

Town of Miami Lakes

Youth Activities Task Force (YATF) Committee

Monthly Meeting Minutes

Wednesday, January 17, 2024

- 1. Call to order:** The meeting is called to order by Chairperson Brian Rodriguez at 7:11 PM EST. Ariana Rejas records the minutes.
- 2. Roll call:** Brian Rodriguez, Maurits Acosta, Ariana Rejas, Angelica Torres, Robin Amador, Gabriella Vega, Leonardo Ladeira, Ana Soto, and Taylor Carballo, Hailie Prieto. Quorum is met.
- 3. Public Comments:** Vivian, the vice chair of the Special Needs Advisory Board invites us to the Special Needs Safety workshop where they will talk about the program and to spread the word. This is for the safety with the families that have members with special needs such as Alzheimer's, autism, etc. When they sign up for the program, they will receive a bracelet and be provided a decal so that others will be careful. The person that registers them can put triggers the person has as well for the surrounding people to be aware.

Two high school students Elias Hernandez and Grace Gonzalez join us today for their interest in a position in the committee.

- 4. Adoption of minutes:** *Gabriella motion to adopt the minutes. Angelica seconds. Motion passes. Brian amends motion and motions to erase the word "phone" next to his name in the roll call. Mrs. Soto seconds. Motion passes.*
- 5. Order of business (deferrals, additions, deletions):**

New Business

- 6. Committee Elections:** Maurits Acosta nominates Brian Rodriguez for committee chair. Brian accepts the nomination. The committee votes. Brian Rodriguez is the YATF committee chair for 2024.
The committee nominates Maurits Acosta for vice chair. Maurits accepts the nomination. The committee votes and Maurits Acosta is the YATF committee vice-chair for 2024.
The committee nominates Ariana Rejas for secretary. Ariana accepts the nomination. The committee votes and Ariana Rejas is the YATF committee secretary for 2024.

7. **Spring Fling:** Ernesto reminds the committee that we have around \$8,500 budgeted including the \$1,500 from our Gold sponsor Memorial Hospital. The committee discusses the different tiers for sponsorships and will be increasing the tier numbers. As of right now, Spring Fling's title sponsor is \$3,500, gold is \$1,500, and silver is \$1000.

It would also be beneficial to have sponsors for each section in our events such as Halloween (one sponsor for Haunted House, another sponsor for the trick or treating section, etc). In terms of Spring Fling, we can ask for a sponsor for the helicopter. Leo suggests mentioning the additional costs for the helicopter including other necessities like the barricades.

Mrs. Soto motions to increase the sponsorships tiers for Spring Fling to title sponsor: \$5,000, Gold \$3,000, and Silver \$1,000. Maurits seconds. Motion passes.

Officer Amador reinforces the importance of safety and that we do not need a prop to make the event bigger since it is already big. Ernesto reminds us that we were also short on eggs, lack of extra face painters, lack of an extra petting zoo area and that we should be mindful of the budget. What we could do is reach out to the other cities that are also using helicopters to ask how they do it, and bring it back to the chief of police of Miami Lakes.

In the following list, here are some concerns we had from last year and potential solutions:

- If you're assigned to a section, please be there beforehand and don't let people steal the markers. There weren't enough markers or stickers or hammers.
More supplies needed in general
 - We will be getting rid of the egg decorating event
 - Supplies that should be bought:
 - Signs:
 - "No Parents" for the big egg hunt sections
 - Ages for each section
 - For Each section (registration, face painting, etc)
 - QR codes maybe
 - Bigger stakes
 - Rubber mallets
 - Golden eggs
 - Tile/apple pay device
- The DJ wasn't loud enough
 - we will need more speakers and/or a different DJ
- We need a third or fourth face painting person and another zoo/pony
 - We will get four face painters, two zoos, and four ponies
- The lines for all the activities can't be all together because it gets confusing
 - We will spread the activities throughout the park
 - The face painters (4) will get tents in different spaces
 - There should be a capped number to avoid overbooking. If the event ends at 1:00 PM, there should be a volunteer end the line at 12:30 P.M. to stop the line from growing.
- We need the pavilions for the **whole day**
 - Thankfully we already took care of this
 - the pavilions will be used for two pony rides each (4 total)

- there should be a capped number to avoid any stress to the ponies
- We will separate the tickets because people were using the same red ticket three times for the same activity
 - Separate the tickets, have one ticket for ponies, one for face painting, and one for the petting zoo
- We need a barrier with two registration tables/sections to avoid problems with redeeming the tickets at the event
 - We could put a registration table at two different parts of the park
 - We could also ask for someone to sponsor barricades
- We should charge \$5 a ticket for each activity to avoid confusion
 - We will look into Tile/apple pay
 - \$5 for each activity
- The time limit for Eventbrite was very chaotic because the event was lengthened more than it should've been and parents were complaining that they couldn't buy during the event
 - Hopefully there won't be any technological issues this year
- We need to print QR codes on big boards NEXT to the registration table and to have the QR codes to redeem the ticket
 - We will look into this
- We need to buy more eggs (30,000)
 - We will get just candy-filled eggs instead of toy-filled
 - Smartie pieces: 4000 candies per case for \$144
 - Or 1000 candies for \$36
 - Candy-filled eggs: 1000 eggs per case for \$149
 - 40,000 eggs filled with candy would come out to \$5,960
 - Empty eggs: 1000 eggs per case for \$89
 - If we buy it separately that is $\$36 + \$89 = \$125$ for 1000 eggs
 - We'd be saving around \$24 per case but if we want 40,000 prefilled eggs, we'd be spending \$960 extra than non-filled.
 - We can buy half filled and half empty to save money and have volunteers fill it on the Saturday's before or buy less eggs total but candy filled
 - We'll buy 25,000 candy-filled eggs
- We should open the volunteer sign up to 100 to get more help
 - Brian suggests getting 300 to help control the lines but instead we will ask for 100 volunteers
 - 25 from Goleman, 25 from Law Society, 25 from HML, and 25 from NHS
- The helicopter can make this easier because the egg hunt can be one and done
 - We will look into this
- The money from the event went back to the town since nothing was done to retrieve it
 - We will look into this because we've always been able to use that money made to pay for the event

Maurits motions for the committee to buy 25,000 candy filled eggs. Mrs. Soto seconds. Motion passes.

Brian strongly suggests us to go searching for sponsors for Spring Fling. Ernesto will send out a sponsorship package for the committee to present.

Old Business

- 8. Town of Miami Lakes Youth Advocacy Award:** Maurits has already set out the applications. It closes out February 16th. The EAB will also promote it at their schools. We will pick the winner on February 21st.

In the future we could potentially find a sponsor to provide a scholarship for the seniors. We could also provide two different awards, one for 9-11 with no monetary award, and one for seniors with a small scholarship award.

- 9. Movies at the Park:** The company played the wrong movie unfortunately at our last event, but they were very apologetic and discounted our event by 50%. They also provided us with two different offers: For January and/or February, we could make the event a double feature event (two movies on the same night for different ages/audiences), waive \$500 equipment/feature fee, and lowest rate next year for the bigger screen. On top of that, they also gave us the license to show Elf in November/December 2024 event.

For this Friday, January 19 we will sell popcorn and drinks. Taylor, Leo, Angelica, Hailie, Mrs. Soto, Leo, Taylor, and Ariana will be there.

Maurits motions to purchase a few cashboxes for the event. Mrs. Soto seconds. Motion passes.

- 10. Announcements:** Ernesto's son is celebrating his 14th birthday. Gabriella and Maurits are going to UF for a competition. Maurits has also been working on his Miami Dade Youth Governance Day event with 11 cities are confirmed.

- 11. Adjournment:** *Brian motions to adjourn the meeting at 8:38 P.M. Hailie seconds. Motion passes. Meeting adjourned.*