

**MINUTES  
CITY OF ORMOND BEACH  
QUALITY OF LIFE ADVISORY BOARD  
REGULAR MEETING**

**January 2, 2014**

**6:00 PM**

**City of Ormond Beach  
Training Room  
22 South Beach Street  
Ormond Beach, Florida**

**1) Call to Order**

Dr. Shapiro called the meeting to order at 6:00 p.m.

Members present were: Debbie Berner, Dr. Daniel Drake, William Masters, Brian Nave, Kathy Page, Troy Railsback and Dr. Philip Shapiro. Excused were Julianne Blanford and Betty Smith. Absent was Dr. Gerald Woodard.

Others present were: Leisure Services Director Robert Carolin, Recording Secretary Shá Moss.

**2) Approval of Minutes – November 7, 2013**

**Mr. Masters moved seconded by Dr. Drake to accept the minutes of the November 7, 2013 meeting. The motion passed unanimously.**

**3) Election of Chairman**

Dr. Shapiro noted that he has been Chairman for the past several years and it was a privilege to serve on the Board in that capacity. He would be willing to serve again and asked if someone else wanted to serve as Chairman. He stated the Chairman was also liaison to the Ormond Memorial Art Museum.

**Mr. Masters moved, seconded by Dr. Drake, to nominate Dr. Shapiro as Chairman. The nomination passed unanimously. Dr. Shapiro accepted the nomination.**

#### 4) **Election of Vice-Chairman**

Dr. Shapiro stated Ms. Berner has been Vice-Chairperson of the Board for many years and has knowledge of the Board functions and of the community.

**Mr. Nave moved, seconded by Mr. Masters, to nominate Ms. Berner as Vice-Chairperson. The motion passed unanimously.** Ms. Berner accepted the nomination.

#### 5) **Administrative Matters**

##### a. Establishment of Regular Meeting Schedule and Time

The Board's regular schedule meetings are on the 1<sup>st</sup> Thursday of the month at 6:00 p.m. in the Training Room. If there is a meeting you cannot attend, please let staff know. Dr. Shapiro asked if anyone wanted to make a change or to continue the meetings as scheduled.

Dr. Drake stated he had a meeting on Thursdays and would probably arrive late to the meeting. He suggested moving the meeting to 5:30 p.m.

Mr. Nave stated he preferred a later meeting time.

The consensus of the Board was to leave the meetings as currently scheduled.

#### 6) **RFP for Central Park Canoe, Kayak and Paddle Board Rental Concession**

Dr. Shapiro stated it was a considerable investment to get the project started and asked whether the City could hold off on their percentage for a year or two so that the concessionaire could recover their investment.

Ms. Berner agreed with Dr. Shapiro comment and asked whether the contract could be longer than one year, maybe three years.

Dr. Shapiro suggested a reduction or elimination of the fees but noted the contract could be ended for any cause.

Mr. Nave asked what the percentage was because he didn't see that in the RFP.

Mr. Carolin stated the exact percentage or the annual fee was not mentioned in the RFP. He noted that someone could come in with a different proposal, but they would be competing with everyone that submitted a proposal. The way it was currently outlined was how the other parks in the City were managed.

Mr. Carolin stated he has been in communication with a couple vendors that were interested in the project. He noted they were established in other areas and have donated their services to the City. There are many different events the vendor could do. He noted he had no problem with a three year contract. The RFP was written as a one year contract with an automatic renewal. There are out clauses for both sides as well. Mr. Carolin stated they were looking for someone that was already established in their business.

Dr. Shapiro stated there are probably a few businesses that would be interested in the project if the terms were adjusted. Perhaps relaxing the fees and extending the contract.

Mr. Carolin stated they would be willing to work with the businesses. He noted in the past he spoke with a business owner about the Environmental Learning Center that would be located in Central Park and this project would tie into that, and could also be used to house their equipment.

Mr. Railsback stated there should be some type of rescue or emergency plan. Something should be in the thought process in the event something happens when someone is out longer than expected. Was there some type of search party or equipment inspection or training plans? Mr. Railsback also asked whether would be different fee for residents and non-residents.

Mr. Carolin stated there was nothing in the proposal regarding an emergency, and those were good point. He did point out that the City does charge non-residents different for all their athletic programs.

Mr. Carolin stated the City applied for an ECHO Gant for the Environmental Learning Center and if it was received, it eliminated the different fees.

Dr. Shapiro asked about transfer of ownership.

Mr. Railsback stated some type of assignment clause, where the contract could be sold to someone else.

Mr. Carolin stated the goal would be to put out the project RFP and once the Environmental Learning Center was in place, have someone offer tours. The Center was about two to three years out.

Mr. Carolin noted a reason for charging the operator a fee was because they would work harder to make money instead of someone not having a real commitment. That person could just be trying it out and then leave and we would have to start over.

Mr. Railsback stated the City would prefer a qualified vendor that is able to stand on their own for three years instead of someone without knowledge and just giving it a shot to see how it works.

Dr. Shapiro asked about advertising.

Mr. Railsback stated social media is what's used now.

Ms. Berner stated they would need at least three years experience in a like business so they would already have a following.

Mr. Nave stated the program at the schools would be good for the sales schools ~~would be a good selling point~~ for the Environmental Learning Center.

Dr. Drake stated they would need to be able to handle a large capacity of renters.

Mr. Carolin stated it would be interesting to see what types of proposals were received. He stated the goal would be for them to operate out of the Environmental Learning Center and they could keep their equipment on site instead of having to travel with it. The site of the Center has not yet been established.

Mr. Carolin stated her really appreciated the Board's comments and ideas.

Dr. Shapiro stated it could be a huge success if properly marketed.

**Mr. Railsback moved, seconded by Mr. Masters, that the Quality of Life Board recommends to the City Commission to support the RFP for Control Park Canoe, Kayak and Paddle Board Rental Concession with the recommendations of the Environmental Learning Center; the emergency plan; the 3 year term; the assignment or transfer of ownership clause; the capacity or volume capabilities; review of safety or certification requirements. The motion passed unanimously.**

## **7) Member Comments**

Dr. Shapiro thanked the members meeting participations and staff for their work in providing the information to the Board.

## **8) Adjournment – Next Meeting – February 2, 2014**

The meeting adjourned at ~~7:55~~ 6:55 p.m.

Respectfully submitted,

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Shá Moss, Recording Secretary

ATTEST:

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Dr. Philip J. Shapiro, Chairman