

MINUTES OF THE MEETING OF THE PARKS AND RECREATION ADVISORY BOARD

Naples, Florida, September 16, 2015

LET IT BE REMEMBERED, the Collier County Parks and Recreation Advisory Board in and for the County of Collier, having conducted business herein, met on this date at 2:00P.M. in REGULAR SESSION at North Collier Regional Park, Administrative Building, 15000 Livingston Road, Naples, Florida with the following members present:

CHAIRMAN: Edward "Ski" Olesky
VICE CHAIRMAN: Phil Brougham
Mary Bills (Excused)
John Fuchs (Excused)
McMurdo Smith
David Saletko
Rebecca Gibson-Laemel

ALSO PRESENT: Barry Williams, Division Director
Nancy Olson, Regional Manager
Rick Garby, Parks Superintendent
Miguel Rojas Jr., Administrative Assistant
Shannon McVaugh, Operations Analyst
Natalie Betancur, Operations Analyst
Thierry A. Boveri, Public Resources Management Group
Dennis Strausbaugh, SW Florida Markets
Elizabeth Strausbaugh, SW Florida Markets
Paula Fleishman, Operations Analyst

- I. **Call to Order**
Chairman Olesky called the meeting to order at 2:03 pm
- II. **Pledge of Allegiance and Invocation**
The Pledge of Allegiance was recited and Invocation was held.
- III. **Approval of Agenda**
Mr. Brougham moved to approve the Agenda. Second by Mr. Saletko. Carried unanimously 5 - 0.
- IV. **Approval of August 19, 2015 Minutes**
Ms. Gibson-Laemel moved to approve the minutes of the August 19, 2015 Parks and Recreation Advisory Board meeting. Second by Mr. Smith. Carried unanimously 5 - 0.
- V. **Staff Highlights**
None
- VI. **Facilities**
None
- VII. **New Business**
Mr. Boveri of the Public Resources Management Group, Inc. (PRMG) presented the proposed "*Fee Cost Recovery Policy*" intended to provide a methodology for assigning cost recovery in development of fees.
 - a. **Adoption of Fee Policy Philosophy**
 - Background

The Policy was prepared based on the "Prior Fee Study" presented to the PARAB and the Board of County Commissioners (BCC) in January 2015. Principal recommendations were to develop a Cost Recovery Policy and implement automatic price index provision to fees.

The Goals of the Cost Recovery Policy should:

 - Provide guidance to the Staff and be practical.
 - Reflect the County's values and strategic initiatives.

Objectives of the Fee include:

 - Determining the "Full Cost" of service versus fee comparison.
 - Identifying the cost of service.
 - Identifying the billing units and calculate the fee.
 - Adjusting the fee for market factors.

General Provisions of the Cost Recovery Policy include:

 - Staff's ability to set interim fees for new services.
 - A grandfathering provision for existing rates.
 - Limiting change to existing fees +/- 10%.
 - Rounding of fees (cash transactions).
 - Periodic review of fees every 3 – 5 years.

The policy focuses on the programs, not individual participants. It does not include maintenance labor, contracted services or concession fees and will adapt to the community over time.

Staff recommends adoption of the Cost Recovery Policy with periodic review and adjustments as needed for presentation to the BCC for final approval.

Mr. Brougham moved for the Advisory Board to endorse the "Fee Policy Philosophy" and recommend it to the County Board of Commissioners for approval. Second by Ms. Gibson-Laemel. Carried unanimously 5 – 0.

b. Adoption of New Fee Policies

This item was tabled to a future meeting.

c. Alcohol at Sugden

Ms. Olson presented the "*Alcoholic Beverage Sale and Consumption*" application by A. J. Handler, owner of Pro Watercross, for operation of a Beer Garden at Sugden Park 9/25 – 27, 2015. The vendor will comply with all requirements of the BCC approved policies. Staff recommends approval of the permit for alcohol at the Pro Watercross event in Sugden Park.

Mr. Brougham moved to recommend the Board of County Commissioners approve the sale of alcohol at Sugden Park for the above referenced event. Second by Mr. Saletko. Carried unanimously 5 – 0.

d. AUIR FY 2015

Ms. McVaugh summarized the "*Annual Update and Inventory Report (AUIR)*" highlighting the process for collecting impact fees for approved significant Parks and Recreation infrastructure Level of Service Standards (LOSS). The fees apply to land opportunities, not maintenance or facilities, and are necessary to support future development. Staff recommends adoption of the AUIR study for presentation to the Planning Commission (CCPC) meeting on September 25, 2015.

Mr. Brougham moved to recommend Board of County Commissioners approve the AUIR Community and Regional Park Lands level of service standards. Second by Mr. Smith. Carried unanimously 5 – 0

VIII. Old Business

Mr. Olesky introduced the "*Collier County Parks and Recreation Community Market Facility Use Agreement Long-Term*" for Southwest Florida Markets, LLC. The Board discussed the application with Mr. Strausbaugh, SW Florida Markets owner.

Mr. Strausbaugh provided an overview of business operations for SW Florida Markets noting:

- Five markets are currently operating in Naples and Estero.
- Last year a *Temporary Use Permit* enabled the company to operate a market in Sugden Park.
- His application proposes two seasonal markets - Eagle Lakes Friday evening and Sugden Park on Sunday.

Mr. Williams reported the opportunities for this type of event was noticed to the public with Mr. Strausbaugh being sole applicant. Staff recommends the approval of the application.

Mr. Brougham moved to approve the “Collier County Parks and Recreation Community Market Facility Use Agreement Long-Term” for Southwest Florida Markets, LLC. Second by Ms. Laemel-Gibson. Carried unanimously 5 - 0.

IX. Adopt a Park Reports

Impact Fee Update Study

Ms. Fleishman provided a synopsis on the Parks and Recreation Impact Fee Update Study:

- The Board of County Commissioners (BCC) and the County Attorney support the study’s methodology and value changes (cost, credits and population).
- Indexes are updated and reviewed annually; new studies are done every three years.
- The previous 2009 study reflected 2007 – 2008 land values.
- The current study reflects overall land fees increases with variances as follows:
 - a. Community Park land values have decreased.
 - b. Regional Park land values have increased.
- Current costs fund equipment and facilities equipment and do not include maintenance or staff expenses.

Mr. Brougham moved to recommend the Board of County Commissioner approve the Parks and Recreation Impact Fee Study presented September 16, 2015. Second by Mr. Saletko. Carried unanimously 5 – 0.

X. Director Highlights—Barry Williams

None

XI. Informational Items

None

XII. Public Comments/Board Comments

Mr. Williams announced Parks and Recreation has received accreditation from the National Recreation and Park Association (NRPA).

Mr. Saletko reported he visited Starcher Petty Field and Connors Park and made the following observations:

- Starcher Petty Field – excessive water on the field.
- Connors Park – construction activity.

Mr. Garby responded:

- Starcher Petty Field – the field site requires drainage which cannot be undertaken without approval.
- Connors Park – a utility project is in progress

The Committee requested Staff provide a copy of the 2015 and 2016 Adopt-a-Park calendar schedule at the October meeting.

The Committee requested Adopt-a-Park written reports be attached to the meeting minutes.

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There being no further business for the good of the County, the meeting was adjourned by order of the chair at 4:15pm.

Parks and Recreation Advisory Board



Edward "Ski" Olesky, Chairman

These minutes approved by the Board/Committee on October 21, 2015 as presented _____ or as amended X _____.