

RECREATION COMMITTEE
9:00 a.m., Thursday, August 7, 2014

The regular meeting of the Recreation Committee was held at 9:00 a.m., Thursday, August 7, 2014 in the City Hall Conference Room, 1207 Palm Boulevard, Isle of Palms, South Carolina. Attending the meeting were Councilmembers Buckhannon and Harrington, Chair Carroll, Administrator Tucker, Director Page, Assistant to the Administrator Dziuban and Clerk Copeland; a quorum was present to conduct business.

1. Chair Carroll called the meeting to order and acknowledged that the press and public had been duly notified of the meeting in accordance with the Freedom of Information Act.

2. Approval of Previous Meeting's Minutes

MOTION: Councilmember Harrington moved to approve the minutes of the regular meeting of June 2, 2014 as submitted; Councilmember Buckhannon seconded and the motion PASSED UNANIMOUSLY.

3. **Citizens' Comments – None**

4. Department Reports for June and July 2014 – Director Page

Director Page reported that the Recreation Department held athletic camps every week over the summer, as well as held Camp Summershine that was filled to capacity; registration for fall programs and sports is in progress. The Boot Camp sessions at 7:15 a.m. have had good attendance. The children's tennis lessons have been immensely popular; there is a waiting list for enrollment. The 16th Annual Half Rubber Tournament is scheduled for Saturday, August 16th and Sunday, August 17th, if necessary; with fewer employees, Recreation staff reduced the number of teams that will be allowed to participate. As always, the Isle of Palms Beach Run was a big success with three hundred fifty-seven (357) participants in total; the Piccolo Spoleto Sand Sculpting had forty-five teams competing. On August 20th, Wacky Golf is scheduled as an employee wellness event; the Director noted that, at this point, more Councilmembers than employees have signed up. The HVAC systems had their annual preventative maintenance in July. The Director also reported that strips have been added to the message boards, but staff has been too busy to put up any lettering.

Chair Carroll stated that he had attended the Wacky Golf last year, and it was a really fun event. He encouraged employees to participate, but acknowledged that participation is difficult for employees who work shifts.

5. Old Business

Discussion of Message Boards and Social Media

With the decision not to have digital message boards, Administrator Tucker explained that staff was seeking input from Council on the best way to replace the existing boards – a simple WELCOME sign in the wayfinding theme or another message board, also in the wayfinding style. The Administrator explained that the message boards have been empty primarily because the Recreation Department is operating short two (2) employees and keeping the

programs and activities running smoothly did not allow time to setup and update the message boards; another problem is that the strips that hold the letters have crumbled.

Assistant Dziuban suggested that the new sign could be static and the City could post and update meetings and events on social media, like Facebook and Twitter. The Assistant also stated that the Recreation Department should not have social media sites separate from the City but to combine the Recreation Department and the City's social media sites; the information and pictures from the Recreation Department would serve to enhance the City's sites.

As the City anticipates the move to social media, Assistant Dziuban stated that a reader's ability to respond or comment would be disabled; if the City were to decide to respond to comments, hiring a person whose job would be to monitor and respond to comments posted on social media from 8:00 a.m. to 5:00 p.m., five (5) days a week would be necessary. The Assistant reported that she has attended several seminars sponsored by MASC on social media, and they strongly recommend disabling comments if there is insufficient staff to respond to all comments.

Director Page reported that Assistant Director Ferrell had attended SC Parks and Recreation conferences where seminars on social media were presented, and the recommendation to disable comments was made there, as well.

Councilmember Harrington asked how much a new message board would cost; since the City would want the sign to be in the wayfinding motif, Director Page indicated that she has not asked Stantec for an estimate.

The Director reported that the backs to the existing message boards have been replaced several times; in her opinion, any cost difference between repairing and replacing could be recuperated in the lack of maintenance a new sign would require.

Administrator Tucker noted that the message boards appeared on three (3) committee agendas; therefore, she has gotten opinions on the type of replacement desired from the majority of Council.

When the question was asked about who would be responsible for updating the sites, Assistant Dziuban stated that she would be the primary person with Norma Jean as a backup. The Assistant noted that the City will need a good editor to ensure that a consistent message is put forth for the public.

Councilmember Buckhannon commented that he does not want to see a conglomeration of signs as one enters the island. He stated that he supported reducing the labor-intensive task of keeping the message boards updated and that he would like to see a static WELCOME sign with the City's website identified at the bottom.

Chair Carroll asked when the City planned to have social media sites active; Assistant Dziuban responded that she wanted to have them ready in a week or so. The process has been delayed because the City had to establish a policy for social media.

Director Page said that, if someone “Googles” Isle of Palms, four (4) Facebook sites are identified; one (1) site has the City seal on it.

Councilmember Buckhannon reported that, through one (1) program, future events can be set up with the time and date and instructions stating the message should appear on the site.

Chair Carroll agreed with the other Committee members that the replacement sign should be a static WELCOME sign and that information be pushed out to the public through social media.

5. New Business

A. Discussion of Duties of Recreation Committee

Chair Carroll noted that he had asked for this item to be on the *Agenda* because he thought he had almost gone beyond the scope of the Committee.

Administrator Tucker stated that a copy of the City Code that addresses the duties of the Recreation Committee had been placed in meeting packets. The Administrator continued that City Council is the policy-making body for the City; the City Administrator is to manage the City and its employees and to protect elected officials from liability. The City Code explains the duties of each Committee of the City; the duties of the Recreation Committee were read into the minutes:

“Recreation Committee. The Recreation Committee shall consist of three (3) members. The Committee’s duties are to:

- a) If requested, assist the City Administrator in the preparation of the annual expense budget for the Recreation Department;
- b) Review policies and procedures regarding the Recreation Department and make recommendations as appropriate;
- c) Work to provide recreational opportunities for all citizens and report to City Council on the condition of the recreation center and the activities of the Recreation Department; and
- d) Examine and report upon all petitions and other matters referred to it by the Mayor and Council.”

The Administrator assured the Committee that the quick out-migration of employees at the Recreation Department was typical behavior. Many of the Recreation Department’s employees are young; once they realize they have little opportunity for advancement here, they begin to investigate other options.

Chair Carroll stated that he does not want City employees to feel anxious around Councilmembers; he added that he has tried to open lines of communication between City Council and employees.

Assistant Dziuban said that she did not think employees have a sense of fear, but they do not want to create problems by stepping out of their role.

Councilmember Buckhannon commented that, in the past, he had hung out at the Fire Department or the Police Department; he thought that the conversations were open. Then he was told that, if Councilmember Buckhannon strikes up a conversation with those personnel that they were to repeat what was said to their supervisor.

Administrator Tucker informed the Committee that was an employee's interpretation of what he was told; it was not a directive from the Administrator.

Chair Carroll stated the he has felt the coldness more now than in the past, and he does not want an "us against them" attitude to develop among employees.

B. Discussion of Recreation Staffing

Following up earlier discussions, Director Page stated that, of past employees, she thinks only one (1) of them is still in the Recreation field. The Director noted that many of her supervisors have been fresh out of college, and she has not been surprised by their leaving, including the most recent two (2).

Director Page announced that she had hired replacements; they are Aaron Sweet and Andy Sinwald; both of them have completed college and have masters degrees. Mr. Sweet will be responsible for athletics while Mr. Sinwald will handle special events. Their starting date will be Monday, August 11th.

C. Consideration of Contracts in Excess of \$10,000

Award of a Sole Source Contract to Technology Solutions for the Budgeted Purchase of Surveillance Cameras and Server for Camera/DVR System in the Amount of \$16,000

Director Page reported that the cameras in place were installed in 2005 and are analog rather than digital. This purchase will add three (3) cameras to cover hotspots that are not currently covered. Technology Solutions is a sole source vendor because they installed the cameras in 2005 and are familiar with the system at the Recreation Center.

MOTION: Chair Carroll moved to award a sole source contract to Technology Solutions for the budgeted amount of \$16,000 for surveillance cameras as described above; Councilmember Buckhannon seconded and the motion PASSED UNANIMOUSLY.

7. Miscellaneous Business

Next Meeting Date: 9:00 a.m., Tuesday, September 9, 2014 in the Conference Room.

8. Adjourn

MOTION: Councilmember Buckhannon moved to adjourn the meeting at 10:00 a.m.; Chair Carroll seconded and the motion PASSED UNANIMOUSLY.

Respectfully submitted:

Marie Copeland
City Clerk