

**MINUTES
BAY OAKS RECREATIONAL CAMPUS
ADVISORY BOARD (BORCAB)**

Town Hall
2525 Estero Blvd.
Fort Myers Beach, FL 33931

Thursday, April 25, 2019

I. CALL TO ORDER

Meeting was called to order at 9:00 a.m. by Chair Simpson.

II. PLEDGE OF ALLEGIANCE

III. ROLL CALL

Members present: Dan Allers, Becky Bodnar, Barbara Hill, Janna Holmes, Betty Simpson and Rae Sprole.

Absent: Lee Melsek

Staff present: Interim Director Alison Giesen and Sarah Mayher.

Council Liaison: Joanne Shamp

Chair Simpson welcomed new member Barbara Hill.

IV. APPROVAL OF MINUTES – January 24, 2019 and February 22, 2019

MOTION: Ms. Holmes moved to approve the January 24, 2019 minutes; second by Mr. Allers.

VOTE: Motion passed unanimously.

MOTION: Ms. Sprole moved to approve the February 22, 2019 minutes; second by Ms. Holmes.

VOTE: Motion passed unanimously.

V. PUBLIC COMMENT - no public comment

VI. ITEMS FOR DISCUSSION – Director’s Report and Strategic Plan Update

Ms. Mayher noted that Ashley was the new youth program coordinator who was spearheading the summer camp program. She reported that the senior program was wrapping up for the season and Danielle was planning programs for next year.

Interim Director Giesen indicated that the pool design was in progress and Manager O’Riley will keep them updated.

Mr. Mayher stated that the softball league was scheduled to start on Sunday and she hoped to have seven teams.

Ms. Bodnar questioned the lack of publicity for their programs. Interim Director Giesen replied that they were working on improving marketing. Mr. Allers questioned whether they promoted renting facilities to outside groups. Mr. Mayher replied affirmatively and noted that one organization was interested in returning.

Town Manager Hernstadt discussed looking ahead to 2025 and 2050. He noted that his goal was to make the facilities the best in the area. He reported that the kiddie pool resurfacing was almost complete and the new structure was being fabricated in Canada.

Mr. Allers discussed Council's review of their strategic plan. Town Manager Hernstadt listed the avenues for advisory committees to contact Council. He encouraged BORCAB to continue pushing their ideas.

Council Member Shamp questioned how to obtain an aerial view. Town Manager Hernstadt replied that they had to determine their future needs before discussing how to change the layout and flow. Council Member Shamp stated that Council approved moving forward with the bid process for a designer for Times Square, Bayfront Park and Bay Oaks. She shared Council ideas concerning the entrance to Bay Oaks. Town Manager Hernstadt discussed the cost for public outreach in the designer's contract. Ms. Hill questioned the designer's area of expertise. Town Manager Hernstadt explained the hiring process and he felt the firm they selected was capable and would be able to plan for the future. He noted that they could expand the scope if they needed to.

Strategic Plan Update

Ms. Bodnar questioned where they go from here. Town Manager Hernstadt replied that they needed to focus on the future needs of the facility. Mr. Allers discussed the fact that many people were not aware of Bay Oaks. Town Manager Hernstadt discussed making Bay Oaks the center of the community. Mr. Allers questioned moving facilities to the southern end of the Island. Town Manager Hernstadt agreed that was an example of a good strategy to discuss.

Chair Simpson noted that they were responsible for design ideas for the Heart of the Island. Council Member Shamp suggested that they look at what other communities were doing regarding long term visioning. She brought up satellite locations for programs to help with transportation issues and she encouraged them to think big while remaining fiscally responsible.

Mr. Allers questioned using the softball fields for other activities. Interim Director Giesen replied that she was open to utilizing the fields within reason. Discussion was held regarding various activities that could be held on the fields including arts and attractions.

Interim Director Giesen encouraged members to concentrate on the vision and to submit all of their ideas for discussion before their next meeting. Ms. Hill discussed grant opportunities.

MOTION: Ms. Hill moved to pursue another facilitator for a long-range, streamlined strategic plan; second by Mr. Allers.

Discussion was held concerning going through the strategic process again.

VOTE: Motion passed; 5-1 with Ms. Bodnar dissenting.

VII. PUBLIC COMMENT- no public comment

VIII. MEMBER ITEMS

Ms. Sprole questioned whether the trams could drive by the pool during the day and whether they could post marketing material at the tram stop. She questioned adding temporary pickleball courts during season. Ms. Mayher noted that they added three courts.

Ms. Holmes stated that the sign to Bay Oaks was too low and too small.

Council Member Shamp described the new app CRAB was developing.

Mr. Allers mentioned turtle track signs he observed in Key West. Council Member Shamp revealed that they had been discussing marking sidewalks with images to lead people to different areas of the island. Mr. Allers verified that visitors were tracked at Bay Oaks. Interim Director Giesen indicated that they were capturing zip codes to prove that they were more than a residential community center for possible grant funding. Mr. Allers questioned whether they could incorporate exit surveys. Ms. Mayher reported that they had conducted periodic surveys during the year. Mr. Allers questioned adding a survey to the new app.

Ms. Hill spoke primarily off the microphone, but she was excited to be a part of BORCAB.

Chair Simpson appreciated having Council Member Shamp as their liaison.

Ms. Mayher stated that she would email the previous five-year plan to members.

IX. ADJOURNMENT

MOTION: Ms. Sprole moved to adjourn the meeting; second by Ms. Holmes.

VOTE: Motion passed unanimously.

The meeting was adjourned at 10:53 a.m.

Adopted May 23, 2019 with/without changes. Motion by _____
(DATE)

Vote: _____ Signature: 

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