



City of Farmers Branch

Minutes

Parks & Recreation Board

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

Thursday, May 20, 2021

6:30 PM

Pecan Room

Meeting held at 6:30 PM

PRESIDING: Jan Wooldridge, Chair

PRESENT: Barbara Leedy
Christy Dimon
Sarah Langhorst
Susan Mathis
Steve Root
Robert Stewart
Margaret Young (Emeritus)

ABSENT: Marc Traynor

STAFF: Rachael Arroyo, Recreation Superintendent
Linda Gaucin, Administrative Assistant
Jessica Alvarado, Recreation Supervisor
Maria Minter, Recreation Manager
Geoff Fairchild, Events Manager
Paul Macias, Aquatics Manager
Maryann Zeledon, Recreation Supervisor

A. CALL TO ORDER

Jan Wooldridge called the meeting to order at 6:30 PM on Thursday, May 20, 2021.

B. AGENDA ITEMS

B.1 CONSIDER APPROVAL OF MINUTES FOR THE APRIL 15, 2021 MEETING; AND TAKE APPROPRIATE ACTION.

Steve Root noted that he was present for the April meeting. His name was omitted from the 'present' roster.

A motion was made by Christy Dimon to amend the minutes to include Steve's attendance and recommended approval. The motion was seconded by Sarah Langhorst seconded. Motion carried.

B.2 CONSIDER EXCUSING THE ABSENCE OF BOARD MEMBERS FROM THE APRIL 15, 2021 MEETING; AND TAKE APPROPRIATE ACTION.

Both Susan Mathis and Robert Stewart were absent from the April meeting.

A motion was made by Sarah Langhorst to excuse their absences. The motion was seconded by Christy Dimon. Motion carried.

B.3 RECEIVE THE QUARTERLY REPORT FOR THE RECREATION CENTER.

Maria Minter provided the board with an update of the quarterly report for October 2020 through March 2021 timeframe. This covers the first half of the fiscal year.

Revenues were negatively impacted due to the Coronavirus pandemic and the closure of the first floor for renovation. Revenues are 43% lower than last year.

Excluding the renovation costs, expenses are down 4% from two years ago, primarily due to decreased instructor payroll expenditures. Cost recovery net of the renovation expenses is 32%.

Not included in this report's numbers is the increased traffic seen since the first floor reopened. Scans are up over 100% from the previous month's, and community interest and reaction have been very positive.

Maria also introduced Maryann Zeledon, who will be responsible for the Summer Funshine and Teen Leadership programs. Maryann comes from California and brings with her ten years of experience in Recreation specializing in Youth Programs.

No action taken.

B.4 RECEIVE THE QUARTERLY REPORT FOR THE AQUATICS CENTER.

Paul Macias reviewed the report for the Aquatics Center covering the first half of the fiscal year.

Revenues are down 14% from the previous year. This is driven by reduced programming (primarily swim lessons and Red Cross classes). These were pandemic driven as capacity was restricted. Expenses continue on-trend with prior years.

The Aquatics Center has received four awards and two individual awards.

Paul updated the board on the activities being planned for the 2021 Summer Season. These include 'Hop into the Weekend on June 5&6; 'Concert in the Frog Pond' on June 26; 'TJ's Tiny Triathlon on July 10 and 'Harry Potter Trivia Night on July 16.

No action taken.

B.5 RECEIVE THE QUARTERLY REPORT FOR SPECIAL EVENTS.

Geoff Fairchild provided the board with a review of the report from the Special Events Department. The second quarter of the City's fiscal year is used primarily to plan and coordinate future events.

Negotiations and contracts have been completed for vendors, entertainment, and parking for most events for the rest of the year. Farmers Branch leads the area in providing events during the pandemic, and this allowed the department to be ahead of the game relative to other cities in these efforts.

The City's Independence Day event has been expanded to include the City's 75th Anniversary celebration. Lighting, fireworks, and special effects will enhance the attendee experience in the Historical Park.

Bloomin' Bluegrass planning is well underway, and offers are being extended to headliner bands.

There are two Family Night in the Park events planned. One is programmed around a "School's out" theme, and the other will have an "End of Summer" theme.

Denton Drive Live will return to The Grove, and most if not, all required entities have been secured.

The outdoor ice rink will continue to be a feature for the next three years as the City and the Dallas Stars have extended their agreement for that term. Santa has been contracted for all three weekends, and a new website is in development.

The Special Events division continues to pursue sponsorship opportunities.

No action taken.

B.6 RECEIVE AN UPDATE ON THE SIGNATURE PARK PROJECT.

Rachael Arroyo brought the board up to speed on the proposed Signature Park at Oran Good. This is still a tentative proposal as funding is not secured, but the staff and the committee have met with the vendor to go over the proposal at anticipated funding levels.

No action taken.

B.7 RECEIVE AN UPDATE ON THE BIENNIAL REPORT.

Jan Wooldridge updated the board on her presentation to the City Council. Jan reviewed activity to date along with informing the Council of the various awards the department has earned.

No action taken.

B.8 DISCUSS THE QUAD-BOARD MEETING SCHEDULE.

After receiving feedback from the Arts and Culture Committee, the Senior Advisory Board, and the Historical Park Board, it was decided to hold the meeting on June 29 at 6:30. This initial meeting will include only the officers of each board.

No action taken.

B.9 RECEIVE AN UPDATE FROM BOARD MEMBERS ON PARKS, PROGRAMS, EVENTS OR FACILITIES ATTENDED IN THE CITY OF FARMERS BRANCH.

Sarah Langhorst mentioned that her family had participated in the Glow in the Park Party at the Community Recreation Center. The staff did a great job with making sure the event was a success and COVID-19 sensitive.

Barbara Leedy mentioned that the recent flooding had removed a good section of the rock coping lining the creek at Gussie Field Waterworth Park and that it also increased the silt accumulation in Mallon Park.

No action taken.

B.10 DISCUSS AGENDA ITEMS FOR FUTURE PARKS & RECREATION BOARD MEETINGS; AND TAKE APPROPRIATE ACTION.

Members requested an update from the Quad-Board meeting.

B.11 CONSIDER BOARD MEETING DATES FOR THE 2021 SUMMER SEASON; AND TAKE APPROPRIATE ACTION.

Activity permitting, in the past, the board has elected to skip one or two months of meetings in the summer for vacation and resume the regular schedule in the fall. It is understood that if a critical issue arises which requires board consideration, recommendation, and approval that an emergency meeting will be called.

Rachael Arroyo informed the board that the scheduled date for the July meeting (July 15) falls on the same day as the City's Night Out. Various city facilities will be open to the citizens that night, and many tours will be offered. Also discussed was the end of term on June 30 for a few on the board.

Given this guidance, Christy Dimon made a motion to hold the summer meeting at its regular 6:30 time on June 30 in lieu of regularly scheduled June and July meetings. The motion was seconded by Sarah Langhorst. Motion carried.

Any members interested in giving tours of the Recreation Center on July 15 should contact staff prior to 72 hours before to ensure that agenda protocols are followed.

C. CITIZEN COMMENTS

No comments received.

D. ADJOURNMENT

Robert Stewart made a motion to adjourn the meeting. The motion was seconded by Christy Dimon. Motion carried.

The Park Board meeting adjourned at 7:30 PM.

Jan Wooldridge, Chair

Barbara Leedy, Secretary