

1 SPORTS COMPLEX TASK FORCE BOARD  
2 MINUTES  
3 JANUARY 18, 2012  
4

5 The Sports Complex Task Force Board held a regular meeting on Wednesday, January 18, 2012  
6 at the Parks and Recreation Portable, 1000 Live Oak Street, New Smyrna Beach, Florida.  
7 Chairman Sid Peterson called the meeting to order at 6:00 p.m.  
8

9 ROLL CALL

10  
11 The following members answered to roll call:  
12

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

21 James Haynes was absent. City Manager Pam Brangaccio; Assistant City Manager Khalid  
22 Resheidat; Parks & Recreation (P&R) Director Liz Yancey; Parks Coordinator Tom Robert;  
23 Sports Complex Manager Matt Musgrove; and Recording Secretary Dorlisa Pogany.  
24

25 APPROVAL OF MINUTES  
26

27 **Kenny Kane made a motion to approve the minutes of the regular meeting held January 4,**  
28 **2012, seconded by Lionel Long. Motion passed unanimously, 7-0.**  
29

30 CONTINUE DISCUSSION ON MARKETING  
31

32 Matt Musgrove gave each of the Board members a handout on charts of fees at the Sports Complex.  
33 He stated that since the last meeting staff has been getting ready for baseball and the high school  
34 started practice on Monday with their tryouts. He stated that staff has put out a bid to outsource the  
35 chemical for fertilizer and pesticides. He stated that staff will have a recommendation to the City  
36 Commission on February 28, 2012 with the contract starting on March 1, 2012. He stated that staff  
37 met with the New Smyrna Beach (NSB) High School track coach Zeek Moore. He stated that Mr.  
38 Moore is interested in holding some meets at the Sports Complex this year and he also pitched at a  
39 meeting last week for the Sports Complex to host district. He asked Mr. Wall if the high school had  
40 heard back about that.  
41

42 Mr. Wall stated that they did and it wasn't going to happen this year.  
43

44 Mr. Musgrove stated that was okay because that will give us more time to get the facility enhanced.  
45 He stated that the city is entering a partnership with South Daytona to host six baseball tournaments.  
46 He stated that we are going to host our own tournament in April or May. He stated that the city also  
47 entered in to a partnership with ISA to host girls fast pitch tournaments. He stated that he is also  
48 looking at the Musco Lighting after seeing how everyone is working the lights that have access to  
49 turning them off and on. He stated that the automatic control system is exactly what we need. He

SPORTS COMPLEX TASK FORCE  
JANUARY 4, 2012  
MINUTES

1 stated that we are in the middle of plotting the entire calendar with practices and games and once we  
2 are done we are going to designate hours for public use. He stated that we will have the calendar  
3 posted online. He stated that he is exploring the walking club, a BMX track and maybe a skating  
4 rink that would be out at the complex for the month of December. He discussed the rate chart for  
5 private users, schools and tournaments with the Board.

6  
7 Chairman Peterson asked how long the existing rates had been in place.

8  
9 Mr. Musgrove stated that they had been in effect since 2008 and they are still in the ballpark price for  
10 the area. He stated that at this time the concessions are still under contract with a vendor for all  
11 sports until August 2012. He stated that he would like the city to take that back over again and give  
12 us more freedom to run them or the sports can pay us to claim the rights to control the sessions for  
13 the games.

14  
15 Mr. Pernell stated that we offer a variety of stuff in the concessions when we do them with Pop  
16 Warner and it's still difficult to make the money needed to pay the officials and the bill for the food  
17 purchase to sell.

18  
19 Mr. Resheidat stated that he was concerned about losing the main goal of sports activities. He stated  
20 that there will be too many efforts made on the concession versus the sports activities.

21  
22 Mr. Musgrove stated that he expected to hear people not in favor of this. He wanted to hear the  
23 feedback on the city running the concessions. He stated that he thinks it needs to be looked at.

24  
25 Mr. Pernell stated that he doesn't like doing the concessions at all. He wished someone would take it  
26 over and pay the officials.

27  
28 Mr. Musgrove stated that he has been talking to the City of South Daytona about working together  
29 and charging a \$250.00 fee to reserve a tournament weekend. He stated that if they cancel after two  
30 weeks before the tournament then there will be no refund.

31  
32 Mr. Kane asked how much the Southeast Volusia Soccer plays to use the fields.

33  
34 Mr. Musgrove stated that they pay \$5.00 a player for the youth group.

35  
36 Ms. Yancey stated that they are also providing a referee for us.

37  
38 Mr. Kane stated that the city is also thinking about going \$5.00 a player on Pop Warner football. He  
39 stated that they clean up after the games or pay a fee to have it cleaned up. He stated that Spruce  
40 Creek and Atlantic pay the same fee as New Smyrna Beach (NSB) High School does but NSB and  
41 Pop Warner clean up after their games.

42  
43 Mr. Pernell stated that Pop Warner had two agreements at the Sports Complex one was that in lieu of  
44 using the fields on Saturday we would clean up after all the football games for Pop Warner, NSB,  
45 Atlantic and Spruce Creek high school games. And the other agreement was when we became  
46 volunteers at the high school in lieu of the \$2,000 fee we were responsible for maintaining and  
47 stripping the field for the Pop Warner, NSB, Atlantic and Spruce Creek high school games.

SPORTS COMPLEX TASK FORCE  
JANUARY 4, 2012  
MINUTES

1 There was discussion among staff and the Board regarding the fees that Pop Warner and the high  
2 schools were paying for the field and who was cleaning up after the games. There were suggestions  
3 to see how much money the teams were making versus what they were actually paying out to the  
4 Sports Complex.

5  
6 Mr. Wall stated that football is the money maker for the high school and if they were making less  
7 money they would have to cut other programs and other sports.

8  
9 Mr. Musgrove stated that he will be meeting with Mr. Wall tomorrow to discuss the athletic fund to  
10 offset expenses to help out everyone so programs don't have to be cut. He stated that he wants to  
11 figure out how we can form a sponsorship to help alleviate some or all the expense. He stated that  
12 maybe we put together sponsorship packages to help offset the expenses.

13  
14 Chairman Peterson stated that selling booster club seats at the stadium would be the way to go. He  
15 stated that he didn't understand why they quit doing that.

16  
17 Mr. Weaver stated that if you have a good football team and they sell booster seats and push the  
18 concession people to produce the money is there. He stated that they should get a discount but not  
19 the entire \$2,000 fee.

20  
21 Chairman Peterson stated that the booster seats could pay for this field.

22  
23 Mr. Musgrove stated that we can't continue with the way things are going because the volunteers that  
24 are there now doing all the work won't always be there. He stated that the volunteers need not be  
25 worried about the money and taking care of the fields that was his job.

26  
27 Mr. Resheidat asked the Chairman if he wanted to continue the discussion at the next meeting.

28  
29 Chairman Peterson stated that he would like to process these rate charts and talk about it at the next  
30 meeting. He asked to see figures on where the registration fees go.

31  
32 Ms. Yancey stated that we are talking about keeping \$5.00 of the fee per player at Parks and  
33 Recreation and the rest goes to the Sports Complex.

34  
35 Mr. Musgrove stated that at the next meeting we should talk about sponsorship and marketing  
36 packages. He stated that if the Board has any ideas they should bring them to the next meeting.

37  
38 NO PUBLIC PARTICIPATION

39  
40 ADJOURNMENT

41  
42 With there being no further business, the meeting was adjourned at 7:35p.m.