

**PARKS AND RECREATION ADVISORY BOARD GOLF COURSE NAMING SUBCOMMITTEE
MINUTES**

FEBRUARY 5, 2020, 4:30 P.M.

**PARKS AND RECREATION DIRECTOR'S OFFICE
2401 S.E. MONTEREY ROAD, STUART, FLORIDA 34996**

PRESENT:

District 3.....Rob Kloska
District 5.....Jacqueline Blake
At-Large.....Edward Rao

ABSENT:

None.

STAFF PRESENT:

Parks and Recreation Director.....Kevin Abbate
Parks and Recreation Deputy Director.....Mark Lynch
Parks and Recreation Marketing Manager.....Nancy Johnson
Parks and Recreation-Recreation and Event Specialist.....Sarah Cortino

***Indicates a motion **Indicates a vote ***For the record comment**

PUBLIC:

None.

CALL TO ORDER:

Rob Kloska, Chair called the meeting to order at 4:33 P.M.

APPROVAL OF MINUTES:

None.

PUBLIC COMMENT

None.

GOLF COURSE NAMING

- **Golf Course Naming** **Kevin Abbate, Parks and Recreation Director**

Kevin Abbate gave each member the list that was compiled of possible golf course names. Kevin explained how the list of submitted names came to be. He explained that the list came from ideas that were submitted from K-12 students in Martin County; the same as was done for the Sailfish Splash

Waterpark. Staff looked through the list and highlighted some names for consideration. They looked at name availability, website availability, social media page availability, etc. and created a shortened list for consideration and ranking by the subcommittee. Kevin explained the importance of purchasing the domain names quickly for short list names as availability is critical. Discussion took place on several iterations of the names listed and their availability. Nancy Johnson shared some of the narratives the students sent in with their name submissions and spoke regarding the importance of considering the possible logos, branding, and other marketing efforts when choosing names to take back to the PRAB members. Discussion. The subcommittee selected the name Sailfish Sands Golf Course to be recommended to the full PRAB for consideration. They then ranked two possible alternative names for consideration should the first name not be selected. They are; #2. Sailfish Dunes #3. Otters Trail.

COMMENTS/DISCUSSION

- **Date of Next Meeting**

The next PRAB meeting will be held on February 20, 2020 at Sailfish Splash Waterpark, 931 Ruhnke St., Stuart, FL 34994.

- **Public / Members / Staff Comments**

None.

- **Adjourn**

- * Jackie Blake motioned to adjourn the meeting
- * Ed Rao seconded and the motion carried 3-0.

The meeting was adjourned at 5:05 P.M.

Mark Lynch, Deputy Director

Date

Rob Kloska, Chair

Date