

MINUTES

On January 20, 2021, the Parks and Recreation Board met via video conference at 1:30 p.m. in City Hall at 601 S Buchanan Street, Room 201 for a Regular Meeting.

VOTING MEMBERS	PRESENT	NO. MEETINGS HELD SINCE APPOINTMENT	NO. OF MEETINGS ATTENDED
Mr. John Ingerson	Yes	36	30
Mr. Bob Altman	Yes	19	17
Ms. Terry Price	Yes	36	30
Mr. Luke Austin	Yes	28	19
Ms. Tiffany Podzemny	Yes	11	11
Ms. Angela Harney	Yes	11	10
Ms. Elaine Hays	No	1	0
Mr. Eric Hunter	Yes	1	1
Mr. Jonathan Grammer	No	1	0
Mr. Jeff Brain	Yes	1	1

Attendees:

MICHAEL KASHUBA	DIRECTOR OF PARKS AND RECREATION
DAVID WILSON	ASSISTANT DIRECTOR OF PARKS AND RECREATION
KRISTEN WOLBACH	COORDINATOR OF PR AND PROGRAMMING
KELSEY SARGENT	RECREATION COORDINATOR
CODY WOLFE	ATHLETIC SUPERVISOR
BRYAN McWILLIAMS	CITY ATTORNEY
SHERYLENE MORRIS	RECORDING SECRETARY

ITEM 1: Public Comments. No Public comments.

ITEM 2: Call to Order and Approval of amended Minutes from Meeting held November 18, 2020 and regular Minutes from Meeting held December 16, 2020. Chairman, Mr. John Ingerson, established a quorum and called the regular scheduled meeting of the Parks and Recreation Board to order at 1:30 p.m. Motion was made by Mr. Bob Altman, seconded by Mr. Luke Austin, and unanimously carried to approve the amended minutes as written. Motion was made by Ms. Angela Harney, seconded by Mr. Luke Austin, and unanimously carried to approve the regular minutes as written.

ITEM 3: The Parks and Recreation Board will Discuss or Receive Reports on the Following Current Matters or Projects.

A. Introduction of New Board Members. The Director welcomed the newest members to the Park Board, as well as those who were reappointed.

B. Department Briefing on Significant Recent and Current Projects, Including But Not Limited To:

- a. Asset Management Plan
- b. Parks Master Plan
- c. Thompson Park Pool
- d. Memorial Park

The Director briefly explained each of these projects as what we are working on and where we are at currently.

C. Parks Master Plan. Cindy Mendoza, Project Manager with MIG along with Jay Rankins, provided a brief update regarding the progression of the Parks & Recreation Parks Master Plan. This plan will provide an overall departmental direction for the future. The presentation consists of 4 phases:

- 1. Phase 1 – Existing Conditions (Asset Management Plan)
- 2. Phase 2 – Needs Assessment (Community Engagement – what the community needs)
- 3. Phase 3 – Strategies (Developing strategies and recommendations to move forward)
- 4. Phase 4 – Action Plan (Funding to implement the plan)

Other committees contributing recommendations/strategies to the Parks Master Plan are Beautification & Public Arts Advisory Board and Amarillo Pedestrian and Bicycle Safety Advisory Committee. Ms. Angela Harney suggested keeping historical documents such as the Hike and Bike Plan in its entirety as an appendix to the Parks Master Plan. She also questioned the role of the Beautification & Public Arts Advisory Board and the Director explained they are a separate board appointed by the City Council to focus on mural grant programs and other beautification efforts and would be helping assist with the Beautification & Public Art portion of our Parks Master Plan. Mr. John Ingerson asked if conversations would be with the Traffic Department and getting their input. Ms. Mendoza stated that the consultants will be coordinating with the Pedestrian and Bike Advisory Board and their staff liaison from Transportation to make sure that concept is right but not in a position to get into the details of alignments or how we would cross the specific roads. Mr. Bob Altman asked about the timeline and Ms. Mendoza stated things could wrap up in late February and will bring an update to the March 10th meeting. This PowerPoint Presentation is on file in the Parks and Recreation Department.

D. Board Training. Mr. Bryan McWilliams, City Attorney, presented a PowerPoint presentation pertaining to the Open Meetings Act to inform the Board members the rules and regulations for their role as a member of the Parks and Recreation Board. Topics of discussions included:

1. Basics
 - Quorums
 - Meetings
 - Agenda Items
 - Public Comment
 - Closed Sessions
 - Email, texting, Cross-posting on social websites, reply to all
2. Staff Briefing
3. Penalties
4. Open Meeting Act
 - State law
 - Certifications
5. Public Information Act

This PowerPoint Presentation is on file in the Parks and Recreation Department.

E. Sub-Committees. The Director stated that we have two strategic sub-committees:

1. Strategic Planning Sub-Committee– Operational – Parks Master Plan, Asset Management Plan
2. Outreach Sub-Committee – Programs

Each sub-committee has 3 Board members attending along with Park Staff. The Director opened the discussion to the Board to get feedback on the two sub-committees and the way they are functioning. The Director also asked if the sub-committees need to be expanded or added. Mr. Bob Altman along with Ms. Tiffany Podzemny, who sits on the Outreach Sub-Committee, commented that it has been very beneficial for them to be on a committee and recommends just keeping the two sub-committees. Ms. Harney agreed on the two sub-committees and suggested adding a fourth member to each sub-committee. This will be an action item at the next Board meeting.

F. Thompson Park Pool. The Director briefly updated the Board on the progress of the Thompson Park Pool Project with photo presentation to date. He stated that there will be a Media Day to be held on January 29, 2021 at 1:30 P.M. and invited Board members to attend. He also stated that there will be a monthly Media Day to show the progress of the project. This photo presentation is on file in the Parks and Recreation Department.

G. New Software Update. Assistant Director, Dave Wilson, provided a PowerPoint presentation on the new Perfect Mind software that will help to benefit the Parks Department to include reservations, registration for memberships, camps, activities, classes, and events. This software will tie into the City's auditing software. The presentation included:

1. How to Log On
2. Family Profile Menu
3. Member Details
4. Member Schedules
5. Attendance History
6. Program Registration, Prompts, Review,
7. Field Rentals & Details
8. Facility Rentals

Additional Info:

1. Have the option to auto-draft membership fees at Warford Activity Center
2. Reserve areas for large special event and smaller park rentals
3. Book lessons, (swimming, tennis, etc.)
4. Purchase tickets for Amarillo PARD events
5. Purchase day or season passes to pools and other facilities
6. Register for youth camps and tournaments

This PowerPoint Presentation is on file in the Parks and Recreation Department.

H. Funding Priorities for 2021. Kristen Wolbach, Coordinator of PR and Programming, presented an overall plan for the funding of projects, programs and assessed needs. This plan will define the priorities, specify the needs, communicate the details, identify our partners, determine ways to fundraise, and included additional considerations. Top priorities include:

1. Sports Field Lighting
2. Warford HVAC 2 units in need of replacement
3. Public Trails

The funding goals of each of these prioritized projects, is to partner with local associations/organizations, research grant opportunities, request CIP as a part of the fiscal city budget, discuss partnership opportunities with local non-profits (501-C3), design a larger event that could fund future projects and develop private/public partnership opportunities. This presentation is on file in the Parks and Recreation Department.

I. Sponsorship Assistance Program. Ms. Wolbach presented a presentation on Park and Play Assistance Program to help provide assistance to those who may not be able to participate in our programs due to financial need. The goals for this program are to provide needed and desired services, programs and spaces to our citizens to meet their needs by seeking like-minded partners to assist in leveraging taxpayer dollars. Parks staff has become aware of our cost recovery efforts by becoming creative in our efforts to recover those costs through facility classes, daily admission rates, program registration fees, special events and recreational camps. As we increase the cost of these services, we still want to provide those services to those who might not be able to participate in these events. If we can get the right funding for these programs, this could help us partner with local organizations as a 50/50 partnership. Qualifying persons would get 50% off anything they register for. This presentation is on file in the Parks and Recreation Department.

J. Operational Changes due to COVID-19. No changes have been added since the last board meeting.

K. Upcoming Events. Thompson Park Pool Media Day, January 29, 2021 at 1:30 P.M.

L. Future Agenda Items. No future items were suggested.

ITEM 4: Special Event Park Reservation Fee Structure. Kelsey Sargent, Recreation Coordinator, presented a presentation on the overall plan to update our fee structure that was presented to the Outreach Sub-Committee and requested recommendations to move forward with this item. The plan for this change is to show the history behind the change, research, existing structure, proposed fee structure and examples of events for non-profits vs for profit events. Mr. John Ingerson was concerned that the new costs would prevent customers from wanting to use our facilities and that it could pose new challenges. These fees would not be implemented, if approved, until January 2022. Mr. Bob Altman along with Ms. Tiffany Podzemny, agreed that the Parks Department needs to increase the fees to offset any damages that might occur during these larger reservations. Mr. Jeff Brain inquired about a security deposit that if property is damaged, they would not get that fee back. Ms. Sargent stated that is listed as the inconvenience fee in the new proposal. Bob Altman made a Motion to recommend moving forward with this project to be presented to City Council for approval, seconded by Mr. Luke Austin, and Motion passed with a 7-0 vote. This presentation is on file in the Parks and Recreation Department.

ITEM 5: Cash Tournament Policy. Cody Wolfe, Athletic Supervisor, presented a presentation on the cash tournament policy to draw more participants to these tournaments/activities in our department. This policy would offer cash prizes instead of tee-shirts or ball bats as a trophy for these events. A percentage of the entry fees would be as follows:

1. First place – 10% of the net revenue collected from registration fees for that tournament.
2. Second place – 2.5% of the net revenue collected from registration fees, up to \$1,000 for that tournament.
3. Third place – return of the participant's registration fee for that tournament.

Mr. Wolfe read the cancelation and eligibility rules that complies with Texas law. This is to draw in participants from outside the city limits to help generate more revenue for the Parks Department. Motion was made by Ms. Angela Harney and seconded by Mr. Luke Austin and Motion passed with a 8-0 vote. Ms. Terry Price joined the meeting. This presentation is on file in the Parks and Recreation Department.

ITEM 6: Alcohol Sales at Selected Events and Facilities. The Director presented items listed in the city ordinance pertaining to alcohol rules for the Parks and Recreation facilities. This list consisted of rules prohibiting alcohol and tobacco products at our municipal swimming pools, skate parks, Rick Klein Sports Complex, rules that are applied at the parks as well as areas in the city that prohibit open alcoholic beverage containers. Staff is considering the sale of alcoholic beverages to generate revenue at our adult sports events including softball, volleyball, tennis and golf leagues and tournaments as well as the new Thompson Pool Event Space for wedding, family reunions, etc and Starlight Series (Theater and Cinema), Departmental Events and afterhours pool rentals.

Pros

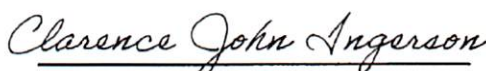
1. A controlled environment
2. Security
3. Reduce trash and alcohol leaving facilities
4. Generating revenue
5. Compete with similar private venues

Cons

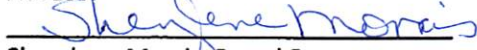
1. New business model that may create concerns from residents
2. Potential liability
3. Limited alcohol exposure for some minors

Ms. Harney asked if there have been any changes since the last time this was presented to the Board. Motion was made by Ms. Terry Price and seconded by Mr. Luke Austin to recommend moving forward with this item to Council for approval and Motion passed with a 8-0 vote. This presentation is on file in the Parks and Recreation Department.

ITEM 6: Adjournment. There, being no further business, Motion was made by Ms. Tiffany Podzemny, seconded by Mr. Luke Austin to adjourn the meeting at 4:48 p.m. This meeting was recorded, and all comments are on file with the City Parks and Recreation Department.


John Ingerson, Chairman

ATTEST:


Sherylene Morris, Board Secretary