



Parks & Recreation Advisory Board Regular Meeting

Agenda

September 17, 2025 @ 5:30 PM

City Hall Commission Chambers
401 S. Park Avenue

welcome

Agendas and all backup material supporting each agenda item are accessible via the city's website at cityofwinterpark.org/meetings/ and include virtual meeting instructions.

assistance & appeals

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"If a person decides to appeal any decision made by the Board with respect to any matter considered at this hearing, a record of the proceedings is needed to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based." (F.S. 286.0105).

please note

Times are projected and subject to change.

1. Call to Order

2. Consent Agenda

- a. Approve the minutes of August 20, 2025

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

4. Action Items

- a. **Howell Branch Preserve Park Grant Project** 5 Minutes
- b. Phelps Park Green Space Use Policy 30m
- c. Addition of Fee Based, Automated Dog Washing Station at Lake Baldwin Park

5. Non-Action Items

6. Staff Updates

7. Board Comments

8. Upcoming Agenda Items

- a. Fall Meeting Schedule 10m
 October - Regular Meeting; followed by Work Session
 November - Regular Meeting
 December - 12/17/25 - No Meeting
 January - Regular Meeting

9. Adjournment



Parks & Recreation
Advisory Board

agenda item 2.a

item type

Consent Agenda

meeting date

September 17, 2025

prepared by

approved by

Jason Seeley, Director of Parks and
Recreation

subject

Approve the minutes of August 20, 2025

motion | recommendation

background

alternatives | other considerations

fiscal impact

attachments

1. PRAB 08.20.25 Minutes



Parks & Recreation Advisory Board

Regular Meeting Minutes

August 20, 2025 at 5:30 PM

City Hall Commission Chambers
401 S. Park Avenue

Present

Leah J. Bonich, Thomas Sims, Ginny Enstad, Ellen Wolfson, Lisa Tinker Marsh, Anne Mooney

Absent

Lawrence Lyman

Staff Present

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

1. Call to Order

Meeting called to order by Chairperson, Leah Bonich, at 5:30pm

2. Approval of Minutes

- a. Minutes of June 18, 2025

Motion made by Ellen Wolfson, seconded by Thomas Sims, to approve the June 18, 2025, minutes.

Motion passes 6-0.

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

None present.

4. Action Items

- a. Fee Schedule

Staff provided board members with a copy of the proposed changes to the fee schedule in their packet for review.

Ms. Enstad feels that the cemetery is running out of room for casket burials, making the spaces more valuable. She suggested a fee increase.

Mrs. Daus stated that the Palm Cemetery has 85 cremation spaces left, while Pineywood has 610 columbarium spaces and 600 ground spaces available.

Motion made by Thomas Sims, seconded by Lisa Tinker Marsh, to increase cemetery fees by 20% across the board.

Per Mr. Seeley, list this as a 'consensus' item and make one all inclusive motion at the end.

The board recommended increasing the Saturday Farmer's Market vendor prices.

The consensus is to increase pricing for the Saturday market to match the Winter Garden Farmer's Market.

The board recommended implementing a 4-hour minimum rental for the stadium, except for practices. Let the record show that Thomas Sims was the only member that raised his hand in favor.

The tennis center currently has an estimated 92% recovery rate at this time.

Staff recommends not increasing the prices out of concern that members will opt to attend Orlando or other surrounding facilities that are more affordable.

Motion made by Thomas Sims, seconded by Anne Mooney, to approve the fee schedule as presented, along with the 20% across-the-board increase for the cemeteries and Farmer's Market vendors. Motion passes 6-0. A roll call vote was taken, with all board members voting in favor of the motion.

b. MLK Playground - joint discussion with CRAAB

Kyle Dudgeon, CRA Manager, gave a brief overview, along with a presentation to the board members. Jason Seeley, Parks & Recreation Director, provided additional input on several of the planned features to improve the playground. Jessica Griggs, Dix Hite, described the individual elements of the new playground plan and the roles each of them brings to the final product. Mr. Seeley opened the floor to discussion and board member questions. Ms. Griggs, was able to answer questions regarding the sensory installations and spaces throughout the structure. The board inquired about the dragon head entrance and the slide materials. Mr. Seeley pointed out that concrete slides remain significantly cooler than metal slides, are more durable, and lessen the chance of injury due to deterioration. City staff have taken into account the need for shade and are considering the installation of shade sails. The dragon was intended to maintain the castle theme throughout the playground structure, but it has since been removed based on public input, along with the crown and shutters.

Elisha Kennedy, Ovation Construction, stated that due to limitations in the rendering software they were unable to make the slides look exactly as they would as a finished product. The concrete slides will be polished and smooth. Concrete remains 5-10 degrees cooler than any other material. The board pointed out that the swings for different age groups were separated, which may cause issues for parents with children of different ages. They were informed that toddler swings would be incorporated into area 26 as well, therefore alleviating that concern.

The distance between the play structure and the splash pad along with blind spots in the structure were points of interest for the board. However, the spacing between the slats was widened slightly to allow a line of sight through the structure while still meeting safety requirements.

Mr. Dudgeon stated that the most important part of the public input process was to ensure the vision and concerns of the community were incorporated into the design and functionality of the finished structure. The accessibility of the playground was one of the most important topics for the Parks & Recreation staff to consider.

Motion made by Thomas Sims, seconded by Lisa Tinker Marsh, to approve the MLK Playground plan as presented. Motion passes 6-0.

5. Non-Action Items

No items to present.

6. Staff Updates

No updates were presented

7. Board Comments

Ms. Marsh informed city staff that the coyotes can be seen during the day around Lake Bell now.

Mrs. Bonich inquired about the gator in the pond at Via Tuscany/Howell Branch area. Mrs. Wolfson requested the relocation of the Saturday Farmer's Market back to the Farmer's Market building be put on the next agenda for discussion, and recommended that the original vendors receive first priority should it be passed.

8. Upcoming Agenda Items

9. Adjournment

Meeting adjourned at 6:53 p.m.

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



item type

Action Items

meeting date

September 17, 2025

prepared by

Jason Seeley, Director of Parks and Recreation

approved by

Jason Seeley, Director of Parks and Recreation

subject

Howell Branch Preserve Park Grant Project

motion | recommendation

Staff recommends approving the grant project

background

The Florida Recreation Development Assistance Grant (FDRAP) provides funding to local governments for acquisition or development of land for public outdoor recreation. The City is looking to apply for funding through this grant program to fund a recreational trail around the Howell Branch Preserve stormwater pond as part of HBP improvement plan presented to PRAB in 2024 (attached).

Projects are evaluated and ranked using a points system. There are 3 meetings that need to take place and are worth a total of 21 points.

- A public meeting solely to discuss the project (10 points)
- **“Presentation at a regularly scheduled advisory board meeting responsible for park, recreation and leisure service activities.” (7 points)**
- Presentation to a community group (4 points)

alternatives | other considerations

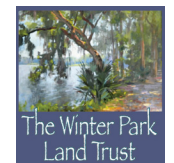
fiscal impact

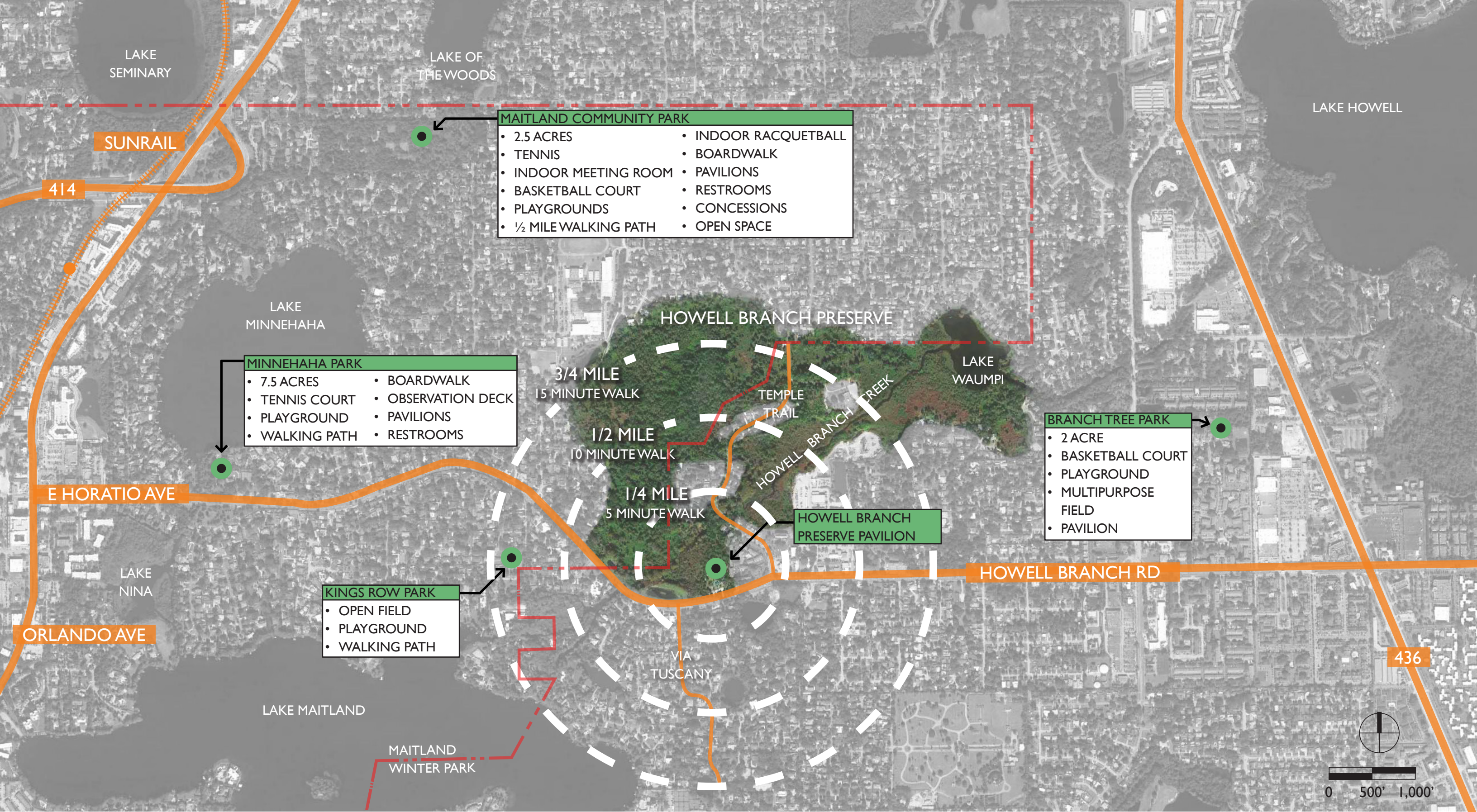
attachments

1. 2023-01-31 Howell Branch Preserve Park Concept Package
2. FRDAP- Howell Branch Preserve rev

HOWELL BRANCH PARK

KICK STARTER GRAPHIC





HOWELL BRANCH KICK STARTER GRAPHIC | Park Lands Context Map
 The City of Winter Park Parks Department & The Winter Park Land Trust

01.31.2024



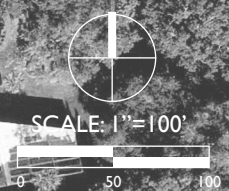
SITE PLAN ELEMENTS

- | | | |
|----------------------------|-------------------------|------------------------|
| 1 PEDESTRIAN BRIDGE | 9 LOOP TRAIL | 17 PLAY BERM |
| 2 CANOE LAUNCH | 10 EXISTING CROSSWALK | 18 OPEN LAWN |
| 3 CANOE DROP-OFF | 11 PARKING (24 SPACES) | 19 EXISTING OVERLOOK |
| 4 BOARDWALK OVERLOOK | 12 EXISTING BATHROOM | 20 CANOPY WALK |
| 5 BOARDWALK OVER WEIR | 13 LARGE PAVILION | 21 WETLAND BOARDWALK |
| 6 ENHANCED LITTORAL EDGE | 14 DISCOVERY PLAYGROUND | 22 100-YEAR FLOOD ZONE |
| 7 EXISTING STORMWATER POND | 15 SMALL PAVILION | / WETLAND LINE |
| 8 ROADWAY BEAUTIFICATION | 16 STONE WALL EDGE | |



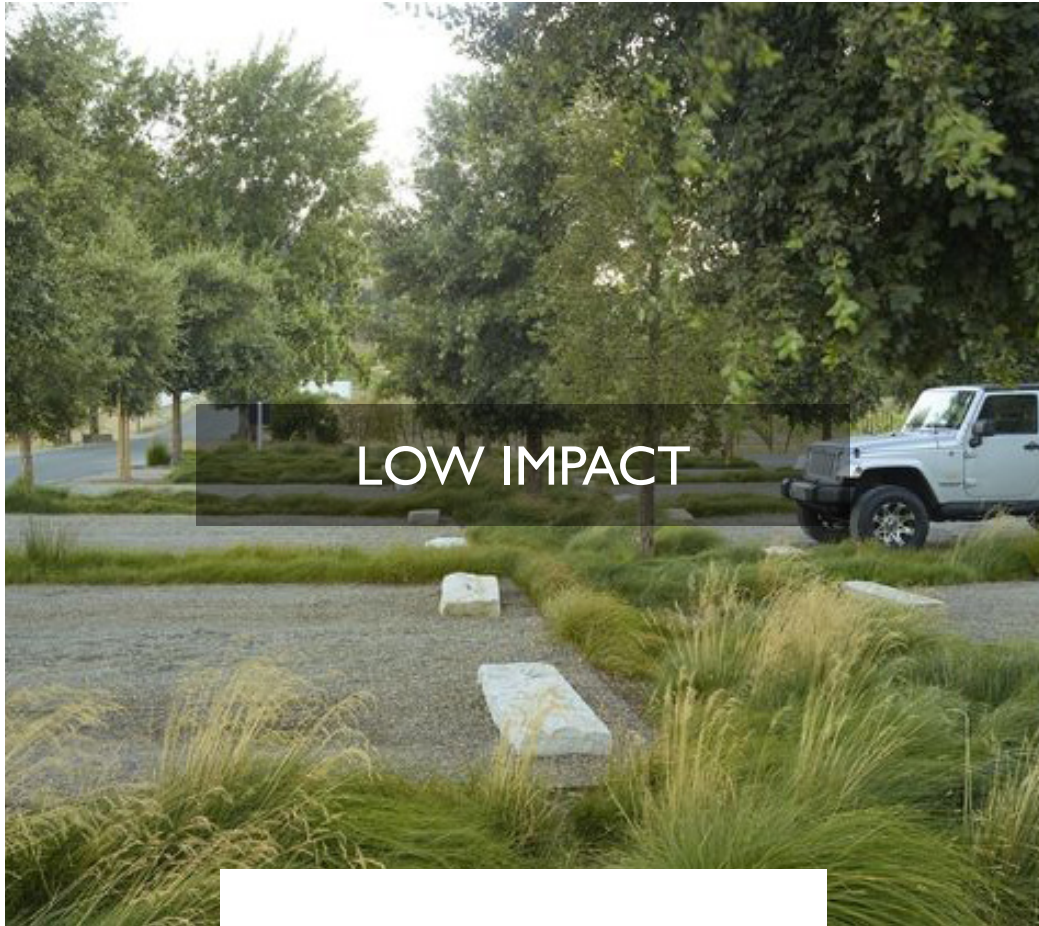
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CANOPY WALK



LOW IMPACT



TEXTURE



NATURAL

SITE CHARACTER



PLAYFUL



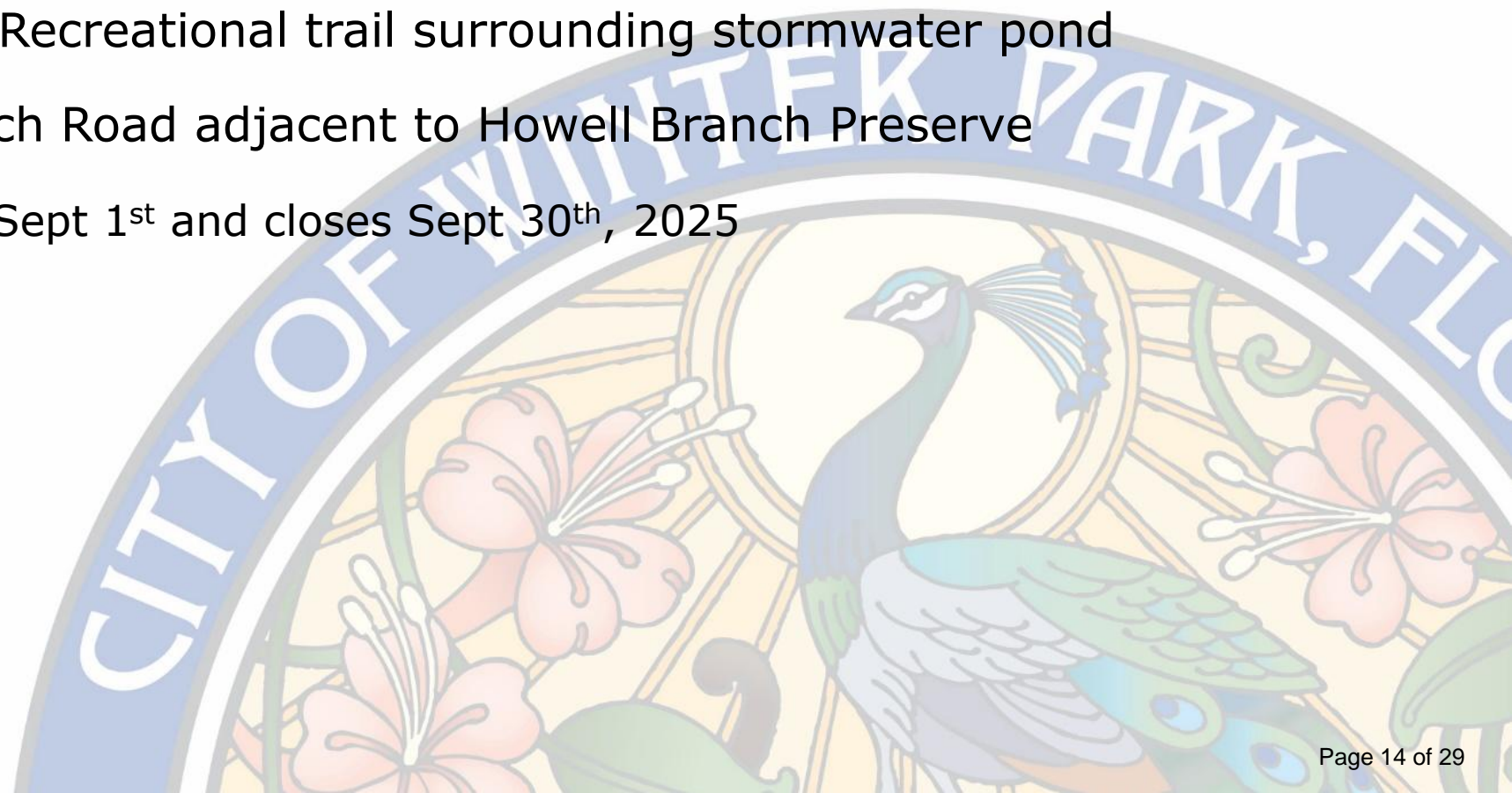
WATER EXPERIENCE

FRDAP Grant

- Florida Recreation Development Assistance Grant.
- Provides funding to local governments for acquisition or development of land for public outdoor recreation.
- FY2025 Grant Request max set at \$200,000.
- There are 3 meetings that need to take place and are worth a total of 21 points.
- Requires the following:
 - A public meeting solely to discuss the project (10 points)
 - The statue states, "Presentation at a regularly scheduled advisory board meeting responsible for park, recreation and leisure service activities." (7 points)
 - Presentation to a community group (4 points)

Howell Branch Preserve Park

- **Grant Funding Source** - Florida Department of Environmental Protection FRDAP Grants, FY25 200k max award
- **Identified Project** - Recreational trail surrounding stormwater pond
- **Location**- Howell Branch Road adjacent to Howell Branch Preserve
- **Timing**- FRDAP opened Sept 1st and closes Sept 30th, 2025



Conceptual Plan



Project Location





item type

Action Items

meeting date

September 17, 2025

prepared by

Jason Seeley, Director of Parks and Recreation

approved by

Jason Seeley, Director of Parks and Recreation

subject

Phelps Park Green Space Use Policy

motion | recommendation

Board members are being asked to consider changes to the current policy and intent of use pertaining to the passive green space at Phelps Park.

If the board supports the current intent of the policy that does not allow organized athletic use of the green space staff recommends that the current policy be revised in order to more clearly define prohibited use and staff will bring back revised language for board approval at the next meeting.

If the board recommends that the use of the green space should be expanded and allow for organized athletic use, or that such use warrants further consideration, staff recommends that a community meeting and/or survey be conducted in order to get direct feedback from Phelps Park neighborhood. Staff will then provide neighborhood feedback or survey results, along with a recommended policy revision.

Staff will also include financial impact summary that reflects initial investment to bring the green space to standard for recreation athletic field and an annual operational cost to maintain and manage the athletic field.

background

In the southwest corner of Phelps Park there is an open green space that measures approximately 50 yards by 50 yards in size. The green space has never been used as a formal athletic field with the intention of the green space being used as a passive recreation space.

Similar to the open green spaces located at Harland Park and Howell Branch Preserve, organized athletic use is prohibited at Phelps Park due to limitations of the park's physical properties and/or

out of sensitivity to the quality-of-life impacts on neighboring residents from such use.

In the case of Phelps Park, organized athletic, use without some degree of regulation, would result in likely traffic/parking strains that result in cars parking throughout the surrounding neighborhood. Significant more traffic on neighborhood streets as well as within the park itself. Phelps has a total of 25 parking spaces, but realistically this number is less than by several spaces due to 'driver errors. Those 25 spots are sufficient to support 3 tennis courts, 3 pickleball courts, and a playground, but not an athletic field being used by multiple teams.

Athletic use would also bring a potential negative impact on quality of life for residents as a significant number of homeowners share a fence line with the park. A change in policy that suddenly allows the relatively tranquil passive green space they once had in their backyard into an athletic field with multiple teams practicing, screeching whistles, and coaches barking out instructions could be quite jarring.

While the City policy of not allowing organized use of the green space at Phelps has gone unchallenged since the mid 1990's, some residents have recently challenged the policy and have been choosing to ignore disregard regards it as they feel it should be changed or doesn't apply to their use. At the same time, a number of residents residing adjacent to the park have called both Parks and Recreation staff and Winter Park Police Department to the park to remove the kids and coaches from the green space.

alternatives | other considerations

fiscal impact

attachments

1. Phelps Park Visuals _ PRAB Sept 25

Phelps Park – Aerial w Green Space





Field Proximity to Homes

Green Space that is being used for organized athletic activities is approximately 40' from the back doors of several adjacent homes.

Phelps Parking

29 spots (if all vehicles park properly)

Located in residential neighborhood





Parks & Recreation Advisory Board

agenda item 4.c

item type

Action Items

meeting date

September 17, 2025

prepared by

Jason Seeley, Director of Parks and Recreation

approved by

Jason Seeley, Director of Parks and Recreation

subject

Addition of Fee Based, Automated Dog Washing Station at Lake Baldwin Park

motion | recommendation

Staff is requesting a recommendation from PRAB on whether the automated dog wash system is an appropriate addition to the Lake Baldwin Dog Park. If such a service is determined by PRAB to be appropriate for the park, staff recommends a pilot program where the City has the ability to evaluate service after the first year and determine the desire to continue. Staff also requests the board provide recommendations related to draft contract terms provided in the attachments.

background

Parks and Recreation Department received a proposal to allow for an automated, fee-based dog wash station to be installed at the off-leash dog park at Lake Baldwin Park. Information on the device is included in the agenda packet for your reference.

alternatives | other considerations

fiscal impact

The city would see modest revenue returns with minimal to no additional operational costs. Revenue projection from the vendor is provided in attachments.

attachments

1. Automated Dog Wash Visual and Link
2. Lake Baldwin Automated_Dog_Wash_Proposal (005)
3. Scrub-a-Pupp_Final_Projection_Contract_Rev3 (003)

Automated Dog Wash Machine



[Commercial Dog Wash Machines for Businesses | Scrub-A-Dub](#)

Proposal: Automated Self-Serve Dog Wash Station at Lake Baldwin Park

Submitted To:

Parks and Recreation Department
City of Winter Park

Submitted By:

Adam Elbary
Founder, Scrub-A-Pupp
407-288-4498
adamelbary.egy@gmail.com

Date: May 1, 2025

1. Executive Summary

This proposal outlines a partnership opportunity to install and operate a state-of-the-art, automated self-serve dog wash station within Lake Baldwin Park, Winter Park's premier off-leash dog park. This amenity, provided and maintained entirely by Scrub-A-Pupp at **no cost to the City**, will offer significant convenience to park users, enhance park cleanliness, modernize amenities, and generate a new passive revenue stream for the Parks & Recreation Department through a proposed revenue-sharing or flat-rate concessionary model. We are prepared to meet all requirements outlined in the City's Parks Open Space Business Permit Policy, including insurance and operational standards.

2. Problem & Opportunity

Lake Baldwin Park is a beloved and heavily utilized resource for Winter Park's dog-owning residents. As the City's designated off-leash area, dogs frequently enjoy running, playing, and sometimes swimming, inevitably leading to them getting dirty, sandy, or muddy. Currently, owners lack an immediate, convenient option to clean their pets before leaving the park, resulting in dirty vehicles and homes, and potentially deterring some users.

This presents an opportunity to enhance the park user experience significantly by providing an on-site, easy-to-use solution for cleaning dogs after their park visit.

3. Proposed Solution: Automated Self-Serve Dog Wash

We propose installing a modern, self-contained automated dog wash unit in a mutually agreed-upon location within Lake Baldwin Park, ideally near existing restrooms or high-traffic exit points. These units typically require a modest footprint (approx. 5×8 feet) and access to standard utilities (water, sewer, electricity).

The station will offer: - Easy-to-use wash cycles with pet-safe shampoo, conditioner, and rinse options. - Warm water for comfortable bathing. - Integrated drying features. - Convenient payment options (credit card/cash). - A quick, efficient wash experience (typically 10–12 minutes).

4. Benefits to the Winter Park Community & Parks Department

- **Enhanced User Convenience:** Provides an immediate, hassle-free solution for cleaning dogs post-park visit.
- **Improved Cleanliness:** Reduces the transfer of mud, sand, and lake water into cars and homes.
- **Modernized Park Amenity:** Adds a valuable, sought-after feature, enhancing Lake Baldwin Park's appeal and the City's reputation for providing excellent recreational facilities.
- **New Revenue Stream:** Creates passive income for the Parks Department through a proposed revenue-sharing agreement, with funds available for park maintenance or other programs.
- **No Cost or Burden to City:** Scrub-A-Pupp will bear all costs associated with the unit purchase, installation (subject to utility access confirmation), ongoing maintenance, supplies, and operations.
- **Promotes Pet Hygiene:** Encourages responsible pet ownership and cleanliness.

5. Implementation Plan Overview

1. **Site Assessment:** Work with Parks staff to identify the optimal location considering visibility, user flow, and utility access.
2. **Utility Connection:** Coordinate with licensed professionals and City departments to ensure proper and code-compliant connection to existing water, sewer, and electrical infrastructure.
3. **Installation:** Manage the delivery and professional installation of the unit with minimal disruption to park operations.
4. **Permitting:** Secure all necessary permits, including the Parks Open Space Business Permit.

6. Maintenance & Operations Plan

- **Routine Maintenance:** Regular checks for functionality, cleaning of the unit and immediate surrounding area, restocking of supplies.
- **Repairs:** Prompt response and repair for any malfunctions.
- **Customer Service:** Provide contact information for user support.
- **Revenue Collection:** Manage payment systems and revenue collection.

7. Proposed Financial Arrangement

We propose two flexible financial models for the City's consideration: - **Revenue-Sharing Agreement:** An 80/20 split of the gross revenue generated by the unit, payable to the Parks & Recreation Department on a monthly basis. - **Flat-Rate Concessionary Agreement:** A predetermined monthly or annual flat fee paid to the Parks Department, providing predictable revenue regardless of usage.

We are open to discussing and finalizing the structure that best aligns with the City's financial policies and expectations.

8. Compliance & Insurance

Scrub-A-Pupp commits to full compliance with the City of Winter Park's Parks Open Space Business Permit Policy. We will provide proof of all required business licenses and secure liability insurance meeting or exceeding the City's requirements (\$1,000,000 general aggregate / \$500,000 each occurrence), naming the City of Winter Park as an additional insured.

9. Conclusion & Next Steps

Adding an automated self-serve dog wash station to Lake Baldwin Park represents a unique opportunity to enhance a valued community asset, provide a much-needed service to residents, and generate revenue for the Parks Department through a zero-cost, zero-risk public-private partnership.

We respectfully request the opportunity to meet with you or relevant Parks staff to discuss this proposal in further detail, answer any questions, and explore the potential for bringing this beneficial amenity to the Winter Park community.

Thank you for your time and consideration.

Scrub-a-Pupp Lake Baldwin Park Projections & 3-Year Contract

Based on live observations at Lake Baldwin Dog Park (conservative average)

1. Visitor & Usage Assumptions

- Average Daily Dog Visits: 75 dogs/day
- Estimated Monthly Visits: 2,250 dogs/month
- Conversion Rate: 8% use the self-serve wash (conservative; trends suggest 10–12% if a dog beach is present)
- Washes/Month: 180 washes/month
- Price per Wash: \$11
- Revenue Split: 80% Operator / 20% City

2. Revenue Projections

Period	Washes	Gross Revenue	Operator (80%)	City (20%)
Monthly	180	\$1,980.00	\$1,584.00	\$396.00
Annual	2,160	\$23,760.00	\$19,008.00	\$4,752.00
3-Year	6,480	\$71,280.00	\$57,024.00	\$14,256.00

3. Draft 3-Year Contract Outline

Parties: Scrub-a-Pupp LLC (Operator) & City of Winter Park, Parks & Recreation Department

Term: 3 years from installation

Renewal: Year-by-year renewal basis for up to 2 additional years after Year 3 unless 60 days' notice

Revenue Share: Operator retains 80%, City receives 20%, remitted monthly

Installation & Site Requirements:

- Operator:

- Covers equipment purchase, delivery, installation, signage, maintenance, insurance
- Conducts weekly inspections and daily as needed (operations & reporting)

- City: Provides access to existing Dog Wash infrastructure and connects to utilities and drainage

Termination & Review: 90 days notice for cause; contract review at end of Year 5

Note: Based on live visual observations; figures are conservative averages.

Actual usage may fluctuate seasonally, with multiple-dog visits or dog trainers increasing throughput.



Parks & Recreation Advisory Board

agenda item 8.a

item type

Upcoming Agenda Items

meeting date

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prepared by**approved by**

Jason Seeley, Director of Parks and Recreation

subject

Fall Meeting Schedule
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motion | recommendation**background****alternatives | other considerations****fiscal impact****attachments**

None