

Comments may be sent via email to:
SFrohman@cityofparkland.org

Live streaming at www.cityofparkland.org/ccm



PARKS AND RECREATION BOARD CITY OF PARKLAND

Monday, May 2, 2022

at 6:00 PM

**Commission Chamber
6600 University Drive
Parkland, FL 33067**

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**
- 4. Approval of Minutes**
 - A. 03072022 PRAB Draft Minutes
- 5. Public Comments**
- 6. Comments by the Chair and Board**
- 7. Approval of the Agenda**
- 8. New Business**
 - A. Parks and Recreation General Update
 - B. Park Improvement Project Updates
 - C. Parkland Dash and Pumpkin Patch Beneficiary
- 9. Old Business**
 - A. Parkland Day - 60th Anniversary Celebration Updates
 - B. Sponsorship Policy Review Update
- 10. Comments from Staff**

Adjournment

PLEASE BE ADVISED THAT IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE BOARD, AGENCY OR COMMISSION WITH RESPECT TO ANY MATTERS CONSIDERED AT SUCH HEARING OR MEETING HE WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE

HE WILL NEED TO ENSURE THAT A VERBATIM RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. (FLORIDA STATUTE 286.0105)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITY ACT AND FLORIDA STATUTE 286.26, PERSONS WITH DISABILITIES NEEDING SPECIAL ACCOMMODATION TO PARTICIPATE IN THIS PROCEEDING SHOULD CONTACT THE CITY CLERK NO LATER THAN 48 HOURS PRIOR TO THE MEETING AT (954) 757-4132 FOR ASSISTANCE.



PARKS AND RECREATION BOARD CITY OF PARKLAND MINUTES

Monday, March 7, 2022

at 6:00 PM

**Commission Chamber
6600 University Drive
Parkland, FL 33067**

1. Call to Order

Chair Howard Wyner called the Monday, March 7, 2022 Parks and Recreation Advisory Board Meeting, being held in City Hall Commission Chambers, to order at 6 PM.

2. Pledge of Allegiance

Chair Howard Wyner led the Pledge of Allegiance.

3. Roll Call

Present were:

Howard Wyner, Chair
Leo Gordon, Board Member
David Gott, Board Member
Robert Brannen, Board Member
Sandra Schrouder, Board Member
Evan Finkelstein, Board Member

Absent:

Melissa Sackman, Vice Chair
Brian Hierholzer, At Large 1st Alternate Board Member
Kynon Monroe Codrington, At Large 2nd Alternate Board Member

Others Present were:

Christine Garcia, Parks and Recreation Director
Nick Williams, Parks and Recreation Coordinator
Bruno Battel, Parks and Recreation Manager
Stephanie Frohman, Deputy City Clerk

4. Approval of Minutes

A. 01032022 PRAB Draft Minutes

Parks and Recreation Advisory Board - January 3, 2022 6:00 PM

Motion to accept minutes

RESULT: ACCEPTED

MOVER: David Gott, Board Member

SECONDER: Robert Brannen, Board Member

AYES: Wyner, Finkelstein, Gordon, Gott, Brannen, Schrouder

5. Public Comments

None.

6. Comments by the Chair and Board

Board member Evan Finkelstein spoke about the lack of safety nets at the baseball fields. Finkelstein will submit photos of other cities' safety nets to Parks and Recreation Director Christine Garcia.

Board member Robert Brannen stated the new fields at Terramar Park look great.

7. Approval of the Agenda

The agenda was approved unanimously.

8. New Business

A. Parks and Recreation General Update

Parks and Recreation Director Christine Garcia provided general updates. Garcia stated we are anticipating receiving our Autism Friendly Designation during the March 16 City Commission Meeting, and also highlighted that the Parks and Recreation Department is implementing a new Autism Awareness & Acceptance Day in April, which is Autism Awareness Month. Another new event added to this year's calendar will be a dog adoption event called Dogs for Homes. Garcia informed the board that the baseball/softball fields at Terramar Park have been renumbered. Parks and Recreation Coordinator Nick Williams provided a brief Special Events update for January and February, and spoke about upcoming special events through April. Garcia provided updates for programs and classes for January and February. Parks and Recreation Manager Bruno Battel provided an athletics update, including participant numbers for athletic programs for January and February. Board member Leo Gott asked if Battel could provide feedback from the leagues at the next PRAB meeting, regarding the new user fees. Board member Robert Brannen spoke about AEDs in the parks.

B. Park Improvement Project Updates

Parks and Recreation Director Christine Garcia provided Park Improvement Project updates. Additional park improvement projects were added to the presentation and discussed.

9. Old Business

- A. Parkland Days - 60th Anniversary Celebration Updates
Board member Leo Gordon, also the Chair of the Parkland Days sub-committee, provided an update of the past two planning meetings held on January 26th, and February 16th, and invited everyone to attend their next meeting being held on March 16th, in the Amphitheater.
- B. Sponsorship Policy Review Update
Board member David Gott, and Chair of the Sponsorship Policy Review Sub-committee, stated their first meeting is scheduled for Thursday, March 10th in the Amphitheater conference room.

10. Comments from Staff

None.

11. Adjournment

There being nothing further to discuss, Chair Howard Wyner adjourned the meeting at 6:35 PM.

Transcribed and submitted by Deputy City Clerk Stephanie Frohman

ATTEST:

Chair- Howard Wyner

The above signature is the Deputy City Clerk of the City of Parkland, Florida, and the information provided herein are the minutes of the Parks and Recreation Advisory Board meeting held Monday, March 7, 2022, which were formally approved and adopted by the Parks and Recreation Advisory Board on Monday, May 2, 2022.

Note to Reader: If the Minutes you have received are not signed, or completed as indicated above, this means they are not the official

minutes of the Parks and Recreation Advisory Board. They will become official Minutes only after review and approval, which may involve amendments, additions or deletions as set forth above.

PLEASE BE ADVISED THAT IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THE BOARD, AGENCY OR COMMISSION WITH RESPECT TO ANY MATTERS CONSIDERED AT SUCH HEARING OR MEETING HE WILL NEED A RECORD OF THE PROCEEDINGS AND FOR SUCH PURPOSE HE WILL NEED TO ENSURE THAT A VERBATIM RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. (FLORIDA STATUTE 286.0105)

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CITY OF PARKLAND

Meeting: Monday, May 2, 2022

AGENDA SUMMARY

New Business

Agenda Item: 8.C.

TITLE: Parkland Dash and Pumpkin Patch Beneficiary

SUBMITTED BY: Christine Garcia

ORIGIN OF REQUEST: Parks and Recreation Board

MEETING GROUP: Parks and Recreation Board

STAFF RECOMMENDATION

Staff recommends approval.

STRATEGIC PLAN

Strategy: Community Engagement Effective and Efficient Government
Quality of Life Experiences

Goals & Actions by Strategy: Continue to be a pre-eminent city for Parks and Recreation programs

Foster a more fully informed community that strengthens character

BACKGROUND & PURPOSE

As you know, every year the City selects a beneficiary for the proceeds of the Parkland Dash. Below is the list of beneficiaries for the last ten (10) years:

- 2021 - Buddy Sports
- 2020 - Canine Assisted Therapy
- 2019 - Arthritis Foundation
- 2018 - Parkland Broward Schools
- 2017 - Crohns and Colitis Foundation of America
- 2016 - Juvenile Diabetes Foundation Research (JDRF)
- 2015 - March of Dimes
- 2014 - SOS Children's Villages
- 2013 - American Cancer Society
- 2012 - Tri-County Humane Society

Additionally, the City selected a beneficiary for the proceeds of the pumpkin sales at the City's Pumpkin Patch event. Last year was the first year for this event and the beneficiary was Feeding South Florida.

There are also a number of other events that take place at City facilities at no cost to help raise money for these non-profits: Broward Pap Corps, American Cancer Society, Pancreatic Cancer Society, Jason Taylor Foundation, Scott J Beigel Fund, Rizzo Foundation, Fitenss on a Mission, Make Our Schools Safe and Parkland Cares.

As staff starts to begin the planning for the Parkland Dash and Pumpkin Patch events scheduled in October, we would like to discuss and get your recommendation for this year's

beneficiaries for each of these events. Attached is a list of a few ideas for consideration.

FISCAL IMPACT

EXPIRATION OF CONTRACT

ATTACHMENTS

1. POTENTIAL BENEFICIARIES FOR CONSIDERATION - PARKLAND DASH AND PUMPKIN PATCH
-

FY 23 POTENTIAL BENEFICIARIES FOR CONSIDERATION PUMPKIN PATCH AND PARKLAND DASH

Humane Society of Broward County

- The Humane Society of Broward County is about many things, but when you get down to it, they “just want to bring amazing animals and people together.” HSBC offers full-time veterinarian services for shelter animals
- 9,141 pets from homes were vaccinated at their low-cost clinic in 2020
- Reach over 150,000 people every year through a wide variety of camps, clubs and partnerships
- Proud partners of Broward County Public Schools, Broward County Libraries, our local Girl Scouts, Boys & Girls Clubs, Big Brothers & Big Sisters and more
- Offers surrender prevention programs to help keep pets at home with their owners
- Is a financially independent nonprofit charitable cause
- Rely on the generosity of our community and businesses to fund our operations and programs
- Are not funded by the government, United Way or any national group by similar name
- Every dollar received is carefully spent to help unwanted animals
- Sources of income include: adoption fees, services such as dog obedience, vaccination clinics, spay/neuter programs, pet boutique sales, fundraising events, grants, kid’s camps and birthday parties, general donations, and legacy gifts/bequests

South Florida Wildlife Center

- Save wildlife through rescue, clinic triage, state-of-the-art diagnostics and expert veterinary treatment. We are saving lives 365 days a year. Focus on Rescue, Rehabilitation, Release, and education.
- Staff provides specialized therapy and treatment to support an animal’s full recovery in preparation for release back to natural habitat. Our nursery team provides neonatal-like care for orphaned animals, and our habitats are designed to facilitate conditioning so that upon release, our wild patients leave in the healthiest condition possible.
- Our founder Bea Humphreys began rescuing and caring for animals long before we incorporated in 1969. For 19 years, she used her garage as the first wildlife rehabilitation center. Today, over 20 staff and hundreds of volunteers carry on Bea’s mission as the South Florida Wildlife Center, which rescues and rehabilitates over 12,000 wild animals every year.

Make A Wish Foundation of South Florida

- Create life-changing wishes for children with critical illnesses during their darkest days.
- Tens of thousands of volunteers, donors and supporters advance the Make-A-Wish® vision to grant the wish of every child diagnosed with a critical illness.
- A wish is granted every 34 minutes. A wish can be that spark that helps these children believe that anything is possible and gives them the strength to fight harder against their illnesses.

Joshua's Heart Foundation

- Joshua's Heart Foundation (JHF) was founded in 2005 in Miami, Fla. by Joshua Williams when he was four years old. Joshua's Heart is dedicated to the fight against global hunger and poverty. JHF is a 501(c) (3), not-for-profit, youth-run organization, which empowers needy people to improve their quality of life by providing necessities like groceries and personal items. JHF also effectively engages and educates youth on committing to fight hunger and poverty on a global basis.
- Joshua's Heart Foundation counts more than 60,000 youth and 4,000 adults among the volunteers Williams inspires to stomp out hunger in poor and underprivileged communities, and to help those in need. Through his work, Williams has been able to engage and empower young people of all ages, and a Junior Advisory Board (JAB) helps lead the foundation. The JAB is charged with developing programs to help fulfill the mission, while being role models for young people in their own communities and beyond.



CITY OF PARKLAND

Meeting: Monday, May 2, 2022

AGENDA SUMMARY

Old Business

Agenda Item: 9.A.

TITLE: Parkland Day - 60th Anniversary Celebration Updates

SUBMITTED BY: Christine Garcia

ORIGIN OF REQUEST: Parks and Recreation Board

MEETING GROUP: Parks and Recreation Board

STAFF RECOMMENDATION

Staff recommends approval.

STRATEGIC PLAN

Strategy: Quality of Life Experiences

Goals & Actions by Strategy: Continue to be a pre-eminent city for Parks and Recreation programs.

BACKGROUND & PURPOSE

The Parkland Day Planning Committee had a meeting on March 16th and April 27th. Leo Gordon, Chair, will provide an update from these meetings.

FISCAL IMPACT

EXPIRATION OF CONTRACT

ATTACHMENTS

1. 03162022 Parkland Days Meeting Minutes
-



PARKLAND DAYS COMMITTEE MEETING CITY OF PARKLAND MINUTES

Wednesday, March 16, 2022 at 5:30 PM

Pine Trails Park
Amphitheater Conference Room
10555 Trails End
Parkland, Florida 33076

Present were:

Cindy Kaufman
Howard Wyner
Sandra Schrouder
Lori Wyner
Scott Harrison
Leo Gordon
Jeff Schwartz
Nick Williams


Meeting Notes

- Community Advisory Board
 - Updates in progress
 - Working on float idea
 - Doing floats of different time periods
 - Involving local school volunteers
 - Desire to incorporate someone from Community Advisory Board into Parkland Days meetings
- Sponsorship Review
 - Still in editing process
- Ideas since last meeting
 - Credentials for different groups at Parkland Days
 - Volunteers
 - Float Operators
 - Stage Managers

- VIP Tent
 - Etc.
- Review of Float Rules
 - Sizing of floats
 - "No throwing" rules
 - Golf carts incorporated (registered)
- Shirts for event
 - Themed (changes each year)
 - Parkland Days logo still needs to be made
 - Waiting for official new City of Parkland logo
 - Incorporated contests into shirts
- Review of subcommittees to be worked on
 - Sponsors
 - Giveaways
 - Contests
 - Food Vendors
 - VIP Tent/Decorations
 - Miscellaneous
 - Photographers
 - Car Show
 - Community Games

The meeting was adjourned at 6:30 PM.

Transcribed and submitted by Deputy City Clerk Stephanie Frohman, CMC.





CITY OF PARKLAND

Meeting: Monday, May 2, 2022

AGENDA SUMMARY

Old Business

Agenda Item: 9.B.

TITLE: Sponsorship Policy Review Update

SUBMITTED BY: Christine Garcia

ORIGIN OF REQUEST: Parks and Recreation Board

MEETING GROUP: Parks and Recreation Board

STAFF RECOMMENDATION

Staff recommends approval.

STRATEGIC PLAN

Strategy: Policy Leadership

Quality of Life Experiences

Goals & Actions by Strategy: Continue to be a pre-eminent city for Parks and Recreation programs.

BACKGROUND & PURPOSE

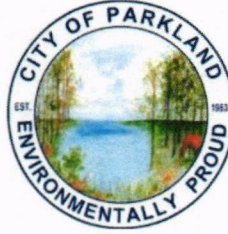
The Sponsorship Review Sub-Committee had a meeting on March 10th and March 30th. David Gott, Chair, will provide an update from these meetings.

FISCAL IMPACT

EXPIRATION OF CONTRACT

ATTACHMENTS

1. Sponsorship Sub-Committee Minutes - March 10 2022
 2. PRAB Sponsorship Sub-committee Minutes - March 30 2022
-



**PRAB SPONSORSHIP SUB-COMMITTEE MEETING
CITY OF PARKLAND
MINUTES**

Thursday, March 10, 2022 at 6 PM

Pine Trails Park
Amphitheater Conference Room
10555 Trails End
Parkland, Florida 33076

Present were:

David Gott
Leo Gordon
Bruno Battel
Christine Garcia

Meeting Notes

- Meeting started at 6:00 pm.
- Current Sponsorship Policy was distributed and discussed.
- The assignment of the Sub-Committee is to review existing policy and discuss potential opportunities to expand policy to allow sponsorship banners / signage at City parks. The policy would outline guidelines and procedures. The goal is to obtain additional sponsorship revenue that could help "off set" annual field maintenance costs and potentially help keep the Sports Organization User Fees at a minimum. The policy is intended to give guidance for accepting sponsorships while still maintaining the park looks, aesthetics and operational use.
- Some ideas discussed included:
 - Define locations at parks (baseball / softball field fences, back of 5-tier bleachers, etc.) ensuring that these locations were viable exposure for a business, but not block the operational needs of programs.
 - Define banner sizes for each location and the maximum number of banners permitted at each location.
 - Banners should be of similar format and be a one-color print to keep uniformity for better appearance.
 - Timeframe of sponsorship should be for one year.

- Define the set costs that would provide a range of financial impact to a business based on size of banner and location. This would allow them the ability to pick which package best fits their need and budget when considering sponsorship.
- Consider providing multi-year discounts if the business pays full fees for the multiple years up-front and perhaps offer multi-park discounts.
- It is also important to give notice to the sponsoring business either 90 days or 120 days in advanced of their end date to give the business the "first right of refusal" to re-new.
- Staff will research local municipalities that offer sponsorship opportunities to share with the Sub-Committee and prepare a draft for discussion at the next meeting. The tentative date for the next meeting is Wednesday, March 30th at 5:30 pm, pending everyone's availability.
- There was also discussion to potentially include the executive team of the Chamber of Commerce at a future meeting once the proposed policy is a little more defined for their input as well.
- The meeting concluded at 7:00 pm.

Transcribed and submitted by Deputy City Clerk Stephanie Frohman, CMC.

Stephanie Frohman

Parks & Recreation Advisory Board

Sponsorship Sub-Committee

Thursday, March 30, 2022 – Meeting Notes

Location:

Pine Trails Park
Amphitheater Conference Room
10555 Trails End
Parkland, FL 33076

Present:

David Gott
Leo Gordon
Robert Brannen
Bruno Battel
Christine Garcia

Meeting Notes:

- Meeting started at 5:30 pm.
- Research was completed for local municipalities that have similar sponsorship programs for advertising in parks. Information for similar programs from Margate, North Lauderdale, Sunrise, Weston and Broward County were distributed and reviewed.
- A draft policy and application was distributed for discussion (see attached). The group overall like the changes in the draft policy.
- Below are the recommended changes:
 - On the policy, under Guidelines, remove one of the duplicate prohibition (#4 and #8 were the same); and add Profanity.
 - On the policy, under Procedures for Park/Facility Sponsors, change #8 to be for six months instead of a year.
 - Update the changes for the Guidelines made on the policy to be consistent on the application.
- Staff will update the draft policy and application with these recommendations. The group will create an annual Park/Facility Sponsorship Packet that will define available sponsorship locations at each park (Pine Trails and Terramar Park), advertising size, material and color along with pricing and length of program available for discussion at the next meeting.
- The date for the next meeting was set for Wednesday, May 11, 2022 at 5:30 pm, pending everyone's availability.
- The meeting concluded at 6:45 pm.

material, and color along with pricing and length of program available for discussion at the next meeting.

- The date for the next meeting was set for Wednesday, May 11, 2022 at 5:30 pm, pending everyone's availability.

The meeting was adjourned at 6:45 PM.

Transcribed and submitted by Deputy City Clerk Stephanie Frohman, CMC.

A handwritten signature in blue ink, reading "Stephanie Frohman", is written over a horizontal line.