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MINUTES
PARKS AND RECREATION BOARD
City Hall, 385 S. Goliad, Rockwall, TX 75087
April 7, 2015
6:00 PM

7 **Call To Order**

8 The meeting was called to order in the Council Chambers at 6:00pm by Chairman Brad
9 Bassett with the following Board Members present: Bob Lewis, Wayne Larson, Kevin
10 Moffatt and Larry Denny. Board Member Ray Harton was absent. Board Member
11 Charles Johnson arrived at 6:21pm. Also present were Parks and Recreation Manager
12 Andy Hesser, Administrative Secretary Wendy Young, Parks Superintendent Aaron
13 Dobson and Recreation Superintendent, Andrew Ainsworth.

15 **Consider approval of the minutes from the February 25, 2015 Park Board meeting**
16 **and take any action necessary.**

17 The minutes from the February 25, 2015 Park Board meeting were provided to the Board
18 for their review and approval. Board Member Kevin Moffatt made a motion to approve
19 the minutes. Board Member Bob Lewis seconded the motion which passed by a vote of
20 5-0 (Johnson and Harton absent).

22 **Discuss and consider Breezy Hill updated Master Trail Plan and take any action**
23 **necessary.**

24 Mr. Hesser came forth and explained that last year the developer dedicated approximately
25 20 acres of open space adjacent to the south end of the 11 acre park running along the
26 creek corridor that goes east and west. More recently they also dedicated the 11 acre
27 neighborhood park land, and a 6.7 and 10.7 acre parcel for preserved open space. This
28 land totals approximately 28.8 acres and has been deeded to the Texas Recreation and
29 Parks Foundation for the purposes of holding the land in trust to be used as matching
30 funds for another Texas Parks and Wildlife grant submission. The grant was submitted
31 March 31st. If Rockwall is awarded the \$400,000 matching grant, the Foundation would
32 then deed the land to the City for development. If we are not awarded the grant the land
33 will remain in trust until funds are available to develop the 11 acre park and may be used
34 for future grant match purposes. The developer is also required to construct trail along
35 portions of the dedicated open space. A map is included in your packet that shows the
36 most recent trail layout as well as the open space master plan that was originally
37 approved. Much of the trail will be constructed by the developer in phases. Trail sections
38 along phase III adjacent to east side of the creek corridor is currently under construction
39 and would eventually connect to the park land. John Arnold with Skorburg went over
40 plats and phases. Board Member Denny asked what the timeline was on the gran proposal
41 and when we would hear about that. Mr. Hesser said that it could be as late as August.
42 No action taken at this time.

43 **Discuss and consider Breezy Hill preliminary plat Phase V and take any action**
44 **necessary.**

45 Mr. Hesser explained that Breezy Hill subdivision is located east of John King Blvd,
46 north of FM 552 and west of Breezy Hill Lane. Phase V contains 79 residential lots.
47 This development is located within district 7. The developer has met the park land
48 dedication requirements. Staff recommends collecting the pro-rata equipment fees for
49 this district and pay the adopted rate at the time of final plat. The final plat will come
50 soon, as early as next month (May). This will include playground, open lawn, farm tank,
51 none of these are in the floodplain. Board Member Moffatt approved the preliminary plat
52 for Breezy Hill Phase V that includes 79 residential lots and is located in Park District #7
53 with a recommendation to abandon the access easement for the Fire Department once
54 Phase V is complete. Board Member Denny seconded the motion which passed by a vote
55 of 5-0 (Harton and Johnson absent).

56
57 **Hear update from Park Board subcommittee and take any action necessary.**

58 Board Member Larson explained that the subcommittee has met twice over the past few
59 months, once in February and once in March. At those times, we met with staff and
60 discussed a wide range of aspects of marketing from what their goals are for various
61 programs and projects to what their audience and target markets are and some of the
62 challenges Staff is facing. We discussed marketing strategies currently being used and
63 some they would like to use. Consistency and continuity kept coming up. There was
64 some discussion about branding the department and how that is working and maybe
65 conflicts with some other brandings of the City. There was some discussion on possibly
66 doing a customer survey and asking the public what their needs and expectations may be
67 and asking the public how they get their information and how they would prefer to
68 receive their information. In summary, there may be a need for the City to take a look at
69 the marketing for the entire City as a whole. There are several different logos on all of
70 the city's marketing pieces. Board Member Lewis said that summed it up very well and
71 those were good suggestions to follow up on. Chairman Bassett asked what the next step
72 was. Mr. Larson stated that he would draft a memo and bring to the next Park Board
73 meeting. The subcommittee saw opportunities that are much bigger than this department.
74 Mr. Hesser thinks that would be appropriate and thinks consistency and continuity can be
75 very easily addressed. Mr. Johnson asked where the money comes from for all of the
76 marketing flyers and information. Mr. Hesser answered it will come out of sponsorships
77 and there is not a marketing budget.

78
79 Board Member Charles Johnson arrived at 6:21pm.

80
81 No action taken at this time.

82
83 **Discuss and consider business plan update and take any action necessary.**

84 Mr. Hesser gave background on the business plan. In 2002, City Council and staff held a
85 strategic planning retreat. That retreat resulted in the creation of a new mission statement
86 for the City, confirmation of the City's core values and seven focus areas to guide the
87 staff in the implementation of the City's strategic agenda. A new framework called the
88 Balanced Scorecard was formally adopted by Council to translate strategy into

- Identify and purchase 50 acre community park land south of I-30.
- Identify opportunities to expand public awareness of parks and trails through marketing and branding campaign.

Chairman Bassett explained that Andy consolidated this list after several meetings. He asked what the Park Board can do to help achieve some of these initiatives. He stated that it would be nice to apply for and receive a Gold Medal Award, let's help Rockwall move to that place. Generally, the following was discussion regarding needs assessment. Mr. Hesser explained that for us to be a customer-centered department we need feedback from our customers but we don't want to duplicate what Council is doing. Moffatt suggested maybe going to different HOA's and asking them what they want or what they need from us, for a change let's go to them so that we are more in-tune with what the public wants. Hesser mentioned that we have done a citizen survey in the past but is that getting a good representative sample of all age sectors is a challenge. Do we make it paper, electronic, or a combination? Needs assessment is typically done at the master plan process and we have to agree on a process and what it will achieve. Hesser said there is a survey web tool called Mind-Mixer that certain people can view and comment on. You would have to let people know how to get to the website by marketing it. The last survey was done in 2004 and went through every department and provided some interesting feedback. They were typical satisfaction surveys including recreational opportunities, park maintenance, code enforcement, police department, etc. Is a needs assessment important for us to conduct our business? It would be difficult to find the best method. Bassett stated we needed some information from the customer to find out how they find their information whether it be social media, newspaper, etc. Hesser asked if it would be fair to say that getting a needs assessment would be important to the Park Board? The City has done marketing focus groups in the past and they can be time consuming but are helpful and do not cost anything. We want to be as customer service oriented as we can. We can do needs assessment on a micro scale or macro scale. Hesser asked if it would be fair to say a needs assessment would be important on a capital level and on what items is it important to go out and get customer feedback. Moffatt stated that we do things over and over that are very successful and some other things that aren't so successful but if we had some sort of input as far as what people are lacking it does dictate where we go next. Customer service wise, it would be nice to hear from the public. Larson wanted the Board to consider public input and the other is the unique characteristics of the services and businesses that this department offers in this community. There is a high degree of private competition unlike in most communities. This may be an issue we should address, how is private competition impacting our services and our programs which may be tied into a survey? I would suggest that be considered. Moffatt stated that we talk about "go outside and play." Everything that is not offered by someone else we do well like Concert by the Lake, Founders Day and whatever happens with San Jacinto music festival. There is no dance hall in Rockwall so we win that by default. Mr. Lewis asked how much of the taxpayer dollar do we want to get spend getting into areas that are being effectively covered by private enterprises. Hesser said the way to summarize that is that those needs and expectations change over time as the population and makeup change that is why a master plan and a needs assessment are done periodically. People are extremely busy and getting their attention

173 to make a purchase decision is very difficult. We don't consciously compete head to head
174 with certain businesses. We need to make sure we need to know we are in the correct
175 business like the micro businesses. There are 2 levels of customer feed back, capital
176 level and operational level. Bassett would like find out where our expertise and interests
177 lie so they may act as a liaison for staff as extra perspective. Moffatt made a motion for
178 staff to prioritize, consolidate and disperse priority to the list for the City of Rockwall
179 Parks & Recreation Business Plan – public input vs. board clarification on some of these
180 topics. Staff will need to put a timeline together on focus areas. Board Member Denny
181 seconded the motion which passed by a vote of 6-0 (Harton absent).
182

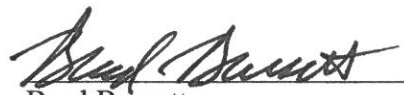
183 **Staff updates on upcoming programs and events and take any action necessary.**

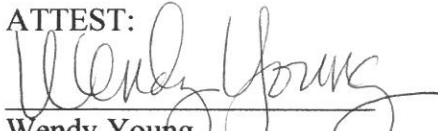
184 The Easter Egg Hunt was on Saturday, March 28 at Harry Myers Park. The hunt this
185 year was larger than expected and created some challenges for everyone. The Phelps
186 Lake Ribbon Cutting has been rescheduled again for Saturday, April 18, hoping for better
187 weather. There are 2 upcoming volunteer work days in April. The first one will be
188 Saturday, April 11 at 7 neighborhood parks; Windmill Ridge, The Shores, The Park at
189 Hickory Ridge, The Park at Fox Chase, Meadowcreek Estates, Gloria Williams, The Park
190 at Emerald Bay. There will be a cleanup at The Harbor on Saturday, April 18 from 9am-
191 12pm. The first people to help volunteer that day will get to take a cruise on Sail with
192 Scott's boat for free. The First Family Fun Friday will be April 24th at Shores Park
193 playing Ratatouille. The Fishing Derby will be Saturday, May 2nd at Phelps Lake. The
194 first concert at Concert by the Lake is May 7th at The Harbor, the band is With or Without
195 U2. Founders Day will be May 16th at Myers Park with Sawyer Brown headlining.
196

197 **Adjournment**

198 There being no further business to come before the Board at this time, the meeting was
199 adjourned at 7:53 p.m.
200

201 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF
202 ROCKWALL, TEXAS, this 5th day of May 2015.
203

204 
205 Brad Bassett
206 Chairman, Park Board

207 ATTEST:
208 
209 Wendy Young
210 Administrative Secretary
211