



**Parks and Recreation Advisory Board Meeting Minutes**  
**Wednesday, January 10, 2018**  
**7:00 p.m.**

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

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**PRESENT:** Alan Hogan, E.C. Umberger, Dolores Henning, Donna Ferguson, Gregory Craig, Mike DeLatte, Nancy DeVelde, Ken Romaine, Sean McGrew

**ABSENT:** Diana Moore, Bernadette Hagmeier, Lonnie Cornwell

**VISTORS:**

**STAFF:** Blake Margolis, City Council liaison; Shelly Monroe, Sr. Administrative Assistant; Angela Smith, Director of Parks & Recreation

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1. Chairman E.C. Umberger called meeting to order at 7:01 p.m.
  2. Quorum present.
  3. Consider action to approve minutes from December 13, 2017.
    - A. Dolores Henning moved to approve the minutes as written.
    - B. Alan Hogan seconded the motion.
    - C. Approved 6 - 0.
  4. Rowlett USSSA presentation. (Sean McGrew entered)
    - A. Mike DeLatte presented some basic history of the start-up of Rowlett USSSA and stated it is the largest sports organization in Rowlett. Total number of teams by season from 2013 through 2017 were provided.
    - B. The income statement from 2015 through 2017 was provided and explained.
    - C. 2017 Highlights were shared such as USSSA sent 9 teams to World Tournaments, hosted a Men's E State Tournaments with 43 teams, hosted inaugural Toys for Tots, purchased and installed office awning, purchased and installed digital clock, dugout expansion completed, expanded banner advertising, and created a wall of fame.
    - D. A few upcoming items for 2018 are the Men's E State Tournament, 2 additional fields for tournament play will be added, increase advertising, expand vendor opportunities and purchase additional picnic tables. Named to USSSA IT Facility Board and named to USSSA Midwest Division Board.
    - E. Future challenges are field maintenance and asset deterioration, keeping players and fans in the park, issues of altered equipment, player conduct, increased costs, concession stands, promote Rowlett Leagues through Community Centre and RTN 16, and improve communication with City of Rowlett, Outside Associations and USSSA National Office. (Ken Romaine left the meeting)
  5. Urban Forestry Subcommittee Update.

Gregory Craig reported committee members discussed their plans for this year and basically regrouping since Tony Felts, Planning Manager, is no longer with City of



Rowlett and two interim managers attending the meeting in his place. Each member has assignments related to the tree ordinance and landscape ordinance.

6. Partnership with Sachse Park Pals and discuss the development of a dog park.
  - A. December 19, 2017 City Council approved and accepted the donation funds from Sachse Park Pals for the off-leash dog park, as well as the location to be at Herfurth Park. Site preparations will at the end of this month with plans of a grand opening in early March. Volunteers will be needed to help with build days. A timeline for the project will be developed next week. Meetings with Rowlett Animal Services and Friends of Rowlett Animals will be held to seek possible partnerships.
  - B. There is a Herfurth Dog Park Facebook page and Sachse Park Pals is engaging businesses to help raise funds.
  - C. The rules for the dog park are still being developed but a draft of rules being considered was reviewed. There will be signage at both gates.
  - D. Mike DeLatte inquired about placing signs out in the public such as “Coming Soon” to help build a “buzz” for the park. Gregory Craig shared suggestions trying to brand the park such as Little Bark and Big Bark parks to make it special. Get flyers to various vet places in local area. Questions asked about signage for Sachse Park Pals since they are sponsoring this park.
  
7. Continue on developing objectives for the new 2017-2018 goals.
  - A. During the November meeting members completed strategy, objectives and tactics for the goal, Help market parks and recreation through board involvement.
  - B. The strategy for Support Parks & Recreation fiscal year 2018 upcoming projects and increase member involvement had already been identified at last meeting. The objective identified for this goal is to Post 1 x a week on social media and the tactics are to Share updates on the projects on social media, and Request and pick up flyers to hand out if there are event functions.
  - C. The goal, Encourage community engagement, has one strategy to Leverage public meeting places with the objective to Attend at least one event and a tactic to Attend events, town hall meetings and provide information and/or answer questions for public; A second strategy is to Promote and encourage volunteerism with an objective to Increase the number of people volunteering and the tactic is to Bring one to two volunteers to events.
  - D. The goal, Support the Development of a dog park, has one strategy to Market & brand the dog park with an objective to place signage at stores and the tactic is to place signage at specific stores such as pet stores and feed stores; A second strategy is to Use media to promote the park with the objective to Get A new story published and a tactic is to Call friends and family to get the new story out; A third strategy is A yearlong plan to promote the park with an objective is to Make recommendations to the department, and the tactics are to Hold brainstorming sessions and to Create public awareness of what people need to do to take care of their dogs. Having a mobile adoption or mobile pet grooming or shot spotting or once a month have a one-hour dog show with ribbons are possible ideas to recommend. In March the Pup-a-palooza will be held at this location.



8. Update from City Council liaison, Blake Margolis.  
Mayor Tammy Dana-Bashian presents the annual State of the City Address during the City Council meeting on January 16<sup>th</sup> which will include a review of the 2017 accomplishments and introduce what is coming for 2018.
9. Public input and questions.  
None.
10. Director's Report - Angela Smith
  - A. Clear Choice Senior Care sponsored the annual holiday potluck for 42 seniors at RCC on December 14, 2017. They provided the turkey and ham. Entertainment was provided by the Cameo Club of the Ms. Texas Senior American organization. There have been several educational seminars provided at RCC. Rowlett seniors enjoyed a New Year's Party with 52 in attendance.
  - B. A New Year's Resolution membership drive is being held January 2 - 17, 2018 offering 20% off annual membership and 10% off a renewal membership. A banquet room rental drive is also being held in January which includes 10% off regular business hour rates and \$5 off regular business hour rate for a kitchen rental.
  - C. A split-rail cedar fence around Isaac Scruggs Park has been installed.
  - D. Nature Trail has fencing repairs, a new gate, some trail improvements to repair washout areas, and parking lot improvements. This is funded through the 2015 Bond Funds.
  - E. At Herfurth Park fences have been removed from Fields #5 and #6 in preparation for the dog park installation and all fields are undergoing some needed maintenance. Herfurth Park renovations are being funded through the maintenance budget and Park Pro-Rata Funding.
  - F. Veterans Park had new light poles placed, irrigation updated, new trees, new sod and new lighting at the flags. The Veterans Park Project is being funded through the 2015 CIP Bond Funds.
  - G. Little Sweetheart Dance will be held January 27, 2018. If members are interested in volunteering please inform Shelly Monroe.
  - H. Parks and Recreation Master Plan is available for members to review. If you have questions please email or call Angela Smith.
11. Public announcements by members of the Board and/or staff were made.
  - A. On January 18, 2018 City Council will be discussing the projects for the 2018 Bond Election in a work session.
  - B. On February 6, 2018 the Parks Master Plan is on the work session agenda along with Paddle Point site plan, No Fishing ordinance, and extension of Kayak, Inc. Agreement.
  - C. On February 20, 2018 the Parks Master Plan will be on the Consent Agenda for City Council approval.
  - D. Citizens Police Academy begins February 1, 2018.
12. Members of the Board may request topics for future agenda meetings.
  - A. Gregory Craig inquired about reviewing plans for a park project to educate members.
  - B. Alan Hogan brought up the bike-share program affecting other cities and inquired if this could be an issue for Rowlett since looking to increase trails. Angela Smith will check



with Code Enforcement to see if this is more of their issue rather than a Parks and Recreation issue.

- C. EC Umberger asked for an update on Schrade Bluebonnet Park.

### 13. Adjournment

- A. Gregory Craig moved to adjourn at 9:12 p.m.
- B. Dolores Henning seconded motion.
- C. Approved 6 - 0.

A handwritten signature in blue ink, appearing to read "E.C. Umberger".

E.C. Umberger, Chairman

A handwritten signature in blue ink, appearing to read "Angela Smith".

Angela Smith, Director of Parks and Recreation