

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Minutes

Monday, January 27, 2014

3:00 PM

City Hall, Roberta Lisle Kline Conf. Room 16

Recreation, Cultural Affairs and Public Works Committee

*Commissioner Lauren Poe, Chair
Commissioner Susan Bottcher, Member
Commissioner Thomas Hawkins, Member*

Persons with disabilities who require assistance to participate in this meeting are requested to notify the Equal Opportunity Department at 334-5051 or call the TDD phone line at 334-2069 at least two business days in advance.

CALL TO ORDER

Commissioner Poe called the meeting to order at 3:05PM.

ROLL CALL

Present: Poe, Bottcher, Hawkins

ADOPTION OF THE AGENDA

The Recreation, Cultural Affairs and Public Works committee adopted the agenda as circulated.

APPROVAL OF MINUTES

130656. Recreation, Cultural Affairs and Public Works Committee Meeting Minutes of November 25, 2013 (B).

Attachments: [130656 Minutes 20140127.pdf](#)

RECOMMENDATION

The Recreation, Cultural Affairs and Public Works Committee approve the minutes of the November 25, 2013 meeting as submitted.

Approved as Recommended

DISCUSSION OF PENDING REFERRALS

The minutes are a summary of the meeting and are not verbatim discussion. A copy of the meeting recording will be provided upon request.

130457. Skateboard Park (NB)

This agenda item on skateboard parks is regarding a referral that was made at the October 17, 2013 Gainesville City Commission meeting.

Parks, Recreation and Cultural Affairs Director Steve Phillips introduced skateboarders Jimmy Lannon, Dante Debose and Gerardo Villegas to share their vision for a skateboard facility in Gainesville. Mr. Lannon described various concepts for a new skateboard facility, including a linear skateboard park using the Rail Trail. The ideal location would be easily accessible, shaded, away from automobile traffic and residences and well lit.

Parks, Recreation and Cultural Affairs Assistant Director Michelle Park indicated that citizens who participated in focus groups felt that Possum Creek met the needs of skateboarders in our community. No additional skateboard parks were added to the Parks, Recreation and Cultural Affairs Master Plan.

Stefen Broadus explained that the City does not own the Rail Trail and pointed out

that the trail varies in width. He added that the City owns property in several locations along the trail which could potentially be used for skateboard obstacles. Lighting is expensive and should be considered when selecting potential sites.

Commissioner Hawkins made a Motion to the City Commission to: 1) approve a pilot project to install on City right-of-way adjacent to the Rail Trail or a City park two skate amenities, not including funding (but any information on funding should be provided to the City Commission as it becomes available); and 2) for staff to make a proposal to us at a future RCAPW committee meeting on possible amendments to the PRCA Master Plan to make skateboard park funding eligible from the Master Plan funding. Commissioner Bottcher seconded the Motion. The Motion was approved.

RECOMMENDATION

The Recreation, Cultural Affairs and Public Works Committee: 1) hear Mr. Lannon's thoughts on skateboard parks in the City; and 2) provide guidance to staff as appropriate.

130455. Ironwood Golf Course Marketing and Restaurant Operations (B)

This item involves a brief presentation from staff regarding the status of Ironwood Golf Course Marketing and Restaurant Operations.

Attachments: [130455 Marketing Ppt 20140127.pdf](#)

Assistant City Manager Paul Folkers introduced this agenda item. Golf Course Manager Jeff Cardozo gave a presentation on the marketing efforts and restaurant at Ironwood Golf Course. Marketing at Ironwood has included three different commercials on the Golf Channel; expanded social media; and a partnership with Golf Now for online reservations. Ironwood also utilizes local partnerships, advertising and punch cards. These efforts have resulted in an increased number of rounds played.

The concession has generated \$74,901 in profit in FY13. Ironwood management is exploring partnerships with private entities to expand the weekend menu and offer name brand pizza.

RECOMMENDATION

The Recreation, Cultural Affairs and Public Works Committee receive an update from staff regarding Ironwood Golf Course marketing and its restaurant operations.

120722. Strategic Initiative 6.5: Recreation Master Plan (B)

This item requests discussion of funding options for the Parks, Recreation and Cultural Affairs Master Planning Process.

Attachments: [120722 PowerPt 20130605.pdf](#)
[120722 PowerPt 20130730.pdf](#)
[120722 Funding PowerPt 20130923.pdf](#)
[120722A Master Plan PowerPt 20131125.pdf](#)
[120722B WSPP PowerPt\(1\) 20131125.pdf](#)
[120722 WSPP PowerPt 20140127.pdf](#)
[120722 Master Plan PowerPt 20140224.pdf](#)

Assistant City Manager Paul Folkers introduced this agenda item. At the November 15, 2012 meeting, the City Commission approved the Parks, Recreation and Cultural Affairs Master Plan. Parks, Recreation and Cultural Affairs Assistant Director Michelle Park asked for direction from the committee members regarding funding options for the Master Plan.

No action today. Committee members requested that staff bring this item back at the February 24, 2014 committee meeting for a decision.

RECOMMENDATION

The Recreation, Cultural Affairs and Public Works Committee discuss the funding scenarios for the Parks, Recreation and Cultural Affairs Master Plan and provide staff direction for future action.

NEXT MEETING DATE

The next Recreation, Cultural Affairs and Public Works meeting is scheduled for Monday, February 24, 2013 at 3:00PM in the Roberta Lisle Kline Conference Room #16.

ADJOURNMENT

The Recreation, Cultural Affairs and Public Works Committee meeting adjourned at 4:33 PM.