

Recreation District #1 of St. Tammany Parish



Chairman: Nixon Adams
Vice-Chairman: Shearn Lemoine
Commissioner: Rick Danielson

Commissioner: John Neill
Commissioner: deShea Richardson
Commissioner: Barrett McGuire

Commissioner: Ed Bee
Executive Director: Suzanne Reeder

Recreation District #1/Pelican Park Board of Commissioners Budget Hearing Meeting October 15, 2025

Board present:

- Nixon Adams
- Shearn Lemoine
- Rick Danielson
- John Neill
- deShea Richardson
- Barrett McGuire

Board absent:

- Ed Bee

Staff present:

- Suzanne Reeder – Executive Director
- Doug McLemore – Assistant Director
- Scott Goodwill – Chief Financial Officer
- Niki Butler – Marketing Director/Board Secretary
- Louisette Scott – Dept. Planning & Environmental Ed.
- LyKinda Thibodeaux – People Operations Director
- Alex Landry – Naturalist & Environ. Ed. Coordinator
- Chad Groover – Recreation Supervisor
- Jesse Williams – Turf Supervisor
- Ron Johnson – Park Manager/Superintendent

1. Call to Order:

The Board of Commissioners Regular Board Meeting following the Budget Hearing was called to order by Chairman N. Adams at 6:41pm. N. Butler, Board Secretary, called the roll. Six out of the Seven Board Members were present at roll call, which represents a quorum.

2. Agenda Approval:

The Board would like to add Item 6E. Scott mentioned it in the budget hearing. It is the renewal for medical insurance. And so that would be 6E at the item, at the end of new business.

3. Welcome Visitors:

- Eric Dewitt – Gallagher
- Alfred Parker – AP
- Jeff Januszek – PERK Social Media
- Don Lancaster – Neel Schaffer Inc.
- Barry Brupbacher – Neel Schaffer Inc.

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4. Proclamations/ Presentation: Sponsorship Pilot and Perk Media Partnership

Mr. Alfred Parker introduced himself and shared his background as a long-time community member and parent actively involved in Pelican Park programs. Drawing from his professional experience in commercial logistics sales, Mr. Parker discussed the opportunity to create value through strategic sponsorships that connect businesses and individuals with the community.

He proposed a six-month pilot program in which he would serve as a liaison for the Park to identify, solicit, and cultivate sponsorship opportunities approved by the District. His goal is to help generate new revenue sources that could offset participation costs for youth programs and expand community engagement.

Mr. Parker emphasized the importance of demonstrating return on investment for sponsors through strong visibility and storytelling. To support that effort, he introduced Mr. Jeff Januszek, founder of Perk Media, a marketing agency specializing in social media.

Mr. Januszek explained how he focuses on creating engaging, targeted content to connect organizations with audiences and generate results. He shared examples of potential sponsorship ideas, including signage, event partnerships, and social media features that could increase both exposure and revenue for Pelican Park. He noted the Park's strong potential for digital storytelling due to its family-friendly environment, active programs, and large weekend attendance.

Together, Mr. Parker and Perk Media outlined a shared goal of developing a repeatable and sustainable sponsorship model, with an initial target of generating \$100,000 in new sponsorship revenue. The initiative would focus on building long-term strategic partnerships that align with the Park's mission and enhance community engagement.

A six-month period, depending on the compensation structure selected. Two compensation plan options were presented:

- **Plan A:** Higher retainer with lower commission (higher initial cost, lower ongoing risk).
- **Plan B:** Lower retainer (approximately \$12,000 total for six months) with commission paid only on new sponsorships generated, providing lower risk to the District.

Board members discussed the role of Perk Media in the sponsorship pilot. It was clarified that while the sponsorship program can operate without Perk, Mr. Parker believes his involvement is critical for tracking social media engagement, including likes, follows, clicks, and targeted campaigns. Perk Media's fee is estimated at \$4,000 per month for six months, in addition to potential costs for boosted social media campaigns to increase reach for specific events. Board members emphasized the need for a combined plan showing how Mr. Parker's sponsorship efforts and Perk Media's social media strategy would work together with existing marketing by Pelican Park staff. Further details on the contract, including exact pricing and campaign management, will be presented prior to formal approval.

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The Board thanked both presenters for their time and enthusiasm and noted the potential for further discussion on the proposed sponsorship pilot program with more details of pricing at the next Board Meeting on November 19th.

5. Board of Commissioner Meeting Minutes:

• 5a. Board of Commissioner Regular Monthly Meeting Minutes – September 24, 2025.

Motion by B. McGuire to approve the previous month's Meeting Minutes as presented with no changes, Second by J. Neill Vote 6-0. Motion passes.

6. New Business:

• 6a. Master Service Agreement (MSA) 26OTH-001 with St. Tammany Parish School Board

- M. Garcia presented the drafted Master Service Agreement (MSA) between the District and St. Tammany Parish Public Schools. Once approved and signed by the School Board, the MSA will remain in effect for 2026 and 2027, eliminating the need for separate agreements each year. Schools will only need to submit a facility usage application, which will be approved if space is available, streamlining the booking process. Each cooperative endeavor agreement will include an attachment to ensure compliance, and all agreements will be tracked according to current District procedures.

The Board was asked to approve execution of the Master Service Agreement between the District and the School Board to formalize this streamlined process.

Motion by B. McGuire to approve the Master Service Agreement (MSA) 26OTH-001 with St. Tammany Parish School Board, Second by J. Neill Vote 6-0. Motion passes.

• 6b. 25CEA-017 with St. Tammany Parish School Board for access and use of softball fields for junior and high school teams, as specifically noted, up to 4 times a week as available, and to be concluded no later than 5:00 p.m.

- M. Garcia presented to the Board CEA-017 with St. Tammany Parish School Board, which provides junior high and high school teams access to Pelican Park fields and gyms for practices and leagues. Access is scheduled before evening programs, generally between 3:00 and 5:00 p.m., on a first-come, first-served basis, with schools responsible for supervision.
 - The agreement supports schools that lack adequate space, allowing them to use baseball, softball, football fields, and gyms at no cost. It also creates opportunities for student involvement in Park operations, such as scorekeeping, internships, and volunteer roles, and allows coaches to assist with clinics and youth programming. The Pelican Park Staff is waiting for the schools' potential schedules to review their needs.
- Discussion.**

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Motion by R. Danielson to approve 25CEA-017 with St. Tammany Parish School Board for access and use of softball fields for junior and high school teams, as specifically noted, up to 4 times a week as available, and to be concluded no later than 5:00 p.m., Second by S. Lemoine Vote 6-0. Motion passes.

• 6c. CEA and Resolution 2025-006 with St. Tammany Parish for Access Servitude and Resolution – TBD

- L. Scott provided information about the St Tammany Parish Access and Servitude project. The Board discussed the placement of the multimodal path in relation to the skate park and sand volleyball areas. There is room on the north, skate park side, but questions were raised about the sand volleyball side due to proposed sidewalks, which have not yet been constructed.
- S. Reeder and L. Scott have a meeting scheduled with Brent Ross of Perkins and Will to obtain recommendations on the optimal placement.
- Currently, authorization is being granted for S. Reeder to execute the cooperative endeavor agreement with St. Tammany Parish Government to allow the contractor to begin clearing, including the construction servitude required for the multimodal path.
- The cooperative endeavor agreement will be reviewed by the Board prior to final execution, and maintenance responsibilities for the path will follow the existing maintenance agreement for Park access.
- Resolution 2025-006, dated October 15, 2025, was read in-full by S. Lemoine, authorizing the Director, S. Reeder to execute the cooperative endeavor agreement and act of donation of a servitude for the construction of a multi-use path within portions of the District's right-of-way.

Motion by S. Lemoine to approve Resolution 2025-006, dated October 15, 2025, authorizing Director S. Reeder to execute the cooperative endeavor agreement and act of donation of a servitude for the construction of a multi-use path within portions of the District's right-of-way, Second by R. Danielson Vote 6-0. Motion passes.

• 6d. Pickleball Court Expansion

- L. Scott provided information regarding the pickleball expansion project, the bid opening was held on October 11, 2025, with nine contractors submitting bids. The total project budget was \$930,000, including the base bid and two alternates. The low bid of \$857,069.60 was submitted by Sieverding Construction, LLC, which was \$72,930.40 under the total budget. Neel Schaffer reviewed all submissions and confirmed no irregularities with the lowest bidder. Discussion.

Motion by J. Neill to accept the low bid of \$857,069.60 by Sieverding Construction, LLC, Second by d. Richardson. Vote 6-0. Motion passes.

7. Financials

• 7a. Monthly Summaries:

- The financials were reviewed by S. Goodwill and N. Adams. The Financial Committee met last week and the financials are in good shape to complete this year.

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- **7b. Bank and Credit Card Statements:**

- N. Adams reported that revenues and expenses are tracking as expected. S. Lemoine reviewed the credit card activity, all appeared in order.

Motion by N. Adams to approve the financials as presented. Second by B. McGuire.
Vote 6-0. Motion passes.

8. Committee Updates:

- **8a. Finance Committee– 10/09**

- The Committee mainly reviewed the 2026 Budget Hearing, which was previously discussed in the meeting prior to this current one.

9. Division Monthly Reports

- **9a. Administration – Reported by Suzanne Reeder**

- The Administrative report included an update on the Finance Committee and the Master Services Agreement. Staff has been actively working through multiple agreements, with several executed recently. M. Garcia submitted an NRPA grant application last week for field lighting improvements on Gold Field. If awarded, the grant would provide a portion of the funding needed, as the total project cost is estimated at just under \$400,000. The District would need to secure additional funds to complete the project.
- In addition, the Recreation team and M. Garcia submitted a bid to host the USA Rugby Club Nationals for 2026, 2027, and 2028, with a guaranteed commitment for 2026. The bid included proposed hosting fees, with the potential for adjusted fees in later years. Notification of bid awards is expected within approximately four weeks. If the lighting improvements are completed, the upgrades would allow the facility to host larger events such as USA Rugby Nationals, which require stadium-type seating and enhanced lighting capacity. The project would include new light poles and energy-efficient lighting with shade covers.
- Operationally, the park recorded 116,000 vehicles last month, with the busiest day exceeding 12,000 visitors before noon. The director noted that the report did not include social media or Facebook statistics this month to highlight overall park attendance data. Staff also discussed several recent school homecoming events held at the park.
- Monthly disc golf report, noting that players on the course collectively logged approximately 1,463,000 steps last month, representing strong usage and engagement. The director thanked staff for compiling the data and noted the continued high level of park activity heading into the busy weekend with Midnight Madness scheduled.

- **9b Planning Reported by Louissette Scott**

- The Skate Park project continues to progress well. Concrete work within the bowl is complete, most features on the original site are finished, and the pump track is approximately 80% formed with rebar. Shade structure installation is scheduled for the week of October 20th, with overall completion expected by the end of November.

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- The Sand Volleyball project construction drawings have been completed and submitted to the Parish for permitting, with approval anticipated within the next one to two weeks. Once permits are received, the project will be advertised for bid.
- Staff will meet with Perkins and Will to review recommendations from their recent site visit and discuss the bike path design associated with the Bypass Road.
- The Bartram Trail Conference is scheduled for Saturday, October 25th, and will include installation of a new trail marker recognizing William Bartram, America's first naturalist.
- L. Scott noted the success of the new planetarium, which debuted October 4th during the Astronomy in the Park event. Approximately 100 people attended, and additional astronomy events are planned for November 12th and December 18th. The Pontchartrain Astronomy Society continues to support these programs with educational activities and telescope viewings.
- **Continued with Environmental Education Programs – Reported by Alex Landry**
 - A. Landry reported that the first Sunset Yoga session was held two weeks ago at Fontainebleau State Park, beginning an hour before sunset on Friday evening. The event had a good turnout with 12 participants, and another session is scheduled for this Friday. The Fontainebleau Early Birds bird-watching event took place this past Saturday, with approximately 35 participants and guides from the Orleans Audubon Society. Due to high attendance, staff may consider offering the program more frequently.
 - The first "Nature at Pat's" program was also held successfully, with the next event scheduled for next Wednesday, featuring a presentation titled *Luminescence and Fluorescence in Nature* by Leon Zebrick, who also leads the Astronomy in the Park program.
 - Staff shared updates on ongoing professional and educational activities, including participation in environmental programs across Louisiana, such as birding events, nature walks, and visits to Poverty Point and Mount Driskill in Bienville Parish.
 - It was also noted that the Staff is proud to announce that Alex has been nominated to serve on the Board of Directors for the Louisiana Master Naturalists, which will strengthen collaboration and support for future environmental education initiatives, including development of a Junior Naturalist Program planned for next spring.
- **9c. Parks – Reported by Doug McLemore**
 - D. McLemore reported that the water well at the Castine Center failed last week. Two quotes were obtained, one from Griner Drilling Services out of Mississippi and one from Waterworks in Covington. Waterworks provided the lowest price and the quickest turnaround, with installation expected early next week. The replacement cost is \$15,750. It was noted that the previous motor was replaced in March 2023, and the one before that in 2019. The most recent motor pumped approximately 33 million gallons before failure. Staff discussed the importance of purchasing a backup motor to avoid future delays, and direction was given to move forward with securing one.

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- Discussion also included options for rebuilding water well motors locally, with staff exploring the feasibility of using a Slidell facility for potential spares, while a new motor is already on order
- Temporary restroom facilities have been placed on-site for the weekend's events, including Midnight Madness.

- **9d. Recreation – Reported by Carly Arthur**
 - C. Arthur reported that winter basketball season, noting that evaluations conducted by a third party provided positive feedback from parents, who have observed improvements in programming. Draft schedules have been completed, and games are set to begin the first or second weekend of November.
 - The upcoming Midnight Madness event is planned and expected to be busy.
 - Homecoming Football Games the following weekend, which will include a DJ and The Men of St Tammany came and cooked hamburgers and sides for the Pelican Park players and coaches.
 - The Bayou Cup Soccer Tournament is scheduled for November 1–2, featuring adult teams from across Louisiana and representing diverse cultural communities.
 - A Pickleball Tournament is planned for November 22 at the stage, followed by a forum club event, which is expected to attract a large audience.
 - C. Arthur highlighted the success of recent youth evaluations and activities, with strong engagement and positive participation.

- **9f. Concessions:**
 - S. Reeder reported on behalf of Ray, she was excited to announce that concessions now features Donut King mini donuts, sold in packages of 12 for \$3, with a low cost per package, providing a profitable addition. The pilot program for Donut King took place on Saturday, with approximately 100 packages sold. The next Donut King event is scheduled for the weekend of the 20th. Donut King has also partnered with the District by donating donuts for the upcoming Bartram Conference. Staff expressed appreciation for J. Neill's assistance in establishing this great partnership.

- 10. Old Business:**
 - S. Reeder noted that the surface lease renewal, previously submitted by M. Garcia, has been approved. This was brought to the board's attention for acknowledgment. No further old business was reported.

- 11. Public Comments:**
 - None

Next Board of Commissioner Meeting, Wednesday December 10, 2025

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12. Meeting Adjourn:

- **Motion to adjourn at 7:53pm by B. McGuire. Second by d. Richardson. Vote 6-0 in favor.**

****All attachments, item lists and Reports in Brief documents are included in the official minutes.**