



Carrollwood Recreation District
March 14, 2022

Board of Trustees

Mark Snellgrove
President

Executive Committee Meeting - 6:00 p.m.

Regular Meeting Agenda - 6:30 p.m.

Suzan Giunta
Vice President
Grounds Chairwoman

1. Call Regular Meeting to Order

Mark Georgiades
Treasurer

2. Roll Call

Joseph Costa
Secretary

3. Determination of Quorum

4. Public Comment

Dr. Anna Brown
Recreation Center/
Tennis Chairwoman

5. Motion to Approve the Meeting Agenda & Consent Agenda

- Approval of March 14, 2022, Regular Meeting Agenda
- Approval of February 2022 Treasurer's Report
- Approval of February 14, 2022, Executive Committee Meeting Minutes
- Approval of February 14, 2022, Regular Meeting Minutes

Michael Carelli
Original Carrollwood
Park Chairman

6. Regular Agenda Items

Jack Griffie
Scotty Cooper Park
Chairman

Treasurer Matters:

- Request for Committee Budget Proposals: FY 2022-2023. Budget draft to be provided at the May meeting, with a Public Hearing scheduled on June 13

Christina Price
Community
Development
Chairwoman

President:

- Power Point Presentation for April Public Hearing
- Barber Shop PR
- Saturday, March 26, 2022, Committee Meeting @ 10:00 a.m.
- Trustee Brown: to Review Crisis Management Plan for Carrollwood Elementary School - based on a voicemail message recently received
- Postcards for the Public Hearing and the Tampa Bay Times Newspaper Legal Notice were scheduled for the week of March 7th

Kevin Shidler
White Sands Beach
Chairman



Carrollwood Recreation District

Board of Trustees

Mark Snellgrove
President

Recreation Center/ Tennis Chairwoman:

Suzan Giunta
Vice President
Grounds Chairwoman

Original Carrollwood Park Chairman:

Mark Georgiades
Treasurer

White Sands Beach Chairman:

Joseph Costa
Secretary

Scotty Cooper Park Chairman:

Dr. Anna Brown
Recreation Center/
Tennis Chairwoman

Grounds Chairwoman:

Community Development Chairwoman:

- Review PR Resume

Michael Carelli
Original Carrollwood
Park Chairman

CCA Liaison:

Jack Griffie
Scotty Cooper Park
Chairman

7. Other Business

Christina Price
Community
Development
Chairwoman

8. Adjourn

Kevin Shidler
White Sands Beach
Chairman

Carrollwood Recreation District Board Executive Meeting Minutes
February 14, 2022

THESE MEETING MINUTES ARE NOT A WORD FOR WORD TRANSCRIPT OF WHAT WAS SAID. THE NOTES CAPTURE THE ESSENCE AND MEANING OF ALL DIALOGUE WHILE TRANSCRIBING EXACT PHRASING AS CLOSELY AS POSSIBLE.

1. Call To Order

- President Mark Snellgrove called the meeting to order: 6:00 p.m.

2. Roll Call (rolled not called for Executive Meeting)

Members present:

Michael Carelli	Original Carrollwood Park	Not Present
Joseph Costa	Secretary	Present
Suzan "Suzy" Giunta	Vice President & Grounds	Present
Dr. Anna Brown	Recreation Center/Tennis	Present
Mark Georgiades	Treasurer	Not Present
Jack Griffie	Scotty Cooper Park	Present
Chrissie Price	Community Development	Present
Kevin Shidler	White Sands Beach	Present
Mark Snellgrove	President	Present

- **Trustee Snellgrove** made corrections to the January 10, 2022 meeting minutes.
- Executive Meeting Adjourned at 6:30 p.m.

**Carrollwood Recreation District Board Regular Meeting Minutes
January 10, 2022**

THESE MEETING MINUTES ARE NOT A WORD FOR WORD TRANSCRIPT OF WHAT WAS SAID. THE NOTES CAPTURE THE ESSENCE AND MEANING OF ALL DIALOGUE WHILE TRANSCRIBING EXACT PHRASING AS CLOSELY AS POSSIBLE.

1. Call To Order

- President Mark Snellgrove called the meeting to order: 6:31 p.m.

2. Roll Call

Trustees:

Members present:

Michael Carelli	Original Carrollwood Park	Present
Professor Joseph Costa	Secretary	Present
Suzan "Suzy" Giunta	Vice President & Grounds	Present
Dr. Anna Brown	Recreation Center/Tennis	Present
Mark Georgiades	Treasurer (arrived at 6:38 p.m.)	Not Present
Jack Griffie	Scotty Cooper Park	Present
Chrissie Price	Community Development	Present
Kevin Shidler	White Sands Beach	Present
Mark Snellgrove	President	Present

3. Determination of Quorum

- Yes: Eight Trustees present at 6:31 p.m.

4. Public Comment Opened:

- Dr. Rick Dillon – Resident: No comment
- Bill Clark – Resident: stated that the Board did a good job on the sign at the entrance to the neighborhood.
- Resident, Mickey Jaap, proposed that the Board meet with the attorney to investigate the possibility of having boat trailers park at Original Carrollwood Park.
- Tracy – Resident – No comment

Public Comment Closed: 6:43 p.m.

5. Consent Agenda Approval, including:

- Approval of January 10, 2022, Regular Meeting Agenda
- Approval of January 10, 2022, Organizational Session Minutes
- Approval of January 2022 Treasurer's Report
- Approval of January 10, 2022, Executive Committee Meeting Minutes
- Approval of January 10, 2022, Regular Meeting Minutes
- **Motion by Trustee Costa to Approve the Meeting Agenda & Consent Agenda**

- **Motion** Seconded by **Trustee Carelli**
- **Vote:** 8 in favor; 0 opposed

Trustee Georgiades arrived at 6:38 p.m.

6. Regular Agenda

Mark Georgiades — Treasurer Matters:

- Motion by **Trustee Georgiades** to accept the independent auditors' report prepared by Brimmer, Burek, and Keelan for the fiscal year ending September 20, 2021; and to be submitted to the Florida Auditor General.
- **Motion** Seconded by **Trustee Shidler**
- **Vote:** 9 in favor; 0 opposed

- Motion by **Trustee Georgiades** to authorize President Snellgrove to bind insurance coverage and issue payment for property and general liability coverage in the amount of \$36,704.00 with the Cincinnati Insurance Company through the district's insurance agent — SILHLE INSURANCE GROUP.
- **Motion** Seconded by **Trustee Shidler**
- **Vote:** 9 in favor; 0 opposed

Mark Snellgrove – President Matters:

- **Trustee Costa:** Made changes on a letter from the Board that will be placed in the Caroler, including the following: On Monday April 11th at 6:30 p.m., the Carrollwood Recreation District will hold a public hearing at the Rec Center; the purpose of which is to consider placing a referendum on the August 23, 2022, public elections ballot proposing to change the annual assessment from \$600 to a cap of \$1,200 per year.
- **Trustee Costa:** went over rough layouts of yard signs. The Trustee also discussed a neighborhood spirit / chalk art contest for kids to raise awareness for the August 23 election and to drive support for the resolution.

Trustee Snellgrove: A postcard will be sent out in March. The Trustee would meet with Trustee Costa on the postcard and on the Public Notice.

Trustee Snellgrove: Found a contractor to do the work at White Sands Beach.

Michael Carelli — Original Carrollwood Park:

- **Trustee Carelli:** No new business.

Kevin Shidler — White Sands Beach: not present

- **Trustee Snellgrove:** Will resume having guards at White Sands Beach

Jack Griffie — Scotty Cooper Park:

- **Motion** by **Trustee Griffie:**
- Motion by Trustee Griffie to approve awarding Joswig Construction Inc. a contract for emergency sidewalk repair at White Sands Beach in the amount of \$4,200.00, which includes three-cubic yards of concrete (flowable fill). Any additional material will cost extra, at a cost of \$405.00 per yard, and is so authorized.
- **Motion** Seconded by **Trustee Price**
- **Vote:** 9 in favor; 0 opposed

Suzan Giunta – Grounds:

- **Trustee Giunta:** No new business

Dr. Anna Brown — Recreation Center & Tennis:

- **Trustee Brown:** no new business

Chrissie Price — Community Development:

- **Trustee Price: The Trustee** interviewed Public Relations firms and shared thoughts with the Board. The PR Representative, Kenya Woodard estimated her cost to be \$3,000 per month.

- **Motion** by **Trustee Price:** to award a contract to Kenya Woodard for PR services an amount up to \$21,000 or less.
- Motion by Trustee Price to
- **Motion** Seconded by **Trustee Giunta**
- **Vote:** 9 in favor; 0 opposed

7. Other Business

Public Comment reopened at 7:51 p.m.

- Resident, Mickey Jaap, proposed that the Board meet with the attorney to investigate the possibility of having boat trailers parked at Original Carrollwood Park. The Board discussed the issues but came to no resolution.

➤ **CCA Liaison** – no one present

8. Adjournment

- **Trustee Kevin:** Made a motion to adjourn
- **Motion** Seconded by **Trustee Costa**
- **Vote:** 8 in favor; 0 opposed
- Meeting ended at 8:20 p.m.

Meeting minutes recorded by Trustee Costa

Carrollwood Recreation District Board Organizational Session Minutes
January 10, 2022 - **Corrected**

THESE SESSION MINUTES ARE NOT A WORD FOR WORD TRANSCRIPT OF WHAT WAS SAID.
THE NOTES CAPTURE THE ESSENCE AND MEANING OF ALL DIALOGUE WHILE TRANSCRIBING
EXACT PHRASING AS CLOSELY AS POSSIBLE.

1. Call To Order

2. Roll Call

Members present:

Michael Carelli	Original Carrollwood Park	Not Present
Professor Joseph Costa	Secretary	Present
Suzan "Suzy" Giunta	Vice President & Grounds	Present
Dr. Anna Brown	Recreation Center/Tennis	Not Present
Mark Georgiades	Treasurer	Present
Jack Griffie	Scotty Cooper Park	Present
Chrissie Price	Community Development	Present
Kevin Shidler	White Sands Beach	Present
Mark Snellgrove	President	Present

- **Motion from Trustee Costa:** For Michael Carelli to remain Original Carrollwood Park Chairman, Joseph Costa to remain Secretary, Suzan "Suzy" Giunta to remain Vice President & Grounds Chairwoman, Dr. Anna Brown to remain Recreation Center/Tennis Chairwoman, Mark Georgiades to remain the Treasurer, Jack Griffie to remain Scotty Cooper Park Chairman, Chrissie Price to remain Community Development Chairwoman, Kevin Shidler to remain White Sands Beach Chairman and Mark Snellgrove to remain President.
- **Seconded by Trustee Shidler**
- **Vote:** 7 in favor, 0 against

**Carrollwood Recreation District Board Executive Meeting Minutes
January 10, 2022 – Corrected**

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1. Call To Order

- President Mark Snellgrove called the meeting to order: 6:05 p.m.

Added to the Regular Meeting Agenda

- Rescind the contract awarded to Keith’s Concrete and to re-award the contract to another contractor
- To approve the public hearing date of April 11, 2022, to consider a proposal to place a referendum on the ballot that would increase the maximum amount of the Carrollwood Recreation District Tax that could be assessed each year; to approve the postcard mailer for the public hearing; and to approve the newspaper public hearing notice. The public hearing will be a time-certain item on the regular meeting agenda.

2. Roll Call (rolled not called for Executive Meeting)

Members present:

Michael Carelli	Original Carrollwood Park	Not Present
Professor Joseph Costa	Secretary	Present
Suzan “Suzy” Giunta	Vice President & Grounds	Present
Dr. Anna Brown	Recreation Center/Tennis	Present
Mark Georgiades	Treasurer	Present
Jack Griffie	Scotty Cooper Park	Present
Chrissie Price	Community Development	Present
Kevin Shidler	White Sands Beach	Present
Mark Snellgrove	President	Present

- **Secretary Costa** made corrections to the December 13, 2021, meeting minutes.
- Executive Meeting Adjourned at 6:30 p.m.

Carrollwood Recreation District Board Regular Meeting Minutes
January 10, 2022 – **Corrected**

THESE MEETING MINUTES ARE NOT A WORD FOR WORD TRANSCRIPT OF WHAT WAS SAID. THE NOTES CAPTURE THE ESSENCE AND MEANING OF ALL DIALOGUE WHILE TRANSCRIBING EXACT PHRASING AS CLOSELY AS POSSIBLE.

1. Call To Order

- President Mark Snellgrove called the meeting to order: 6:31 p.m.

2. Roll Call

Trustees:

Members present:

Michael Carelli	Original Carrollwood Park	Not Present
Professor Joseph Costa	Secretary	Present
Suzan “Suzy” Giunta	Vice President & Grounds	Present
Dr. Anna Brown	Recreation Center/Tennis	Present
Mark Georgiades	Treasurer	Present
Jack Griffie	Scotty Cooper Park	Present
Chrissie Price	Community Development	Present
Kevin Shidler	White Sands Beach	Present
Mark Snellgrove	President	Present

3. Determination of Quorum

- Yes: Seven Trustees present at 6:31 p.m.

4. Public Comment Opened: No residents in attendance

Public Comment Closed: 6:35 p.m.

5. Regular Meeting Agenda & Consent Agenda Approval:

- **Motion** by **Trustee Giunta** to approve the regular meeting agenda & consent agenda
- Approval of January 10, 2022, Regular Meeting Agenda
- Approval of December 2022, Treasurer’s Report
- Approval of December 13, 2022, Executive Committee Meeting Minutes
- Approval of December 13, 2022, Regular Meeting Minutes

- **Motion** Seconded by **Trustee Costa**
- **Vote:** 7 in favor; 0 opposed

Trustee Brown arrived at 6:32 p.m.

Trustee Shidler left the meeting at 6:33 p.m.

6. Regular Agenda

Mark Georgiades — Treasurer Matters:

- **Trustee Georgiades:** Reported that the tax revenues have begun to arrive.

Mark Snellgrove – President Matters:

- **Trustee Snellgrove:** Reminded the Board that at no time should any of the board members have conversations with each other about district business outside of established board meetings.
- **The Board:** Discussed the proposed tax increase to meeting district expenses.
- **Motion** by **Trustee Griffie** to approve the public hearing date of April 11, 2022, to consider a proposal to place a referendum on the ballot that would increase the maximum amount of the Carrollwood Recreation District Tax that could be assessed each year; to approve the postcard mailer for the public hearing; and to approve the newspaper public hearing notice. The public hearing will be a time-certain item on the regular meeting agenda.
- **Motion** seconded by **Trustee Giunta**
- **Vote:** 7 in favor; 0 opposed

Michael Carelli — Original Carrollwood Park:

- **Trustee Carelli:** not present

Kevin Shidler — Trustee Shidler: not present

- **Trustee Snellgrove:** Met with KC Horner and another two contractors about emergency sidewalk repairs at White Sands Beach.
- **Motion** by **Trustee Griffie** to rescind the contract awarded to Keith's concrete at the September 13, 2021 regular district meeting, due to Keith's Concrete not responding; and instead, re-award the contract to Another Contractor for the same amount, but not-to exceed \$2,350.00 for concrete repairs at White Sands Beach. Furthermore, if the cost exceeds the \$2,350.00 — because the Trustee just met with new contractors today and is awaiting cost estimates — President Snellgrove is authorized to exercise emergency provisions as defined in the District bylaws – section 4d; \$2,350.00 + up to \$5,000.00 = \$7,350.00 maximum.
- **Motion** seconded by **Trustee Costa**
- **Vote:** 7 in favor; 0 opposed

Jack Griffie — Scotty Cooper Park:

- **Trustee Griffie:** No new business.

Suzan Giunta – Grounds:

- **Trustee Giunta:** Received a text message that the grounds landscape maintenance would increase by \$64.24. The Trustee would contact the vendor and verify the information.

Dr. Anna Brown — Recreation Center & Tennis:

- **Trustee Brown:** no new business

Chrissie Price — Community Development:

- **Trustee Price:** noted that the attorney advised that getting three bids is appropriate, however, the bidding process and solicitations should be made public on the Board website.

7. Other Business

Public Comment: re-opened at 7:50. Resident Andrea Griffie had no comment.

- **CCA Liaison** – no one present

8. Adjournment

- **Trustee Price:** Made a motion to adjourn
- **Motion** Seconded by **Trustee Costa**
- **Vote:** 7 in favor; 0 opposed
- Meeting ended at 8:18 p.m.

Meeting minutes recorded by Secretary Costa

From: [C Price](#)
To: [Carrollwood Rec District](#)
Subject: Fwd: PR
Date: Tuesday, March 1, 2022 1:13:06 PM
Attachments: [Kenya Woodard Resume CRD.pdf](#)

Janet,

Please share the attached resume for the PR person the board selected with the board members. We have agreed to \$ 2,500 per month. I do think we will need to utilize the March workshop date to prepare for the hearing.

Thank you,
Chrissie

----- Forwarded message -----

From: **Kenya Woodard** <kenya@kenyawoodard.com>
Date: Mon, Feb 21, 2022, 6:53 PM
Subject:
To: C Price <cprice2097@gmail.com>

Hi Chrissie,

Please find attached my resume and brief bio below.

Best,

Kenya

In her nearly 20-year career, Kenya's byline has appeared in several publications, including the The (Fort Wayne, Ind.) Journal Gazette, The Daytona Beach News-Journal, and the Tampa Bay Times.

Her entry into communications began as a staff writer for local newspapers covering local government and school boards. After 10 years, Kenya made the leap to public relations – first at a statewide educational organization and then the national research arm of the insurance agency – managing media and developing PR and marketing strategy.

Kenya's career includes stints in broadcast and digital television and podcasting.

KENYA WOODARD

Writer. Media Host. Storyteller.

(813) 335-1156 • kenya@kenyawoodard.com



Public relations & marketing consultant

Tampa, Fla. (April 2012 – present)

- Create, implement, and manage public relations strategies for clients, including writing press releases, arranging media interviews, scheduling public appearances, email marketing, and developing partnerships.
- Create, implement, and manage social media strategies for clients, including connecting with influencers, developing content calendars, and engaging audiences, and tracking reach.
- Draft online content, including website, blog, and social media posts.
- Coordinate and manage events, including fundraisers and meetings.
- Write articles for local, regional, and national publications, including the Tampa Bay Times and Ebony magazine.

Freelance journalist/media host

Tampa, Fla. (April 2012 – present)

- Pitch, source, and write articles focused on stories from and about the Black community. Titles: Medium, Tampa Bay Times, Florida Sentinel Bulletin, Ebony.
- Correspondent for Mocha Morning Show, digital lifestyle show for people of color and urban lifestyle enthusiasts.
- Guest appearances on public affairs shows to offer opinion and insight on current events.
- Served as capital correspondent for Palm Beach Post, covering the 2018 Legislative Session. Reported on statewide issues including the opioid crisis, Parkland shooting, vacation rentals, and home rule.
- Hosted and assisted with production for In The Know, a lifestyle show that highlights points of interest and things to do in Tampa.

Insurance Institute for Business & Home Safety, Public Affairs Manager

Tampa, Fla. (April 2013 – Sept. 2014)

- Created and produced a monthly staff newsletter to keep employees abreast of company news and an editorial style guide to establish a set of editing and writing rules and guidelines.
- Prep CEO and top leadership for media appearances, including coaching and writing talking points.
- Drafted and distributed news releases and proactively pitched storylines to targeted media outlets to procure placement in local, national, and trade outlets. Placements include Washington Post, Insurance Journal, and Business Insurance.

Step Up For Students, Public Relations Coordinator

Tampa, Fla. (August 2010 – April 2012)

- Managed the Step Up For Students website, including uploading documents and photos and developing content.
- Produced quarterly newsletter for a readership of 30,000 and an internal weekly report for a staff of 100.
- Wrote profiles of scholarship recipients and partner schools for the quarterly newsletter, promotional materials, correspondence with donors, and website.

PUBLIC RELATIONS SKILLS

Email marketing
Event planning
Mobile marketing
News writing
Project management
Public relations strategy
Social media management
Social media planning
Website management

DIGITAL SKILLS

Basecamp
Bizzabo
Constant Contact
Cvent
Microsoft Office
Mail Chimp
WordPress
Zoom

SOCIAL MEDIA SKILLS

Facebook TikTok
Hootsuite Twitter
Instagram YouTube
LinkedIn Twitter Analytics

EDUCATION

B.A. – English, African and
African American Studies,
Journalism
Indiana State University