

**PARKS, RECREATION, & BEACHES BOARD MINUTES
CITY OF FORT LAUDERDALE
100 NORTH ANDREWS AVENUE
CITY HALL, 8TH FLOOR CONFERENCE ROOM
WEDNESDAY, JANUARY 25, 2012 – 6:30 P.M.**

Cumulative Attendance

Board Members	Attendance	Oct 2011- Sept 2012	
		Present	Absent
Matthew Weiss, Chair	P	2	1
Sean Fee, Vice Chair	A	1	2
Joseph Bellavance	P	3	0
Curtiss Berry	P	3	0
Cindy Bucher	P	1	2
Brad Hubert	P	3	0
Tommy Knapp	P	3	0
R. L. Landers	P	2	1
Larry Mabson	P	3	0
JoAnn Medalie	P	3	0
Robert Payne	P	1	2
Bruce Quailey	P	3	0
Betty Shelley	A	1	2
Angela Ward	P	2	1
Richard Zaden	A	2	1

Currently there are 15 appointed members to the Board, which means 8 would constitute a quorum.

A quorum was present at the meeting.

Staff

Phil Thornburg, Director, Parks and Recreation

Stacey Daley, Administrative Assistant

Gerry Roberts, Park Ranger Supervisor

Brigitte Chiappetta, Recording Secretary, Prototype, Inc.

Communications to City Commission

None.

Roll Call

Chair Weiss called the meeting to order at 6:30 p.m. Roll was called and all stood for the Pledge of Allegiance.

Approval of Minutes

Motion made by Mr. Berry, seconded by Mr. Payne, to approve the minutes of the November 30, 2011 meeting [as corrected].

Director Thornburg noted the following corrections:

- P.2, Item 3: change “surrounding neighborhood” to “park;”
- P.3, paragraph 1: change “across the street” to “across the river;”
- P.5, paragraph 7: clarify that the public notice signs were too small in size;
- P.8, paragraph 10: the community building under construction is located at Hott Park rather than at the Bill Keith Preserve.

In a voice vote, the **motion** passed unanimously.

The following Item was taken out of order on the Agenda.

2. Full Sails in Fort Lauderdale – Presentation

Director Thornburg introduced Heather Bettner of Prince Media Productions, which is working with Parks and Recreation on the Full Sails in Fort Lauderdale project.

Full Sails in Fort Lauderdale will feature 100 double-sided fiberglass/resin composite sailboats, approximately 7 ft. tall with billowing sails, to be placed throughout the City. A call to artists, which invites artists to present their ideas for the boats, has generated several responses thus far. The prototype of the sailboat was unveiled at the recent Winterfest Boat Parade Grand Marshal Reception.

Ms. Bettner added that she will also meet with the Broward Superintendent of Art for Public Schools so schoolchildren will be able to participate in the project.

Once the call to artists is complete by the end of February 2012, an individual from Parks and Recreation will be appointed to a committee to oversee the project, along with a curator and a representative of the Art Museum. This committee will review the artists' applications and determine the best possible ideas for the project.

Mr. Knapp asked if the exhibit is related to a specific cause. Ms. Bettner said the boats will be auctioned at the end of the event, with proceeds benefiting the Parks and Recreation Department. This will allow the monies raised to stay in the Fort Lauderdale community.

Ms. Bettner continued that the event has received very positive press, including articles in the *Sun-Sentinel* and *The Marine News*. She has presented the project

to the Marine Advisory Board, as well as representatives of the marine industry in the City, all of whom are very supportive.

She showed the Board a PowerPoint presentation, explaining that sponsors for the exhibit may be local or may be from as far away as Portland, Oregon. The boats will be manufactured in south Florida by a master sculptor.

The project officially opened for sponsorship on January 3, 2012, and several locations are under consideration for the sailboats' placement. An artists' portfolio party will be held in March. The artists' development period, during which the boats are painted, will last from April to September. The sailboats will be on public display in October 2012 during the same weekend as the International Boat Show; installation will occur shortly afterward, and boats will be placed in time for the Winterfest Boat Parade.

Ms. Bettner reviewed the available sponsorship levels, which extend from title sponsorships to nonprofit levels. Sponsorships cover the manufacture of the boats, payment to the artists, materials, installation, cleaning, transportation, insurance, media, and marketing.

Ms. Ward asked how many sponsors are being sought for the exhibit. Ms. Bettner said they are hoping for \$385,000 in sponsorships to cover the entire budget, with \$25,000 going to the Parks and Recreation Department, in addition to funds raised at auction. The date of the auction has not yet been determined.

Ms. Ward asked how public schools would be involved in the project. Ms. Bettner said the goal of the upcoming meeting with the Superintendent of Art is to offer art teachers the opportunity to participate in a call to artists for their classes.

Ms. Bettner noted that there are concerns regarding vandalism while artwork is on display, although she has not seen this occur during previous exhibits. The fiberglass material is very strong, and a urethane coating protects the paint. The Police Department is notified of all locations, which are typically well-lit, high-profile parts of the City.

Chair Weiss asked what the prices at auction were estimated to be, noting that they may be lower due to the number of boats available. Ms. Bettner said this has not been determined, although she noted that the event will be promoted at the International Boat Show and Winterfest. She advised that 30% of sponsors tend to keep their boats rather than auction them; if a sponsor purchases his or her boat, \$2000 goes directly to Parks and Recreation.

Mr. Knapp asked how the locations for the 100 boats will be determined. Ms. Bettner explained that 50% of the locations will be sponsorship-driven, with the boats in close proximity to sponsoring businesses; the remaining 50% will be

determined by the City's Public Works Department. All locations will be within Fort Lauderdale. She noted that the boats will be grouped so people can see them easily.

The Board members thanked Ms. Bettner for her presentation.

1. Department Report

Director Thornburg reported that Harbordale Park was dedicated the previous weekend. On Saturday, January 28, Twin Lakes North Park will be dedicated at 9 a.m. This is a small park located in a residential area.

The Orange Bowl Committee has presented an idea for improvements to the football field at Carter Park. This would include the addition of a track and artificial turf. The Department is meeting with the Committee to discuss the details of the prospective agreement. The improvements would be dedicated at the 2013 national championship game.

Director Thornburg stated that he has worked to develop a sailing program for the City so children could learn to sail. Because there is not an ideal location for the program in Fort Lauderdale, he has met with the County to discuss the use of Delevoe Park, which includes a 10 acre lake. The County will provide the location and some staffing, and the City hopes to purchase the boats for the program. If the program is successful, it could be expanded to other locations.

Director Thornburg provided the members with copies of the Beach Master Plan, recalling that the Board had previously discussed the possibility of adding more activities to the beach. He suggested that potential additions to Fort Lauderdale Beach Park could be placed on a future Agenda for further consideration. He noted that there has also been discussion of allowing concession operations at this Park.

3. Update of Naming of City Parks, Recreation Areas & Facilities Policy

Director Thornburg stated that the City Commission had unanimously approved the name of Stranahan Landing for the park previously known as Tunnel Top Park. A dedication will be held on February 25, 2012.

He continued that there had been some discussion by the Commission, as by the Board, of certain steps that could be taken to prevent any future challenges to the names of parks. These include the following:

- The name must be voted upon by the general membership of a homeowners' or civic association, and minutes must be taken at the meeting;

- Any individuals or groups that were instrumental in the purchase and/or development of a park should be notified of the proposed naming, even if they do not reside in the surrounding neighborhood;
- Signs must be prominently posted in the park to make the public aware of the proposed naming;
- The Board must be made aware of any history regarding the prior name of a park.

Mr. Hubert suggested that the signs should be similar in size to those used to post notice of Planning and Zoning Board hearings, and should be posted so they are visible from the right-of-way.

Motion made by Mr. Mabson, seconded by Mr. Quailey, to accept the recommendations of the procedures as they appear, with amendment. In a voice vote, the **motion** passed unanimously.

4. Park Ambassadors

Chair Weiss explained the Park Ambassador program for the new Board members, stating that members are asked to visit specific parks within the City and advise the Board on what they saw there. He suggested that at the next meeting, the members could select different parks to visit in the future.

Mr. Quailey proposed that the members might take a bus tour and visit a number of parks at the same time. Director Thornburg added that another option is for members to ride along with individual Park Rangers to visit specific parks.

5. Board Comments

Mr. Bellavance advised that the oak trees recently planted along the Riverwalk are in need of watering. He also requested an update on Southside School. Director Thornburg said no changes have occurred in the last few weeks in the City's negotiations with the contractor; while Nova Southeastern University has expressed interest in operating the building, no agreement has been reached at this time.

He added that the Historic Preservation Board is also involved with discussions about the park itself, as a cemetery may have been located on the site at one time. Director Thornburg noted that research indicates everything at the former cemetery site has been moved to Evergreen Cemetery, and the State will allow the project to resume with field renovations and other improvements on the west side of the park. An archaeologist is required to be on-site when any digging is done.

Mr. Mabson asked what is required if a group would like to put on a small parade. Director Thornburg said anyone interested should call Sue Molnar at 828-PARK.

Ms. Medalie noted that to the north of Fort Lauderdale Beach Park, some light poles have yet to be replaced, which results in an obstruction to the promenade. Director Thornburg said he would follow up on this, noting that the intent is to replace all the poles with turtle-friendly lighting.

Ms. Ward said the opening of Harbordale Park had been very good, but she had heard comments regarding the lack of available parking. Director Thornburg said when this park was considered, it had been decided to keep more green space instead of providing ample parking.

Mr. Knapp asked for an update on a new bicycling program. Director Thornburg said the County had received a grant for this program and brought in a vendor to install several bike stations. He estimated that there are currently 10 to 15 stations during this first phase of the project, with several more planned in the future. The vendor ensures that each station has bikes in place for rental. He said he would bring additional information on the program to the next Board meeting.

Mr. Payne said a new walking trail has been constructed at Carter Park, and asked if its beginning and end could be marked off for the public.

Mr. Berry recommended that trees be trimmed along the roadway between 29th Street and Southwest 2nd Avenue.

6. Communications to the Commission

None.

7. Adjournment

There being no further business to come before the Board at this time, the meeting was adjourned at 7:49 p.m.

[Minutes prepared by K. McGuire, Prototype, Inc.]