

MINUTES
BAY OAKS RECREATIONAL CAMPUS
ADVISORY BOARD (BORCAB)

Town Hall Council Chambers
2731 Oak Street
Fort Myers Beach, FL 33931
Wednesday, June 25, 2025

I. CALL TO ORDER

The meeting was called to order at 12:01 p.m. by Vice Chair Hill.

II. PLEDGE OF ALLEGIANCE

ROLL CALL

Members Present: Michelle Cherney, John Dussliere (virtually), Barbara Hill, Ed Schoonover and Joy Sullivan.

Excused: Becky Guidry and Betty Simpson.

Town Staff: Recreation Manager: Neill Mathes

Town Council Liaison: Karen Woodson

III. APPROVAL OF MINUTES – May 21, 2025

MOTION: BORCAB Member Cherney moved to approve the minutes, seconded by BORCAB Member Sullivan.

VOTE: The motion carried unanimously.

IV. PUBLIC COMMENT – no public comment.

V. STAFF LIAISON REPORT

Manager Mathes reported that 34 campers had signed up for summer camp. The restroom partitions were completed last week. Reduced rates for the Bay Oaks Rec Center were offered through August 15, 2025. The reduced rates for non-residents are \$5.00, and admission is free for residents. The fee covers daily passes, indoor pickleball and access to the weight and cardio rooms. The weight room equipment is expected to arrive the week of July 7, 2025, and be available to the public the week of July 14, 2025. Three of the six indoor pickleball courts were open and players were pleased with the conditions of the courts. The gym will be open on Fridays for basketball until 7:00 p.m. Manager Mathes indicated that 15 floats signed up for the 4th of July parade. The reopening event for the Rec Center is expected to take place in late July or early August. He indicated that if they do not secure a third bid for the pool, they were allowed to accept one of the two received.

The revitalization project was underway and items approved were four pickleball courts, a shaded rest area, a large multi-use field and a crushed shell walking trail throughout the park. The project was due to be completed by the end of August. BORCAB Member Cherney noted that the

advertising for outdoor pickleball courts was not updated. She asked that the Facebook information be updated to inform the community that the courts were available seven days a week. She also requested signage to inform people of where the courts were located, especially since she was searching for players and players were searching for the courts. Liaison Woodson suggested placing rack cards at Margaritaville to advertise activities. Manager Mathes will follow up.

VI. ITEMS FOR DISCUSSION

A. Fee Schedule Research

BORCAB Member Cherney noted that her research found their regular residential and non-residential fees were in line with other area parks; however, they all charged a separate fee for the gym. Fees were \$20.00 per month, \$80.00 for six months and \$120.00 for a year and were in addition to the general rec center fee. She felt the additional charge was fair because of the maintenance. Manager Mathes indicated that they did not have the same amenities as the others. He suggested that by advertising, they could attract more non-residents. Vice Chair Hill agreed that they did not have anything that could be charged for at this point. Manager Mathes mentioned having a combined membership for the pool and rec center at a discounted rate once the pool was complete.

Liaison Woodson commented that Planet Fitness charged \$12.00 a month for everything. Vice Chair Hill felt that the current fees were equitable for what they provided to the community. She asked what their budget was and whether the fees helped to defray the expenses. Manager Mathes did not have the budget in front of him, but thought they were in line. He noted that Barbara McDonald was promoted to the BOSS program and was working on scheduling a season of trips. He explained that 100% of the costs were included. He discussed adding kickball and increasing advertising.

Vice Chair Hill discussed offering pool aerobics classes at Margaritaville. Manager Mathes will follow up. He described current advertising and noted that they could do more with flyers at resorts. BORCAB Member Cherney described the type of advertising that would encourage her to look into Bay Oaks, including using the colors from the new sign. Manager Mathes stated that printing the rack cards was in the budget and the plan was that the staff would distribute them. BORCAB Member Cherney volunteered to distribute the cards.

MOTION: BORCAB Member Cherney moved to recommend that the current rate schedule remain the same, seconded by BORCAB Member Sullivan.

VOTE: The motion carried unanimously.

Liaison Woodson described the budget schedule. Manager Mathes clarified that the memberships were paused after Hurricane Ian. BORCAB Member Cherney asked whether maintenance could pull the weeds around the Rec Center. Manager Mathes replied that they would. A discussion was held regarding why the Garden Club was no longer maintaining the area. Manager Mathes will look into the issue.

B. Friends of Bay Oaks Recreation Center

BORCAB Member Cherney distributed a handout and commented that the candidates

were wonderful. She said she had information from the Friends of Lovers Key and Denise Monahan shared everything she had. Bill Murphy, Brian Beck, Clay, Jack Walker, Julie, Mike Cleary and Doug Fleming were interested in participating. The checking account will be transferred to Dawn Fleming with a letter from BORCAB. BORCAB Member Cherney described the letter to the candidates and suggested scheduling a kickoff meeting to review the history of the group. She described the steps that needed to be taken to resurrect the Friends. BORCAB Member Sullivan suggested that Denise Monahan attend the kick-off meeting. Liaison Woodson indicated that they needed to contact Dawn Thomas, regarding the check from the Woman's Club and signing up for the upcoming Putt and Pub. BORCAB Member Cherney will start the process to get the Friends up and running.

VII. MEMBER ITEMS AND REPORTS

BORCAB Member Sullivan asked about considering a different member for chair since Chair Simpson did not seem to be doing well. Vice Chair Hill indicated they would have to add the topic to the next agenda. She added that she had transportation issues because she could no longer drive. Manager Mathes will add the topic to the next agenda for discussion. Liaison Woodson asked whether someone should reach out to Chair Simpson for her thoughts and noted she was up for reappointment in October. Vice Chair Hill made it clear that she did not want to be chair and would be happy to be replaced as vice chair. Liaison Woodson will go through the town clerk's office to contact Chair Simpson.

BORCAB Member Schoonover was happy to hear about starting kickball.
No items from other members.

VIII. PUBLIC COMMENT – no public comment.

IX. SET NEXT MEETING AGENDA AND DATE – August 20, 2025, at noon.

BORCAB Member Sullivan will have to participate virtually.

X. ADJOURNMENT

MOTION: BORCAB Member Schoonover moved to adjourn, seconded by BORCAB Member Sullivan.

VOTE: The motion carried unanimously.

Vice Chair Hill adjourned the meeting at 12:56 p.m.

Adopted 9/12/2025 with/without changes Motion by Michele
DATE

Vote: Unanimously Signature: Dawn Hill