



**Parks and Recreation Advisory Board Work Session Minutes**  
**Saturday, November 2<sup>nd</sup>, 2013**  
**8:57 a.m.**

**Rowlett Community Centre, Room D**  
**5300 Main Street, Rowlett TX 75088**

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**PRESENT:** Mike DeLatte, Rick Helfers, Ken Romaine, Wayne Baxter, Rhetta Bowers, Eric Bonilla, Erika Holliman

**ABSENT:** Bill Gilbreath, Matt Grubisich, Lonnie Cornwell, Brownie Sherrill

**STAFF:** Keith Flournoy, Parks Division Manager; Jermel Stevenson, Director of Parks and Recreation; Angela Smith, Recreation Division Manager; Debby Bobbitt, City Council member.

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1. The Chairman called the meeting to order at 8:45 am.
2. Quorum present
3. Depart at 9:00 a.m. for Kenwood Park for planting of 10 trees in celebration of Arbor Day.
  - a. Jermel S. introduced himself and shared that once a year there is a boot camp for this board. This year the agenda is changed from previous years due to specific projects being worked on right now. Previously there was a tour of the area parks then members returned to discuss issues and goals. This year an Arbor Day activity was incorporated in place of the parks tour then members will return for an orientation geared towards new members and a refresher for regular board members, as well as focus on goals.
  - b. Wayne B. expressed appreciation for the members present to participate in this work session. He continued stating that beginning with the next regular meeting there will be a poster with everyone's name and the number of hours each has donated. This will provide information so members may track their volunteer time in case it is needed and will also provide information for a possibility of a Presidential award.
4. Parks board member's orientation led by Jermel S.
  - a. He presented a power point presentation primarily for new members although a review for regular members.
  - b. He addressed information about Kaboom and the project at Kenwood Heights Park.
  - c. The presentation focused on the primary function of the Parks and Recreation Advisory Board such as members advise and make recommendation to the city council on parks and recreation issues, they are the city's tree board, and they are the park evangelist to share information in the community. Operational guidelines, how to request items on agenda, and what if a citizen asks a question about the city were reviewed. Jermel S. email address is [jstevenson@rowlett.com](mailto:jstevenson@rowlett.com) if any board members have agenda items they would like to see added or items can be mentioned within a meeting when the board is asked for topics for future agenda meetings. He suggested for members to review the board goals and see if your idea falls under one of the goals which will assist with your discussion at meetings. As a board member you will work with the most updated information about the city and will be aware of ongoing projects.



5. Update department accreditation process.

Jermel S. reported the department has been working on this process for at least a year now. Accreditation puts the department in a position to have the most up to date measurement practices. There are national standards that the department will be measured by so the customer is receiving the best services possible. There are approximately 183 standards to be in place and 90% are finished. A few months ago information was submitted. Work continues to complete the process and there are plans for some in-house training. The goal is to be completed by the end of next month. The department is presently waiting to hear from accreditation as to when the packet is due and then 8 weeks following that submission an on-site visit by them will take place. This could include site team attending a board meeting or ask a board member questions.

6. 2013-2014 Parks and Recreation Department Work Plan.

Jermel S. reviewed the department's work plan for 2013 – 2014.

7. Discuss PAB goals for 2013 – 2014.

- a. Jermel S. voiced this is where members digest the information provided to them and discuss the board goals for this fiscal year.
- b. Wayne B. reviewed 2012 – 2013 goals in which the dog park was a priority however this was put on hold due to Kids Kingdom; special events; subcommittees were designed for those who had interest with certain items; and a tennis program was started. He asked for each member to share their desired goals.
- c. Ken R. explained the idea for the dog park was to be potentially be placed on property behind Rowlett Community Centre near the lake or within Herfurth Park which is more congruent with the city master plan and Kids Kingdom.
- d. Rick H. noted he would like to see more active involvement and at least 50% of the board members should volunteer at the special events at any given time, as well as a goal to support for Kids Kingdom.
- e. Mike D. suggested goals such as the rebuild of Kids Kingdom, input and support for Scenic Point park, and more involvement from members. Wayne B. added we can look at subcommittees again.
- f. Rhetta B. voiced ideas for goals are Kids Kingdom as well as to nurture the youth program such as track meets, skate park, basketball, and tennis program. Wayne B. revealed some history in that there was a skate park where the roller hockey rink is at Herfurth Park and there was an issue which developed a partnership with a church to oversee the skate park. However there ended up being approximately 500 police calls and it was decided to let the skate park go. Debby B. mentioned the issues were not just with the skate park but also things happening in Herfurth Park. Rhetta B. inserted she is concerned about the lakes in the area.
- g. Eric B. commented he mainly wants to learn more about the processes of how being on the board works and wants to contribute to make a difference therefore doesn't have specific goal.
- h. Erika H. reiterated Eric B.'s comment in relation to no specific goals.
- i. Wayne B. encouraged if any members will be absent from a meeting to notify Jermel S. or Shelly M. so there is awareness to make sure there is a quorum.



- j. Eric B. requested information about the While You Wait Program. Jermel S. responded that it is an after school program at Coyle Middle School from 3pm – 5pm. It is in the third year of function in an effort to give youth an option to have a place to go rather than an empty house or on the street. Rhetta B. said she attended a meeting at Coyle Middle School and had a discussion with a mother who has a child participate in the program. This mother expressed much appreciation for the city and the parks and recreation department for having such a program because there is no way for her to pick up her son right after school nor anywhere for him to go and it provides her with the support she needs. Debby B. asked how many youth participate in the program. Jermel S. replied approximately 15.
- k. Wayne B. claimed his goals are the rebuild of Kids Kingdom and a dog park. He finds Rick’s goal of member participation interesting because he would like to see this too. He realizes most members work but this is a working board.
- l. Wayne B. brought attention to the topic of entertainment venue such as for the July 4<sup>th</sup> event. He heard a couple city council members mentioning preference to local bands being used rather than big headliners. Although he understands this concept he feels there needs to be a way to bring well known entertainment but at less expense. He suggested looking for singers from the music television shows therefore it will still be good entertainment yet less expense to still highlight this community. Rhetta B. agreed it should be headliner persons because this year Mary Wilson was a big draw across the metroplex. She voiced appreciation for DART assisting with transportation. She recalls that Rockwall had entertainment from one of the television shows but she is aware of some people leaving there to attend Rowlett’s entertainment. Wayne B. requested that for the next time if vendors who help put money back into the community be the ones located closer to the entertainment. Jermel S. responded this was addressed in a follow up meeting in review of the event. Debby B. said she understands the reasoning about the local vendors but still feels there needs to be some distribution with the different types of vendors to help with crowd flow. Wayne B. asked Debby B. her thoughts in regards to the entertainment. She replied she likes the headliner entertainment and maybe a local band/person can be the second headliner. Rhetta B. concurred in the aspect of using open acts for local entertainment. Wayne B. announced the Fulton’s are building a small event center that will hold approximately 150 – 200 people so this could be an option to use the facility.
- m. Debby B. mentioned members should consider long term goals such as biking trails due to Scenic Point Park. Rhetta B. agreed and in retrospect since there has already been some work on bike trails seems this should be more of a focus than a skate park.
- n. Ken R. made a motion for the following items to be listed as the goals for 2013 – 2014.
  - n1. Rebuild Kids Kingdom
  - n2. Support the Scenic Parks Design and Build Process
  - n3. Event volunteerism – achieve 50% participation from board members at each special event hosted by the Parks and Recreation Department
  - n4. Research the status of the skate park in the community
  - n5. Dog ParkRhetta B. seconded the motion. The vote was unanimous in favor to accept the goals by all those members present.
- o. Rick H. requested for goals to be posted at each future board meeting for viewing.

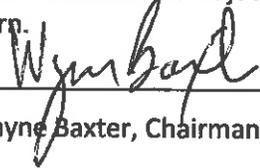


8. Discuss Kids Kingdom.

- a. Jermel S. would like to review who is on the various committees and the timeline. He continued by saying this is a huge project and expected to be behind on the timeline some. Committees are established and tour completed as indicated on the timeline. The department met with one playground company and a meeting with another company is scheduled for next week.
- b. Ken R. identified committee leaders thus far for
  - b1. Coordinating - Wayne B., Ken R., Mike D.
  - b2. General Coordinators - no members assigned to this one yet.
  - b3. Special Needs – no members assigned but Angie S. has a contact, Sandy Wood, who is waiting to be provided the necessary information for the committee.
  - b4. Fundraising - Rhetta B., Brownie S., Rick H., Wayne B.
  - b5. Public Relations - Bill G. , Rhetta B.
  - b6. Volunteers – no one assigned
  - b7. Materials – Eric B.
  - b8. Food – Lonnie C., Erika H.
  - b9. Child Care – no one assigned
  - b10. Other Items – no one assignedKen R. will send out emails with contact information and dates for scheduling.
- c. Rhetta B. asked about the locations of the fundraiser jugs. Rhetta requested the total amount of money raised thus far and Ken R. answered in reference to the jugs there has only been \$10 within three weeks at the one located at Community Centre but a total of approximately \$80-\$100 from all the jugs. Ken R. said the locations of the jugs will rotate.
- d. Wayne B. shared that Jermel S. will be checking to see if a flyer can be included in the mail out with the water bills.
- e. Wayne B. noted there will be two fundraisers coming up. Debby B. and Wayne B. met with Applebee's Restaurant and they were unable to secure Saturday dates therefore the dates are on Sundays, November 17<sup>th</sup> and December 15<sup>th</sup>. \$10 tickets and \$5 will go towards rebuild of Kids Kingdom. The events are from 7:30am – 10:00am but volunteers will need to be there at 6:30 am. Volunteers are needed as servers, greeters, helping with pancakes. Volunteers have to be ages 16 and up. There are 300 tickets to be sold and requesting each member to sell \$50 worth. Checks for the tickets need to be made out to Pardners Foundation. This information will be provided on the television channel 16. Wayne B. asked if the city can have a continual announcement on channel 16 about rebuild of Kids Kingdom. Debby B. said this should be able to be done.
- f. Wayne B. asked if anyone has any other ideas for fundraising activities. Mike D. voiced having a silent auction can bring in money but will need to have some big ticket items. Auction can be online or it can be an event. Rhetta B. agreed this is a good idea and is presently assisting with a silent auction. She voiced possibly looking for entertainment such as a band while the silent auction occurs. Ken R. mentioned the idea of a garage sale held at Rowlett Community Centre or the idea of community garage sales. Rhetta B. suggested looking at February 2014 for the silent auction but will need to begin planning now.
- g. Mike D. questioned the time line and knowing information for the plans to place the playground structure in order to be able to provide information to the corporations and persons donating. Wayne B. declared best efforts need to be given to this project. Wayne B. suggested more of the fundraising ideas and plans need to be discussed during the fundraising committee meeting.



9. Public Announcement. Members of the Board and/or staff may make announcements of local civic events. No member of the board or commission may discuss nor take any action with regard to the announcements.
  - a. Wayne B. expressed words of appreciate for those who helped with Camp Fear. He and Ken R. spoke with participants about Kids Kingdom and received positive feedback as well as positive feedback on Camp Fear.
10. Members of the Board may request topics for future agenda meetings. No member of the board or commission may discuss any of the requested subjects until such matters have been properly placed on a posted agenda.
11. Mike D. motioned to adjourn at 1:25 pm. Rick H. seconded the motion. The vote was unanimous to adjourn.

  
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Wayne Baxter, Chairman

  
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Jermel Stevenson, Parks and Recreation Director