



**PARKS AND RECREATION COMMITTEE**

**Chair: Nora Brophy**  
**Vice Chair: Tracy Mitchell**  
**Secretary: Doug Bowman**  
**Treasurer: Cindy Hunter**  
**Shery Cassidy**  
**Dena O'Malley**  
**Francisco Sierra**  
**Sue Anne Reichard**  
**Jill Ata**  
**Council Liaison: Mandy David**

***Agenda***

***Agenda***

**May 11, 2023**  
**5:00 PM**

**COMMUNITY CONFERENCE ROOM**  
**614 MAIN STREET, BUILDING 100**  
**WINDERMERE, FL 34786**

**PLEASE TURN OFF ALL CELL PHONES AND PAGERS**

PLEASE NOTE: IN ACCORDANCE WITH F.S. 286.26: Person with disabilities needing assistance to participate in any such proceedings should contact the Office of the Clerk at least 48 hours beforehand at (407) 876-2563.

Pursuant to Resolution No. 2005-12 adopted on December 13, 2005, the following Civility Code shall govern all proceedings before the Town of Windermere Parks and Recreation Committee:

1. All electronic devices, including cell phones and pagers, shall be either turned off or otherwise silenced.
2. Prolonged conversation shall be conducted outside Council meeting hall.
3. Whistling, heckling, gesturing, loud conversations, or other disruptive behavior is prohibited.
4. Only those individuals who have signed the speaker list and/or/who have been recognized by the Mayor (or Chair) may address comments to the Council.
5. Comments at public hearings shall be limited to the subject being considered by the Council
6. Comments at Open Forums shall be directed to Town issues.
7. All public comments shall avoid personal attacks and abusive language
8. No person attending a Parks and Recreation Committee meeting is to harass, annoy, or otherwise disturb any other person in the room.

Any member of the public whose behavior is disruptive and violates the Town of Windermere Civility Code is subject to removal from the Parks and Recreation Committee meeting by an officer and such other actions as may be appropriate. PLEASE NOTE: IN ACCORDANCE WITH F.S. 286.0105: Any person who desires to appeal any decision at this meeting will need a record of this proceeding. For this, such person may need to ensure that a verbatim record of such proceeding is made which includes the

## AGENDA

***In order to maintain a 1hour time schedule, the committee will address the monthly agenda items only unless time remains for New Business discussion at the end. Agenda items should always be submitted in advance for committee consideration.***

### **1. THE MEETING IS CALLED TO ORDER BY THE CHAIR**

### **2. OPEN FORUM / PUBLIC COMMENT (3-Minute Limit)**

### **3. OLD BUSINESS**

#### **a. Events**

- i. 21st Annual Orlando Health Run Among the Lakes: Saturday, October 14, 2023
  - 1. Sponsorships
  - 2. Marketing
    - 2a. 2022 RATL Observer Recap (Attachment)
  - 3. Awards
  - 4. Volunteers
  
- ii. Halloween Costume Parade & Hayride: Saturday, October 28, 2023
  
- iii. PetFest: Saturday, February 24, 2023
  - 1. 2/24/24 looks good. API is the following week
  - 2. Friday, 2/23 is TOW Food Truck Night

#### **b. Tennis**

- i. Report from Tennis Subcommittee
  - 1. Report on Peter Hall with USTA's Serve Tennis (Doug to Present)
  
- ii. Tennis Social
  - 1. Date?
  - 2. Sponsor?
  
- iii. Tennis / Pro Complaints
  - 1. Adding more signage to courts with non-emergency 24-hour police phone number
  - 2. Change regulations regarding tennis pros?

- iv. Pickleball
  - 1. ETA on new equipment
  - 2. Pickleball event as intro?

### **c. Parks**

- i. Windermere Recreation Center
  - 1. Pickleball: noise & parking study deferred
- ii. Review Park Walkthrough
- iii. Lake Down Park
  - 1. Town looking into changes to mitigate problems / privatize the park
  - 2. State of the dock
- iv. Palmer Park
  - 1. Fixes to small kids' playground
    - 1a. Handicapped walkway & ramp ETA - need from P&R?
    - 1b. Replace bouncy walking pods - Jill is looking into options
  - 2. Shade & Swings ETA
    - 2a. Swings & teeter totter installed 5/1
    - 2b. ETA on shade?
- v. Town Square Park
  - 1. Purchase soccer goal to put in field by Forest Street? SueAnn working on this

### **d. Financial**

## **4. NEW BUSINESS**

### **a. Minutes**

- i. Parks & Recreation Meeting Minutes: April 13, 2023 (Attachment - Board Option)

### **b. Liaison Reports**

- i. Town Council Liaison - Council Member Mandy David
- ii. Staff Liaison - Public Works Director Tonya Elliott-Moore

## **5. NEXT MEETING DATE**

- a. Thursday, June 8, 2023**

i. May minutes and June agenda due to Diane by 6/1, 3pm

**6. ADJOURN**

# Run Amongst the Lakes 2022



Contact @ Observer Media Group:  
Iggy Collazo  
iggy@orangeobserver.com  
407-946-4208

**Observer**  
You. Your Neighbors. Your Neighborhood.  
[OrangeObserver.com](http://OrangeObserver.com)

# General Agreement

## SPONSORSHIP AGREEMENT

Organization: Town of Windermere Parks and Recreation  
Event: Orlando Health Windermere Run Among the Lakes  
Date: October 15, 2022  
Contact: Nora Brophy, Chair / [407-909-1535](tel:407-909-1535)  
Liz Andert, Chair / 651-253-9295

**DATE:** May 20, 2022

Observer Media Group, hereby stated as OMG, (Sponsor) will provide the following:

**SUPPORT:** Minimum of \$4,000 of In-Kind Advertising for event named above.

**Print: The Observer will match print, digital ads and social posts purchased by Town of Windermere Parks and Recs to promote Run Among the Lakes.**

**For this support, OMG will receive the following from the:**

- **Town of Windermere Parks and Recreation agrees to purchase \$4,000 by October 31, 2022 in print and digital advertising to promote Run Among the Lakes.**
- **UMC Windermere Run Among the Lakes Associate Sponsorship (\$1,500) will provide OMG:**
  - Your Business logo on back of the t-shirt
  - Your Business logo on all printed materials and web site display
  - Facebook posts with specific recognition
  - Table presentation and banner space available at event
  - Promotional material included in race pack
  - 10 event registration

**\*\* Observer Media Group provided 500 bags to be used for the runners packets**

# Placement Schedule

		W/O	TH	Print	Digital	Social Media	5/20/2022
Month	May	2-May-22	5-May				
		9-May-22	12-May				
		16-May-22	19-May				
		23-May-22	26-May	1/2 Page (Mem Day)			
Month	June	30-May-22	2-Jun				
		6-Jun-22	9-Jun				
		13-Jun-22	16-Jun				
		20-Jun-22	23-Jun				
		27-Jun-22	30-Jun				
Month	July	4-Jul-22	7-Jul				
		11-Jul-22	14-Jul				
		18-Jul-22	21-Jul				
		25-Jul-22	28-Jul				
Month	August	1-Aug-22	4-Aug				
		8-Aug-22	11-Aug				
		15-Aug-22	18-Aug				
		22-Aug-22	25-Aug	1/4 Page			
Month	September	29-Aug-22	1-Sep				
		5-Sep-22	8-Sep				
		12-Sep-22	15-Sep	1/4 Page			
		19-Sep-22	22-Sep	1/4 Page			
		26-Sep-22	29-Sep	1/4 Page			
Month	October	3-Oct-22	6-Oct	1/4 Page			
		10-Oct-22	13-Oct	Event 10/15	1/2 Page		
		17-Oct-22	20-Oct				
		24-Oct-22	27-Oct				
				Print	Digital Banner & Rich M	Social Media	Total
In Kind Placements				\$2,789	\$1,160	\$1,475	\$5,424
Cash Placements				\$2,722	\$1,230	\$725	\$4,677

	Audience
Print	112,000
Banner Ads	101,265
Facebook Posts	8,600
Total Reached	221,865

# Creatives

½ Page - 5/26/22 Placement

Both Newspapers

35K Readers

**W** ORLANDO HEALTH® **E**  
**WINDERMERE**  
*Run Among the Lakes*

**Memorial Day SALE**  
★ **10%** ★  
use coupon code **MEMORIAL10**  
SALE RUNS: 5/26-5/31

**SATURDAY OCTOBER 15**  
**2022**  
**5K & 10K**  
*sign up today*

**TOWN.WINDERMERE.FL.US**

**tag** digital marketing  
**Observer**  
West Orange Times. Southwest Orange.  
OrangeObserver.com  
**CRUISE ABACO**  
**Watergraphics**



# Creatives

¼ Page

Aug-Oct

Both Newspapers

35K Readers

Dates Placed:

8/25

9/15

ORLANDO HEALTH®  
**W**INDERMERE **E**  
Run Among  
the Lakes

ORLANDO HEALTH®  
**W**INDERMERE **E**  
5k & 10k  
Run Among  
the Lakes  
2022

sign up today!

TOWN.WINDERMERE.FL.US

10K counterclockwise  
Wauseon Bay  
Lake Butler  
Lake Down  
Lake Bessie  
Bird Island  
start/finish  
5K STRAIGHT ON 1ST  
10K TURN RIGHT  
Course separates here  
5K RUNNERS: CONTINUE STRAIGHT ON W. 1ST AVE.  
10K RUNNERS: TAKE A RIGHT ON DIRT MAIN ST.

Saturday October 15  
2022  
**5K & 10K**

# Creatives

¼ Page

Aug-Oct

Both Newspapers

35K Readers

Dates Placed:

9/22

ORLANDO HEALTH®  
**W**INDERMERE **E**  
*Run Among the Lakes*

**\$5 OFF**  
Registrations thru Oct. 7  
use coupon code  
**OBSB** sign up today!

TOWN.WINDERMERE.FL.US

ORLANDO HEALTH®  
**W**INDERMERE **E**  
5k & 10k  
*Run Among the Lakes*  
2022

ORLANDO HEALTH®  
**W**INDERMERE **E**  
5k & 10k  
*Run Among the Lakes*  
2022

Saturday October 15, 2022  
**5K & 10K**

# Creatives

¼ Page

Aug-Oct

Both Newspapers

35K Readers

Dates Placed:

9/29

10/6

**W** ORLANDO HEALTH® **E**  
*Run Among the Lakes*

**\$5 OFF**  
Registrations thru Oct. 7  
use coupon code  
**OBSA** sign up today!

**TOWN.WINDERMERE.FL.US**

**Saturday October 15  
2022  
5K & 10K**

10K Curves around  
Wauseon Bay  
10K TURN RIGHT  
5K STRAIGHT on 1st  
start/finish  
LAKE BUTLER  
LAKE DOWN  
LAKE BESSIE  
BIRD ISLAND

# Creatives

½ Page - 10/13 Placement

Both Newspapers

35K Readers

**ORLANDO HEALTH**  
**WINDERMERE**  
*Run Among the Lakes*  
**W** **E**

**ORLANDO HEALTH**  
**THE FIRST ACADEMY**  
**WINDERMERE PREPARATORY SCHOOL**  
**Observer**  
**WINDERMERE BREWING COMPANY**  
**Lakeside REALTY**  
**RENEWAL by ANDERSEN**  
**Windermere POOL SERVICES**

**HEALTHY WEST ORANGE**  
**DPbounce.com**  
**FAMILY CHURCH**  
**Watergraphics**  
**BAPTISTE ORTHODONTICS & DENTISTRY FOR KIDS**  
**Pistil HOME & GARDEN**  
**tag digital marketing**  
**BURGER.FL.**  
**CRUISE ABACO**

**SATURDAY OCTOBER 15**  
**5K & 10K**  
**2022**  
*sign up today!*  
**TOWN.WINDERMERE.FL.US**

**Observer**  
You. Your Neighbors. Your Neighborhood.

# Creative

## Digital Banners

### Leader Board



### Mobile Banner



Town Of Windermere  
 Three Month Banner Campaign  
 July 18 – Oct 16, 2022  
 orangeobserver.com  
 Total Impressions  
 Planned 90,000  
 Served: 97,584 / 35 Clicks / CTR .05%



### Rich Media Billboard



Town Of Windermere / Main Page Billboard  
 10/3 – 10/14  
 orangeobserver.com  
 Total Impressions  
 Served: 3,681 / 20 Clicks / CTR .54%



# Creatives

## Facebook Posts

**Orange Observer**  
Published by Emma Burke Jolly · September 20, 2022

Experience one of Florida's most beautiful and unique 5K Run/Walk and 10K Run Only taking place in the [Town of Windermere](#). This is a family friendly event benefitting the Town Parks and Recreation. Participants receive a gender specific T shirt and a super cool finisher medal that turns into a bottle opener!

SAVE \$5.00 off each entry with code OBSAFB through Oct. 7, <https://town.windermere.fl.us/5k-10k-run-among-the-lakes/>

**September 20, 2022**  
1.4k Accounts Reached  
52 Post engagements  
6 Reactions  
2 Comments

**Orange Observer**  
Published by Emma Burke Jolly · September 27, 2022

The [Town of Windermere](#) annual Run Among the Lakes is happening on Saturday, October 15, 2022! Save \$5 when you use code OBSBFB at checkout. Bring your family and friends! Every race participant receives a t-shirt, a super cool medal that turns into a bottle opener, and a race day filled with beautiful views, good health and community cheer.

Register today: <https://town.windermere.fl.us/5k-10k-run-among-the-lakes/>

**September 27, 2022**  
2.9k Accounts Reached  
156 Post engagements  
24 Reactions  
1 Comment

# Creatives

## Facebook Posts

**Orange Observer**  
 Published by Emma Burke Jolly · October 5, 2022

Race day is coming in just two weeks! [Town of Windermere](#) annual Run Among the Lakes is happening on Saturday, October 15, 2022. This community-based event is the perfect way to celebrate good health with family and friends while running or walking past gorgeous lake views under the shade of stately old oaks. Every race participant receives a t-shirt and a bottle-opener race medal.

Register today: <https://town.windermere.fl.us/5k-10k-run-among-the-lakes/>

**October 5, 2022**  
 1.5k Accounts Reached  
 63 Post engagements  
 7 Reactions  
 2 Shares

**Orange Observer**  
 Published by Emma Burke Jolly · October 11, 2022

You could win a \$50 Windermere Brewing gift card when you register for the annual [Town of Windermere](#) Run Among the Lakes! On Saturday, October 15, walkers and runners will share good health and community spirit in the unique beauty of this shaded lakeside race course.

Use code WINDBREW at checkout to enter the gift card drawing.  
 Sign up today: <https://town.windermere.fl.us/5k-10k-run-among-the-lakes/>

**October 11, 2022**  
 1.2k Accounts Reached  
 34 Post engagements  
 5 Reactions  
 1 Share



**Town of Windermere**  
**Parks and Recreation Committee**  
**Proposed Meeting Minutes**

**April 13, 2023**

Members Present: Nora Brophy, Dena O'Malley, Doug Bowman, Tracy Mitchell, Jill Ata

Others Present: Tonya Elliott-Moore, Mandy David

Call to Order: The meeting was called to order by Nora Brophy based on a quorum present to conduct business.

Business Agenda

Open Forum

A. No resident guests were present for comments.

Old Business/Items

Parks & Events Updates

A, Petfest (2024) – Nora noted that 2 Petfest dates in February 2024 have been booked. A final date will be selected to avoid a Friday night Food Truck event the day prior.

B. 21st Annual UMC Run Among the Lakes – Nora Brophy mentioned that the 5K Run website for the October 2024 event is live and participants are already registering. Nora also indicated a desire to make the 5K Run more generic so it can be used year after year.

C. Tennis/Pickleball – Nora shared that the Town had received recent additional non-resident tennis pro complaints. The committee agreed that an interim step to discourage this before the summer tennis rush starts is needed. The group discussed sending an email to all resident tennis members to call out residents giving out their keys which seems to be the core issue. An adult social event was also discussed for October thru December similar to what was done a few years ago pre-Covid. Doug agreed to call Marcelo Gouts and get some prospective dates and cost for pros to attend for the May meeting Additional details can be discussed at a later date. Dena



shared a few tennis maintenance items and Tonya agreed to research with the PW team.

Tonya is also working on getting the pickleball nets in and Main Street Court 1 lined by Varsity Courts.

D. Parks – Tonya indicated that FEMA is coming on April 24<sup>th</sup> to review Lake Down Park. This needs to be done before re-opening.

Tonya mentioned that for the Palmer Park small kids playground, her PW staff can perform the handicap access changes in-house. On the shade structure, she will request an ETA from the vendor.

Palmer Park was also discussed. The committee is gathering new prices on the shade structure. Prices for fixing swings and replacing pod structures are also in motion. The committee will also gather proposals for the big kid's equipment in the park as well.

Nora indicated that the open field by Forest Street would make a nice place for kids to play sports on, and adding a soccer goal was discussed. The idea of placing a soccer goal was introduced, and the group agreed that a goal would be practical only if it can be properly anchored in the ground. A motion was made and seconded to purchase a soccer goal with security anchors to place in this area at a cost of \$200 or less.

E. Membership – The committee discussed Lesha Miller's resignation from the committee and a new application for that Board seat from Jill Ata who attended the meeting. A motion was made and seconded to fill Lesha's seat with Jill Ata.

#### New Business/Items

A. Meeting Minutes – The March meeting minutes were presented for approval. A motion was made and seconded to approve the minutes with no changes.

C. Liaison Mandy David – Council member Mandy David had no Town updates for the committee

D. Liaison Tonya Elliott-Moore – Tonya had no updates for the committee.

E. Adjournment – The meeting was adjourned at approximately 6:00 p.m.

The next regular meeting is scheduled for Thursday, May 11th at 5:00 p.m. in Town Hall.