ms. Daus added that it does not appear it will be a huge cost as most of it will recover on its own.

Mr. Dively expressed his support of the long-range strategic plan and the exploration of

a 10-25 year master-plan to provide for long-term opportunities.

8. Upcoming Agenda Items

9. Adjournment

The meeting adjourned at 6:43 p.m.

Approved by the Board on
/s/ Laura Halsey, Recreation Coordinator

ATTEST:



Parks & Recreation Advisory Board

agenda item

item type

Action Items

meeting date

January 31, 2024

prepared by

Jason Seeley, Director of Parks and Recreation

approved by

Jason Seeley, Director of Parks and Recreation

subject

Parks and Recreation Strategic Plan

motion | recommendation

Review Strategic Plan, provide recommendations for revisions or accept as is.

background

The Parks and Recreation Department develops a strategic plan to guide the department as to its goals and priorities. The Strategic Plan consists of 4 sections (Parks, Programming (Events), Recreation Facilities and Venues, and Operations) created based on the core functions of the department, with each section consisting of a strategic goal and objectives that would remain for the 5-year lifespan of the strategic plan. In addition, each section includes tasks associated with the objectives that apply to the current year. Tasks would be developed each year with both staff and PRAB input.

strategic objectives**alternatives | other considerations****fiscal impact****attachments**

1. updated strategic plan

City of Winter Park
Parks and Recreation Department
5 Year Strategic Plan Goals and Objectives - 2024-2029
2024 Supporting Tasks

Programming

Strategy: Provide accessible and diverse range of high-quality programming for residents of the City

Objective 1: Ensure that quality programming is provided to the community through effective program development and evaluation process.

Task 1: Maintain CAPRA accreditation through completion and maintenance of standards and practices.

Task 2: Parks and Recreation staff active in national and state professional organizations (NRPA and FRPA).

Task 3: Establish annual review process for all partnerships; Conduct value analysis of all current partnerships and establish process for evaluating potential new partnerships; Produce annual report that quantifies value of partnerships both qualitatively and quantitatively.

Task 4: Identify new Key Performance Indicators for Department performance.

Task 5: Establish process for resident/participant feedback on private recreational service providers operating on City property

Objective 2: Develop programming that meet the needs of the residents.

Task 1: Update Recreation Programming Plan

Task 2: Establish criteria for sunseting programs

Task 3: Update Program Delivery Matrix and identify gaps in service

Task 4: Complete Community Assessment of programming resources, both public and private, serving the City

Task 5: Develop and execute survey or other feedback mechanism regarding programming to better understand the needs our residents.

Task 6: Conduct comprehensive program fee study comparing rates for City programming to local and regional public and private providers.

Objective 3: Develop and support programming that contributes to a healthy and active community

Task 1: Expand health and wellness offerings to youth, adults and active older adults

Task 2: Continually add new senior/adult programming in various interest areas that include social, fitness/exercise, health education, lifelong learning, and other areas of interest.

Task 3: Develop and maintain relationships with various public and private organizations to ensure a robust offering of programs available to our residents.

Objective 4: Education, Advocacy, and Volunteerism

Task 1: Increase opportunities for intergenerational programming and lifelong learning programming.

Task 2: Assist Sustainability and Natural Resource efforts in promoting environmental and sustainability education programs/services.

Task 3: Develop and execute Park Clean Up Events at our Mini Parks

Task 4: Development of Youth Citizen Academy or such program to provide resident youth knowledge of the purpose of local government along with understanding the public process. Encourage youth participation in other City processes through task force(s) and focus group(s) when appropriate

Task 5: Develop on-line and in-person workshops that focus on home tree maintenance; drought tolerant and Florida friendly landscaping, responsible use of fertilizer, pesticide, and herbicide, and other pertinent topics.

Facilities and Venues

Strategy: Provide highly maintained community facilities that address the needs and priorities of our citizens

Objective 1: Maintain consistent quality and service levels at existing facilities

Task 1: Enhance existing or add Wi-Fi capabilities in all rental facilities

Task 3: Expand client and resident feedback through expanded use of digital survey.

Task 4: Develop training and standards regarding customer service for front line staff

Action: Design and implement new facility and Wayfinding Signage

Objective 2: Enhance utilization of recreation facilities and venues to ensure residents are getting the most value out of our limited park spaces

Task 1: Evaluate all facility and venue utilization

Task 1: Define priorities for use and financial/utilization expectations

Task 3: Conduct comprehensive fee study of private and public venues to compare current pricing of City venues against local and regional market.

Task 4: Conduct resident and customer surveys to solicit feedback regarding facilities/venues.

Objective 3: Long term Planning

Task 1: Review ADA transition plan for City facilities and develop capital improvements budget and priority list to bring all facilities into compliance.

Task 2: Ensure all major venues and facilities have updated maintenance and replacement schedules that are being implemented and part of 5yr CIP process

Parks

Strategy: Provide sufficient quality park space that meets the needs of all residents

Objective 1: Strengthen the quality of existing parks

Task 1: Optimize use of parks and open spaces and mini parks

Task 2: Continue to replace aging infrastructure and amenities - i.e. Playgrounds, Benches, Tables, Etc.

Task 3: Continue to update park trails and paths -

Task 4: Add new park service amenities to include fitness stations, water fountains, shade structures, public art.

Task 5: Continue focused efforts on environmental sustainability through new policy and outreach

Action: Develop and implement new Park Master Plan

Objective 2: Assess current properties and determine opportunities for better utilization of park space

Task 1: Conduct full appraisal of current parks properties

Task 2: Evaluate current property classifications and categories used

Task 3: Playground Assessment to determine areas of duplication or deficiency

Task 4: Assessment of Mini Park properties and establishment of minimum standards for such

Objective 3: Focus on sustainability and environmental impact within parks

Task 1: Improve Canopy Coverage on City Property in areas that allow for improvement

Task 2: Increase tree diversity on City property

Task 3: Improve quality of water bodies adjacent to park properties

Task 4: Transition maintenance equipment from gas powered to alternative power where applicable

Task 5: Incorporate sustainable building practices where applicable

Objective 4: Develop and promote external stewardship

Task 1: Continued involvement of community advisory boards and task forces applicable to parks and green spaces.

Task 2: Promote and develop ongoing volunteer opportunities for residents to become actively involved

Task 3: Promote and develop community education and advocacy for park related issues.

Objective 5: Improve accessibility and security within parks

Task 1: Conduct ADA compliance assessment of all facilities

Task 2: Prioritize ADA issues and develop plan to address major deficiencies

Task 3: Coordinate with police department to assess safety needs of each park

Task 4: Develop plan and priority list for video surveillance installation and upgrades at various parks

Task 5: Updates to parking lots to improve sightlines, speed control, and lighting

Operational Strategy

Strategy: Provide excellence in organizational management, financial stewardship, and customer service through quality assurance.

Objective 1: Strengthen organizational structure for efficient and effective operations.

Task 1: Revise and update operational policies and manuals for all divisions.

Task 2: Update Agency Succession Plan.

Objective 2: Reinforce financial planning through diversified funding and responsible spending.

Task 1: Review and evaluate Revenue Policy and Fee schedule

Task 2: Develop working plan to increase cost recovery to 50% for overall Agency operations

Task 3: Form private-public partnerships for park development and expanded program services

Task 4: Review contract agreements for major services such as field maintenance, sod, and landscape maintenance

Objective 3: Leverage community partnerships to support service delivery

Task 1: Evaluate existing partnerships for expansion and improvements to benefit all

Task 2: Develop new partnerships with non-profits, business enterprises and government entities - i.e. Programming, Operating capital support (AV, art, etc.), Citizen-driven projects, etc.

Task 3: Utilize volunteers and park stewards to support service delivery

Objective 4: Maintain customer service excellence

Task 1: Implement campaign that brands Winter Park Parks and Recreation with Service Excellence Standards

Task 2: Expand Customer Service Campaign - i.e. Program surveys, Citizen Questionnaires, etc.

Task 3: Expand social media presence

Task 4: Use standardized programming goals to improve a new Evaluation Process

Task 5: Maintain both internal and external employee training to ensure operational processes and procedures are clearly articulated, properly implemented, and consistent for customer excellence in delivery of service

Task 6: Improve internal communication through crossover leadership roles and goal setting



Parks & Recreation Advisory Board

agenda item

item type

Action Items

meeting date

January 31, 2024

prepared by

Jason Seeley, Director of Parks and Recreation

approved by

Jason Seeley, Director of Parks and Recreation

subject

Winter Park Historic Society Fee Waiver Request

motion | recommendation

Staff recommends approval of fee waiver.

background

Winter Park History Museum is located in the front portion of the WP Farmers Market. The museum would like to use the full facility for their upcoming exhibit grand opening party on February 8th from 5p-8p. The exhibit's grand opening is a free public event.

strategic objectives**alternatives | other considerations****fiscal impact**

Total Cost \$945; Director Approved reduction per fee waiver: \$472.5 Fee Reduction Amount Pending PRAB \$472.5

attachments

1. Tax Exempt Exp 2025 501 c3 2019
2. WPHA Mission Statement
3. WPHM Fee Waiver Application



Consumer's Certificate of Exemption

Issued Pursuant to Chapter 212, Florida Statutes

DR-14
R. 01/18

85-8012668180C-1	01/31/2020	01/31/2025	501(C)(3) ORGANIZATION
Certificate Number	Effective Date	Expiration Date	Exemption Category

This certifies that

WINTER PARK HISTORICAL ASSOCIATION INC
200 W NEW ENGLAND AVE
WINTER PARK FL 32789-4226

is exempt from the payment of Florida sales and use tax on real property rented, transient rental property rented, tangible personal property purchased or rented, or services purchased.



Important Information for Exempt Organizations

DR-14
R. 01/18

1. You must provide all vendors and suppliers with an exemption certificate before making tax-exempt purchases. See Rule 12A-1.038, Florida Administrative Code (F.A.C.).
2. Your *Consumer's Certificate of Exemption* is to be used solely by your organization for your organization's customary nonprofit activities.
3. Purchases made by an individual on behalf of the organization are taxable, even if the individual will be reimbursed by the organization.
4. This exemption applies only to purchases your organization makes. The sale or lease to others of tangible personal property, sleeping accommodations, or other real property is taxable. Your organization must register, and collect and remit sales and use tax on such taxable transactions. Note: Churches are exempt from this requirement except when they are the lessor of real property (Rule 12A-1.070, F.A.C.).
5. It is a criminal offense to fraudulently present this certificate to evade the payment of sales tax. Under no circumstances should this certificate be used for the personal benefit of any individual. Violators will be liable for payment of the sales tax plus a penalty of 200% of the tax, and may be subject to conviction of a third-degree felony. Any violation will require the revocation of this certificate.
6. If you have questions about your exemption certificate, please call Taxpayer Services at 850-488-6800. The mailing address is PO Box 6480, Tallahassee, FL 32314-6480.



The mission of the Winter Park Historical Association is to collect, preserve, promote and research the history of Winter Park and its surrounding area and to share that history with the public through educational programs and the operation of a museum.

Fee Waiver Application



Parks & Recreation
department

In order to be eligible for a FULL OR PARTIAL fee waiver, the applicant must meet all of the following criteria:

1. Non Profit Organization with current exemption. ☒
2. Organization based within corporate limits of Winter Park. ☐
3. The event is not in support of a candidate for public office. ☐
4. The event benefits the city and its residents. ☐
5. The event type is consistent with the city's recreation plan. ☐
6. The applicant has a demonstrated need for the reduction or waiver. ☐

Section One - Applicant Information

Applicant Name:	Christy Grieger	Email Address:	christyewphistory.org
Organization Name:	WP History Museum	Phone Number:	407 647 2330
Address:	200 W New England Ave	Fax Number:	
City:	WP	State:	R
Tax Exempt Number: Attach Letter of Exemption from the Internal Revenue Service:		Zip:	32789
Organization Mission:			
Reason for request:	Grand opening party for our new exhibit to the community!		

Section Two - Event Information

Event Type:	Grand opening	Event Date:	Feb 8
Event Name:	Hello Sunshine! Selling Florida through the Art of Postcards	Event Hours:	5-8
Venue:	WP Farmers' Market	Expected Attendance:	150
If charging admission, proceeds benefit:	No	Event Admission Fee:	
Will sponsorships be sold? If yes, describe levels and pricing:	No		

Will vendors such as caterers, decorators, entertainment be hired? If yes, describe below and list costs. **

Yes - Still working with partners. Maybe Black Bean deli.

** If there is onsite cooking, an additional permit is required

Has this event been held previously? If yes, describe when/where: Yes. at FM annually for exhibit openings

Section Three - Instruction

1. Prior to submission of fee waiver/reduction application, venue must be reserved and deposit on file. Additional rules apply.
2. This application is for waiver/reduction of fees only and does not apply to deposit which is required for all sites.
3. Submit application for fee waiver/reduction to the Administrative Office of the Parks and Recreation Department.
4. To allow appropriate time for consideration, applications must be submitted no less than ninety (90) days in advance.
5. Applications will be reviewed by the Department Director with final decision by the Parks and Recreation Board.

By signature below, applicant acknowledges receipt of rules and regulations appropriate to the request venue. This application for fee waiver does not secure the date or the venue. All normal reservation procedures must be met prior to submitting this application for waiver including but not limited to submission of deposits, signing of reservation contract. Denial of the waiver request does not impact the policies of the venue for deposit retention or payment of rental fees. Misrepresentation of the group or type of event may result in revocation of the fee waiver after the event at which time payment if full will be required.

Signature:		Date:	12/8/23
Print Name:	Christy Grieger	Title:	Executive Director

FOR OFFICE USE ONLY

Directors Signature:		Approved:		%	Disapproved:		
Date of Approval/Disapproval							
Parks Board Review if Necessary:	Date		Approved:		%	Disapproved:	



Parks & Recreation Advisory Board

agenda item

item type

Staff Updates

meeting date

January 31, 2024

prepared by

Jason Seeley, Director of Parks and Recreation

approved by

Jason Seeley, Director of Parks and Recreation

subject

Update from Mead Botanical Gardens Inc

motion | recommendation

na

background

Presentation highlighting 2023 MBG programs, project progress, community engagement and volunteer initiatives.

strategic objectives**alternatives | other considerations****fiscal impact****attachments**

None



Parks & Recreation Advisory Board

agenda item

item type

Staff Updates

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January 31, 2024

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Jason Seeley, Director of Parks and Recreation

approved by

Jason Seeley, Director of Parks and Recreation

subject

Parks and Recreation Project Update

motion | recommendation**background**

Update regarding various parks projects underway.

strategic objectives**alternatives | other considerations****fiscal impact****attachments**

None