

**MINUTES**

On May 14<sup>th</sup>, 2025 the Parks and Recreation Board met at 01:30 p.m. at the Parks and Recreation Board Room located at 509 S. Johnson Street Amarillo, TX, 79107 for a Regular Meeting.

<b>VOTING MEMBERS</b>	<b>PRESENT</b>	<b>NO. MEETINGS HELD SINCE APPOINTMENT</b>	<b>NO. OF MEETINGS ATTENDED</b>
Mr. Howard Smith	YES	16	15
Mr. Ronnie Walker	YES	15	13
Mr. Robert Altman	NO	61	56
Ms. Tiffany Podzemny	YES	51	48
Mr. Rodney Hill	YES	15	14
Mr. Thomas Riney	YES	15	14
Mr. Ronny Head	YES	15	15
Mr. Shelby Massey	NO	33	31
Mrs. Skylar Gallop	YES	22	14
Mr. Alan Cox	YES	4	3
Mr. Jeremy Pekar	NO	3	2

**STAFF IN ATTENDANCE:**

MICHAEL KASHUBA	DIRECTOR OF PARKS AND RECREATION
JAMES STOW	ASSISTANT DIRECTOR OF PARKS AND RECREATION
BECKI DRYER	ASSISTANT DIRECTOR OF PARKS AND RECREATION
GEORGE PRIOLO	GENERAL MANAGER OF GOLF OPERATIONS
BERKELEY HILLIARD	ZOO CURATOR
SARA BARTEL	MARKETING COORDINATOR
SAMANTHA THOMPSON	RECORDING SECRETARY
MEGAN SMITH	OFFICE MANAGER/RECORDING SECRETARY

**ITEM 1**

Call to Order

Chairman, Ms. Tiffany Podzemny, established a quorum and called the regular scheduled meeting of the Parks and Recreation Advisory Board to order at 1:30 p.m.

**ITEM 2**

Public Comments

No comments were made.

**ITEM 3**

Discuss and Consider Minutes

A motion was made by Mr. Ronny Head, said motion seconded by Ms. Skylar Gallop, voting aye were 8 members, voting no were none, carried to approve meeting minutes from April 9th, 2025.

**ITEM 4A**

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

1. Administration: Mr. Michael Kashuba informed the board that the MGO software for Park Maintenance has been fully implemented. Every Park Maintenance employee has an iPad to access the workorder software and it's expected to improve efficiency for work orders.
2. Amarillo Zoo: Ms. Berkeley Hilliard gave the board an update on recent activity at the Amarillo Zoo. The end of the school year brought many school field trips and school programs. Ms. Hilliard said that in the last three weeks over 500 children visited the zoo. Ms. Hilliard also informed the board that Saturday May 17<sup>th</sup>, the Zoo will have Endangered Species Day.
3. Beautification and Public Arts: Mr. Michael Kashuba informed the board that the Beautification Board is reviewing the mural grant reimbursement on the north side of La Frontera. Additionally, at Cactus Cove work has begun on the front wall. The upcoming mural will feature a split design — half mural, half sculptural metal art — depicting a longhorn's face. The city welding class is working on a prototype art display to be used at the art pads in the parks throughout the city. Mr. Kashuba let the board know that a recent tree giveaway was successful with all trees distributed.
4. Athletics: Mr. James Stow informed the board that spring user groups are beginning to wind down their seasons. Kids Inc Soccer is set to begin on May 17<sup>th</sup> at John Stiff

Memorial Park. A portion of the city league is in playoffs while others continue regular season due to weather cancellations and reschedules.

5. **Aquatics:** Ms. Becki Dryer informed the board that the city pools are scheduled to open on May 24, with staff training planned beforehand to cover cash handling procedures and pool manager preparation. Fifty pool parties have already been booked for the season, and although annual pass sales are currently low, media efforts are underway to boost them. Mr. Kashuba reported a significant leak at Southeast Pool, where a void was discovered beneath the deep end; the area was filled with flowable concrete, the floor was patched and re-plastered, and the pool is now operational and safe for use. He also noted that two proposals have been received for the Aquatic Feasibility Study, which will help assess long-term investment and facility needs.
6. **Capital Projects:** Mr. James Stow informed the board that Padel Courts are in the process of being built, but there have been minor delays due to weather. The lighting at John Stiff Memorial Park, Thompson Park, and Memorial Park was approved by council and will be starting soon. Upcoming and ongoing projects include:
  - Thompson Inclusive Playground
  - Pleasant Valley Playground
  - Warford Gym Floors
  - John Ward (formerly Medical Center) Park Playground Resurfacing
7. **Golf Operations:** Mr. George Priolo provided an update on golf operations. The first of eight Majors has been completed. Due to poor weather rounds were down approximately by 1,000 this April compared to April 2024. Revenue was down \$43,000 compared to last April. Mr. Priolo informed the board that all four golf courses ranked in the Top 25 in Texas by the Dallas Morning news.
8. **Park Maintenance:** Mr. James Stow informed the board that staff is handling typical seasonal prep for opening the pools and the splash pads. Mr. Michael Kashuba shared the Parks Department was previously given direction to open restrooms in regional and community parks. The City Council later expanded this to include neighborhood parks. There is now an inquiry about re-opening school park restrooms, which were closed during COVID and have since deteriorated or been stripped for parts. Restroom reopening faces resource and staffing challenges due to earlier staff reductions.

Restoration/replacement costs:

  - Full replacement: \$250,000 per restroom
  - Major repairs: \$30,000–\$40,000
  - Minor repairs: \$10,000 or less
  - Replacing metal doors: \$7,500–\$10,000
  - Some restrooms have collapsed plumbing and failing infrastructure (e.g., East Park, JSM).
  - Demolishing a restroom: \$4,500
9. **Recreation and Special Events:** The Petals and Bouquet flower arranging workshop was a success, selling out with a waitlist. Other events included Nerf Gun Wars, Adulting 101 auto maintenance class, and a Hooked-on Fishing event with over 100 participants. The Flashlight Easter Egg Hunt had over 300 attendees. Upcoming Events include Battle of the Bites food truck event, where attendees can vote for their favorite food trucks, and the top trucks will be invited to the July 5th event. Starlight Theater's free concert series starts June 3rd and runs Tuesdays throughout summer, except the 4th of July week. Summer Camp is almost sold out, with a waitlist for younger age groups. Limited spots left for ages 10-13.
10. **Senior Services:** Ms. Becki Dryer informed the board that April saw 201 members with 972 visits for the month. Recent activities included a daytrip to Amarillo Downtown Library's Makerspace and a tour of the murals in the area. There was a cornhole tournament and cookout event for seniors. Kari Bachman, the Senior Services Coordinator was a guest speaker at the Older American's Month conference at Region 16.
11. **Tennis Operations:** Mr. James Stow informed the board that the Tennis Center is hosting a free event to celebrate National Tennis Month, with food trucks, challenge courts, radar gun for serve speed, and more. The event starts at 1:00 PM and tennis admission is free all day, with no need to sign up. Registration is open for the Memorial Day tournament, mainly for high school-age kids (12-17), part of the

Panhandle Area Tennis (PAT) series. The tennis center is busy in the mornings and evenings, with pickleball courts in high demand. New Padel courts are being installed.

12. Warford Activity Center: Ms. Becki Dryer informed the board that the gym floor is being resurfaced. A mural will be painted at the indoor pool this summer by Niara Torres who previously created the mural at Southeast Pool. In the first quarter, 672 memberships were transferred to the new registration software. The most popular membership type was the Ten Punch Pass. Warford Activity Center had about 22,000 visitors in the first quarter, with the gym and pool being the most popular spaces. Due to recent rain, the center has experienced roof leaks, which will need to be addressed soon.

**ITEM 5**      Present and Discuss Marketing for Completed Projects:

Ms. Sara Bartel outlined the Parks and Recreation Department's current marketing strategies. Seven distinct social media pages exist for various facilities, including the general Parks and Recreation page, tennis center, Thompson Pool, Ross Rogers and Comanche Trail Golf Courses, Amarillo Zoo, and Warford Activity Center. The general Parks and Recreation page holds the highest following with 15.2K followers. Social media often features video content along with announcements and flyers. Parks partners with media partners to distribute PSAs, commercials, and advertisements, which typically perform effectively.

Press releases are distributed for events and news, in coordination with the city's communication team. Media outreach involves features on local news channels (Channel 4 and Channel 10) through interviews and segment contributions. A sponsorship deal exists to broadcast PSAs on TV during events like Starlight Theater. Work is in progress to appear on public radio.

Marketing materials and flyers are created for upcoming events, with division heads submitting requests. Flyers are handed out at locations aimed at specific demographic groups. Park guides are published three times a year and distributed to local libraries and facilities. The guide is currently in high demand. Custom yard signs and banners promote events or highlight park improvements at facilities and parks. Freeway billboards are used for major events and brand promotion. Peachjar is a software used to send flyers directly to parents of AISD students.

Over the past year, the Parks' social media attracted 2.5K new followers and garnered 1.1 million views across all platforms. Over the past year, we produced 118 flyers, over 500 graphic designs, 10 videos, and three seasonal park guides. Word of mouth is highlighted as the most effective promotion method. Sharing posts on social media expands reach, with personal endorsements playing a crucial role in spreading awareness.

The team requests the board's support in spreading awareness and sharing posts, particularly for key events and initiatives. Ms. Skylar Gallop proposed boosting engagement by appointing formal ambassadors from specific communities to promote parks and events.

**ITEM 6**      Present and Discuss Safety Protocols for Adult Athletic Leagues:

Mr. James Stow reviewed safety protocols for adult athletic leagues, highlighting reliance on coaches, captains, and certified officials to ensure order during games. Upon registration, all teams must agree to a code of conduct and bylaws, making coaches accountable for players and spectators. Softball-certified officials are trained in managing games and resolving conflicts. In cases of escalating violence, they are instructed to avoid physical intervention and contact law enforcement.

The leagues focus on resolving potential issues early by enhancing official training, site coordination, and communication. However, hiring off-duty officers is constrained by cost and availability. While efforts are made to request law enforcement presence, coverage is not guaranteed if no officers volunteer. The method emphasizes swiftly defusing conflicts to prevent physical altercations and engaging police only when essential.

In escalated incidents, witness, coordinator, and umpire statements are gathered, and a review panel decides on disciplinary actions. USSSA-sanctioned leagues link suspensions to eligibility in other tournaments, encouraging good behavior. Alcohol is banned in specific areas and during gameplay, but enforcement in public parks remains challenging despite some preventive measures.


**ITEM 7**      Discuss Items for Future Agendas:

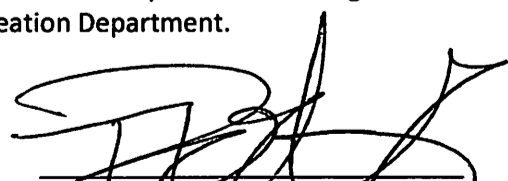
- Discuss the ordinance and recommend a council member for board appointment.

**ITEM 10**      Adjournment

There being no further business the meeting was adjourned at 3:13 p.m. This meeting was recorded, and all comments are on file with the City Parks and Recreation Department.

ATTEST:

  
Ms. Megan Smith, Board Secretary

  
Ms. Tiffany Podzemny, Board Chair

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**Ms. Megan Smith, Board Secretary**

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**Mr. Robert Altman, Board Vice Chair**