

City of Gainesville

*City Hall
200 East University Avenue
Gainesville, Florida 32601*



Meeting Agenda

October 22, 2012

1:30 PM

City Hall, Room 16

Recreation, Cultural Affairs and Public Works

Committee

*Commissioner Susan Bottcher, Chair
Commissioner Todd Chase, 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

ROLL CALL

ADOPTION OF THE AGENDA

APPROVAL OF MINUTES

[120479.](#)

**Recreation, Cultural Affairs and Public Works Committee Meeting
Minutes of September 24, 2012 (B).**

RECOMMENDATION

*The Recreation, Cultural Affairs and Public Works
Committee approve the minutes of the September
24, 2012 meeting as submitted.*

[120479_Minutes_20120924.pdf](#)

DISCUSSION OF PENDING REFERRALS

[090777.](#)

Recreation Master Plan (B)

**This item provides an update regarding the status of the Parks, Recreation
and Cultural Affairs Master Planning Process.**

*Explanation: At the May 6, 2010 meeting, the City Commission approved the
expenditure of funds for the Parks, Recreation and Cultural Affairs
(PRCA) Department to contract with a Consultant to develop a
Recreation Master Plan. PRCA Assistant Director Michelle Park
provided a detailed presentation about the process to the Recreation,
Cultural Affairs and Public Works Committee on October 10, 2010
followed by subsequent updates on October 10, 2011, as well as May,
June, July, August and September 2012. As the project nears
completion, this update to the Committee provides the Draft Final
Report.*

*The goal of this project was to develop a ten-year implementation plan
for the various recommendations to serve the parks, recreation and
cultural needs of Gainesville's citizens and create a framework for a
well-balanced parks, recreation and cultural system for the City. As
discussed at the August 2012 meeting, the plan being recommended is
a twenty year plan that provides two funding scenarios. The funding
scenarios need to be further researched and developed and will be
presented with a detailed list of projects in 2013.*

RECOMMENDATION

*The Recreation, Cultural Affairs and Public Works
Committee recommend that the City Commission*

*adopt the Parks, Recreation and Cultural Affairs
Master Plan.*

Legislative History

2/4/10	City Commission	Referred to the Recreation, Cultural Affairs and Public Works Committee
4/8/10	Recreation, Cultural Affairs and Public Works Committee	Approved, as shown above - See Motion(s)
5/6/10	City Commission	Approved as Recommended
10/4/10	Recreation, Cultural Affairs and Public Works Committee	Discussed
10/10/11	Recreation, Cultural Affairs and Public Works Committee	Approved as Recommended
5/14/12	Recreation, Cultural Affairs and Public Works Committee	Heard
6/5/12	Recreation, Cultural Affairs and Public Works Committee	Approved as Recommended
9/24/12	Recreation, Cultural Affairs and Public Works Committee	Continued

[090777 Priority List 20100408.PDF](#)

[090777 PPT 20101004.pdf](#)

[090777 Project Schedule 20111010.pdf](#)

[090777A Master Plan Presentation 20120514.pdf](#)

[090777B Survey Results 20120514.pdf](#)

[090777C Benchmarking Report 20120514.pdf](#)

[090777A June Master Plan PPT 20120605.pdf](#)

[090777B Info from 5-14-12 RCAPW Mtg 20120605.pdf](#)

[090777 Master Plan PPT 20120702.pdf](#)

[090777 Ppt 20120822.pdf](#)

[090777 Master Plan 20121022.pdf](#)

[120296.](#)

Bid/Proposal Process for the Operation and/or Maintenance of Ironwood Golf Course (NB)

This item involves an update to the Committee on the bid/proposal process for operation and/or maintenance of Ironwood Golf Course and Committee consideration of the possible inclusion of an option for the sale of the golf course.

Explanation: The City purchased Ironwood Golf Course in 1992 for \$1.2 million and approximately \$1 million was bonded for improvements. The City completed payment of this original debt in FY12. In 2008, due to the City's ongoing fiscal challenges, a team of City employees began a project to identify and evaluate options for the future of Ironwood Golf Course that ranged from selling the property, to converting the property to a passive park, to investing in critical capital improvements while retaining the golf course.

The City hired National Golf Foundation Consulting Services (NGF) to work with the City's team to evaluate Ironwood Golf Course and its operations providing options and recommendations. Ultimately NGF's report was provided to the City Commission and the Commission decided to retain Ironwood as a City operated golf course and to complete capital improvements essential to the ongoing viability of the golf course. To this end, the City invested approximately \$1.3 million to improve long running drainage issues, rebuild the greens and complete other improvements.

The Commission also made the long-term decision to transition Ironwood Golf Course from an enterprise fund to the general fund over a 10-year period to allow time to pay off the accumulated deficit (\$300,000 annually over 10 years through FY19). As of FY20, the accumulated deficit will have been paid off and Ironwood will be part of the general fund no longer subject to indirect costs and treated similar to other Parks, Recreation and Cultural Affairs operations. Based on the policy decisions already made by the City Commission, City staff believes a key gauge of the current performance of Ironwood Golf Course is the net annual cost of operating the golf course (a view of Ironwood as if it were already part of the general fund).

Ironwood reopened for play in November 2010 almost two years ago. Ironwood's performance since that time has generated more than enough revenue to cover the costs of the capital improvements; however, the annual rounds played and revenue have not reached the potential identified by NGF. City staff believes the potential remains for improving Ironwood's performance as a City operated golf course as the economy recovers and by fully implementing a number of the operational recommendations made by NGF.

City staff believes the timing is appropriate to explore private sector interest and capabilities in the operation and/or maintenance of Ironwood Golf Course. On August 16, 2012, the City Commission approved a bid/proposal process for the operation and/or maintenance of Ironwood Golf Course. To achieve this, the City is in the process of contracting with NGF to assist the City with a bid/proposal process that would allow the City to solicit proposals for private sector operation and/or maintenance of the golf course and compare the advantages and disadvantages of contracting for services versus continued operation as a City operated golf course.

On August 16, 2012, the City Commission also referred the potential of including a sale option in the bid/proposal process to the Recreation, Cultural Affairs & Public Works Committee. At their September 24, 2012 meeting, the Committee discussed this matter and requested that staff contact East Gainesville Development Partners regarding their interest in potentially purchasing Ironwood Golf Course.

Fiscal Note: The cost of NGF services to assist with the bid/proposal process is \$10,000. In addition, City staff time will be required while working with NGF through the bid/proposal process.

RECOMMENDATION

The Recreation, Cultural Affairs & Public Works Committee: 1) receive an update regarding East Gainesville Development Partners interest in potentially purchasing Ironwood Golf Course; and 2) make a recommendation to the City Commission on whether to include an option for sale of Ironwood Golf Course in the bid/proposal process.

Legislative History

8/16/12	City Commission	Referred to the Recreation, Cultural Affairs and Public Works Committee
9/24/12	Recreation, Cultural Affairs and Public Works Committee	Approved as shown above (See Motion)

[120296 Vendor Report 20120924.pdf](#)

[080478.](#)

Strategic Initiative 5.2: support the reconstruction of transportation facilities to encourage development of 6th Street (B)

This item is to provide an update to the Recreation, Cultural Affairs & Public Works Committee regarding Strategic Initiative 5.2: support the reconstruction of transportation facilities to encourage development of 6th Street.

Explanation: The Public Works Department will provide an update on the planned and funded transportation projects along the W 6th Street corridor.

Fiscal Note: There is no fiscal impact to the City of Gainesville at this time.

RECOMMENDATION

The Recreation, Cultural Affairs & Public Works Committee hear an update to Strategic Initiative 5.2.

Legislative History

10/2/08	City Commission	Referred to the Recreation, Cultural Affairs and Public Works Committee
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2/12/09	Recreation, Cultural Affairs and Public Works Committee	Approved
10/4/10	Recreation, Cultural Affairs and Public Works Committee	Discussed
11/8/10	Recreation, Cultural Affairs and Public Works Committee	Discussed
12/16/10	City Commission	Approved as Recommended

[080478 Initiative 20090212 RCAPW Committee.pdf](#)

[080478 SI 5.2 Quarterly Update 20101108.pdf](#)

[080478 Map 20101216.pdf](#)

[080478 Strategic Initiative 5 2 20121022 .pdf](#)

[080479.](#)

Strategic Initiative 5.3: support the reconstruction of transportation facilities to encourage redevelopment of Depot Avenue (B)

This item is to provide an update to the Recreation, Cultural Affairs & Public Works Committee regarding Strategic Initiative 5.2: support the reconstruction of transportation facilities to encourage development of 6th Street.

Explanation: The Public Works Department will provide an update on the planned and funded transportation projects along the Depot Avenue corridor.

Fiscal Note: There is no fiscal impact to the City of Gainesville at this time.

RECOMMENDATION

The Recreation, Cultural Affairs & Public Works Committee hear an update to Strategic Initiative 5.3.

Legislative History

10/2/08	City Commission	Referred to the Recreation, Cultural Affairs and Public Works Committee
2/12/09	Recreation, Cultural Affairs and Public Works Committee	Referred to the Community Redevelopment Agency
11/8/10	Recreation, Cultural Affairs and Public Works Committee	Discussed

[080479 Initiative 20090212 RCAPW Committee.pdf](#)

[080479A SI 5.3 Quarterly Update 20101108.pdf](#)

[080479B PPT 20101108.pdf](#)

[080479 Strategic Initiative 5 3 20121022.pdf](#)

MEMBER COMMENT

CITIZEN COMMENT

NEXT MEETING DATE - Monday, November 26, 2012 @ 1:30PM

ADJOURNMENT