



**THE CITY OF MADEIRA BEACH, FLORIDA
PUBLIC NOTICE**

**BOARD OF COMMISSIONERS
WORKSHOP AGENDA**

The Board of Commissioners of the City of Madeira Beach, Florida will meet in the Patricia Shontz Commission chambers at City Hall, located at 300 Municipal Drive, Madeira Beach, Florida to discuss the agenda items of City Business listed at the time indicated below. Meetings will be televised on Spectrum Chanel 640 and Live Streamed on the City's website.

2:00 PM

TUESDAY, NOVEMBER 27, 2018

COMMISSION CHAMBERS

1. CALL TO ORDER

2. ROLL CALL

3. PUBLIC COMMENT

Public participation is encouraged. If you are addressing the Commission, step to the podium and state your name and address for the record. Please limit your comments to three (3) minutes and do not include any topic that is on the agenda. Public comment on agenda items will be allowed when they come up.

4. TOPICS FOR DISCUSSION

A. Fitness Center – Jay Hatch, Recreation Director

B. John's Pass Kiosk (Verbal Presentation with PowerPoint) – Jonathan Evans, City Manager

5. ADJOURNMENT

One or more Elected or Appointed Officials may be in attendance.

Any person who decides to appeal any decision of the City Commission with respect to any matter considered at this meeting will need a record of the proceedings and for such purposes may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. The law does not require the City Clerk to transcribe verbatim minutes; therefore, the applicant must make the necessary arrangements with a private reporter or private reporting firm and bear the resulting expense. In accordance with the Americans with Disability Act and F.S. 286.26; any person with a disability requiring reasonable accommodation to participate in this meeting should call 727-391-9951 or fax a written request to 727-399-1131.



MEMORANDUM

TO: Hon. Mayor and Board of Commissioners

THROUGH: Jonathan Evans, City Manager

FROM: Jay Hatch, Recreation Director

DATE: November 27, 2018

RE: Fitness Center

Background

The Recreation Department began exploring the feasibility of opening the Fitness Center to the public due to prior discussion by the Board of Commissioners. City Hall currently has a dedicated and equipped Fitness Center on the property. Within the current foot print and budgetary confines, the Recreation Department and its staff look to open for public use with the proper combination of staffing and necessary fee structure to ensure service levels and the coverage of potential maintenance costs. Every member of the Recreation staff is CPR certified and trained on the computer registration software necessary to track activity within the fitness center. Some staff members have expressed interest in further training as necessary to help make this project a reality.

Fiscal Impact

The fiscal impact for this project would be minimal within the proposed plan. With the addition of a desk and computer workstation, Recreation employees could staff the gym during open hours to manage memberships and ensure proper controls. Staff will have access to the resources for other projects they are working on when not working on fitness center tasks. The Fitness Center is already equipped with internet and phone capabilities.

Additionally, the fitness center is already equipped with the necessary workout equipment. The equipment will need to be cleaned and maintained daily. Staff will develop a preventative maintenance plan to better budget necessary expenses.

The current insurance policy for the City covers use of the room as a fitness center and no changes to the policy are necessary.

Recommendation

Revised – November 5, 2018 at 8:18 AM



Staff's recommendation is for approval. Targeted opening is January 1st barring any setbacks.

Attachment(s):

- Fitness Center Outline and Supporting Information
- Fees from other Municipal Fitness Centers Within Pinellas County

Revised – November 5, 2018 at 8:18 AM



City of Madeira Beach Fitness Center

Overview

The Madeira Beach Fitness Center is located at 300 Municipal Drive. It currently includes an array of specialized fitness equipment including 2 treadmills, 2 elliptical machines, 8 specialized weight training machines, and two racks of dumbbells ranging from 10lbs to 100lbs. Additionally, the gym has over 200 square feet of open floor space that can be utilized for aerobic activities.

Objective

Utilizing the current staffing and budget levels, the Recreation Center staff would like to research the feasibility of opening the gym up to the community by creating hours of operation and structured fitness opportunities. Membership would be available to residents, non-residents, and visitors at a minimal cost which would ensure accessibility as well as fiscal responsibility.

Staffing

Under the current staffing levels, the Recreation Center staff will operate the fitness center. Staff will have assigned shifts through the week and will welcome guests, observe all activity within the confines of the fitness center, and ensure cleanliness of the equipment. Each staff member is currently CPR Certified and will potentially seek further training as necessary. Certified trainers will also be sought out in case members are looking for training beyond the use of machines.

Insurance/Participation Waiver

Fitness Center participants would be required to sign a waiver to utilize the fitness center. The waiver would be identical to the waiver currently utilized for fitness classes and other activities. The City would not need to take out additional insurance coverage to make the fitness center available to the public.

Instructors/Personal Trainers

Staff is researching the possibility of utilizing instructors for small group fitness classes as well as personal training. The classes and personal training would not be included in the gym membership fee and would be a separate fee. Participants would not need to be members of the fitness center to participate in these classes.

Hours of Operation – Subject to change

Monday – Friday : 7:00AM – 11:00AM & 2:00PM – 6:00PM

Saturday – 7:00AM – 11:00AM

Memberships (Proposed)

Residents - \$1 Drop In / \$10 Month / \$100 year

Non-Residents - \$5 Drop In / \$25 Month / \$250 Year

Visitors - \$15 Week

SWOT Analysis

Strengths

- Existing gym facility and equipment
- Community Interest
- Staff interest and dedication

Weaknesses

- Gym size
- Staffing potential hours
- Potential costs
- Liabilities

Opportunities

- Community interested in utilizing space
- Gym and equipment already in place
- Growth of fitness services to community
- Revenue generation
- Additional staff training

Threats

- Space
- Interest
- Usage
- Staffing
- Budget
- Risk & Liability

	Daily		Monthly		Yearly		Membership	
	Resident	Non-Resident	Resident	Non-Resident	Resident	Non-Resident	Resident	Non-Resident
St. Pete Beach	1.00	2.00	10.00	16.00	N/A	N/A	N/A	N/A
Seminole	N/A	N/A	N/A	N/A	N/A	N/A	FREE	\$120.00 (year)
Dunedin	5.00	5.00	\$18 (with rec card)	\$18 (with rec card)	\$180 (with rec card)	\$180 (with rec card)	10.00	90.00
Largo	N/A	N/A	N/A	N/A	99.00	99.00	10.00	39.00
Clearwater	\$3/\$6	\$3/\$6	N/A	N/A	100.00	100.00	7.00	180.00