

September 19, 2012

MINUTES OF THE MEETING OF THE COLLIER COUNTY  
PARKS AND RECREATION ADVISORY BOARD

Naples, Florida, September 19, 2012

LET IT BE REMEMBERED, that the Collier County Parks and Recreation Advisory Board, in and for the County of Collier, having conducted business herein, met on this date at 2:00 P.M. at North Collier Regional Park, Administration Building, Conference Room A, 15000 Livingston Road, Naples, Florida, with the following members present:

CHAIRMAN: John Ribes  
VICE CHAIR: Edward (Ski) Olesky  
Mary Bills  
Phil Brougham  
David Saletko  
Murdo Smith (Excused)  
Vacancy

ALSO PRESENT: Barry Williams, Parks & Recreation Director  
Nancy Olson, Regional Manger I  
Peg Ruby, Marketing Specialist  
Jeanine McPherson, Parks & Recreation  
Amanda Eberl, Administrative Assistant

**I. Call to Order**

**John Ribes**, Chairman called the meeting to order at 2:00 PM.  
*A quorum was established.*

**II. Pledge of Allegiance and Invocation**

The Pledge of Allegiance was recited and Invocation was held.

**III. Approval of Agenda**

*Add into record VIII. Informational Items: Distribution of the  
"Annual Update & Inventory Report/Capital Improvement Element Schedule Update  
on Public Facilities 2012 AUIR/CIE" dated August 24, 2012*

**Mr. Brougham moved to approve the Agenda as amended. Second by Ms. Bills.  
Motion carried unanimously, 5-0.**

Staff noted Mr. Brougham also served on AUIR Board. This should not be any conflict.

**IV. Approval of August 15, 2012 Minutes**

*Move: Page 2, 2<sup>nd</sup> paragraph above the 1<sup>st</sup> paragraph*

**Mr. Olesky moved to approve the August 15, 2012 Minutes as amended. Second by  
Mr. Brougham. Motion carried unanimously, 5-0.**

**V. Staff Highlights – Addressed after VI. b.**

**VI. New Business**

**a. FRPA Memberships – Addressed under V. b.**

**b. Surfers for Autism**

**Don Ryan, President and Founder of Surfers for Autism** requested permission to use Vanderbilt Beach on October 20, 2012 for a "Surfers for Autism" all day event. He provided the following information regarding the "Surfers for Autism" organization and event:

- Organization is based in Deerfield Beach, Florida.
- It is a 501 (c) not for profit organization.
- The organization is dedicated to the introduction of the sport of surfing to children with special needs.
- The surfers learn stand-up paddle boarding.
- Surfers are provided a safe, fun and judgment free environment with skilled surf instructors.
- The event starts at 9:00 am and will also include games, music and food.
- A catered lunch will be provided, at no cost to registered participants, their families and volunteers.
- Eight restaurants have committed to donate.
- Ft. Myers participates in a "Surfers for Autism" event is scheduled for another weekend in October.
- Shuttles will be used from designated off the beach parking lots.

- The event will be limited to 200 families.
- 140 families have already signed up for the event.
- No alcohol is allowed.
- It was estimated the event will attract between 2,500 – 3,000 participants.

**Don Ryan** showed a photo album of pictures of surfers at other locations.

**Mr. Brougham** asked if they intend to mark-off an area of the public beach.

**Don Ryan** responded they do not mark-off any of the beach area; the event is open to the public. The public is welcome to enjoy the games and music.

**Mr. Brougham** asked how the organization supports the event.

**Don Ryan** responded the organization holds a raffle on the donated goods received and takes donations for t-shirts and other items. Surfers for Autism offers at the events. They also have corporate sponsors to help fund the events.

**Mr. Ribes** inquired on how people register for the event.

**Don Ryan** directed anyone interested in participating or volunteering for the event should register on Facebook.

**Mr. Olesky** asked if anyone could walk-up and participate.

**Don Ryan** responded no; the event is limited to 200 families, which registrations fill up fast. He mentioned hopes to grow the event into having 250 families. He said each surfer will have time 3-4 times in the water. He added 70% of those participating are from the area and 30% participants will be from out of the area.

**Mr. Brougham** asked if the organization had insurance coverage.

**Don Ryan** noted there is \$30 million in coverage.

**Barry Williams** stated they would name PAR on their policy.

*Mr. Brougham moved to approve the “Surfers for Autism” Event to be held on October 20, 2012. Second by Mary Bills. Motion carried unanimously, 5-0.*

## V. Staff Highlights

### a. Marketing Highlights

**Peg Ruby** distributed and reviewed the new ad campaign and scheduled events: (See attached)

- Ad campaign – “Enjoy your Parks, Preserves and Beaches”
- Child Safety Fair – October 20 at North Collier Regional Park
- Fall Festival – November 1–4 at Eagle Lakes Community Park

She distributed the *R.E.A.L. 2012 Guide* with a “Print it Post it” advertising events scheduled for October through December and location where the events will be held. (See attached) She recommended the “Print it Post it” be cut out and retained for future reference.

### b. FRPA

**Jeanine McPherson** gave a slide presentation on the Florida Recreation & Park Association Annual Conference held in Orlando. 16-Staff members participated and represented the following areas:

- Aquatics
- Turf and Grounds