

1 SPORTS COMPLEX TASK FORCE BOARD  
2 MINUTES  
3 JANUARY 4, 2012  
4

5 The Sports Complex Task Force Board held a regular meeting on Wednesday, January 4, 2012 at  
6 the City Commission Chambers, 210 Sams Avenue, New Smyrna Beach, Florida. Chairman Sid  
7 Peterson called the meeting to order at 6:00 p.m.  
8

9 ROLL CALL

10 The following members answered to roll call:  
11

12  
13 Sid Peterson  
14 Lionel Long  
15 Mark Pernell  
16 Alan Weaver  
17 Kenny Kane  
18 James Haynes  
19 Robert Wall  
20 Max Dugas  
21

22 City Manager Pam Brangaccio; Assistant City Manager Khalid Resheidat; Parks & Recreation  
23 (P&R) Director Liz Yancey; Parks Coordinator Tom Robert; Sports Complex Manager Matt  
24 Musgrove; Athletic Coordinator A.T. Marucci; and Recording Secretary Amy Thomas.  
25

26 APPROVAL OF MINUTES  
27

28 **Mark Pernell made a motion to approve the minutes of the regular meeting held December**  
29 **21, 2011, seconded by James Haynes. Motion passed unanimously, 6-0.**  
30

31 MARKETING DISCUSSION- By Matt Musgrove/Sports Complex Manager  
32

33 Matt Musgrove stated that he had a power point presentation to show the Board that basically  
34 outlines a foundation where we can start to build. He stated that this could be considered step one of  
35 the business plan. He stated that the overall goal would be to have this plan complete by April so this  
36 can accompany the Board's recommendation to the City Commission. He stated that he would like  
37 to utilize the rest of the meetings outlining it step by step. He stated that he was looking for any  
38 suggestions, observations, ideas, or any thoughts from the Board towards a five year plan. He stated  
39 that we are trying to create a center of athletics for our community. He stated that we need to do that  
40 without having negative financial impact on the participants or the city. He stated that means  
41 augmenting the local programming with tournaments and other events that we want to bring in to try  
42 to generate some revenue. He stated that the goal is a self sustaining athletic complex that will rise  
43 as events become more frequent and involvement from business increase. He stated that right now  
44 there really is no business or corporate involvement. He stated that the way we do that is in the form  
45 of sponsorships. He stated that we are not looking at advertising for these businesses we are looking  
46 at community involvement. He stated that these are dollars they would use to help the youth and  
47 high school athletics use the park. He stated that any other events we can have out at the Sports  
48 Complex will raise the profile of the complex in the community. He stated that where we will  
49 generate the most business is through tournaments that we run ourselves not someone else. He stated

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1 that he was envisioning businesses pulling together and sponsoring youth football or baseball. He  
2 stated that he is working on a page on the city's website for all youth sports. He stated that a data  
3 email blast and a Facebook page will promote all sports so the general awareness will be elevated.  
4 He stated that we are ready to handle soccer right now. He stated that we are going to get approved  
5 by the Florida Youth Soccer Association as an associate affiliate at the end of this month and then we  
6 can start hosting soccer tournaments. He stated that we are going to be a family oriented  
7 environment with all sports events for youth to adults. He stated that we need first class top notch  
8 playing fields. He stated there is a lot of work that needs to be done at the Sports Complex to get us  
9 there. He stated that we are having the park rekeyed due to the amount of keys that are floating  
10 around out there and some locks are being replaced. He stated that rekeying the park and having  
11 better control of the lighting will help tremendously. He stated that he wants to talk to Musco  
12 Lighting regarding putting the lights on a timer. He stated that we need to get the community using  
13 the park and build up our youth leagues which builds up the potential volunteers. He stated that this  
14 is the general idea of the direction of building our foundation which is a park that is very well  
15 managed and maintained. He stated that he would like to hear any thoughts from the Board that he  
16 didn't discuss.

17  
18 Chairman Peterson stated that he would like to understand the direction of business involvement. He  
19 stated that local businesses are constantly being hit by people trying to get sponsorships for some  
20 event. He stated that maybe corporate would be the way to go.

21  
22 Mr. Kane stated that most of the time when a business writes a check for sponsorship there is no  
23 evidence of it.

24  
25 Mr. Pernell stated that businesses want to know what they are getting in return for their sponsorship.

26  
27 Mr. Kane stated that he thinks there is an opportunity it just needs to be managed properly.

28  
29 Mr. Wall stated that in the past the advertising signs were not able to be left up. He stated that it  
30 wasn't effective to solicit that because of that reason.

31  
32 Chairman Peterson stated that the high school and the city should make the sponsorships a common  
33 fund for all.

34  
35 Mr. Pernell stated that we were going to have levels of sponsorship and breaking down every sport  
36 that used the complex the businesses were going to be billed four times a year but they had  
37 representation at every event at the Sports Complex. He stated that they were going to get signage  
38 and the teams were going to have the businesses names on them.

39  
40 Mr. Resheidat stated that from what he is hearing from the Board we need to do a partnership  
41 corporation communication with the high school and other agencies and come up with a bigger plan.

42  
43 Chairman Peterson stated that he thinks they have had problems with that in the past.

44  
45 Mr. Weaver stated that the schools have had so much competition since there hasn't been a booster  
46 club. He stated that every sport is competing against the other to get revenue. He stated that from  
47 experience he has seen where money has been wasted. He stated that if there was a booster club and  
48 someone to tell each organization what they were limited to it would be better.

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1 Chairman Peterson asked whose responsibility is it to get the corporation sponsorship.

2  
3 Mr. Musgrove stated that is was his responsibility to help market these programs that are coming to  
4 the Sports Complex. He stated that when this is done the sponsor needs to get what he expects to  
5 receive.

6  
7 Mr. Kane asked if there was a way finding still going on and is the Sports Complex involved in that.

8  
9 Mr. Resheidat stated that is basically for the Community Redevelopment Agency District.

10  
11 Ms. Brangaccio stated that we could do that with the same kind of logos and pay for that out of the  
12 general fund with approval from the Florida Department of Transportation.

13  
14 Mr. Kane stated that a way finding could help getting to the field but also help promote it.

15  
16 Chairman Peterson stated that the signs that are out at Sports Complex need repainted.

17  
18 Mr. Musgrove stated that he has that on the list of stuff to do.

19  
20 Chairman Peterson stated that if we are going to be talking revenue then we should probably see  
21 some revenue figures.

22  
23 Mr. Resheidat stated that this was the initial process for marketing and for the next two meetings we  
24 will be discussing marketing and then we will come up with the business plan and the revenue.

25  
26 Chairman Peterson asked if they were looking for ideas on tournaments or something from the  
27 Board.

28  
29 Mr. Resheidat stated that any ideas from the Board for marketing would be fine.

30  
31 Mr. Musgrove stated that he was looking for something that was outside the box but still would fit in  
32 to the Sports Complex. He stated that a thought that staff has had during the off season is a BMX  
33 track out at the complex and that is a potential revenue service.

34  
35 Chairman Peterson asked if we had any senior sports out at the Sports Complex other than the Senior  
36 Olympics.

37  
38 Ms. Yancey stated that we have our senior games in October but other than that we don't have  
39 anything going on besides senior softball.

40  
41 Chairman Peterson stated that the seniors make up a good part of our community and maybe we  
42 should call some of the senior organizations and see what they need.

43  
44 Mr. Musgrove stated that maybe we can target that community with some walking events.

45  
46 Mr. Kane stated that when he was at the race track they were approached by people wanting to do  
47 these extreme events which were like glorified obstacle courses.

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1 Mr. Musgrove stated that maybe we could integrate it in to some kind of triathlon or maybe some  
2 kind of military obstacle course on the multi-purpose fields.

3

4 Mr. Weaver asked about having concerts at the stadium.

5

6 Ms. Yancey stated that there have been several attempts but we have encouraged them to wait until  
7 after the football season.

8

9 Mr. Weaver stated that if you get the right concert it will bring lots of people which will bring in the  
10 revenue.

11

12 Mr. Resheidat stated that some ideas to use the complex for were a flea market, circus, race week or  
13 bike week events.

14

15 Mr. Musgrove stated that if we can find peripheral events that we can tie into for revenue to come  
16 our way. He stated that he would like to use the complex on an athletic basis.

17

18 Mr. Weaver stated that there might be a full schedule out at the complex once we get all these  
19 leagues going with tournaments involved.

20

21 Mr. Robert stated that the football stadium needs to be marketed more. He stated that the other fields  
22 stay pretty busy.

23

24 Mr. Resheidat asked the Board to come up with any marketing ideas and bring them to the next  
25 meeting.

26

27 ADJOURNMENT

28

29 With there being no further business, the meeting was adjourned at 7:30p.m.