

**BELLEAIR RECREATION BOARD MEETING**

**NOTICE**

**DATE:** January 23, 2014

**TO:** Patricia Ryan, Chairman  
Cheryl Franzese, Vice Chairman  
Molly Fowler  
Nathan (Skip Katz)  
Scott L. Coletti  
Greg Savel  
Amy Maguire

Eric Wahbeck, Parks and Recreation Director  
Rachel Schneider, Recreation Supervisor  
Ricky Allison, Parks Supervisor  
Michael Wilkinson, Commission Advisor  
Nell Chapman, Civic Association liaison

There will be a meeting of the **BELLEAIR RECREATION BOARD ON MONDAY, JANUARY 27, 2014 AT 5:00 P.M. IN THE TOWN HALL AUDITORIUM.**

**Your attendance is very important! Please contact Eric Wahlbeck at 518-3728, ext. 292 to confirm your attendance.**

The following agenda items are provided for your consideration:

1. Approval of Minutes - October 21, 2013

Documents: [REC. BOARD MINUTES - 10.21.2013.PDF](#)

2. Citizen's Comments

(Discussion of items not on the agenda. Each speaker will be allowed 3 minutes to speak.)

3. Alcohol Approval

Documents: [ALCOHOL POLICY\\_ SUMMARY\\_SPRING 14.PDF](#)

4. Banner Approvals

Documents: [BANNER POLICY\\_ SUMMARY\\_SPRING 14.PDF](#), [BANNER PROPOSAL AND SCHEDULE SPRING 14.PDF](#)

5. Fall Sports Leagues

Documents: [2013 REVENUE.PDF](#)

6. Event Report

Documents: [HALLOWEEN FINANCIAL REPORT-2013.PDF](#), [HOLIDAY CONCERTS FINANCIAL REPORT.PDF](#), [BEACH BOYS FINANCIAL REPORT.PDF](#)

7. Director's Report

8. Other Business

9. Commission Advisor Report

10. Adjournment

\*\* To be distributed.

\* Previously distributed.

Copy to: Micah Maxwell, Town Manager  
Donna Carlen, Town Clerk  
JP Murphy, Assistant Town Manager

**MINUTES OF BELLEAIR RECREATION BOARD MEETING HELD ON MONDAY, OCTOBER 21, 2013 IN THE TOWN HALL AT 5:00 P.M.**

**MEMBERS PRESENT:** Patricia Ryan, Chair  
Cheryl Franzese, Vice Chair  
Molly Fowler, Secretary  
Scott Colletti  
Skip Katz

**MEMBERS ABSENT:** Amy Maguire  
Greg Savel

**OTHERS PRESENT:** Eric Wahlbeck, Town Manager  
Rachel Schneider, Recreation Supervisor  
Sara Borger, Special Events Coordinator  
Danielle Felten, Recreation Programmer  
Michael Wilkinson, Commission Advisor  
Ric Ortega, Clearwater Citizen

**RECEIVED  
BELLEAIR TOWN HALL**

**NOV - 7 2013**

**TIME REC. \_\_\_\_\_**

**APPROVAL OF MINUTES:** Quorum present. Pat called the meeting to order at 5:07. Cheryl made a motion to approve the August 19 minutes, Scott seconded and the vote was unanimous.

**SPECIAL GUEST:** Pat introduced Ric Ortega, Clearwater Little League representative, who made a presentation of proposed batting cages/improvements at the City of Clearwater Sid Lichten fields. Discussion ensued with regard to a Town \$25,000 contribution over a five year period to allow a twenty year reprieve from baseball/softball fees for Town residents. Molly made motion to recommend that Mike present the agreement to the Commission for consideration, Cheryl seconded and the vote was unanimous.

**ALCOHOL APPROVAL:** Molly made a motion to approve the request for an alcohol permit for the November 10 Concert in Belleair, Scott seconded and the vote was unanimous.

**BANNER APPROVAL:** Cheryl made a motion to approve the request for a banner permit for the November 10 Concert, Molly seconded and the vote was unanimous.

**MEMBERSHIP PLAN:** Rachel presented options to retain current members and recruit new members. Actions plans were discussed. Cheryl suggested EDDM Every Door Direct Mail @ \$.16 each. Rachel will search for a savvy marketing volunteer and will investigate possible use of "Pay Pal".

**SUMMER CAMP:** Danielle, first year Director, discussed the various camps. The Board congratulated her and her staff on their great success.

**SPECIAL EVENTS:** Sara announced the BCA and Rec are prepared for the Halloween Party. She also related details of the Beach Boys concert and praised the concert committee and sponsors. The Teen Council will help prepare and distribute Thanksgiving baskets to needy families at Mildred Helms and Hospice. Donations of food, cash and gift cards are being solicited.

**DIRECTOR'S REPORT:** Eric announced that Kevin is now a full time programmer, the budget is up and running and the parks are being improved.

**COMMISSION ADVISOR REPORT:** Mike suggested that Eric make the little league presentation to the Commission.

**ADJOURNMENT:** Skip made a motion to adjourn and Scott seconded. Pat adjourned the meeting at 6:21. The next meeting is September 16, 2013 @ 5:00 PM.

Respectfully submitted: *Molly Fowler*  
Molly Fowler, Secretary

# Summary

To: Board Members  
From: Eric Wahlbeck  
Subject: Alcohol Policy  
Date: October 11, 2013

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**Summary:** The Recreation Advisory Board has governing rights over alcohol approval within the Town of Belleair.

**Previous Commission/Board Action:**

- November 15, 2011- The Commission unanimously approves the power of approval for alcohol requests to the Recreation Advisory Board.
- December 5, 2011- The Recreation Board unanimously approves the alcohol policy and governing responsibilities.

**Background/Problem Discussion:**

Belleair Sunset 5K and Fun Run (February 15) is requesting approval to serve alcohol.  
Sundays in Belleair Concert Series (March 9) is requesting approval to serve alcohol.  
Sundays in Belleair Concert Series (April 6) is requesting approval to serve alcohol.

**Alternatives/Options:**

N/A

**Financial Implications:**

N/A

**Recommendation:** Staff recommends approval of permit.

**Proposed Motion:**

I make a motion that the Belleair Recreation Advisory Board approves the request for an Alcohol Permit for Sundays in Belleair Concert Series (March 9 & April 6) and Belleair Sunset Run (February 15).

# Summary

To: Board Members  
From: Eric Wahlbeck  
Subject: Banner Policy  
Date: 1/9/14

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**Summary:** The Recreation Advisory Board has governing rights over banner approval within the Town of Belleair.

**Previous Commission/Board Action:**

- November 15, 2011- The Commission unanimously approves the power of approval for alcohol requests to the Recreation Advisory Board.
- December 5, 2011- The Recreation Board unanimously approves the banner policy and governing responsibilities.

**Background/Problem Discussion:**

See Attached Schedule

**Alternatives/Options:**

N/A

**Financial Implications:**

N/A

**Recommendation:** Staff recommends approval of permits.

**Proposed Motion:**

I make a motion that the Belleair Recreation Advisory Board approves the request for a Banner Permits for spring 2014.

**Attachment:**

Spring Banner Schedule

### Special Events Banners & Street Signs 2014 Fiscal Year

	Event Name	Install	Take Down	Street signs
4	February 15 Belleair Sunset Run	31-Jan	17-Feb	Fri-Mon
2	March 9 Concert	28-Feb	10-Mar	Fri-Mon
3	April 6 Concert	28-Mar	7-Apr	Fri-Mon

# Fall Leagues 2013 - Financial Report

## REVENUE

### Fall Flag Football 2013

Ages 5-6 (16): \$1,195  
Ages 7-9 (53): \$3,715  
Ages 10-13 (55): \$3,635  
Hayslett Sponsor: \$1,000

**Total: \$9,545 (124)**

### Fall Basketball 2013

Ages 5-7 (16) : \$1,380  
Ages 8-10 (24): \$1,680  
Ages 11-13 (44): \$3,155  
Ages 14-17 (35) : \$1,435  
Ride n Roll Sponsor: \$2,500

**Total: \$10,150 (119)**

### Fall Archery 2013

Session 1: \$390 (15)  
Session 2: \$300 (14)

**Total: \$690 (29)**

**\$20,385.00**

### Fall Flag Football 2012

Ages 5-6 (21): \$1,450  
Ages 7-8 (35): \$2,605  
Ages 9-10 (35): \$2,550  
Ages 11-13 (37): \$2,715  
Hayslett Sponsor: \$500

**Total: \$9,820 (128)**

### Fall Basketball 2012

Ages 5-7 (11): \$875  
Ages 8-10 (25): \$1,740  
Ages 11-13 (25): \$1,835  
Ages 14-17(0): \$0

Straighten Up: \$1,500

**Total: \$5,950 (61)**

### Fall Archery 2012

Session 1: \$450 (16)

**Total: \$450 (16)**

**\$16,220.00**

## EXPENSES

### Fall Flag Football 2013

Ref Fees: \$1,600  
Shirt Order: \$895.25  
Equipment: \$470.98  
Awards: \$289.87

**Total: \$3,256.10**

**NET: \$6,288.90**

### Fall Basketball 2013

Ref Fees: \$3,250.00  
Jersey Order: \$2,762.40  
Equipment: \$150.99  
Awards: \$289.40

**Total: \$6,452.79**

**NET: \$3,697.21**

### Fall Archery 2013

Total: 0

NET: \$690.00

**\$9,708.89**

## 2013

**Fall League TOTAL**

**REVENUE: \$20,385.00**

**EXPENSES: \$9,708.89**

**TOTAL NET: \$10,676.11**



# Fall 2013 Leagues and Programs

## Basketball

- **Season: 9/28-11/20**
  - **8 games**
- **Pushed season back 1 week b/c of low enrollment**
  - **119 participants**
  - **Added 14-17 age group**
  - **Increased revenue by \$4200**
- **Avoid championship night on a weeknight**
- **Track scholarships given in RecPro**
  - **Look at pricing of league, compare to other cities**
- **Conduct end of season evals on players to monitor progress made during season and to help with future seasons, done by watching end of season games**

## Archery

- **Two 4 week sessions**
- **Search for who has archery Medals**
  - **Paint target on?**
- **New arrows and bow string**

## Flag

- **Season: 10/2-11/20**
- **Pushed season back 2 weeks b/c of low enrollment and inclement weather**
  - **8 games**
  - **124 participants**
- **Added electric scoreboards to enhance youth sports experience**
  - **2 open fields at 5:45 pm**
- **Track scholarships given in RecPro**
  - **Look at pricing of league, compare to other cities**
- **Conduct end of season evals on players to monitor progress made during season and to help with future seasons, done by watching end of season games**
  - **Added scorekeeper**

# Halloween 2013



## Revenue

Sponsorship \$2,700

## Expenses

Food /Décor for Party \$1,335

Trolley Décor \$600

Haunted House Décor/Construction \$1,004

Ribbons for costume contest \$172

Jolly Trolley Rental \$378

Marketing \$255

Candy for Trick or treat Trail \$373

**Total Expenses \$4117**

- 700 in attendance
- 60 Volunteers
- 1 hour line for Haunted House
- Best Trolley Ride ever!

**“The Belleair Rec Haunted House was better than Hall O’ Scream!”**

**-Q. Mantilla**



# 2013 Holiday Concerts

## Rising Stars of Belleair and Sing Joy!

### Financial Report

Revenue:	
Belleair Civic Association Sponsorship	\$500.00
Expenditures:	
Flyers/Programs:	\$141.90
Stage Decorations:	\$343.51
Pipe and Drape Rental:	\$358.00
Decorator Fee:	\$300.00
Staff/Volunteer Food:	\$21.25
Lighting/Sound Rental:	\$700.00
Piano Rental:	\$500.00
Flowers:	\$12.99
Desserts/Wine/Supplies	\$220.05
<b>Total Expenditures:</b>	<b>\$2597.70</b>

#### Rising Stars of Belleair

- Friday, December 6, 2013
- 7:00 pm-9:30 pm
- 85 in attendance
- Parent helped coordinate food and drinks

#### Sing Joy! Holiday Concert

- Saturday, December 7, 2013
- 7:30 pm-9:30 pm
- 200 in attendance with standing room only
- BCA helped serve festive beverages and donated cookies

# Title Sponsor:



# 2013 Holiday Concerts Rising Stars of Belleair and Sing Joy!

## Notes for 2014

- **Stage Set up:** Wednesday before the concert
  - 2 flats against the dais and 5 across, 3 deep.
  - Rent or purchase pipe and drape: 3-14 ft. sections, 2-8 ft. sections with white drape.
  - Helen started decorating 3 weeks before concert.
- **Rehearsals:** Try to have the two nights as separate as possible for Friday/Saturday concert to help with stage hands
- **Night Of:** Make sure to hang BCA banner in lobby.
  - Desserts only– purchase crème puffs/éclairs from GFS (4 of each)
  - Ask BCA to contribute more than 5 dozen cookies
  - Champagne punch– 4 bottles of each: champagne, cranberry juice, ginger ale
  - Wine: 6 white, 6 red
- **Clean Up:** Make sure to coordinate with Ricky ahead of time for breakdown.
- **Suggestions:** Keep Rising Stars on Friday and Sing Joy on Saturday. Do not plan the parade on same weekend. Do not have concerts the week after Thanksgiving.

# Sundays In Belleair

## Outdoor Concert Series

presented by

**MaintenX**  
INTERNATIONAL

**Sunday, November 10, 2013**



Photos by: belleair



Photos by

## Surf's Up!



Photo



Photo

## Financial Report

### Revenue

Sponsorship	\$15,000
General Admission-pre sales	\$4,060
General Admission-day of	\$875
VIP Tickets	\$3,442
Vendor Fees	0
Beer Sales	\$2,280
Prize Drawing	\$542
<b>Total Revenue</b>	<b>\$26,199</b>

### Expenses

Band Fee	\$5,000 (\$2500 last year)
Consulting Fee	\$500
Production/Sound/Lighting/Stages	\$5,500
Portolets	\$615
Generator	\$1,015
Beer	\$955
Concert Commercial	\$350
Photographer	\$200
VIP Food	\$2,371
Party Deck Food	\$970
VIP /Party Deck Wine/Beer	\$1,861
VIP Tent & tables	\$2,009
VIP Décor	\$1,000
<b>Total Expenses</b>	<b>\$21,493</b>
<b>Net Profit</b>	<b>\$4,706</b>



- 2000 in attendance
- Beach Balls everywhere!
- Title sponsor commitment for all three concert by MaintenX
- Stage and Sound fiasco averted!
- Larger Party deck with lounge area
- Best staff ever!

