



BOARD OF COUNTY COMMISSIONERS

Parks and Recreation Department
Central Area Parks Operations
840 Forrest Avenue
Cocoa, Florida 32922

**District 4 Administrative Board Minutes
October 7, 2021 2:00 p.m.**

Members Present

City of Cocoa – Bryant Smith, Public Works Director, Designee for Stockton Whitten, City Manager

City of Rockledge – Dr. Brenda Fettrow, City Manager

Brevard County – Jim Liesenfelt, Chair, Assistant County Manager

Staff Present

Mary Ellen Donner, Parks and Recreation Director

Terry Lane, Central Area Parks Operations Manager

Courtney Kellem, Recreation Superintendent, Central Area Parks Operations

Denise Hayes, Administrative Secretary, Central Area Parks Operations

Others Present

Scott Brown, Public Works Director, City of Rockledge

Frank Mirabito, Project Manager, Capital Projects Division, City of Cocoa

I. Call Meeting to Order

Mr. Liesenfelt called the meeting to order at 2:00 p.m.

II. Approval of July 1, 2021 and August 26, 2021 Minutes

Dr. Fettrow made a motion to approve the minutes of July 1, and August 26, 2021.

Mr. Smith seconded the motion. The motion passed unanimously.

III. Old Business

Financial Report - Terry Lane, Area Parks Operations Manager

Mr. Lane stated that Fund 1030 was approximately 70% expended through the month of August before labor distributions.

The Financial Report was accepted as presented.

Attendance and Programs Report – Courtney Kellem, Recreation Superintendent

Ms. Kellem stated Central Area Parks has had steady attendance to all of its programs and special events, especially Movies in the Park.

Ms. Kellem informed the Board of the following upcoming events.

Food Truck Rally, to be held this Friday October 8th at Larry L. Schultz Park from 4:30 p.m. to 9:00 p.m. and will be held monthly on the second Friday of every month. The Food Truck Rallies are scheduled for November 12th and December 10th at different parks.

Movies in the Park, “Maleficent” at Mitchell Ellington Park on October 15th starting at 7:30 p.m., “Space Jam” October 29th inside at Dr. Joe Lee Smith Community Center starting at 7:00 p.m., and “Gremlins” on November 19th at McLarty Park starting at 7:30 p.m.

The Great Pumpkin Rescue will be held on Saturday, October 9th from 1:00 p.m. to 3:30 p.m. at McLarty Park pool. The cost will be \$5.00 per child ages 4 to 15 and \$2.00 for all other swimmers. There will be a pumpkin decorating contest held at 3:30 p.m.

One Day Fun Day Camp will be offered on Monday, October 11th at McLarty Park with the theme “Fear Factor” for Halloween.

Kids Night Out will be held at McLarty Park on Saturday, October 23rd from 6:00 p.m. to 10:00 p.m.

Trunk or Treat will be held at McLarty Park on Friday, October 29th from 6:00 p.m. to 8:00 p.m.

Drive through Thanksgiving Dinner will be held at the Dr. Joe Lee Smith Community Center and the Cocoa West Recreation Complex on Saturday, November 20th from 12:00 p.m. to 3:00 p.m.

Cocoa West Recreation Complex will host a Harvest Festival to be held on Saturday, October 30th from 11:00 a.m. to 1:00 p.m.

The City of Cocoa and the City of Rockledge asked Ms. Kellem to provide them with the Food Truck Rally information and they will post on their social media.

Parks Maintenance Report – Terry Lane – For Fred Ameigh Parks Maintenance Superintendent

Mr. Lane stated that the Dr. Joe Lee Smith Park pool repairs have been completed.

Mr. Lane stated that the swale was completed at McLarty Park today.

Other

None

IV. New Business

Budget FY 21/22

Mr. Lane stated that the 2021/22 Fiscal Budget has been approved and that the services to the citizens and the Cities were not impacted.

Mr. Lane stated that the challenge for this year is the Covid delays because most of the money is in balance forward.

Mr. Smith asked if Stradley Park field renovations were for both softball and football fields?

Mr. Lane replied yes, and that the primary renovations would start on the softball fields because they currently had no irrigation. Mr. Lane stated he would provide Mr. Smith a scope of work for the renovations.

District 4 Administrative Board By-Laws

The new Recreation District 4 boundary map was distributed.

Both the City of Rockledge and the City of Cocoa presented suggested changes to the By-Laws. A brief discussion was held, and Mrs. Donner stated she would consolidate the suggested changes and bring back one document to the January Board meeting for review and further discussion.

Cocoa/Rockledge Holiday Parade

Mrs. Donner stated she brought this subject to the Board to facilitate a discussion regarding the hours of the parade.

Mrs. Donner stated that she had correspondence with the City of Cocoa regarding the hours of the parade, and that the City of Cocoa replied they wanted to continue to have the parade in the late afternoon so the end of the parade continued to flow into their tree lighting ceremony.

Mrs. Donner stated that from the Brevard County Parks and Recreation's perspective, staff works until 3:00 p.m., putting Parks and Recreation staff in an overtime status or having to come in on their scheduled time off if the parade is held past 3:00 p.m. when Parks and Recreation is already very short staffed.

Mrs. Donner stated she reached out to the City of Rockledge, and that they stated they were good either the morning or the afternoon, but preferred the morning as it had been in the past.

Mrs. Donner stated when the parade was last held in 2019 the County provided 35 staff, and if the parade is held in the late afternoon County staff would have to be paid overtime or flex hours later because County staff is finished with work at 3:00 p.m. on Saturdays. She further stated Parks and Recreation would be willing to match the number of staff that each City was willing to provide, but that the Parks and Recreation simply cannot provide all the staff as it has over the past many years.

Mrs. Donner stated that it was her understanding that the City of Cocoa provided 5 people to assist Parks and Recreation at the last parade, and that if that was the number of people the Cities were willing to have work the parade, then that would be the number of Parks and Recreation staff sent to work the parade.

Mr. Smith stated he couldn't personally make a commitment on the number of people the City of Cocoa could provide without speaking to Stockton Whitten, Cocoa City Manager because they have the tree lighting ceremony that same day, and if the parade were held in the morning his staff would have to work a full day.

Dr. Fettrow stated City of Rockledge would have a hard time providing minimal staff.

Mrs. Donner stated she would need to know how many people the Cities would be providing prior to the parade, and each person's name and cell phone numbers. She further stated that those people would be instructed what their assignments would be and where to report.

Dr. Fettrow stated she felt that an afternoon or middle of the day parade kept attendance low.

Mrs. Donner stated originally the parade was held in the morning, then around 2015 it was held in the evening, but was not well received, then it moved to the late afternoon at the City of Cocoa's request to accommodate their tree lighting ceremony. She further stated that she was not sure how, historically, the County was put in charge of the

Cocoa/Rockledge Parade, because it is, respectfully, the Cocoa/Rockledge parade not the County parade.

Mrs. Donner stated that County staff collects the money for the parade registrants, but that non-profit organizations are free, so the money that is collected staff uses it to purchase the trophies, and that there is no profit from the parade for the County.

Dr. Fettrow stated the fee structure for the participants of the parade should be looked at so there is some profit for the County to at least break even for this year.

Dr. Fettrow asked Mrs. Donner is she had researched what other cities charge parade participants.

Mrs. Donner stated she called the City of Melbourne to discuss how they ran their light parade and that they referred her to the non-profit organization that has run the Melbourne Light Parade since 1999. The organization does all of the work, provides all the staff, and that the City of Melbourne does not provide any staff or funding for the parade.

Dr. Fettrow stated that the two Cities should begin discussions after the first of the year regarding how the Cities and County would run the parade in 2022.

Mrs. Donner stated that North Area Parks Operations has not been doing parades for a long time.

Dr. Fettrow stated she felt discussions should be had with both City Councils on how the parade is to be run, or if it should be held for next year.

Mr. Smith asked what the County's budgeted shortfall would be if the County contributed the same amount of staff as it has in the past.

Mr. Lane stated one of the challenges Parks and Recreation has is that this event is an all hands-on deck event, and that everyone has to work in order for the parade to be handled smoothly and safely. He further stated that currently Parks and Recreation has 28 vacancies out of 97 position which is 30% decrease in staffing from last year.

Mr. Lane stated that one of the other challenges is the use of Rockledge High School campus as the starting lineup for all of the participants; parents can't drive up to where the floats and walkers are so the children have to be passed from one Parks and Recreation staff member to the next so the children get to the position in the parade safely and that is very labor intensive, or that parent has to try and find a place to park and walk their child to where the child is supposed to be in the lineup.

Mr. Lane stated the time needed to work the parade would be approximately 4 hours with the concentration of the hours being at the start of the parade at Rockledge High School.

Mrs. Donner stated there should be a meeting with all of the County, City of Cocoa and City of Rockledge staff or parade volunteers prior to parade so that everyone can get their parade assignments.

Mr. Smith stated he would speak to Mr. Whitten regarding the hour the parade would begin and how many staff they can commit to and follow-up next week with answers.

The City of Cocoa is to give their decision to Mrs. Donner and she will relay the decision to the City of Rockledge as to the start time of the parade.

Board Reports

Rockledge – Dr Fettrow stated the City of Rockledge was hosting a Fall Festival food truck event on November 6th from 4:00 p.m. to 7:00 p.m. at the Civic Hub; Stuff a Cruiser food drive event will be held at the corner of Barnes Boulevard and Murrell Road at the Publix plaza from 7:30 a.m. to 11:30 a.m. on November 20th; December 4th is the Light Up Rockledge and Festival of Trees in the Civic Hub.

Cocoa – Mr. Smith stated the City of Cocoa was hosting the Touch a Truck event on October 30th from 3:00 p.m. to 7:00 p.m. around Harrison Street and Riverfront Park.

Mr. Smith stated the Cocoa City Council allocated approximately 2.25 million dollars toward parks capital improvement projects.

Mr. Smith also stated that the Parks and Open Space Master Plan should be finalized soon.

County – Nothing to report.

V. Public Input

No public in attendance.

VI. Adjournment

The meeting adjourned at 3:11 p.m.

Signature line for Chair Jim Liesenfelt