



Parks and Recreation Advisory Board Meeting Minutes

Saturday, October 9, 2021

8:30 a.m.

Rowlett Community Centre

5300 Main Street, Rowlett TX 75088

PRESENT: Chair Michael DeLatte; Vice Chair Dolores Henning; Regular members: Bernadette Hagmeier, Richard Kull, Eve Johnson, Michael Schupp, Rebecca Day; Alternates: Kristy Andrade, Corrie C, Elise Bowers

ABSENT: Donna Ferguson, Derrick Culpepper

VISTORS: None

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

1. Chairman Mike DeLatte called meeting to order at 8:31am. Quorum present.
2. Administer Oath of Office and the Statement of Elected/Appointed Officer were administered to the newly appointed members.
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 Recreation.
Kari Pacheco presented an overview of this board's function and expectations, how to get ideas on the agenda, Open Meetings training, points of interest, and annual reporting.
5. Overview of Recreation
Kari Pacheco reviewed athletics programs, recreation programs which included the affiliations with different associations. The current amenities of Rowlett Community Centre and Wet Zone were reviewed.
6. Overview of Parks
 - A. Kari Pacheco reviewed current amenities and future amenities of community parks, neighborhood parks and specialty parks.
 - B. Parks Board members visited different parks and submitted scoring cards on the overall look of the parks and amenities. These results and how the department will use the information was briefly shared with members.
7. Brief synopsis of budget process and bond process.
Aaron Cleaver shared the budget process timeline and explained how it works.



8. Update on CIP Projects, Master Plan and Trail Plan.

Aaron Cleaver provided updates on the 2015 projects which include Lakeside Park, Paddle Point Park, Springfield Park, Community Park, Katy Railroad Park, Nature Trail, and the hike and bike trail. The status of the 2018 CIP Bond projects include Herfurth Park phase 1, Lakefront at Pecan Grove, Kenwood Heights, trail construction, Community Park, sports field construction, Environmental Learning Center, Wet Zone, Twin Star Park, and Shorewood Park. The 2021 Bond proposal did not pass elections but it is possible some components of it may be in a May 2022 bond election.

9. Establish board goals for FY20-21.

- A. Mike DeLatta 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.
- B. Parks Board would like to participate in Scarecrows on Main for this year.

1. Help market parks and recreation through board involvement.

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

Strategy 2: Leverage public meeting places. Objectives: Attend at least one public event/meeting. Tactic: 1) Attend events, town hall meetings, City Council meetings to provide information and answer questions; 2) Increase the number of people volunteering.

Strategy 3: Promote volunteerism for Parks & Recreation activities and events. Objectives: Increase volunteerism. Tactic: Bring one or two volunteers to each event.

2. Support Parks and Recreation 2018 and future 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: 1) Engage your sphere of influence 1 x month following a board meeting; 2) Participate in work sessions as needed for planning. Tactic: 1) Share updates on the projects; 2) Request flyers as needed and distribute; 3) Attend meetings when requested with open feedback.

3. Support Eco-Tourism.

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 a sunrise or night hike to promote trails.



- C. Discuss board sub-committees.
 - 1. Urban Forestry met quarterly to work through tree board issues, but this year it will be as needed. Presently the revised draft Conservation and Landscape Ordinance is still being tweaked by Economic Development with plans to present at Planning and Zoning which will be followed by a public meeting then be presented to City Council. Board member appointments for this year are Rebecca Day, Michael Schupp, Elise Bowers and Kristy Andrade.
 - 2. Social Media committee meets once a month by zoom: Derrick Culpepper, Bernadette Hagmeier and Kristy Andrade.
 - 3. Liaisons to support Diversity, Equity, and Inclusion Commission: Mike DeLatte and Eve Johnson.
 - 4. Dolores Henning is participating with the Environmental Learning Center committee through Keep Rowlett Beautiful.
- 10. Parks and Recreation hot topics.
 - A. NRPA Accreditation awarded in 2013 and renewed in 2019; the CAPRA process and what it entails was explained.
 - B. Upcoming events through July 4, 2022 were presented in a list form to members.
 - C. Discussed new board shirts and decision made on hunter green.
 - D. Question asked about staff certifications and opportunities and Aaron Cleaver provided the response.
 - E. Michael Schupp briefly shared information about registering with Oncore for donating trees. Michael Schupp will send an informational link to S. Monroe and then will be forwarded to the board members.
 - F. Question asked if this board wants to participate in Trunk or Treat this year. Send information to board members.
 - G. Mike DeLatte mentioned the motion to at previous meeting for having some funds for helping to support these events and promotions in this board's goals.
- 11. Members of the Board may request topics for future agenda meetings.
 - A. Discuss the participation in Trunk or Treat.
 - B. Discuss Park Board event planning for this upcoming year.
- 12. Adjournment at 12:00pm.



Mike DeLatte, Chairman



Kari Pacheco, Assistant Director of Parks and Recreation