

CITY OF FORT PIERCE

PARKS ADVISORY COMMITTEE

Regular Meeting - Thursday, April 21, 2022 - 10 am to 12 pm

City Hall - Commission Chambers - 100 N. US-1 Fort Pierce, FL 34950

1. **CALL TO ORDER**

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL**

4. **COMMENTS FROM THE PUBLIC**

Any person who wishes to comment on any subject on this Agenda may be heard at this time. Please sign the sign-up sheet in order to speak. Please limit your comments to no more than five (5) minutes, as this section of the Agenda is limited to thirty minutes. The Parks Advisory Committee will not be able to take any official action under “Comments from the Public” section.

5. **APPROVAL OF MINUTES**

- a. Approval of the Minutes from the March 17, 2022, meeting.

6. **NEW BUSINESS**

- a. Sponsorship Process - Purchasing Department
- b. Pioneer Park Update

7. **OLD BUSINESS**

- a. Sponsorship Guidelines Final Review
- b. Issues at Jetty Park

8. **BOARD DISCUSSION**

9. **STAFF DISCUSSION**

10. **ADJOURNMENT**

In accordance with the Americans with Disabilities Act and Section 286.26, Florida Statutes, persons with disabilities needing special accommodation to participate in this meeting should contact the City Clerk's Office at (772) 467-3065 at least 48 hours prior to the meeting.

Parks Advisory Committee

5. a.

Meeting Date: 04/21/2022

Re:

SUBJECT:

Approval of the Minutes from the March 17, 2022, meeting.

Attachments

Draft Minutes

Form Review

Form Started By: Kaitlyn Ballard

Started On: 04/18/2022 01:46 PM

Final Approval Date: 04/18/2022

DRAFT

City of Fort Pierce
Parks Advisory Committee Meeting
March 17, 2022 @ 10:00am
City Hall – Commission Chambers

1. **Call to Order** - The meeting was called to order at 10:11am.

2. **Pledge of Allegiance** - Recited by the Committee

3. **Roll Call**

Present: Charlene Adair, Mark Arlington, Dr. Susan Hamburger, Ionis Jefferson, and Patty Reconco, and Bob Burdge

Absent: Leslie Olson

Staff Present: Kaitlyn Ballard and Mike Reals

4. **Comments from the Public –**

There were no comments from the public at this time.

5. **Approval of Minutes from the February 17, 2022, Meeting**

Motion was made by Dr. Susan Hamburger, seconded by Mark Arlington, to approve the minutes as corrected, from the February 17, 2022, all in favor, motion passed.

6. **Old Business**

- a. Sponsorship Guidelines** –Charlene Adair explained the issues the Park Advisory Committee is experiencing with this project. These included adding business vendors, agreement dates, and contractual obligations.
- Bob Burge stated he would like the bid process explained to the Committee to make sure there is no conflict of interest for business vendors.
 - Mark Arlington stated more local businesses/companies would be the groups that are more interested in sponsoring City facilities.
 - The committee felt that it would not be a conflict of interest for city vendors to participate in the program.
 - The committee felt the cost of the signage and its replacement, should factor into the length of time a facility can be named.
 - The committee liked and supported the idea of the right of renewal with no time limits.
 - Charlene Adair requested researching three other municipalities that have this program

- and their application process.
- Dr. Susan Hamburger will research the application process for Miami Beach, Coral Gables, and Panellas County.
 - Patty Reconco will research Indian River State College and the A.E. Backus Museum sponsorship policies and application processes.
 - Ionis Jefferson would like to know where the sponsorship money will be distributed.
 - Charlene will make the final corrections to the guidelines and present them at the next Parks Advisory Committee Meeting.
 -

b. Issues at Jetty Park –

- A letter was presented by Charlene Adair at the Conference Agenda Meeting on Monday, March 4, 2022, regarding the issues at Jetty Park.
- Charlene Adair stated the Commissioners discussed this at the meeting and have received complaints on these items as well. The City Commission would like to hear from Code Enforcement and the FPPD at the next Conference Agenda Meeting regarding these issues. The Parks Advisory Committee was not asked to do anything at this time.
- Bob Burge asked if a letter could be sent to the Fort Pierce Police Advisory Committee requesting additional research. Charlene Adair stated she would speak to Mike Reals about this.
- Ionis Jefferson stated this should be sent to the St. Lucie County Sheriff's Office. Charlene Adair stated she would speak to Mike Reals about this.

7. New Business

There was no new business at this time.

8. Board Discussion

- Ionis Jefferson inquired about an update on Pioneer Park. Charlene Adair stated she would get an update on this.
- Charlene Adair thanked the City of Fort Pierce and the Public Works Department for their efforts during the Great American Cleanup.
- No updates from Mark Arlington, Bob Burdge, Patty Reconco, or Dr. Susan Hamburger.

9. Staff Discussion

Kaitlyn Ballard gave the committee an update on the Great American Cleanup that occurred on Saturday, March 12, 2022. Over 400 volunteers came out and between the volunteers and the Public Works Department, more than 8 tons of litter/garbage was removed from our beautiful City.

10. Adjournment –

The meeting was adjourned at 11:27am. Motion was made by Dr. Susan Hamburger, seconded by Patty Reconco, to adjourn the meeting, all in favor, motion passed.

Parks Advisory Committee

6. a.

Meeting Date: 04/21/2022

Re:

SUBJECT:

Sponsorship Process - Purchasing Department

Form Review

Form Started By: Kaitlyn Ballard

Started On: 04/18/2022 02:01 PM

Final Approval Date: 04/18/2022

Parks Advisory Committee

6. b.

Meeting Date: 04/21/2022

Re:

SUBJECT:

Pioneer Park Update

Form Review

Form Started By: Kaitlyn Ballard

Started On: 04/18/2022 02:02 PM

Final Approval Date: 04/18/2022

Parks Advisory Committee

7. a.

Meeting Date: 04/21/2022

Re:

SUBJECT:

Sponsorship Guidelines Final Review

Attachments

GUIDELINES FOR THE SPONSORSHIP OF PUBLIC FACILITIES

Form Review

Form Started By: Kaitlyn Ballard

Started On: 04/18/2022 02:19 PM

Final Approval Date: 04/18/2022

**GUIDELINES FOR THE SPONSORSHIP OF THE NAME
OF SELECTED PUBLIC FACILITIES
City of Fort Pierce, Florida
DRAFT revised 4/15/22**

Purpose

The purpose of these guidelines is to establish a systematic and consistent approach for the sponsorship of the name of selected public facilities in the City of Fort Pierce, including an enterprise fund facility (a fee is charged to external users for goods or services), park, object, location, program, or event.

The distinctive characteristic for this type of naming rights is that the buyer gets a marketing property to promote products and services, promote customer retention and/or increase market share for a defined period of time consisting of a minimum of 2-5 years and a maximum of 20 years and for a specific amount of money.

Names can be as a presenting sponsor, which attaches the name to the traditional name, or as a title sponsor, which replaces the original name with the sponsored one. The purchaser of the naming rights may choose to donate those rights to an outside organization that is approved by following these guidelines.

Sections within the overall facility, specialized areas, or amenities may be separately sponsored and have a name different from that of the larger facility.

Objectives

- Ensure that given names to these facilities are consistent with the values and character of the City.
- Encourage public input opportunities for the sponsorship of these facilities.
- Provide an opportunity for the City to enter into sponsorship agreements for the purpose of optimizing non-tax revenue sources. City staff may solicit such sponsorship agreements. Sponsorships must be paid in full per the agreement.
- The City will not relinquish to the sponsor any aspect of the City's right to manage and control the City's assets or facilities.
- All sponsorship agreements are to be reviewed by the City Attorney's office prior to finalization to ensure that the City's legal interests are protected.

Criteria

The practice of the City of Fort Pierce is to name these facilities through an adopted process utilizing the above objectives, emphasizing community values and character, local and national history, geography, the environment, civics, and service to the City of Fort Pierce. Therefore, the following criteria shall be used in determining the appropriateness of the sponsored naming designation:

- Sponsors may be a Corporate entity, or any entity or individual that would benefit from this marketing approach.
- The following industries and products are not eligible to sponsor public facilities: police-regulated businesses; faith-based and political organizations; companies whose business is substantially derived from the sale of alcohol, tobacco, firearms, or adult use of a sexual nature.
- All advertising designs will be reviewed in detail and must comply with City standards to be approved. The following standards for advertising are examples of what will not be displayed:

- If false, misleading, or deceptive.
- Relates to an illegal activity.
- Is explicit sexual material, obscene material, or material harmful to minors.
- Advertises tobacco products.
- Includes language, which is obscene, vulgar, profane, or scatological.
- Depicts violence and/or anti-social behavior.
- Is specific to religious or political beliefs.
- The sponsorship program does not apply to:
 - Philanthropic contributions, gifts, grants, or unsolicited donations in which no commercial and/or marketing benefits of being associated with one or more of the City's activities are granted to the sponsor.
 - Funding obtained from other governmental entities through formal grant programs.
 - City sponsorship support of external projects where the City provides funds to an outside organization.
 - In-kind contributions or monetary contributions from independent foundations or registered charitable organizations through their granting or giving programs.
 - In-kind contributions or monetary contributions from entities making such contributions with funds made available to them by the City.
 - Rent fees, and/or other compensation received by the City from third parties who lease, license, or use City property for their own activities, including, but not limited to, the use of City recreational facilities by athletic organizations.
- The City may revoke, suspend, or modify any sponsorship agreement as necessary to comply with laws, to ensure the safety and convenience of the public, and to effectuate the City's goals and objectives. In the event an organization that has received a sponsorship is acquired by or merged into another organization, the City reserves the right to discontinue the existing sponsorship. Refunds may be granted in the sole discretion of the City Manager.

Procedures

The steps to sponsor the name of a selected public facility include but are not limited to:

1. Initiation of a request for applications to sponsor. This can be initiated by the City of Fort Pierce (including organizations within), or by a potential sponsor. Initiate a call for sponsors if deemed appropriate with a deadline for submission of applications within 30 days.
2. Applications submitted to the City Clerk for each nomination by potential sponsors.
3. Review of application/s from potential sponsors by the Parks Advisory Committee according to Objectives and Criteria above.
4. All vetted applications presented to the Commissioners with notes from the review.
5. Commissioners discuss these applications during a Conference Agenda meeting. The Commission may accept or reject the application/s. If the Commission rejects the application/s, the call for applications will be referred back to the Committee, or they may decide to not move forward at all.
6. Commissioners approve/deny the application/s by vote at a Commission Meeting. If approved, a final Sponsorship Agreement will be produced and executed by the City Attorney.

Parks Advisory Committee

7. b.

Meeting Date: 04/21/2022

Re:

SUBJECT:

Issues at Jetty Park

Form Review

Form Started By: Kaitlyn Ballard

Started On: 04/18/2022 01:47 PM

Final Approval Date: 04/18/2022