

# BEAUFORT COUNTY PARKS & LEISURE SERVICES

## ADVISORY BOARD MINUTES

Conference Room  
Beaufort Industrial Park, Building 102  
Thursday, September 5, 2013  
2:30 PM

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**Board Members Present:** Arthur Middleton, Chairman  
Ronald Campbell  
Tom Ertter  
Christian Kata  
Mike Manesiotis  
Bruce Yeager

**Board Members Absent:** Chuck Culpepper  
Gregory McCord

**Staff Present:** Scott Marshall, PALS Director  
Viki Hill, PALS Aquatics Supervisor  
Shannon Loper, PALS Fiscal Technician  
Harold Sanders, PALS Athletics Supervisor  
Kerry White, PALS Recreation Supervisor

**Guest Present:** Alan Eisenman, Finance Department  
Morris Campbell, Community Services Department  
LaKinsha Petty, Beaufort County School District  
Coach Kathy A. Tevey, FINS Swim Team  
Kathy Evans, FINS Swim Team  
Frank Soule, Island Recreation Center

### CALL TO ORDER

Arthur Middleton, Chairman of the Advisory Board, called the meeting to order at 2:35 PM. The pledge of allegiance was said by all.

### APPROVAL OF JUNE 6, 2013 MINUTES

The minutes from the June 6, 2013 Advisory Board meeting were unanimously approved.

### PUBLIC COMMENT

Coach Kathy Tevey and Kathy Evans spoke on behalf of the FINS swim team. She listed some of the highlights which the Fins have accomplished since 2006. Each child pays on a sliding scale and how much time they are in the water. They have scholarships available. The County has asked them to cut 49 lane hours out of the Bluffton pool over the previous lanes usage along with implementing an additional average usage fee of \$1,600 per month. FINS would like to see the County consider a long term usage contract that would allow them the space to grow and also grow the programs they foster. Additionally they want the County to start a future planning for an additional aquatics facility for Southern Beaufort county. They would be willing to help if there is any way they can. They currently have a four year contract with the Shell Hall community to use their facility year round; however because some of the programs involve younger swimmers who cannot swim outside year round, they cannot use that pool for their entire program. They still need to access the Bluffton indoor pool year round. They have had to cut the Masters Swim program to help out with the situation at this time. This eliminated 26 lane hours. Scott Marshall said County Council has asked him to take a look at the pool usage and what they have been

charged verses what they should have been charged. He has done that and given the information to Administration. The next step is we are waiting for County Administration or Council for further guidance.

### **PALS INTERIM FINANCIAL STATEMENT**

The June Interim financial statement was presented by Alan Eisenman, Finance Department. The General Fund Revenues were \$691k while the Expenditures were at \$3.16M. When we compare that to this time last year our revenues were \$713k and our expenditures were \$2.91M. The Special Revenue Funds (which have restrictions as to how they can be spent) are as follows: PALS Capital Program - \$52k Fund Balance, PALS Impact Fees - \$2.49M Fund Balance, State PARD Grants – Zero Fund Balance, Summer Nutrition Program - \$7k Fund Balance, YMCA Donations – Zero Fund Balance, Special Events - \$53k Fund Balance. The Special Revenue Funds Impact Fees are as follows: Daufuskie - \$483 Fund Balance, Bluffton - \$1.65M Fund Balance, Port Royal - \$2k Fund Balance, Lady's Island – \$13k Fund Balance, St. Helena - \$821k Fund Balance. These reports are unaudited and can be located at the following website:

[http://www.bcgov.net/departments/Finance/finance/financial\\_reports\\_fiscal\\_year\\_2013\\_fourth\\_quarter\\_ending\\_june\\_30\\_2013\\_PALS\\_June\\_Financials](http://www.bcgov.net/departments/Finance/finance/financial_reports_fiscal_year_2013_fourth_quarter_ending_june_30_2013_PALS_June_Financials). The PALS FY2014 budget has been finalized.

### **UNFINISHED BUSINESS**

PALS accreditation plans for coaches certification are still being pursued. The issue was to find the \$2,500 funding and Shannon is moving forward with this. Bridges Preparatory School is now housing about 120 students in grades K thru 1 at the Charles Lind Brown center. The lease is \$3,000 per month. The Circle of Hope is on a month to month basis until an agreement is finalized as their current agreement has expired.

### **NEW BUSINESS**

- A. Greens Shell Park** – Discussion was held regarding the usage of this park by PALS. As there has not been that much usage in the past, it was suggested that PALS turn this park back over to the Town of Hilton Head. The motion was made by Mike Manesiotis to relinquish back to the Town of Hilton Head the Green Shell Park. Seconded by Tom Ertter and approved unanimously
- B. Bluffton Youth Sports (BYS)** –BYS sent us a schedule of their intended use for the ball fields for fall baseball. BYS has been recognized as the provider of recreational sports for the spring seasons. Under the fee schedule there is no charge to providers of recreational sports. The contract or agreement that was drawn in 2008 between BYS and PALS does not make such a distinction for the fall nor does it exclude fall. Given the fact that PALS was not offering fall baseball by default BYS was the provider of fall recreational baseball. PALS does not charge them to use the fields in Bluffton for this fall event. Scott said he has met with Steve and Allen (BYS) to advise them that this contract is dated, not written very well, and probably needs to be updated. We will enter into a new agreement before the spring season that best benefits the kids. We can do this in one of two ways: 1) we give everything to them—they maintain the fields, do the registrations, run the concession stands, the whole nine yards. 2) The other side is we do everything and they do nothing. I suspect that somewhere between all this there is going to be the right fit for the kids to be able to play ball.
- C. Bluffton Pool** – This was covered in the Public Comments section of the meeting.

### **DIRECTOR REPORTS**

#### **A. PROGRAM UPDATES**

- 1. Aquatics (Viki Hill) - The Lind Brown outdoor pool closed on Labor Day as it is a seasonal pool. High school teams begin on October 1<sup>st</sup>. There will be Water Safety Instructor (WSI) classes offered at the Beaufort Pool from October 19-21. The Beaufort Masters Swim Club will be holding postal meet in early November. There are about 100 children participating in our summer group swim lessons. Water aerobics are being held the following times and locations: Battery Creek – Monday, Tuesday, and Thursday at 5:30; Beaufort - Tuesday – Thursday at 12 noon; and Bluffton – Monday, Wednesday, and Friday at 9:30.
- 2. After School (Kerry White) – Bluffton Center has 70 children registered, a capacity level of 70 and a wait list of 15. They service the following schools: Bluffton Elementary, MC Riley, Bluffton Early Childhood, Red Cedar, and Pritchardville. Burton Wells Center has 25 registered, a capacity level of 25, and a wait list of 4. They service Broad River and Shanklin schools. Port Royal Center has 24 registered with a capacity of 25. Lind Brown Center has 15 registered with a capacity of 20 and 10 on a waiting list. There are transportation and staffing issues at this location. Broomfield has 17 registered with a capacity of 20. We did offer to do the program at the Scott Center but the parents preferred doing it at the school. We do not have a contract in place with the school to do it at that location. One challenge that the after school program faces is parents who are late in picking up their children.

Unfortunately we can't go by our sign in/sign out sheet for the parents because some of them do not want to admit they were late in picking up their kids. We are throwing around a grace period of 10 minutes and then doing a late fee in five minutes increments. We did have a \$1.00 per minute late fee; however, this was done away with after the summer camp program.

3. Athletics (Harold Sanders) – Soccer – There are 1,013 participants as follows: 296 North of Broad (NOB) and starting September 9<sup>th</sup> while the are 717 South of Broad (SOB) and they begin September 7<sup>th</sup>. Football – There are 410 participants as follows: NOB – 223 / tackle and flag begins September 14<sup>th</sup> SOB – 187 / flag begins September 7<sup>th</sup> and tackle begins September 14<sup>th</sup>. Cheerleading - There are 80 participants with NOB = 32 and SOB = 48. We did not have the numbers for fall baseball. We will be advertising about through athletic packets to coaches, e-mail blasts, and newspapers.

## **B. EVENTS UPDATES**

Special Events (Shannon Loper) – The Dixie Ponytails World Series went great. We sold out of T-Shirts the very first night. We owe a special thanks to The County Channel and Public Works ground crews for the outstanding jobs they did during the whole time. This event gave us world wide exposure and we even had a dad who is stationed in Kuwait e-mail us and thank us for being able to watch his daughter play even though he was not there in person. We are going to bid on another boys World Series to be held in 2015. There is a Back to School Basketball Tournament scheduled in Buckwalter on August 9-11. The Halloween Haunted House at Buckwalter from October 24-31. We are having a free night for all Beaufort County employees and their families on October 23<sup>rd</sup>. The carnival is set for Saturday, October 26<sup>th</sup> from 11:00 – 5:00 at Buckwalter. The Bluff Fest is tentatively set for the Saturday before July 4, 2014. The money raised will be used for scholarships. We want to use the school parking lot across from Buckwalter for parking.

## **C. ISLAND RECREATION CENTER UPDATE**

Frank Soule, Island Recreation Center, presented a slide show highlighting some of the services they provide. We are contracted with Hilton Head to provide services for the swim team, scuba, camps, Boys/Girls Club, and H2A swim team. They had a total of 12,768 visits from June 3 – August 16. They had various All Day Camps with a total of 9,900 participants. This included a summer camp program with 473 registered participants with an average of 180 children per day, a Challenge Camp with 34 registered participants with an average of 30 per day, various Sports Camps. They have the following Adult Sports – pickle ball, sweat boot camp, futsal, Pick-up Basketball, and Pick-up Hockey. Their special events included a Farmers Market, Summer Jams, and a Water Fun Day.

## **D. PROJECT UPDATES**

1. Buckwalter Regional Park and Recreation Center Phase II – This is evolving into the construction of a shell to house additional gym space, as well as batting cages, and possibly space for racquet ball court, weight room, etc. We have enough in Impact Fees to fund the basic shell which will get us started. That's enough to put a usable basket ball court in and some space available for other activities as well. We may end up working with some outside sources who have agreed verbally to sponsor the construction of some other amenities within the facility. We've been working with Planning and Engineering, and architects and are asking for figures at this point. They've provided several versions; we have to figure which ones we can afford and move forward in conjunction with the Town of Bluffton who has to approve that plan.
2. Wesley E. Felix Complex (St. Helena Ball Park) - The restroom and concession stand have been demolished and will be rebuilt. There will be a new playground rebuilt as well.
3. Bluffton Recreation Center - The issue was there was no way to enter the building to use the restroom when the Bluffton Center was closed. We were able to get the restroom doors open so people could come in and use them; however, there was a lock that leads to the interior of the gym that could be simply flipped and unlocked by whoever entered the bathroom. This is a problem which we are working with Facilities to clear up.
4. Burton Wells Facility Entrance – We have some security concerns here. We've met with the engineering folks to go ahead and approve the plan which the architects came up with. It will be put out for bid shortly. We are also looking at the signage on Joe Frazier Road as it is hard to see in the dark.
5. Burton Wells Pond Washout Control – The pond was constructed in a manner that there is nothing to stop the free flow of water that comes down the banks. As a result a significant portion of the banks have eroded especially in the dog park area. I've met with Eddie Bellamy, Public Works, and they are going to install some catch basins at

strategic points and install some curbing around the roadways and walkway to help direct water into the catch basins. Construction has not started on that yet.

#### **E. OBSERVATIONS AND EARLY ASSESSMENTS**

The Ballard King report, I feel, has it right for the most part. PALS has no vision. There is no strategic plan in place. We have no idea of what we want to look like and what we want to be five years from now. That is a problem for any organization. If nothing else, you have to have something to deviate from. If you don't know where you are going, you have no idea if you are on the right path. Other than the annotatedotal feedback that we get, usually in the negative form from the customers, we have no feedback process to determine how satisfied people are or aren't. We are going to start some feedback systems in place. We started with summer camp. Because we don't have those feedback mechanisms in place, we have very little idea if we are actually serving the people. Our participation numbers in youth sports being on the decline would indicate that maybe we are not meeting the community interest as we should. But that ties back to the strategic planning course that the organization engages in. One thing is for certain organizational change must occur and there has to be a cultural shift with it. The Broad River is too broad and may as well be the Berlin wall. We need more standardization across the county in terms of how we serve our PALS customers and how our employees operate. We are one partner. We serve one county. We will continue to work toward that. We recognize that there are a few social demographic differences between the north and south but we need not use that as an excuse for doing things differently. That applies to our staff and clientele. We need to get beyond that.

I had an all hands meeting with our PALS employees and one thing I stressed to them was we should look like we are promoting fun. When I looked around the department and introducing me it looked like I was introducing myself to people who were heading to the guillotine. We have to get over that and there are several ways we can do that. One is the restructuring—we're going to have to do better structure to what we do; we're going to have to do better structure to what we want to do after we figure out what it is we want to do. Managers below the Director level below me will be empowered to make decisions within their areas. That's step one in increasing morale and we are already starting to do that.

My personal pet peeve, which I will plead to the PALS Advisory Board for support on, is we have to get the word "leisure" out of PALS. If you look up the word leisure in the dictionary the definition is "the absence of activity." I do not want to be associated with an organization that promotes the absence of activity. We do need to rebrand but not today and call us something different when we are not doing a whole lot of things different. We will be something and then we are something different I will seek your support for naming us something else to rebrand us.

The three most immediately challenges I see we have in front of us as a group are: 1) staffing and restructuring, 2) agreements and contracts with external agencies – I can't think of a single relationship we have with an external agency with the county (either individuals and organizations) that is not backed up in writing a document that is still effective, meaning it has not expired. So we are taking a look at all those relationships and formalizing them. This gives us creditability and the ability to partner further. One example would be with the school system to put after school care activities sponsored by PALS in the elementary schools. I see that as a win-win situation all the way around. You have a facility that's opened and the lights anyway for a few hours after school. You have teachers that we may be able to employ part time to oversee the homework and mentoring of the volunteer high school students who need public service hours on their college resumes and who come in and help these younger children with their homework and mentor them under the supervision of certified teachers. Then we are not transporting the children from their elementary school to a center somewhere else, putting them at risk, and spending money getting them there, along with making the parents go further out of their way to pick up their child on the way home. I had a meeting with Greg McClure at the beginning of the week and we plan to get him a general concept of what it would look like. 3) We need a strategic plan in place of where we want to go and how to get there.

#### **COMMENTS**

Christian Cato proposed that the Board create a Strategic Planning Committee and he would like to be on it. LaKinsha Petty stated she would like to be on that committee also. She said PALS has made an impact on her child. Arthur mentioned that we have a number of committees that need to be revised. We are going to add the Strategic Planning Committee. Mr. Stern is no longer with us and we acknowledge the fact that he has worked with us for 14 years. Arthur made a comment regarding

good, better, and best. We can't ever let them rest until good becomes better and better becomes best. He feels with the staff we have in place and the new director that we can accomplish that goal. Arthur said we still need to fill one vacant position and that will be the responsibility of County Council.

The following meeting dates were approved for 2014: March 6, June 5, September 4, and December 4.

### **MEETING/ADJOURNMENT**

There were no further concerns that needed to be addressed at this time. Arthur thanked everyone for attending. The next Board meeting will be held on December 5, 2013 at 2:30 PM at the Beaufort Industrial Village, Bldg 2 in Beaufort, SC. The meeting was adjourned at 4:06 PM.