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Recreation Board Meeting
December 6, 2023.

Roger Carroll - May I have a motion to open the meeting
Ann Brennan - So moved
Tyler Second
All in favor - The motion is approved

Roll Call
Eric Action - present
Ann Brennan - present
Roger Carroll Chair - present
Clare Ceballos - present
Aly DeAngelo - present
Joanne Pickrell - present
School Board
Tyler Stanley - present

Jessice Saad
City Council Representative

Mayor Kessler

Roger Carrol - May I have a motion to approve the November minutes.
Clare Ceballos - So moved
Tyler Stanley - Second
All in favor - The motion is approved.

2023 Draft Strategic Plan Update - Mayor Kessler

Mayor Kessler - Distributed to the board copies of the Strategic Plan Draft.
Mayor Kessler - This draft was originally presented in June of this year. The version you have incorporates some of Council's feedback. Since then we have held a public workshop. The last time the plan was updated was in 2020. In 2013 we had the root plan and in 2020 it was updated. This update has gone on and off for 5 years. The objectives in it are based on community survey and workshops.

In 2013 we just had the Land Use Strategy, and the Jeffrey Mansion Master Plan had recently been adopted. Since then we continue to develop plans to supplement this overarching strategic plan. It is something we work on everyday. It lays out a road map. We need to dive deeper.

A central premise of the 2023 Strategic Plan is to serve as an umbrella over top a subset of key plans and strategies that have been developed, and that are scheduled to be and/or will be developed, to address core strategic priorities of the City. **-2-**

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Mayor Kessler reviewed the Component Plans of the 2023 Bexley Strategic Plan and the new objectives.

Mayor Kessler - Recreation is fairly sparse in objectives because we point to the Commonwealth Park plan, the ongoing Jeffrey Park Plan and the future of the Recreation and Parks Department. The goal is to complete the Year of the Parks projects. To Increase Field Facilities Opportunities. To Prioritize the Creation of Active Space for Young Adults and Senior Citizens. To Create a Permanent Senior Center. Continue to Monitor Recreation Center Opportunities. Create a Strategic Plan for the Department. Create a Master Plan for Jeffrey Park. Modernize Park Rules and Recreation Board Code.

Mayor Kessler - The Recreation Board has a very old code. You are not a Rec. Board you are a Recreation and Parks Board. None of these are prescriptive. We are modernizing, looking at, present and to future collaborative opportunities.

Mayor Kessler - Continue to Develop the Arbitrium Features within our Park Space . To Build a Four Season Shelter House in Jeffrey Park

Mayor Kessler - One of the public comments was to explore Capital as additional Recreational opportunities.

This is a brief synopsis of the Recreation Plan.

Roger Carroll - What is the process to finalize ?

Mayor Kessler - To take back all the feedback on the draft side and to incorporate it then asking council for options. My goal is to create a strategic plan and ask council to adopt it. It has been in council for about 6 months. We are trying to get any changes in place and it is possible it will pass soon.

Clare Ceballos - Why hasn't the code been updated?

Mayor Kessler - I don't know the whole history. I know it is largely unchanged. Some boards have changed many times. We recently looked at the outdated parks rules and saw this isn't really how the Rec. Board function. The Rec. Board tradition was to follow the revised code. Nothing we are talking about is dramatic.

Ally DeAngelo - What is the process for updating?

Mayor Kessler - The legal process, it goes through City Council. Often it is city staff who put pen to paper and address inconsistencies.

Roger Carroll - Is the process the same to approve the strategic plan? Ultimately they will come to the Recreation Board for recommendations.

Mayor Kessler - Yes. I don't see a Council that doesn't want to hear a recommendation.

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Clare Ceballos - What about an effort to create location Rec. Center, Senior Center Four Season Shelter ? Do you think same space or different space

Mayor Kessler - Some of these objectives are in process. There is a budget Four Season Shelter. Some feedback was to share space, multi generational space. Rec. Center is a big question, but an insightful and important point.

Ann Brennan - This is a working draft correct? When we talk about a Four Season Shelter, be more specific add nature programming into the Four Season description.

Mayor Kessler - Yes we can.

Joanne Pickrell - Under the Strategic Plan is that where the Rec Department will sit down and talk through their needs? These are our goals for increasing programs or modifying programs. That to me is how the community views the Rec. Department. Running Pre School , running Summer Camps, Rec. programming for kids. Is that part of the strategic Plan ?

Mike Price - The Strategic Plan covers all this and more. How we combine services.

Joanne Pickrell - There seems to be more programming the Rec Department is doing and need to think about staffing needs as well.

Mayor Kessler - When it comes to a Recreation and Parks Plans lets engage the Rec Board for long term planning. May need additional Rec Board Member, someone with teens, empty nesters to represent a cross section of the community

Roger Carroll - What is the status of the current Senior Center?

Mayor Kessler - We will know more about that in the next one or two months. The developer the CIC is working with is determining what the next steps are.

I continue to believe it is a fantastic site for a current Senior space or a future Senior space. We are committed to a permanent Senior Center.

Roger Carroll - Are Fitness Stations going in at Commonwealth Park?

Mayor Kessler - That is on hold right now.

Roger Carroll - Thank you Mayor Kessler

Jeffrey Mansion Rental - Year End Report

Lauren Miller - We have a steady increase of paid rentals from 2021 to 2022 we had a 34% increase additional 27% from 2022 to 2023.

The Jeffrey House which is the original part of the Mansion, people still love that space. The

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We do have Community comp events and they are increasing as well. In 2022 we had 22 and in 2023 we had 25.

We like to look at what kind of events we are hosting. From 2022 to 2023 80% are weddings and rehearsal dinners and life celebrations. Opportunities for growth are in the Mitzvahs in that in 2022 we only did 2 and in 2023 we did 3. I already booked space for 2024 so it is out there now and the carriage court is large enough to accommodate those celebrations.

Roger Carroll - How do you determine Jeffrey House rentals vs carriage court rentals in the bar chart?

Lauren Miller - If they rented both they do so by renting the carriage court and just adding on the first floor

Lauren Miller - Revenue by the year we have Catering Fees and Rental Fees.

The Catering Fees are going up as well as the number of events. From 2021 to 2022 we had a 47% increase then from 2022 to 2023 we had a 119% increase. The increase is attributed to a few larger high end events resulting in larger catering fees. In addition more events with catering fees from 24 events in 2022 to 39 events in 2023.

Rental Fees increased 56% from 2021 \$54,395 to \$85,702 in 2022. In 2023 there was a 46% increase to \$125,000.

Roger Carroll - Can you explain how catering fees work?

Lauren Miller - Every event Friday through Saturday is required to use one of our preferred caterers. We assess a 15% fee. So when they create a proposal for a client that includes the 15% When they charge the client but then in turn pay the Mansion.

Looking ahead for 2024 we have scheduled 39 events that translates to \$88,500 in revenue not to include catering fees.

We made a big policy change in 2023. We updated the alcohol policy to allow non-residents to book the Carriage Court with alcohol. We have 10 non-resident bookings in 2024 and 7 resident bookings which is \$35,000 in rental revenue.

We removed restrictions on the number of alcoholic events held in the Carriage Court.

Previously it was restricted to 2 per month. This allowed us to capture an additional 11 events in the Carriage Court that have alcohol. This resulted in additional rental and catering fees.

The updated policy allows bookings to be earlier. 24 months in advance for residents and 18 months for non-residents.

Lauren Miller - We have some Policy considerations for 2024. Provide flexibility to administration to adjust rental rates based on seasonality and timing of bookings. Potentially offer discounts for rentals held January - March and November. These months are considered off season in the event and wedding industry. Our capacity was less than 40% in these months in 2022 and 2023.

Clare Ceballos - Is the capacity based on weekends.

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Lauren Miller - Yes. What I did was one event Friday one event Saturday one event Sunday. Occasionally we can do a back to back event but that is fuff. Then I removed any dates like Harvest Fest or a community event that didn't allow us to book. So that is where we got our capacities.

Roger Carroll - How much of a discount are you thinking for off season months?

Lauren Miller - I haven't put a number to it. From my experience it was a 20% discount. We have to look at it and see that it makes sense for residents and non-residents.

Roger Carroll - Will you come to the board with a recommendation?

Lauren Miller - Yes. We need more time to look at it but I do think it is an opportunity for growth.

Roger Carroll - Thank you very much. You do an outstanding job and we appreciate it.

Directors Report

Year Of the Parks

Four Season Shelter House

Mike Price - We have selected MSA Design to do the Four- Season shelter. We received seven proposals and selected the lowest cost design proposal from MSA. We feel good about them in that they do a lot of recreation projects. We are only moving forward on the design portion at this point. In the event the project moves forward we would be looking at full service pricing of \$56,000.

Skate Park

Mike Price - The Skate Park committee is set to meet next week on 12/19/2023 at 3:00 p.m. We will review a draft design plan from Hunger. The committee will present feedback and the first workshop on the draft will be on 1/18/2024 at 6:00 p.m. at City Hall. We talked to the school to get this information out to the student population since we felt they may have an interest.

Commonwealth Park

Mike Price - There will be a public workshop on 1/24/2024 to discuss concepts for Commonwealth Park. This will include revisiting the idea of combining Commonwealth East and West. As the Mayor mentioned there are ongoing studies that will provide conceptual designs.

Pond

Mike Price - The pond is being filled as we speak. We hope to have it filled by tomorrow. The plant material is nearly complete.

Tyler Stanley - Will circulation in the pond take care of mosquitos?

Mike Price - Yes.

Tyler Stanley - Will you treat mosquitoes?

Mike Price - Yes if it becomes an issue.

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Preservation and Enhancement Committee Update

Mike Price - The Preservation and Enhancement Committee reviewed the most recent exhibit on park enhancement at the 11/29/2023 meeting. We will still get back to finish the review.

The woodland management portion of the plan is still being finalized and will be introduced to the committee in early 2024. We will review the Woodland Management and put that together to be reviewed by a community workshop. Hopefully we will have recommendations to bring to the board for your consideration.

Ann Brennan - Has the workshop meeting been rescheduled?

Mike Price - No we do not have a meeting set yet.

2024 Budget Update

Overview

Seniors

Mike Price - Extension of services through the reduction of costs for programs that take place at the Senior Center. Many senior centers offer classes at no cost because they are subsidized by the Medicare Silver Sneakers Program. Because of the limitation of our center we cannot offer that program. We requested the City Council to allow us to drastically reduce costs. We would still pay the instructor but wouldn't have the revenue side. There would be a reduction in revenue of about \$32,000. The expenses would stay the same but revenue would be drastically reduced.

Maintenance

Mike Price - we asked for an additional seasonal staff member to help support the workload in the summer including community events.

Recreation Fund Summary

Mike Price - We had a 5.4% increase in revenue a lot of that is a result of the 7% increase in Camp, Preschool, BACPack programs. Overall expenditures are up 8.6% . That represents an increase in staffing costs, expanded program offerings and inflation increase in goods and services. We are asking for a \$270,000 general fund transfer. Anticipated net decrease of \$115 in the Rec Fund Balance. As a result the Rec. Fund balance will be reduced to \$813,000.

Joanne Pickrell - Do we have a policy on the Rec. Fund balance?

Mike Price - That is a question for the auditor. We as a board do not. They have to keep a certain level because it is a money in, money out system. I do not know if there is a specific number.

Roger Carroll - What is causing the shortfall?

Mike Price - When I present a specific budget for instance for Preschool or Camp to you it reflects the direct costs to that program. For example it does not cover my cost or Natalie's costs associated with that program.

So when we say its net is \$100,000 in the positive it reflects the direct costs but it doesn't account for my time or promotional material, brochure stuff. You have administrative costs and look at that.

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Pool

Mike Price - Current budget reflects no change to the current membership fee structure. We are looking at a similar overall revenue / expenses budget from 2023.

Expenses are up 3.6% compared to 2023. Management contract is flat with a slight increase to deal with a structure change to the swim lessons program

The projected shortfall is \$94,000. We have a capital request of \$35,000 lower than last year.

Requested \$125,000 transfer from the general fund in 2023 it was \$120,000. We are looking at a \$4,000 reduction in the pool fund balance.

From an operational standpoint we feel comfortable with the \$50.00 membership continuing.

Winter Events

Mike Price - The Tree Lighting was this past Sunday. Thank you to Krisren and Ron and Jeffrey Mansion Preschool and the BHS Vocal Ensemble

The Pancake Breakfast is December 9 from 8:30 - 11:00 am.

2024 Recreation Board Meeting Dates

Mike Price - we may change dates as things come up.

January 10 / February 14 / March 6 / April 3 / May 1 / June 5 / Off July / August 7 / September 4
October 9 / November 6 / December 4

Roger Carrol - May I have a motion to approve the meeting dates.

Anne Brennan - So moved

Clare Ceballos - Second

All in favor - The motion is approved

Old Business

Sign Package for Jeffrey Park and Schneider Park

Mike Price - Attached in the google file is a guideline manual for sign design. We have the sign package we will use to solicit quotes with the intent to begin integrating the sign package in 2024. When you get a chance please take a look at it and provide any feedback.

Roger Carroll - May I have a motion to adjourn the meeting.

Ann Brennan - So moved

Tyler Stanley - Second

All in favor - Motion is approved