



Parks and Recreation Advisory Board Meeting Minutes
Saturday, October 31, 2020

8:30 a.m.

Rowlett Community Centre
5300 Main Street, Rowlett TX 75088

PRESENT: Chair Michael DeLatte; Vice Chair Dolores Henning; Donna Ferguson, Bernadette Hagmeier, Lonnie Cornwell, Richard Kull, Eve Johnson, Derrick Culpepper; Alternates: Kristy Andrade, Michael Schupp, Rebecca Day

ABSENT: Anthony Scott

VISTORS: None

STAFF: Shelly Monroe, Sr. Administrative Assistant; Aaron Cleaver, Interim Parks & Recreation Director; Kari Pacheco, Parks & Recreation Operations Manager

Due to the public health emergency and to conform with the social distancing requirements, the Parks and Recreation Advisory Board meeting was held via teleconferencing. The public was provided an opportunity to submit comments for a specific agenda item or general comment through citizen email address.

1. Chairman Mike DeLatte called meeting to order at 8:31am. Quorum present.
2. Citizen's Input.
3. Orientation for newly appointed members.
Kari Pacheco presented and reviewed information on this board's primary function, services, ideas, points of interest and roles of board members, attendance, board shirt, annual reporting, as well as a special thanks to board members for their time and commitment.
4. Overview of the parks.
 - A. Kari Pacheco reviewed current amenities and future amenities of community parks, neighborhood parks and specialty parks. Michael Schupp and Derrick Culpepper asked questions regarding Paddle Point Park and the city agreement. Eve Johnson inquired about any future adaptable parks. Aaron Cleaver and Kari Pacheco explained Rowlett doesn't have one park solely adaptable, but when new or updated features are purchased staff try to insert adaptable equipment. Derrick Culpepper asked if there is any visual advertisement for the different parks. Mike DeLatte suggested this be discussed further during the agenda item of establishing goals.
 - B. Aaron Cleaver reviewed current amenities of Rowlett Community Centre and recreation programs were reviewed.
5. Update on 2015 & 2018 CIP Projects.
Aaron Cleaver provided updates for the 2015 projects and the status of the 2018 CIP Bond projects. Parks and Recreation Department's potential list for upcoming 2021 Bond Election was briefly presented today. The Community Investment Advisory Board will likely meet with this board at some point over next year. Members asked questions and staff provided answers.



6. Overview of the Parks & Recreation Master Plan/Trail Plan.

Kari Pacheco reviewed a presentation on the Dan Robert's Environmental Learning Center concept that was put together after the public input. Feedback asked from the board before Studio Outside submits to the cost estimator. Members asked questions and staff provided answers.

7. Discuss board sub-committees.

- A. Urban Forestry met quarterly to work through tree board issues, but this year will be as needed. Presently the revised draft Conservation and Landscape Ordinance will be discussed at Planning and Zoning work session followed by a public meeting then be presented to City Council. Board member appointments for this year are Lonnie Cornwell, Michael Schupp, Eve Johnson and Kristy Andrade.
- B. Mike DeLatte explained the history of a 501 (c) 3 and how this is beneficial to Parks & Recreation. There is a process for this, but someone needs to lead before this group can start.
- C. Dolores Henning is participating with the Environmental Learning Center committee through Keep Rowlett Beautiful.

8. Establish board goals for FY20-21.

- A. Mike DeLatte suggested for members to decide on the topics then strategies can be developed during the next meeting. Each member was able to provide input. The consensus of members is to use the same goals as last year with looking at possibly updating the strategies or actions.

1. Help market parks and recreation through board involvement.

Strategy 1: Utilize involvement with special interest groups, social media, and Parks & Recreation publications. Objectives: 1a) 3 x a month within the social sphere; 2a) Make 1 contact per month; 3a) Support Diversity and Inclusion; 4a) Discuss having a social media subcommittee. Tactics: 1a) Sign up for e-news, 2a) Use social media tools and share Lakeside Leisure, 3a) Make a commitment to stay informed to promote and advertise; 4a) Appoint a liaison committee when needed; 5a) Appoint Social Media subcommittee members

Strategy 2: Leverage public meeting places. Objectives: Attend at least one public event/meeting. Tactic: 2a) Attend events, town hall meetings, City Council meetings to provide information and answer questions; 2b) Increase the number of people volunteering.

Strategy 3: Promote volunteerism. Objectives: Increase volunteerism. Tactic: Bring one or two volunteers to each event.

2. Support Parks and Recreation 2018 and proposed 2021 CIP Bond projects.

Strategy: To commit to engage your neighborhood and your social group to converse on these projects and participate in development work sessions for trail and park development. Objective: 2a) Engage your sphere of influence 1 x month following a board meeting; 2b) Participate in work sessions as needed for planning. Tactic: 2a) Share updates on the projects; 2b) Request flyers (as needed) and distribute; 2c) Attend meetings when requested with open feedback.

3. Support Eco-Tourism.

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Strategy: Bring awareness to outdoor education and potential activities to Rowlett. Objective: Engage outside groups to participate in various events and activities, as well as, to create an interest in trails and parks. Tactics: 1) hold a paddling event, 2) create a star gazing event, 3) hold a trail scavenger hunt, 4) Arrange to set a booth at an event, 5) promote at sporting events ; 6) Host and plan hikes to promote parks & trails such as a sunrise hike or nighttime hike. It was suggested since trails aren't long maybe have a punch card for various trails. It may be best to include such as part of the scavenger hunt.

9. Parks and Recreation hot topics.

- A. NRPA Accreditation awarded in 2013 and renewed in 2019.
- B. Green Ribbon Beautification Project: Phase 1 is complete. Phase 2 includes use of the GCAA monies awarded to Rowlett in 2015 and what this includes was shared such as two additional small landscape areas, entry features and landscape around entry features.
- C. Status of Environmental Learning Center - comments by Monday so can be incorporated into the design process.

10. Members of the Board may request topics for future agenda meetings.


- A. Discuss and create a Social Media subcommittee
- B. Discuss the appointment of a diversity and inclusion liaison
- C. Discuss Park Board event planning for this year.

11. Adjournment.

Bernadette Hagmeier made a motion to adjourn at 12:11pm
Eve Johnson seconded the motion.
Unanimous by all those present to adjourn.



Mike DeLatta, Chairman



Kari Pacheco, Parks and Recreation Operations Manager