

CITY OF FORT PIERCE

PARKS ADVISORY COMMITTEE

Regular Meeting - Thursday, May 19, 2022 - 8:30am to 10am

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 April 17, 2022, Meeting.

6. **OLD BUSINESS**

- a. Sponsorship Guidelines Final Review
- b. Pioneer Park Update

7. **NEW BUSINESS**

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: 05/19/2022

Re:

SUBJECT:

Approval of the Minutes from the April 17, 2022, Meeting.

Attachments

Draft Minutes

Form Review

Form Started By: Kaitlyn Ballard

Started On: 05/13/2022 04:38 PM

Final Approval Date: 05/13/2022

DRAFT

City of Fort Pierce
Parks Advisory Committee Meeting
April 21, 2022 @ 10:00am
City Hall – Commission Chambers

1. **Call to Order** - The meeting was called to order at 10:03am.

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

3. **Roll Call**

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

Absent: Mark Arlington

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 March 17, 2022, Meeting**

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

6. **New Business**

- a. **Sponsorship Process – Purchasing Department** – Gelencia Carter, Purchasing Division Manager, spoke before the Parks Advisory Committee regarding the facility sponsorship program. She gave an example to the committee of the solicited and unsolicited processes that are used by Savannah GA, as an example. Ms Carter stated most city contracts are a minimum of three years, payment guidelines should be added to the program, and payment should be made within 30 days of approval. She also stated the evaluation process should be based on a point system when selections are being made.

Charlie Adair stated she will make the necessary corrections to the guidelines and present it at the next Parks Advisory Committee Meeting in May.

- b. Pioneer Park Update - Pam Carithers of Lincoln Park Main Street, was unable to attend the meeting at this time. Kaitlyn will research this item more and provide an update to the committee at the next meeting.

7. Old Business

- a. **Sponsorship Guidelines Final Review** - there are some items that need to be changed on the sponsorship guideline form. Add RFP and unsolicited proposals, payment due within 30 days of approval, and right of renewal.

Charlie Adair will ask Gelencia Carter about forms and the Purchasing Division will handle the bid process.

- b. **Issues at Jetty Park** – Deputy Chief Ridle and Peggy Arraiz, Director of Community Response, came to speak before the Parks Advisory Committee regarding the issues at Jetty Park. The Fort Pierce Police Department and the Fort Pierce Code Enforcement Division both enforce the ordinances throughout the city parks.

Code enforcement does not enforce the ordinance in the evening as their shift ends at 5:00 PM. The FPPD is responsible for enforcing the ordinance throughout the day and night. Deputy chief Ridle states 24 calls have been received between January 1st and April 14th for Jetty Park. He also stated that 19 calls have been received for Jaycee Park during the same time frame. He informed the committee that this is not an abundant amount of calls for this time frame and does not see a particular pattern.

Charlie Adair thanked Deputy Chief Ridle and Director Peggy Arraiz for attending the meeting and providing the information.

8. Board Discussion

- Patty Reconco informed the committee of a dead memorial tree at Glidden Park.
- Bob Burge would like to know if the city has a list of facilities that have already been named.
- Ionis Jefferson had no update
- Leslie Olson discussed tree canopy and shaded walkways are tied to a decrease in crime rate. Leslie would love to see more trees in the city rights-of-way.
- Charlie Adair had no update.

9. Staff Discussion

Kaitlyn Ballard gave the committee information on the upcoming Lunch and Learn on Saturday May 7th, 2022, from 11:00 AM to 1:00 PM. This Lunch and Learn will feature the Fleet Maintenance Division of the Public Works Department.

10. Adjournment –

The meeting was adjourned at 11:47am. Motion was made by Bob Burdge, seconded by Patty Reconco, to adjourn the meeting, all in favor, motion passed.

Parks Advisory Committee

6. a.

Meeting Date: 05/19/2022

Re:

SUBJECT:

Sponsorship Guidelines Final Review

Attachments

Guidelines for the Sponsorship of Public Facilities

Form Review

Form Started By: Kaitlyn Ballard

Started On: 05/13/2022 02:06 PM

Final Approval Date: 05/13/2022

**GUIDELINES FOR THE SPONSORSHIP OF THE NAME
OF SELECTED PUBLIC FACILITIES
City of Fort Pierce, Florida
DRAFT revised 5/6/22**

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 3-5 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 as RFPs or as an Unsolicited Proposal. Sponsorships must be paid per the agreement within 30 days.
- 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 at 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) through the RFP process, or by a potential sponsor through the Unsolicited Proposal Process.
2. Initiate a call for sponsors if deemed appropriate with a deadline for submission of applications within 30 days.
3. Applications submitted to the City Clerk for each nomination by potential sponsors.
4. Review of application/s from potential sponsors by the Purchasing Department according to Objectives and Criteria above as well as the RFP or Unsolicited Proposal Process.
5. All vetted applications presented to the Commissioners with notes from the review.
- ~~6. 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.~~
 Explain why removed??
7. 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

6. b.

Meeting Date: 05/19/2022

Re:

SUBJECT:

Pioneer Park Update

Form Review

Form Started By: Kaitlyn Ballard

Started On: 05/13/2022 02:52 PM

Final Approval Date: 05/13/2022