

## Finance Committee minutes, 12\_2\_2014

Present: Alan Preston, Bill DeMare, Paul Berg, Evelyn Bless

Also present: John Miley, Neil Smith

Chair: Alan, minutes: Evelyn

Called to order 11:45 am. Adjourned 2:15 pm.

Committee discussed the draft Business Plan for FCCC management of Northwest Regional Park. Points made:

- The differentiating concept of park must be more clear and guide the draft: this is being managed by FCCC and so is guided by our mission as well as mission of parks and recreation. It will have many features that aren't available in other regional parks or elsewhere in Hillsborough County in one place. E.g., classes, extension office, public sculptures, places for community/communal event staging, wedding rentals, amphitheater for shows as well as park amenities.
- We must answer the County's questions: *Why* should we manage it? *How* will we manage it? The answers to both must be clear. Benefits to County must be clear.
- We proposed an organization structure that includes a "headquarters" group directly reporting to ED that will share responsibility for both Park and Center in the functional areas of:
  - Development
  - Marketing
  - Facilities
  - Accounting.
  - Under the ED would also be a Park manager, with park staff reporting to him or her, and a Center manager, with Center staff. 'Staff' may be employees, contractors or volunteers.
  - Park Advisory Board is dotted line reporting to FCCC Board and ED, mirroring relationship of current Center committees to Board and ED on the Center side.
- Fee structure: what will this be? Regional parks charge only for parking. Special activities would charge fees. However, those visiting or using park trails and public areas would be subject only to a parking fee. Need to integrate with Center membership perks. Need range of income generating sources: look at opportunities closely and what we envision mix of management fee/revenue to be; will NOT be same as Center.
- Need separate capital expense and operating expense budgets.
- Sunshine law: do Park Advisory Board and staff also fall under it?
- We must tell Board how their role will change/what their responsibilities will be for this new organization structure.

**Next Finance meeting: Dec. 16, 11:30 am**