

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

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

**Tuesday, February 4, 2020**

**\*No audio for the first 23 minutes\***

**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: Becky Bodnar, Barbara Hill, Janna Holmes, Lee Melsek, Betty Simpson and Karen Woodson.

Excused: Rae Sprole

Staff: Director of Cultural Parks & Recreation Alison Giesen and Recreation Campus Manager Sarah Mayher

Council Liaison: Joanne Shamp

**IV. PUBLIC COMMENT – no public comment**

**V. APPROVAL OF MINUTES – January 7, 2020**

**MOTION:**

**VOTE:**

**VI. ITEMS FOR DISCUSSION**

- A. Director Report
- B. Facility Renaming

Audio started with BORCAB Member Hill mentioning a name change. BORCAB Member Melsek proposed Harbor Light. BORCAB Member Hill brought up the Big Arts complex in Sanibel and wondered whether they should discuss a name change with the branding consultant. Liaison Shamp referred to the Comprehensive Plan (Comp Plan) and stated that Bay Oaks was the Heart of the Island and could be referred to as The Heart. BORCAB Member Melsek felt that Times Square was the heart of the Island and Bay Oaks was part of the historic neighborhood. BORCAB

Member Woodson suggested Estero Island Cultural Center. BORCAB Member Bodnar commented that the name did not include physical recreation. Discussion was held regarding what Heart of the Island meant. BORCAB Member Bodnar suggested a contest to name the center after it was built. She proposed Cultural and Sports Center and BORCAB Member Holmes commented that the word Community was important to include. Other names included Estero Island Community Center and Estero Island Community and Sports Center. Director Giesen noted she would check the branding consultant's scope of work to determine whether they could assist BORCAB with a name change.

BORCAB Member Melsek discussed weaving the historic neighborhood into the name to help attract visitors. Director Giesen noted that wellness and well-being were being encompassed in cultural centers today. BORCAB Member Melsek described Sanibel's Rec Center and noted that it was a happy place and he would like to see happy people at Bay Oaks. He commented that he would like to include the Town's history in summer camp classes.

**VII. PUBLIC COMMENT – no public comment**

**VIII. BOARD MEMBER ITEMS**

BORCAB Member Woodson questioned whether they were supposed to attend Town Council's M&P meeting on Thursday. Director Giesen replied that anyone could attend or watch the meeting on YouTube.

BORCAB Member Holmes felt it was important to take their time renaming Bay Oaks.

BORCAB Member Bodnar questioned whether negotiations were planned regarding the land behind the school. Liaison Shamp replied that preliminary discussions were ongoing.

BORCAB Member Bodnar clarified that the consultants were designing three properties.

BORCAB Member Melsek questioned the lobbyist and grant writer. Liaison Shamp suggested that he contact the Town Manager regarding the lobbyist. Director Giesen indicated that a special person could be designated for large project grants. Liaison Shamp described the successful history of the lobbyist and grant writers.

BORCAB Member Hill brought up the opening of the Campus Recreation Center for Florida Gulf Coast University (FGCU) and suggested that they look at it for ideas.

Chair Simpson described the Lee County Parks and Rec meeting at the new North Fort Myers Library.

BORCAB Member Melsek questioned what happened to the name Martha Red who donated the land for Matanzas Preserve. He described Martha's history on the Island and commented that she was an important part of the Town. He suggested that they keep her name in mind especially since it was no longer used to identify the preserve.

**IX. FUTURE MEETING DATE – March 3, 2020 at 9:00 a.m.**

**X. ADJOURNMENT**

**MOTION:** BORCAB Member Hill moved to adjourn the meeting; second by BORCAB Member Holmes.

**VOTE:** Motion passed unanimously.

The meeting was adjourned at 10:20 p.m.

Adopted 3/3/2020 with/without changes. Motion by \_\_\_\_\_  
(DATE)

Vote: \_\_\_\_\_ Signature: 

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