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MINUTES
PARKS AND RECREATION BOARD
City Hall, 385 S. Goliad, Rockwall, TX 75087
June 2, 2015
6:00 PM

Call To Order

The meeting was called to order in the Council Chambers at 6:00pm by Chairman Brad Bassett with the following Board Members present: Wayne Larson, Kevin Moffatt, Charles Johnson, Bob Lewis, Ray Harton and Larry Denny. Also present were Parks and Recreation Manager Andy Hesser, Administrative Secretary Wendy Young, Athletic Supervisor David Wilson, Recreation Coordinator Sarah Hurst, Parks Superintendent Aaron Dobson and Recreation Superintendent Andrew Ainsworth.

Consider approval of the minutes from the May 5, 2015 Park Board meeting and take any action necessary

The minutes from the May 5, 2015 Park Board meeting were provided to the Board for their review and approval. Board Member Kevin Moffatt made a motion to approve the minutes. Board Member Larry Denny seconded the motion which passed by a vote of 6-0 (Bassett abstained).

Open Forum

Chairman Bassett explained how Open Forum is conducted and asked if anyone in the audience would like to come forth and speak during this time. There being no one wishing to speak, Chairman Bassett then closed the Open Forum.

Discuss and consider proposed paddle board concessionaire agreement with Core Adventure Sports operating from the Harbor and take any action necessary

The City has been approached by Dean Peaple of Core Adventure Sports about using stand up paddle boards (SUP) in Rockwall parks and on Lake Ray Hubbard. The Parks and Recreation Department has partnered with Core Adventure Sports at the Phelps Lake Ribbon Cutting Ceremony and Fishing Derby to introduce the sport of SUP boards. They were also an exhibitor at Founders Day. We have discussed with Mr. Peaple about being a commercial concessionaire operating on local ponds such as Myers Park, Foxchase, Emerald Bay Park, Raymond Cameron Lake and Phelps Lake. The benefit of this arrangement is that we would be able to advertise the program as a City program and have a great degree of control of the quality of operations. Mr. Peaple has also expressed interest in operating from The Harbor. This would require a separate agreement subject to City Council approval as well as the City of Dallas similar to the agreement with Sail with Scott LLC. Mr. Peaple will present his proposal to Park Board seeking a recommendation from Park Board to City Council to operate as a concessionaire from The Harbor. Issues to consider include: emergency plan, insurability, consistency of scheduled times offered, ability to access the water, and experience. Mr. Dean Peaple came forth, owner of Core Adventure Sports. Mr. Peaple has been an adventure seeking waterman for 25 years, a Paddlefit Certified Coach, CPR certified and a Rockwall resident for 15 years. A paddlefit certification teaches water safety, SUP regulations,

paddling and teaching techniques and rescue techniques. The safety manual provided will contain a daily checklist that includes water temperatures and wind conditions, emergency response procedures and a list of ER/Hospitals in Rockwall with address and phone numbers. Stand up paddleboarding (SUP) is the fastest growing water sport in the US and has gained a steady following in Texas, where our lakes offer the perfect spot for daytime fun in the sun or an evening workout in the summer months. Core Adventure Sports provides SUP lessons and rentals, SUP birthday and group parties, SUP fitness class and SUP fishing. After some discussion Bassett made a motion to recommend the City Council to enter into a concession agreement with Core Adventure Sports to operate on Lake Ray Hubbard and direct Staff to work out details on agreements. Denny seconded the motion which passed by a vote of 7-0.

Discuss and consider a recommendation to City Council regarding Parks and Recreation business plan strategic initiatives

Mr. Hesser explained that at the April Park Board meeting, staff presented a draft of the Parks and Recreation Business Plan Strategic Initiatives. The initiatives included were based on input from Park Board, City Council and staff. Each initiative has a narrative explaining the purpose of the project and the need it addresses, followed by measures or milestones. Each measure has a target date for completion. Some initiatives have more measures than others depending on the size and complexity of the project. In most cases, the initiatives do not require specific funding in order to complete. The projects that will require funding have been identified separately. Staff will present the final draft of the strategic initiatives and is seeking input and a recommendation from Park Board to City Council to move forward with these initiatives. Bassett made a motion to present strategic initiatives at the next City Council Meeting on Monday, June 15, 2015. Lewis seconded the motion which passed by a vote of 7-0.

Discuss and consider marketing subcommittee recommendations and take any action necessary

At the April Park Board meeting, the marketing subcommittee discussed recommendations to staff that identified opportunities to improve consistency and quality of the City's message to residents regarding parks and recreation services. These recommendations were summarized in a memo from Mr. Larson to staff. A draft of this memo has been included in your packet for discussion. Staff will present in greater detail a strategic initiative that strives to encompass the feedback staff has received and address the needs and challenges of the future. This initiative is to "Identify opportunities to expand public awareness of parks, recreation and trails through a comprehensive marketing and branding campaign." There are four major components to this initiative:

1. Develop a branding concept for parks, recreation, open space and trails.
2. Develop a comprehensive electronic media communication plan.
3. Develop a comprehensive print media communication plan.
4. Design and evaluate opportunities for a park ambassador program.

Within each component are individual tasks or products that may require additional budget requests to complete. They are all tied to the overall branding concept intended to

93 send a consistent message and call to action. Staff is seeking input and final
94 recommendation to City Council regarding this initiative. Chairman Bassett made a
95 motion to move forward with the marketing subcommittee recommendations presented
96 today and schedule a work session with City Council. Lewis seconded the motion which
97 passed by a vote of 7-0.
98

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

100 Founders Day went very well considering the park was still fairly wet. The vendors were
101 moved to the west side of Harry Myers Park. The July 4th Fireworks and Live Music will
102 be at Harry Myers Park on Saturday, July 4. The fireworks will begin at dark. The next
103 Family Fun Friday will be on June 26 at Harry Myers Park featuring Boxtrolls.
104

105 **Adjournment**

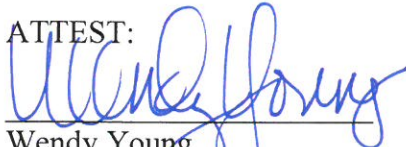
106 There being no further business to come before the Board at this time, the meeting was
107 adjourned at 8:14 p.m.
108

109 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF
110 ROCKWALL, TEXAS, this 7th day of July 2015.
111



112
113 Brad Bassett
114 Chairman, Park Board

115 ATTEST:


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117
118 Wendy Young
119 Administrative Secretary