



## PARKS & RECREATION ADVISORY BOARD

### MINUTES

June 10 2009 - 6:30 PM

5300 Main Street \* Room D

Rowlett, Texas 75088

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**PRESENT:** Wayne Baxter, Lonnie Cornwell, Ron Miller, Karen Scholz, Shelia Lucas, Norman Scown, Sonja Sackor, Norman Tsao, Jeff Jenkins, Becky Sebastian

**ABSENT:** Ken Romaine (ex), Debbie Bobbitt (ex)

**STAFF:** Tim Hightshoe, Parks Division Manager; Dianne Zachary, Sr. Administrative Assistant

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1. The meeting was called to order by the Chair at 6:34 PM.
2. Lynda Humble spoke to the Board.

The City Manager requested input on the characteristics the Parks Board would like to see in a new Park & Recreation Director. Job opens July 1. The economy may make finding someone quickly difficult, but we will not hire someone until the right person comes to us. Katie and Lynda will narrow selection down to two applicants. An entire day will be spent in interviews and a reception to which board members will be invited will be held. The process will include the spouses of the applicants, since this is a family involved position. Kathy Cockcroft, the new Library Director, has been appointed, and this is now the Parks & Recreation Department again.

- a. Norm Tsao – Energy and passion, energized by the role, fresh ideas, proven track record.
- b. Ron Miller- Educational background in parks & recreation; experience in leadership, but also experience with youth, and leadership not in name only, but in fact.
- c. Karen Scholz – Relates to all age spectrums, broad relationships and experience. Innovative programs for all ages.
- d. Norman Scown – Knowledgeable about grants for Parks & Recreation.
- e. Lonnie Cornwell – Master Plan needs to be completed and a director with grant experience and knowledge would be excellent. Parks are very important to economic development.



- f. Becky Sebastian – People person, customer service oriented, great respect of staff and not consider them subordinates, but a team. All sports inclusive, not just baseball, softball, soccer. Works well with volunteers.
- g. Jeff – Must have strong business knowledge in order to make our budget go as far as it can. Creativity in working with the dollars to make them go as far as possible. Thick skin and big shoulders.
- h. Wayne Baxter – Grant coordinator with knowledge of what is available. Creativity and works well with the staff that is already established. Building up the volunteers to help with programs and parks. Experienced and a good team player.

Parks & Recreation is a vital part of quality of life in the community.

- 3. The May 13<sup>th</sup> minutes were unanimously approved following a motion by Karen Scholz that was seconded by Norman Scown.
- 4. Voting alternate: Becky
- 5. Tim gave the board the Bond Sub-Committee Update. All groups have met together and will be meeting as a combined group on June 22 at 5:30 pm. Committee chairs will have 10 to 15 minutes to make their cases. Parks have two items that fell within the top 10: Partially developed neighborhood parks and athletic field renovations.
- 6. ELC Volunteers: Lonnie- Greg Craig plans for Silver, Gold or Platinum level facility at the ELC. KRB Board elected Lonnie this week as a new board member. The ELC could be big enough to go on the Discovery Channel. Right now there is not much the Board could do unless Tim needs help with maintenance. The volunteer group needs to get the word out and do volunteer projects. Tim will meet KRB and volunteers out there to determine projects. Identify what can be done out there and match it to the volunteers and what we can reasonably expect to accomplish.

Wayne suggested the Park Pro-Rata fund may have some funds that could be used at the ELC that could be moved around. Tim will identify what funds are there, but the Park Pro-Rata has tough restrictions into which the ELC may not fit. We need to have funds available for big projects that come up for which we do not have funds.



Ron researched grants on the internet, and it is like applying for a loan at the bank. Go for the big bucks. Ron volunteered to write the grant, and Tim explained that the channels of communication be open between the Board and the City. Becky knows a grant writer who is willing to work as a volunteer to write grants for Parks & Recreation projects. When we are ready, she will come to a PAB meeting.

Seed money could come from local organizations as well. PAB should form a subcommittee to work with Keep Rowlett Beautiful on the ELC project. Chair appointed Ron Miller, Becky Sebastian, Lonnie & Jeff to work with KRB on the project.

7. Adopt-A-Spot: Tim gathered info from several cities to get their guidelines. We are trying not to print too many handouts because we're going green. The handout will be attached to the minutes.

Matt Walling is the Rotary Club who wants to adopt an area on Highway 66 for which they will buy plants. Signage will be a uniform 18" across and 12" wide in earth tone colors to recognize volunteers. Advertising for volunteers can be placed in Lakeside Leisure and on the city's website. One city charged a fee for volunteers to adopt-a-spot. If we do just the medians, we limit volunteers to those over the age of 18 due to the safety issue. Park areas and open spaces throughout the city are available. We can tweak it as we go, and we do not want to limit people as to what they can do.

Lonnie reported that KRB loved the idea. Tim was asked go to one of the KRB meetings or we could have a joint meeting with KRB. KRB will be invited to meet with us. Dianne will contact them to see if they can meet with them.

8. September 1st joint meeting with Council - this item was tabled by a motion from Lonnie that was seconded by Karen Scholz.
9. Grants- Tim researched & it will be incorporated into the minutes of this meeting.

TABLE by motion from Karen Scholz/Becky Sebastian: Move to July the grant opportunities that may be available Scholz/Becky. (HANDOUT)

#### 10. Goals

- a. Wayne - Pavilion at Herfurth; ELC has been sitting there for a long time and needs to be done. Money may still be available from Lions Club. Take a proposal to Council, with a plan and ask them to do it. Make it manageable by having 3 major items.



- b. Lonnie – need to write down goals and they need to be measurable. Break down the board into smaller subcommittees to be more effective. Make them manageable. Concentrate on main goals agreed upon by all of Board. Make all 6 goals annual goals with a member of the board taking on the responsibility for one of the goals along with volunteers. It would then be planned.
  - c. Remember your purpose is to give recommendations to City Council, TIM. If you go in with a plan of action, get on the agenda and come prepared, we have a very good chance to succeed. Tim would be very surprised if anyone Lynda hires would disagree with the basic direction of the Board.
  - d. Karen – do we need to wait for new director? Wayne thinks no, and Tim says we need not be stagnant. We need
  - e. Becky – put together a plan of action that shows we have solutions and in conjunction with KRB. We will have done our due diligence, and they can make their own decision.
  - f. Ron – If we listen to the criteria the City Manager thinks is as important as we think it is. Department's responsibility to take the presentation to City Council, seeking direction.
  - g. Jeff- When you are in a process of hiring in a business, your business does not stop. We still need to keep active no matter how long it takes to get a new Director.
  - h. Norman Tsao – Need the statement of purpose, and specific goals that we want to accomplish for this year. Long term and short term goals need to be developed. Mission statement.
  - i. Lonnie – need to have controlled communication.
  - j. Norman T – get input from citizens assign people particular parks to get Board out to talk with citizens.
  - k. Becky – do surveys at the city events Take people into a room to ask questions about Parks & Recreation to get quality ideas.
11. Departmental Updates: Heath has moved his office to the RCC. We are taking a look at moving parks administration to RCC. Athletics – a lot of programs are wrapping up with Associations. RCC – membership revenue down 13%, but up 7% compared to last year. All fitness equipment is up and running. 171% revenue up for programs from 2008. Attendance 1,583 in May. WZ is open and first two weekends were not good, but the last two have been outstanding, breaking records. WZ closed on Tuesdays now. Over \$10,000 in revenues were collected by the WZ for each of the three days of Memorial weekend.
12. Touch-A-Truck great event! Parks Equipment out there was loved by all the kids. Estimated 1000 in attendance. Ceremony was great! Tim Lee spoke. Care Flight had a helicopter.



13. Announcements

- a. Girl Scout Gold Award Project invitation to Picnic in the Park
- b. Norm Tsao – Foundation has a narrative that will be submitted.
- c. Tim – Eagle Scout did a Nature Trail cleanup creek bed area. 24 volunteers picked up 2,500 gallons of trash.
- d. Becky – was at an event at which everyone thinks it is a privilege to be on the Parks Board. In most cities your role is very important.
- e. Cell phones for soldiers are being collected by Tim's Mortuary and give every soldier an hour's time for every phone collected.
- f. Reminder – next month is Park & Recreation Month and keeps reminding folks what we do. Tim will put proclamation on the council's agenda.

14. July Agenda Items

- a. Move to July the grant opportunities that may be available Scholz/Becky.
- b. Norman Tsao – mission statement
- c. Put item 10 back on agenda. Bring your own goal, how to accomplish it, and what responsibility you will take in doing it. Send to Dianne to compile.

15. Becky Sebastian made a motion to adjourn that was seconded by Ron Miller. The vote was unanimous to adjourn at 7:40 pm.

Wayne Baxter, Chair

Dianne Zachary, Sr. Administrative Assistant