



**FARMERS BRANCH**  
TEXAS

# Parks and Recreation Board Update

City Council Meeting | December 16, 2025

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Requested By: City Council





## Parks and Recreation Board— Year in Review

# Overview

- 1** Board Members/ Attendance Percentage
- 2** Engagement and Community Involvement/Outreach
- 3** Measurements of Success/Division metrics
- 4** Future Goals/Plans for the Board

# Parks and Recreation Board

## Board Members

Adriane Young-Chair, Stephen Stremel-Vice Chair, David Jones, Jennifer Nelson-Smith, Barbara Leedy, Janice Wooldridge, Deborah Hull, Christian Gomez, Christine Dimon and Emeritus – Margaret Young

## Attendance Percentage

89% Attendance rate for the fiscal year.

## Encourage Participation

Board members support PARD programs through advocacy, outreach, and hands-on volunteerism.

## Strategic Focus Area Outcomes

C.2 Provide Attractive, Unique, and Connected Spaces for Community Interaction.





# Community ENGAGEMENT



## Serving the Community

Members of the Parks and Recreation (PARD) Board are dedicated to serving the community by volunteering through various channels to engage residents and contribute to parks and recreation initiatives.

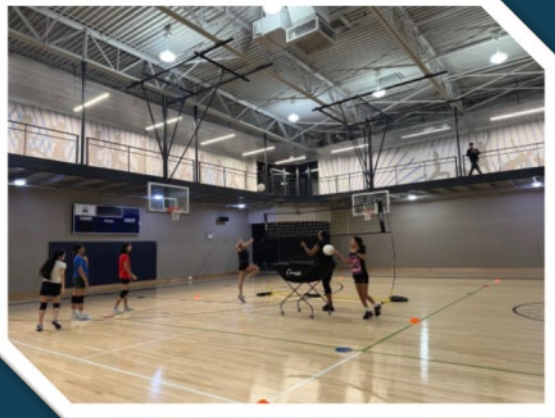
## Engagements:

Members of the Parks and Recreation Board actively engage with the community by volunteering at various events and providing feedback on a wide range of parks and recreation programs.

## Community Involvement

- ✓ Community Garden
- ✓ Independence Day
- ✓ Community Outreach Programs
- ✓ National Parks and Recreation Pop-ups
- ✓ Fishin' Fun
- ✓ Gateway to the Globe
- ✓ Events Review Committee

# Measurement of Success



## Celebrating the Parks and Recreation Month

Members of PARD participated in 16 various pop-up events, including a tour of the John F. Burke Nature Preserve with residents and a variety of recreational activities throughout the month of July.

## Net Promoter Score–Aquatics and Recreation Center

The Aquatics and Recreation Center has achieved a Net Promoter Score (NPS) of 81, placing it in the 'Exceptional' category

## Aquatics and Recreation Center

- 2% increase in total members and 2% increase in membership revenue for Recreation Center
- 6% increase in membership revenue for Aquatics.

## Program Creation

The Recreation Center introduce a new program called “Volleyball Skills and Drills”

# Future Goals



## Continue Community Support

Remain actively involved in serving the community through dedicated volunteer efforts, including participation in Parks and Recreation events, and serve as an advisory board to City Council.

Committed to strengthening our partnership with CFBISD by increasing engagement and fostering deeper connections with schools. We aim to build a lasting, impactful relationship.



## Increase Program Offerings

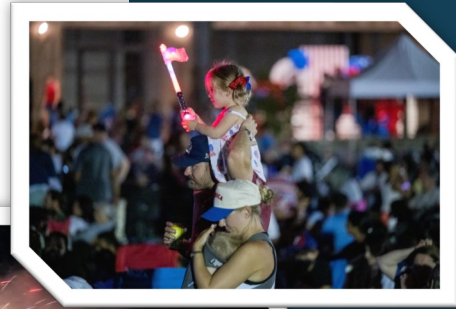
As part of our commitment to enriching the lives of our members, we will continue to develop and introduce meaningful programs.

Keep building on existing programs to support and reinforce branding.



## Member Connections

Continue the increase in membership that will have a positive reflection not just towards program participation but also in social aspects amongst members as well. Keeping us all connected.





# Questions

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