



St. Johns County Board of County Commissioners

Parks & Recreation Department

2019 Recreation Advisory Board Applicant Questionnaire responses

The two questions below were emailed to all 9 of the applicants prior to the November 14th meeting with the instruction that they were to reflect upon their answers and offer their responses at the meeting in person. Three of the applicants notified via email that they were unable to attend the meeting but still wished to be considered for the open positions. Those three applicants were asked to submit their answers to the two questions prior to the meeting so that their responses would have the opportunity to be considered along with those applicants in attendance.

Questions:

1. Why are you interested in serving in the position on the Recreation Advisory Board?
2. What insight/experience do you expect to bring to this Board?

Deb Chapin's response:

1 - I am a big proponent of recreation - active and passive. It has been a big part of my life. In my opinion, it's a necessity for health, happiness and emotional well-being, especially outdoor recreation. Additionally, I have hosted and participated in community recreational events to support various causes including cancer research, organ transplants, church events and more that bring together a community for a cause through the use of recreation.

I enjoy meeting new people in the community and hearing their concerns and ideas. I have attended many of the RAB sponsored events to get public feedback and met with local associations. It has been a learning curve and there's still more to learn about the vast parks system.

I'd like to continue to contribute and I would like to have more insight into the parks with site visits and see the hands-on challenges the department faces. I am a supporter of some fees to the public and some sponsors to help with creating new or improved spaces – even if on a trial basis.

2 - In addition to the above, I have experience with many NPO's and founded a greenway alliance & preserve initiative in NE SJC which has accomplished the recent success of Mickler's Wharf – providing public access and recreation such as fishing, nature viewing and picnicking along the intracoastal waterway with zero cost to SJC. Our team's larger vision was accepted as part of the National Park Services RTCA program – one of the only projects accepted in the Southeast.

I've acquired a grant from UF/IFAS Sea Grant program and discovered other unique grant opportunities – that often require county collaboration and private matching funds. These are deadline oriented and the support of SJC has opportunity for improvement.

I bring a variety of experience and creativity to the group. Previously, I spent most of my career in Marketing and Business Dev. successfully creating relationships and joint ventures with top financial, Internet and retail institutions as well as Direct Response TV. Some of the larger projects included:

- *Developed and launched the first Identity Theft Protection program*
- *Helped create a JV with Experian launching a robust interactive credit management program*
- *Developed and launched a private-labeled upscale travel club for MBNA “Palladian Premier Traveller” and acquired 500M members in year 1.*

As a hobby, I've owned & operated a small, active equestrian center – Huntington Farms - which offered boarding, riding lessons, parties and more.

I've raised 3 great children that excelled in competitive sports such as lacrosse, soccer, hockey, and horseback riding - including college level lacrosse. My father, who lives in St. Augustine Beach, has inspired my interest in the variety of sports and recreation without bias for competitive, recreational, passive or extreme sports and recreation. He helped create and grow the largest and broadest sports-based brand in the world – ESPN.

***Summary:** I have enjoyed contributing to the SJC RAB and have learned a great deal in the past 3 years thru this team and how the county works. I have also learned through a laborious process about public / private projects and now have a better understanding of the challenges from the public and private perspectives. I have ideas such as how improved sports-tourism can help fund the growth and improvements for the SJC recreation department. The Amp has done pretty well for ROI to help arts and culture.*

I understand there are many qualified candidates. I think SJC is a great place to live and play. Thanks for your consideration.

Jenna Stone's Response:

1 - As a St. Augustine resident, I am deeply appreciative of the land surrounding our community; Florida is home to incredibly unique habitats and some of the most beautiful beaches in the world. Undoubtedly, these key attributes are what draw thousands of tourists to our state every year. Public parks and spaces, therefore, play an essential role in driving tourism but also unifying communities and creating safe spaces for people to enjoy and ecosystems to thrive. In recognizing the intrinsic value of these spaces, I would be both proud and honored to serve on the St. John's County Recreation Advisory Board.

2 - Although I cannot claim experience in serving on an Advisory Board, I expect to bring a fresh perspective to the Board as well as unbiased and objective opinions. Having worked in the nonprofit space for several years as a Fundraising Consultant, I have experience in fundraising, grant writing, and program evaluation; and, with a background in Marketing, I also have experience in campaign strategy and development. Lastly, and arguably most importantly, I am an outdoor and fitness enthusiast who is passionate about leveraging parks and recreation facilities to improve the wellbeing of our communities and instill pride in our residents.

Bill Steinmetz' response:

1 - I have been a resident of St. Johns County for 17 years. During that time I raised a family with three children. We have greatly enjoyed living in the county and taking advantage of the wonderful family facilities available to us. My kids enjoyed playing recreational and high school sports. My son and I have regularly kayaked in the county. Now we play golf, tennis and pickleball.

I really believe it is my duty to give back and help others. I would like to make sure others have the same wonderful experiences we have had. I also think there are additional opportunities for our county to expand services as we grow. My interest is purely to volunteer

2 - I retired from banking 4 years ago. After being in corporate America for 36 years (in relatively high positions like Senior VP at Chase) I developed strong people skills and financial acumen. It has been my experience that these are helpful skills in most organizations. I also coached recreational girls soccer for 8 seasons and understand what it takes to have a successful recreational program. I think my background, desire to make a difference and love (and appreciation) of our county make me a good candidate for this position.