



City of Farmers Branch
Minutes
Parks & Recreation Board

Farmers Branch
Community Recreation Center
14050 Heartside
Farmers Branch, TX 75234

Thursday, November 21, 2024

6:30 PM

Pecan Room

Meeting held at 6:30 PM

PRESIDING: David Jones

PRESENT: Stephen Stremel
Barbara Leedy
Jennifer Nelson-Smith
Jan Wooldridge
Adriane Young
Oscar Briseno
Margaret Young, Emeritus

STAFF: Robert Diaz, Director, Parks & Recreation
Jessica Alvarado, Recreation Superintendent
Mark Moffeit, Parks Superintendent
Tara Bradley, Park Planner
Linda Gaucin, Sr. Administrative Assistant

A. CALL TO ORDER.

David Jones called the meeting to order at 6:30 PM on Thursday, November 21, 2024.

B. CITIZEN COMMENTS

None.

C. AGENDA ITEMS

**C.1 CONSIDER APPROVAL OF MINUTES FOR THE OCTOBER 17, 2024 MEETING;
AND TAKE APPROPRIATE ACTION.**

Barbara Leedy made a motion to approve the October 17, 2024 minutes as presented. The motion was seconded by Jan Wooldridge. Motion carried.

C.2 DISCUSS THE PARK BOARD'S ANNUAL UPDATE TO CITY COUNCIL.

Robert Diaz discussed the slides for the Parks & Recreation Board Year in Review presentation to City Council on December 10, 2024. David Jones requested the following:

- Dates added to the Upcoming Events;
- Data/totals be added to the Examples of Success slide;
- Asked for clarification about the median transition bullet;
- Asked for timeframes to be added on the Updates and Future slide.

Board members and staff gave the following suggestions:

- Barbara Leedy suggested bringing up the Arbor Day event rather than making it a bullet;
- Stephen Stremel and Jessica Alvarado discussed leaving the median transition bullet as it was important to the community;
- Robert Diaz commented he was not sure how much a focus on revenue would be impactful and suggested discussing membership totals instead;
- Stephen Stremel commented that the Parks and Recreation presentation should stay consistent with other board presentations. He suggested customer service numbers as data to highlight in the slides to City Council. Robert Diaz stated City Council does find customer service important, so the continuous feedback is impactful, and they are looking into using the Parks & Recreation customer service information city-wide.

David Jones asked how the bi-annual update to the Council will go. Jan Wooldridge responded that they may ask a question, but they never ask specifics of revenue and numbers.

C.3 RECEIVE THE PARKS AND RECREATION DEPARTMENTAL PROJECT UPDATE.

Robert Diaz introduced Tara Bradley, the new park planner. Robert Diaz asked Tara Bradley to discuss the GIS process for the city's assets and her background. Tara Bradley briefly described her background in land use planning. Her experience includes Public Outreach and Neighborhood Planning. Tara Bradley then showed the board how to get to the city's GIS data through the City's website and discussed a QR code around the city that will take you to this page.

This site will have surveys, status of the projects, upcoming meetings, and other data like which fiscal year it is projected for. In future, the plan is to go to a story book look on this website.

Tara Bradley presented on current Parks and Recreation Departmental Project Update.

Dutch Village

- There is an active survey. Jan Wooldridge asked if anyone could take the survey. Tara Bradley responded that they could, but specific letters were sent to the neighborhoods right in the park area to target responses.

- Mon, Dec 9 at 6:30 p.m. in the Pecan Room of the Recreation Center there will be a Neighborhood Meeting to discuss the upcoming work. David Jones asked how successful these meetings have been. Robert Diaz responded that the last one was in 2022 and it was well attended. They gave the survey data and the meeting data to the consultant to use in design. This upcoming meeting will help refine our process for surveys and outreach meetings.
- Mark Mofeit commented that we skipped a step in bringing this project to the board. In future, we'll have public outreach, develop concepts, then come to the board.
- The board was provided with the same letter that residents received.

Squire Park

- There will be public feedback on this project in 2025.

John Burke

- The preserve is open.
- The septic tank is installed, but not active yet.

C.4 RECEIVE RECREATION DIVISION UPDATE.

Jessica Alvarado discussed the following events which are also on the website:

- December 6, 2024 - Feliz Navidog
- December 7, 2024 – Christmas Carnival
 - Discussed board member volunteers for the gazebo.
 - Check in with Tara Bradley that night.
 - Jennifer Nelson-Smith will check with her husband to volunteer at the same time from 6:30 – 9 p.m.
 - Broader advertising went out this year for the Christmas Carnival.
 - Signage recommendations from the board were worked on.
- December 14, 2025 – Pancakes and Pajamas
 - Jennifer Nelson-Smith inquired about the age group targeted for this event. Jessica Alvarado responded that it is for all families, all ages.
- December 18, 2025 – Santa and Cookies

Jessica Alvarado discussed moving all Farmers Branch events to one place on the website with tabs for the different departments to allow the user to decide what to view in one place.

Jessica Alvarado highlighted that the City Council discussed a subcommittee under the Arts and Culture Board for a second Multi-Cultural Event. That event will still be Parks and Recreation's event to host.

Jessica Alvarado commented that in the future, City Council wants to form a committee to audit the Parks and Recreation events to see if the community wants them continued.

C.5 RECEIVE PARKS DIVISION UPDATE.

Mark Moffeit gave the following updates:

- Tom Field:
 - Worked on irrigation.
 - Goal to plant next week.
- Hedges will be trimmed further in multiple locations around the city.
 - Has picked back up again, so monitoring has started again. Jan Wooldridge noticed a peak of people back at Joya Park over the weekend.
 - Security should be in soon.
 - Fence should be in soon.
 - Grass and some flowers near the signage planned.
 - Discussed evaluating a change in the music per comments from residents.
- Joya at Oran Good Park
 - Working on providing more ground cover in multiple areas to help the city look nice even in extreme weather.

C.6 RECEIVE AN UPDATE FROM BOARD MEMBERS ON PARKS, PROGRAMS, EVENTS, OR FACILITIES ATTENDED IN THE CITY OF FARMERS BRANCH.

Stephen Stremel discussed the following events:

Bluegrass Festival:

He talked to 12-15 people and many had been coming for years. They said how well the event was run from people at the gate all the way through. One negative comment he heard was the change from an outdoor to an indoor event next year and they hope the city will change their mind because this is an outdoor event. Jan Wooldridge and Jennifer Nelson-Smith agreed that they also heard the negative all day. Jennifer Nelson-Smith was told by attendees that they are not planning to come back if the event is held indoors.

Veterans Day Event:

He believes it is a good event. People who come to this celebration are older veterans. Trying to think of how to get younger Veterans to participate. Robert Diaz said Jackie Boyles who works for the city is a younger veteran, so we will talk with him about ideas to bridge the gap. Barbara Leedy said some veterans go to other events. Jan Wooldridge remembers when school kids would come with thank you notes and ensured each veteran got a card. This allowed the children to connect directly. David Jones noticed that last year on a Saturday more attendance than this year on Monday.

1842 Venue:

He went to a wedding reception Saturday night. Many people from Carrollton saying they wish Carrollton would have a space like this. The event had 100-110 people and indoor/outdoor worked nicely. Adriane Young was also at the 1842 Venue for a cornerstone event.

Jennifer Nelson-Smith commented that she attended Day of the Day, had a lot of fun with good music.

Jan Wooldridge commented that she attended Haunts and Houses and it was fun to see the families with the little ones.

C.7 DISCUSS POTENTIAL AGENDA ITEMS FOR FUTURE MEETINGS.

Adriane Young requested an update on the Rawhide Trail work. Someone questioned her about trees that were removed and what is going on there, are asked if trees were going back in.

Mark Moffeit reported that the path was moved out of the floodplain for safety from flooding. The money was from the trails fund. It's 12-ft now for more usage for people. They are going to continue it all the way around. Mark Moffeit is looking for Parasol trees to try to put back in. Last 4 winters and 2 summers, cedars start dying from the top and working their way down. The Rawhide Trail will have more trees and grass planted.

Robert Diaz suggested adding an update for the board about the School District plans for redeveloping Farmers Branch Elementary in early 2026 with Construction over 18 months and the effect on Cox Park.

Adriane Young requested an update on Denton Drive.

Jan Wooldridge requested the upcoming event dates as soon as they are available so the board could plan to be there.

D. ADJOURNMENT.

Jan Wooldridge made a motion to adjourn the meeting. The motion was seconded by Adriane Young. The motion carried. The November 21, 2024 meeting adjourned at 7:40 p.m.

Note: A full video of the meeting is available on the YouTube FBTV channel.

David Jones, Chair

Jennifer Nelson-Smith,
Secretary