



Parks & Recreation Advisory Board Regular Meeting

Agenda

March 10, 2022 @ 5:30 pm

Virtual

welcome

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

assistance & appeals

Persons with disabilities needing assistance to participate in any of these proceedings should contact the City Clerk's Office ([407-599-3277](tel:407-599-3277)) at least 48 hours in advance of the meeting.

"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. [Minutes Approval February 16, 2022](#) 2 minutes
 3. **Staff Updates**
 - a. [General Project Report](#) 5 minutes
 - b. [Recreation Programming & Events](#) 5 minutes
 - c. [Progress Point/MLK/Shady Park Update](#) 10 minutes
 - d. [Cost Recovery Philosophy, Current Status, and Goals](#) 30 minutes
 4. **Public Comments (for items not on the agenda): Three minutes allowed for each speaker**
 5. **Non-Action Items**
 6. **Action Items**
 - a. [Fee Waiver Policy & Procedure](#) 20 minutes
 7. **Board Comments**
 8. **Adjournment**



Parks & Recreation Advisory Board

agenda item

item type	Consent Agenda	meeting date	March 10, 2022
prepared by	Kesha Thompson	approved by	
board approval			
strategic objective			

subject

Minutes Approval February 16, 2022

motion / recommendation

background

alternatives / other considerations

fiscal impact

ATTACHMENTS:

[0216.22 Minutes.docx.pdf](#)



Parks & Recreation Advisory Board Minutes

February 16 at 5:30p.m.

Virtual Meeting
Winter Park, Florida

Board Members Present

Michael Perelman, Krystal Dawkins, Annemarie Smith, Shannon Sarkarati, Jennifer Adams, Frank Baker

Call to Order

Meeting Called to order by Chairman Perelman at 5:30 pm

Consent Agenda

a. January 19, 2022 Minutes Approval

Motion made by Frank Baker to approve the consent agenda, seconded by Krystal Dawkins. Motion carried unanimously.

Staff Updates

- **General Project Update- Jason Seeley**
Staff provided the board with completed, current and future projects. The stadium pavilion will be completed before the Restore the Roar event, windscreens have been installed, and parking lot is complete at Ward Park Baseball complex. Construction continues for the ADA compliant restrooms at Mead Gardens; projected completion in April. Dinky dock project will be presented to the board in March or April.
- **Programming & Events Update- Cathleen Daus**
64 families participated in the Valentine's Day scavenger hunt family fun event at Mead Gardens this past weekend. Some upcoming events include; Babe Ruth Opening Day, WPHS Restore the Roar, State of the City, St. Patrick's Day Parade, the rescheduled Trees for Peace, and the Winter Park Sidewalk Art festival and related events. Staff is going to get with Kyle in CRA to ask about the band shell at Central Park prior the renovation.
- **MLK/Shady Park/Shady Park- Jason Seeley, Parks & Rec Director**
Dix Hite continues to work on a 30% drawing and will schedule community meeting related to playground and spray play options at MLK Park. Staff will inform board members of those meetings. Unity Corner concept was approved by the Commission for additional funding not to exceed 500K (\$400K in new funds allocated). The design of the Unity Corner will be placed on an accelerated plan by Dix Hite. Board members would like to have some input on the particulars of the RFP for the Unity Corner. The Commission approved

concept for Shady Park with direction that 200K of the remaining 250K be used for public art feature and remaining used for general park improvements as detailed in concept presented. Once the art piece is selected that would be presented to Parks Board. Kompan has anticipated the installation of the new piece end of March.

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

Jessica Drawert, 2920 Cove Trail, inquired about the plans for Howell Branch Preserve. The project is new the early stages of planning, community meetings will be scheduled.

Jeannine Koehler, 2900 Cove Trail, inquired about the monitoring of vegetation removal, staff referred her to the new Natural Resources Director.

Non-Action Items

a. Progress Point Follow Up Presentation, Land Design and ACI

Representatives both from Land Design and ACI provided a PowerPoint of the overall park, interaction fountain, pergola/trellis, and the plant design. Different plants, grassed, shades of green plants and variety of trees with and without color were presented, with suggested placements. Board members strongly suggested a different variety of trees to replace some of the Oak trees. The traditional fountain that was presented is similar to the fountain in Park Ave with wall seating and internal lighting. Board members suggested an interactive fountain with lighting and a combination of water pressure. According to the public survey shade, traditional seating styles, and variety of landscape style, and strong connection between the parks and surrounding businesses were top priorities in the design of the park.

Orange Ave Trellis will provide about 200ft of shade, and a barrier between the park and street with three entries into the park. Material used will be brick, cast stone on the external to provide ample seating. A restroom building rendering was also provided. Board members discussed the proposed Promenade Pergola. The board members would like to have a tentative cost on the interactive fountain, and promenade pergola prior to finalizing a decision.

b. Business Unit Cost Recovery- Financial Overview of Dept (*tabled for next meeting*) Staff will send out spreadsheet to preview prior to the March meeting.

c. Commission Approved Fee Waiver List (*tabled for next meeting*) Staff will send out spreadsheet to preview prior to the March meeting.

- d. **Playground Assessment Overview** (*tabled for next meeting*) Staff will send out spreadsheet to preview prior to the March meeting.

Action Items

- a. **Cady Way/Phelps Park Tennis Rules & Regulations**

In the previous meeting board members asked staff to review the peak times, and make a recommendation on specific utilization times for instruction. Staff is seeking approval of the revised rules and standards for the Tennis Courts at Phelps and Cady Way and the contractors that are currently utilizing those courts. Board members suggest a new fee schedule for half day use and a full day use. Jennifer suggested that the insurance requirements are added to the rules and standard.

After discussion a motion made by Michael Perelman to accept that the Tennis instructor (Todd Morell) teaching at Phelps continue to operate as current, with a reevaluation of the monthly fee for all day use of the court; seconded by Frank Baker. Motion passed unanimously

Board Comments

Jennifer Adams asked about the conceptual plan for Dinky Dock; those plans should be available for the March PRAB meeting. Jennifer also inquired about the batting cage availability at Ward. One cage remains open unless it's closed due to inclement weather; it is also suggested that the fields that are closed provide signage of the fields that are open.

Adjournment

The meeting was declared adjourned by Chairman Michael Perelman at 7:37pm

Minutes approved by the board on:
/s/ Kesha Thompson



Parks & Recreation Advisory Board

agenda item

item type	Staff Updates	meeting date	March 10, 2022
prepared by	Kesha Thompson	approved by	
board approval			
strategic objective			

subject

General Project Report

motion / recommendation

background

alternatives / other considerations

fiscal impact



Parks & Recreation Advisory Board

agenda item

item type	Staff Updates	meeting date	March 10, 2022
prepared by	Kesha Thompson	approved by	
board approval			
strategic objective			

subject

Recreation Programming & Events

motion / recommendation

background

alternatives / other considerations

fiscal impact



Parks & Recreation Advisory Board

agenda item

item type	Staff Updates	meeting date	March 10, 2022
prepared by	Kesha Thompson	approved by	
board approval			
strategic objective			

subject

Progress Point/MLK/Shady Park Update

motion / recommendation

background

alternatives / other considerations

fiscal impact



Parks & Recreation Advisory Board

agenda item

item type	Staff Updates	meeting date	March 10, 2022
prepared by	Kesha Thompson	approved by	
board approval			
strategic objective	Fiscal Stewardship, Exceptional Quality of Life		

subject

Cost Recovery Philosophy, Current Status, and Goals

motion / recommendation

background

The Cost Recovery Pyramid is widely excepted methodology used by Parks and Recreation agencies to determine cost recovery and price point for programming, events, and services. This methodology is followed by the City of Winter Park Parks and Recreation Department.

PRAB will be reviewing and discussing current cost recovery philosophy, reviewing current recovery of business units/division within the department, and recommending cost recovery goals. PRAB will be asked to provide staff direction and feedback so that a policy and procedure regarding cost recovery for Parks and Recreation can be brought to PRAB at a later meeting for review and approval.

alternatives / other considerations

fiscal impact

TBD; dependent on feedback from PRAB as Cost Recovery could have effects on revenues, fee schedule, and expenses associated with programs and services.

ATTACHMENTS:

[Cost Recovery Methodolgy.pdf](#)

ATTACHMENTS:

[Dept Financial Outlook.pdf](#)

City of Winter Park - Parks and Recreation

Cost Recovery and Financial Overview

Review and Discuss March PRAB Meeting:

Department Cost Recovery Methodology

- Filters – Benefit and Secondary
- Cost Recovery Pyramid

Program Development Models

Financial Overview and Summary by Division

PRAB Direction:

Provide feedback regarding cost recovery pyramid, filters, and programs/services position within the cost recovery pyramid.

Next Step:

Staff will take feedback from PRAB regarding cost recovery methodology and develop Policy/Procedure for Cost Recovery for review and approval at next meeting.

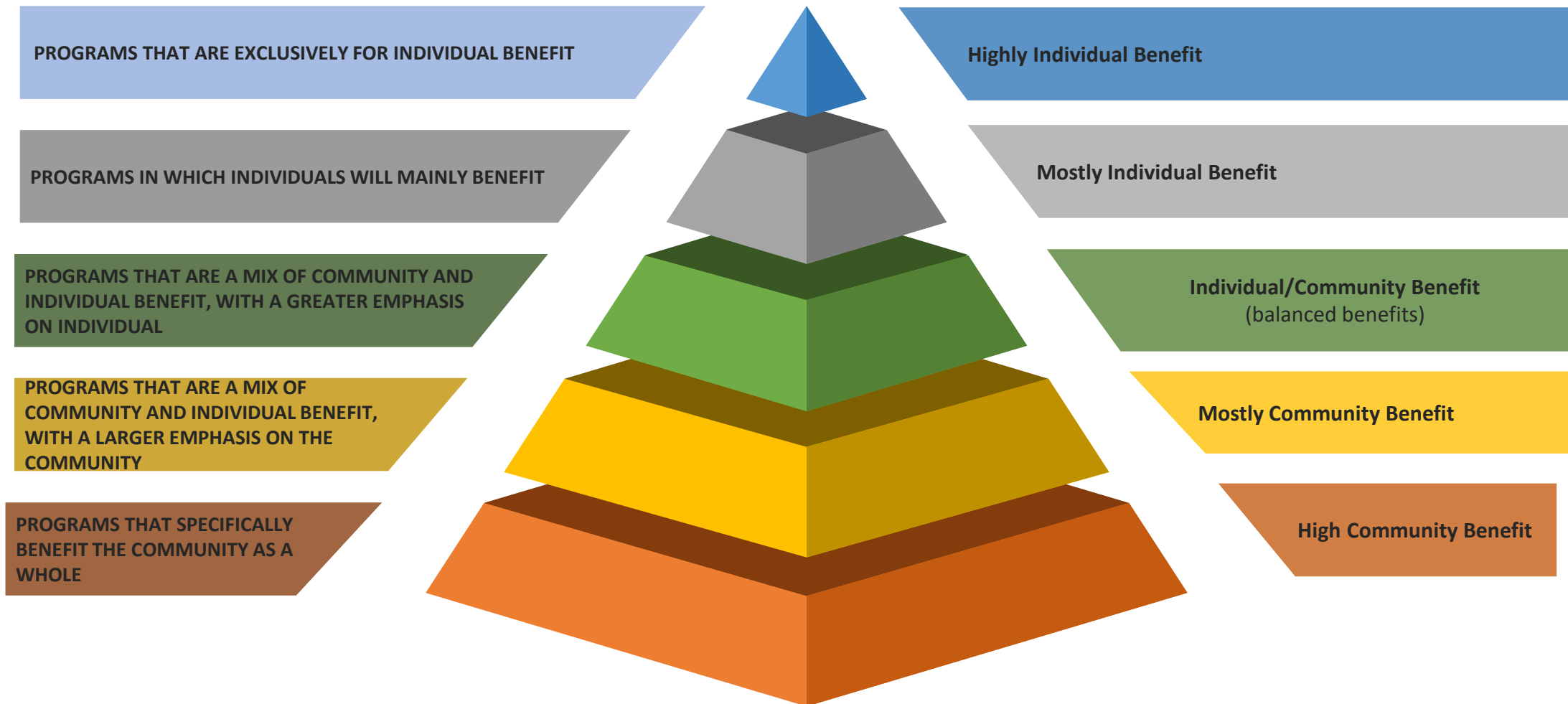
Filters – Benefit and Secondary

Filters are a series of ‘lenses’ covering different ways of viewing service delivery. Filters influence the final positioning of services as they relate to each other and are summarized in the table below. The **benefit filter** is the primary filter as it relates to development of an agencies **cost recovery pyramid**.

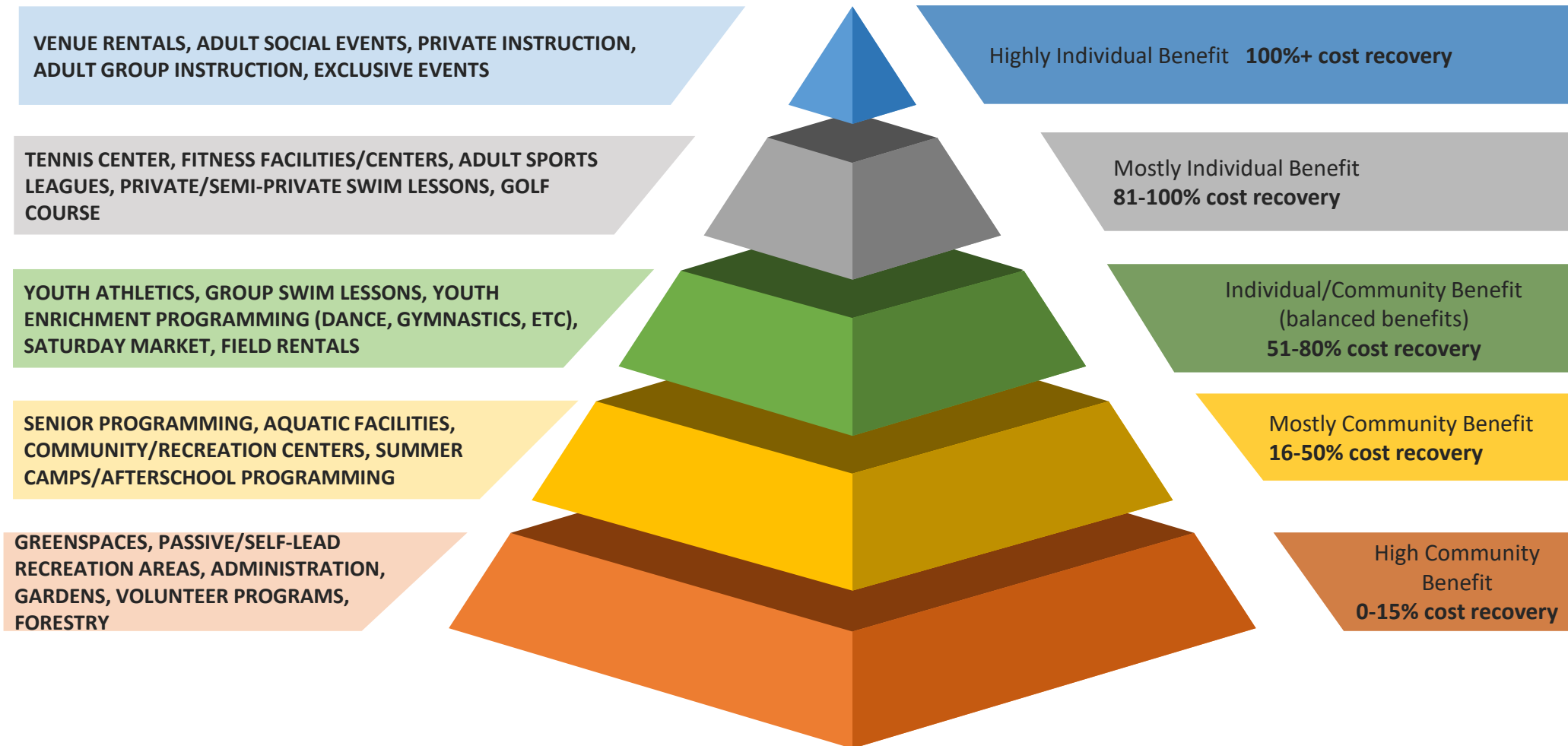
The Cost Recovery Pyramid is the most widely accepted methodology for cost recovery and fee development within the Parks and Recreation profession with use in both NRPA and FRPA (National and State P/R professional orgs) education curriculum.

Filter	Definition
Benefit	Who receives the benefit of the service?
Access/Type of Service	Is the service available to everyone equally? Is participation or eligibility restricted by diversity factors?
Organizational Responsibility	Is it the organization’s responsibility or obligation to provide the service based upon mission, legal mandate, or other obligation or requirement?
Historical Expectations	What have we always done that we cannot change?
Anticipated Impacts	What is the anticipated impact of the service by constituents, City staff and leadership, and policy makers? Is it a community builder?

Parks and Recreation Cost Recovery Pyramid



Cost Recovery With Department Examples



Parks and Recreation Dept Financial Overview

Cost Recovery by Division

- **Division Budget and Summary**
- **Services Provided**
- **Revenue Summary**



6101 - Administration

Administration

Budget – \$400,713

Revenue – NA

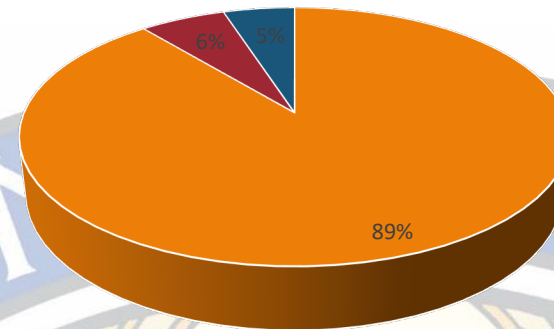
Cost Recovery - NA

Notes:

- 3 FT Staff
- Dept professional membership, staff training, office supplies, software fees

Summary: Oversight of Department and all administrative functions.

Expense Distribution



■ Staff ■ Fixed Costs/Internal Charges ■ Operating

6103 – Landscape Maintenance

Landscape Maintenance

Budget - \$846,185

Revenues – NA

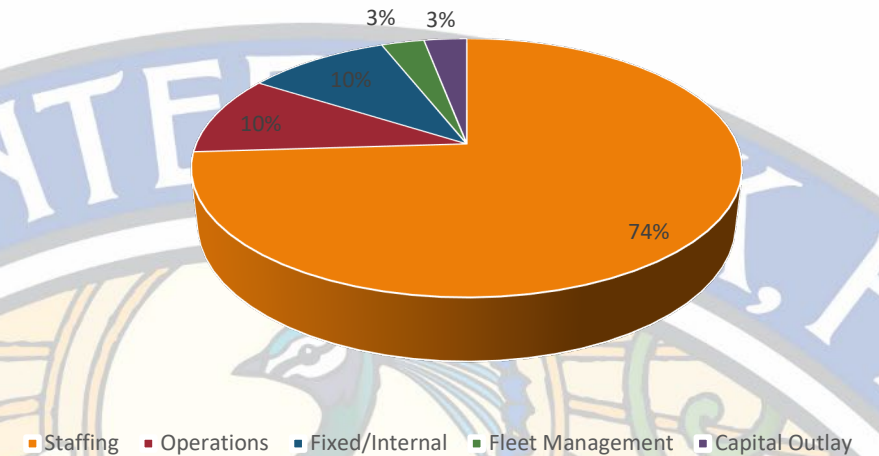
Cost Recovery – NA

Notes:

- 9 FT Staff
- Landscape maintenance supplies
- Herbicide/pesticide/fertilizer
- Planting materials
- Fleet and equipment maintenance

Summary – Landscape maintenance and install across all City parks and facilities; special event support

Expense Distribution



6102 – Parks Maintenance

Parks Maintenance

Budget - \$1.5m

Revenue – NA

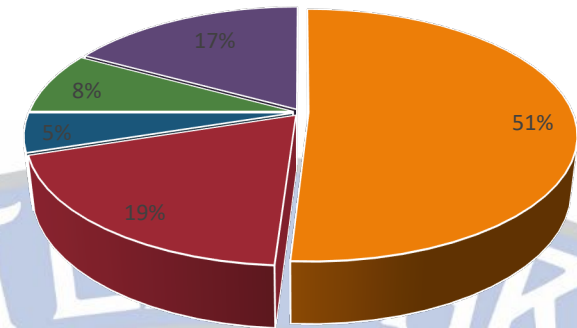
Cost Recovery – NA

Notes:

- 10 FT Staff
- Lewis Outdoor contract
- Tradesman – irrigation/welding/ carpentry/light masonry
- ROW and park maintenance throughout City
- 2 CPSI – playground inspections and repairs

Summary - Installation and maintenance of irrigation, fencing, and park structures; Oversees regular maintenance of all parks to include contracted mowing of City properties and ROW's. Special Event support for all City and Central Park events.

Expense Distribution



■ Staffing ■ Operations ■ Fixed/Internal ■ Fleet Management ■ Utilities

6201 – Tennis Center

Tennis Center

Budget - \$752,406

Revenue - \$661, 973

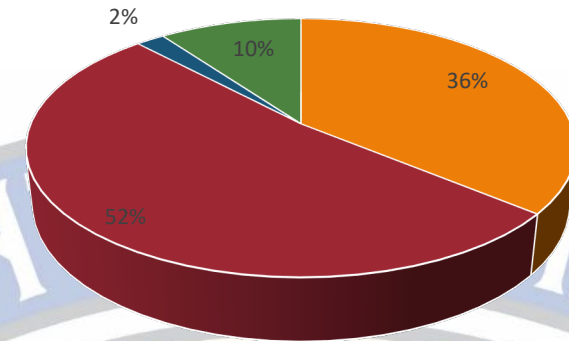
Cost Recovery – 88% **Goal** – 90-100%

Notes:

- 3FT/3PT Staff
- Soft Court Materials and Upkeep
- Contractor Revenue Share

Summary: Management and Maintenance of tennis center, program support and administration; **Fees rate increase should be considered in FY23.**

Expense Distribution



■ Staffing ■ Operations ■ Fixed/Internal ■ Utilities

6202 – Recreation/Athletics

Recreation/Athletics

Budget - \$1.56m

Revenue - \$567,226

Cost Recovery – 36% Goal -> 30%

Field Specific Costs:

Expense 900K-975k Per Year – **Revenue** of 500-525K Per Year

Cost Recovery – 50-55%

Notes:

Staffing -

- 8 FT (Maintenance staff)
- 3 FT Park Rangers; 5 PT Park Attendants

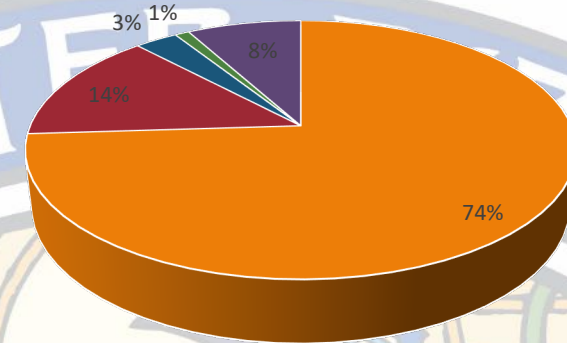
Maintenance of 10 baseball diamonds

Oversight and Maintenance stadium/track

9 multi purpose fields, and surrounding grounds

Parks Rangers and Park Attendants; pavilion and outdoor venue rentals

Expense Distribution



Staffing Operations Fixed/Internal Fleet Utility

6203 – Farmers Market

Winter Park Farmers Market

Budget - \$171,881

Revenue - \$197,762

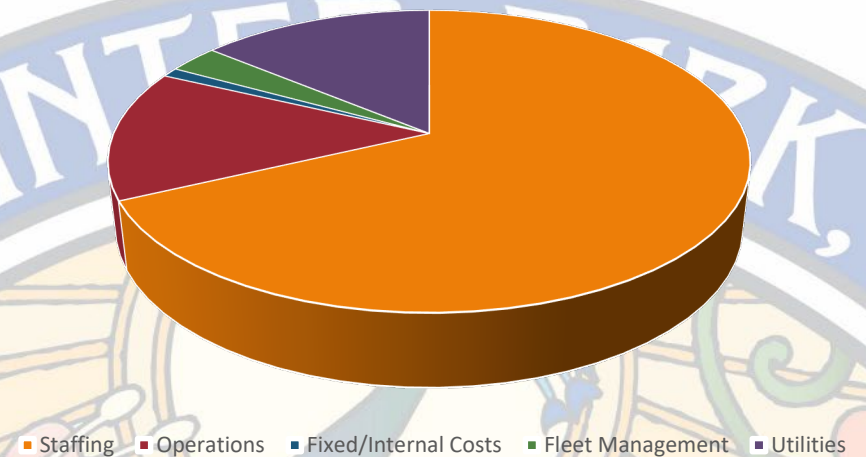
Cost Recovery – 145% **Goal** – 100%

Notes:

1FT/3PT Staff

Oversight and operation of FM event venue and weekly Saturday Market.

Expense Distribution



6204 Event Center

WP Event Center

Budget – \$514,369

Revenue – *Opened Jan 22*

Cost Recovery – NA; **Goal** – 100%

Notes: 4FT/3PT; Management and Operation of WP Event Center and oversight of WPPL facility lease.

6205 Community Center

Community Center

Budget – 1.03m

Revenue - \$358,741

Cost Recovery – 35% **Goal** – 50%

Notes: 5FT/10-15 PT and Seasonal Staff, Management and Operation of 40K square foot community center, provide full slate of community recreation programs for all ages,

6212 – Family Fun and Aquatics

Family Fun and Aquatics

Budget - \$429,904

Revenue - \$64,803

Cost Recovery – 15% **Goal** – 30%

Notes: 2 FT Staff/10-14 PT and Seasonal Lifeguards, Management of 2 year round aquatic facilities in addition to management of community events throughout parks system (Santa Visits, Dinner on the Ave, etc)

6301/6302 – Golf Course

Golf Course – WP9

Budget - \$837,259

Revenue - \$1.12m

Cost Recovery – **134%** **Goal** – 100%

Notes: 4 FT Maintenance/3FT and 3 PT Operations; Maintenance and Operation of WP9 Golf Course



Parks & Recreation Advisory Board

agenda item

item type	Action Items	meeting date	March 10, 2022
prepared by	Kesha Thompson	approved by	
board approval			
strategic objective	Fiscal Stewardship, Exceptional Quality of Life		

subject

Fee Waiver Policy & Procedure

motion / recommendation

background

City Commission has tasked with looking at current Commission approved fee waiver list and providing a recommendation on the City should move forward with the current groups and future requests.

alternatives / other considerations

Staff recommends we eliminate the commission approved fee waiver and simply have all groups request fee waivers using the current process which would by default eliminate the indefinite fee waiver and require everyone to apply annually. Dept would provide commission with approved fee waiver detail as part of budget process. New requests for fee waiver would come to PRAB as an action item, but once approved would be brought forward as Consent Agenda items in subsequent years. . In the event that a group is denied a requested waiver by the PRAB, request would then go onward to Commission for appeal

fiscal impact

TBD; dependent on feedback from PRAB as decision could increase or decrease amount of revenue lost through fee waivers granted through new process. Staff does not foresee a significant change in department revenue from recommended policy.

ATTACHMENTS:

[Non Profit Fee Waiver Overview and Staff Recommendation.pdf](#)

City of Winter Park – Non Profit Fee Waiver Discussion

Parks and Recreation Discount Overview

Residents – 20% reduction from market rate

Non -Profits – 30% reduction from market rate

Fee Waiver Requests

Non-Profit with financial need may submit a Fee Waiver Application to Department Director and if certain criteria met an additional 20% discount may be applied for a total of 50% discount from market rate.

If additional fee waiver beyond 50% is desired, applicant must go in front of Parks and Recreation Advisory Board for consideration if it is a one-time request. Ongoing requests for full fee waiver must be taken to City Commission for consideration of being added to the Commission approved ongoing fee waiver list.

Current Commission Approved Fee Waiver Detail

Correction based on current use in Red, Event name and/or location changes Blue

WPHS ROTC Banquet – ~~Civic Center~~/Community Center

WPHS Homecoming ROAR and Parade — Central Park/Showalter Stadium

Welbourne Avenue Day Nursery Graduation Ceremony – ~~Civic Center~~/Community Center

~~Bridge Builders Monthly Meetings~~ — Community Center

~~AKA Sorority Monthly Meetings~~ — Community Center

~~Ivey Academy Meetings~~ — Community Center

~~Hannibal Square Community Land Trust Monthly Meetings~~ — Community Center

Heritage Festival – CRA Annual Festival – Community Center, Shady Park

Hoop School Christmas Camp – Community Center

Winter Park Chamber of Commerce Tree Lighting – Central Park

~~WPCC OAR Breakfast~~ ~~Civic Center~~ ~~Legislative Breakfast~~ — ~~Civic Center~~

WPCC Summer Soiree – Event Center

~~WPCC Leadership Graduation~~ — ~~Civic Center~~/

WPCC Cheers to You – Previously held at Mead but moving to event Center

WPCC Youth Leadership Meetings – ~~Civic Center~~/Farmer's Market

WPCC Mayor/City Commission Luncheon - ~~Civic Center~~/Event Center for 2022 (may return to Alford)

WPCC Best of Winter Park – Previously held on Lyman (street event) Moving to Event Center

~~WPCC Legislative Update~~ — ~~Civic Center~~

WPCC Political Mingle – Event Center

Winter Park Sports Association – Hall of Fame Dinner – Community Center

WPCC Autumn Art Festival – Central Park

Sidewalk Art Festival – Park Rental Central Park

[Fee Waiver Application \(attached\)](#)

Event Center Specific Detail

Current Hourly Rates for Ballroom:

- **Standard Hourly Rate:** \$450/hr
- **Non Profit (standard):** \$315/hr
- **With Fee Waiver Application (50%):** \$225/hr (**WP Non Profits - \$195/hr**)

Examples of Historic Cost For Non Profits at Civic Center

Cost Per Hour:

Variable rates over 2010-2019 with rate between \$100-\$150 per hour for **Continuous Use groups**.

Single use non-profits paid market rate up until very recently when Non-Profit discount of 30% was made applicable to all City venues through Fee Schedule revision in Fall 2017.

Hourly Rate at other City Facilities (Market/Standard NFP discount/Fee Waiver (50%))

- **Farmers Market:** \$250 / \$157.50 / \$112.50
- **Country Club:** \$175 / \$122.50 / \$87.50
- **Community Center:** \$350.00 / \$245.00 / \$175.00

Hard Costs:

For rental requests taking place during normal business hours the City's hard cost are minimal with only real cost being labor directly involved in set up, execution, and break down of event. For a typical event of 100 people or less cost would not exceed \$75/hr. The bigger concern would be constraining ability of facility to host full fare paying events if our pricing leads to an influx of Non-Profit request from the entirety of the Central Florida Region.

Staff Recommendation: (Commission Direction in BLUE)

- Keep Standard Non-Profit Discount at 30% (**Commission Agreed**)
- Create Winter Park Non-Profit Discount at 50-75% for Non-Profits that meet the following criteria: (**Commission approved a \$195/hr for WP Non Profits that meet the criteria below**)
 - *Rental day/time must occur Monday-Friday 8a-4p*
 - *Non-Profit must be located within Winter Park city limits and its mission and focus must be directly impacting Winter Park residents in a positive manner.*
 - *Rental Use must be for a business-related function. Holiday events, social events, and other non-business type events are not eligible for discount.*

- *Rentals taking advantage of discount are subject to cancellation/reschedule of rental date if City has opportunity for substantial rentals at full rate. Rental party will be given a minimum of 60 days notice of any changes.*
- *Facility use is not for support of a candidate for public office or other political event.*