

1
2
3
4
5
6

MINUTES
PARKS AND RECREATION BOARD
City Hall, 385 S. Goliad, Rockwall, TX 75087
April 7, 2015
6:00 PM

7 **Call To Order**

8 The meeting was called to order in the Council Chambers at 6:00pm by Chairman Brad
9 Bassett with the following Board Members present: Bob Lewis, Wayne Larson, Kevin
10 Moffatt and Larry Denny. Board Member Ray Harton was absent. Board Member
11 Charles Johnson arrived at 6:21pm. Also present were Parks and Recreation Manager
12 Andy Hesser, Administrative Secretary Wendy Young, Parks Superintendent Aaron
13 Dobson and Recreation Superintendent, Andrew Ainsworth.

14
15 **Consider approval of the minutes from the February 25, 2015 Park Board meeting**
16 **and take any action necessary.**

17 The minutes from the February 25, 2015 Park Board meeting were provided to the Board
18 for their review and approval. Board Member Kevin Moffatt made a motion to approve
19 the minutes. Board Member Bob Lewis seconded the motion which passed by a vote of
20 5-0 (Johnson and Harton absent).

21
22 **Discuss and consider Breezy Hill updated Master Trail Plan and take any action**
23 **necessary.**

24 Mr. Hesser came forth and explained that last year the developer dedicated approximately
25 20 acres of open space adjacent to the south end of the 11 acre park running along the
26 creek corridor that goes east and west. More recently they also dedicated the 11 acre
27 neighborhood park land, and a 6.7 and 10.7 acre parcel for preserved open space. This
28 land totals approximately 28.8 acres and has been deeded to the Texas Recreation and
29 Parks Foundation for the purposes of holding the land in trust to be used as matching
30 funds for another Texas Parks and Wildlife grant submission. The grant was submitted
31 March 31st. If Rockwall is awarded the \$400,000 matching grant, the Foundation would
32 then deed the land to the City for development. If we are not awarded the grant the land
33 will remain in trust until funds are available to develop the 11 acre park and may be used
34 for future grant match purposes. The developer is also required to construct trail along
35 portions of the dedicated open space. A map is included in your packet that shows the
36 most recent trail layout as well as the open space master plan that was originally
37 approved. Much of the trail will be constructed by the developer in phases. Trail sections
38 along phase III adjacent to east side of the creek corridor is currently under construction
39 and would eventually connect to the park land. John Arnold with Skorburg went over
40 plats and phases. Board Member Denny asked what the timeline was on the gran proposal
41 and when we would hear about that. Mr. Hesser said that it could be as late as August.
42 No action taken at this time.

43 **Discuss and consider Breezy Hill preliminary plat Phase V and take any action**
44 **necessary.**

45 Mr. Hesser explained that Breezy Hill subdivision is located east of John King Blvd,
46 north of FM 552 and west of Breezy Hill Lane. Phase V contains 79 residential lots.
47 This development is located within district 7. The developer has met the park land
48 dedication requirements. Staff recommends collecting the pro-rata equipment fees for
49 this district and pay the adopted rate at the time of final plat. The final plat will come
50 soon, as early as next month (May). This will include playground, open lawn, farm tank,
51 none of these are in the floodplain. Board Member Moffatt approved the preliminary plat
52 for Breezy Hill Phase V that includes 79 residential lots and is located in Park District #7
53 with a recommendation to abandon the access easement for the Fire Department once
54 Phase V is complete. Board Member Denny seconded the motion which passed by a vote
55 of 5-0 (Harton and Johnson absent).

56
57 **Hear update from Park Board subcommittee and take any action necessary.**

58 Board Member Larson explained that the subcommittee has met twice over the past few
59 months, once in February and once in March. At those times, we met with staff and
60 discussed a wide range of aspects of marketing from what their goals are for various
61 programs and projects to what their audience and target markets are and some of the
62 challenges Staff is facing. We discussed marketing strategies currently being used and
63 some they would like to use. Consistency and continuity kept coming up. There was
64 some discussion about branding the department and how that is working and maybe
65 conflicts with some other brandings of the City. There was some discussion on possibly
66 doing a customer survey and asking the public what their needs and expectations may be
67 and asking the public how they get their information and how they would prefer to
68 receive their information. In summary, there may be a need for the City to take a look at
69 the marketing for the entire City as a whole. There are several different logos on all of
70 the city's marketing pieces. Board Member Lewis said that summed it up very well and
71 those were good suggestions to follow up on. Chairman Bassett asked what the next step
72 was. Mr. Larson stated that he would draft a memo and bring to the next Park Board
73 meeting. The subcommittee saw opportunities that are much bigger than this department.
74 Mr. Hesser thinks that would be appropriate and thinks consistency and continuity can be
75 very easily addressed. Mr. Johnson asked where the money comes from for all of the
76 marketing flyers and information. Mr. Hesser answered it will come out of sponsorships
77 and there is not a marketing budget.

78
79 Board Member Charles Johnson arrived at 6:21pm.

80
81 No action taken at this time.

82
83 **Discuss and consider business plan update and take any action necessary.**

84 Mr. Hesser gave background on the business plan. In 2002, City Council and staff held a
85 strategic planning retreat. That retreat resulted in the creation of a new mission statement
86 for the City, confirmation of the City's core values and seven focus areas to guide the
87 staff in the implementation of the City's strategic agenda. A new framework called the
88 Balanced Scorecard was formally adopted by Council to translate strategy into

- 127 • Identify and purchase 50 acre community park land south of I-30.
- 128 • Identify opportunities to expand public awareness of parks and trails through
- 129 marketing and branding campaign.

130

131 Chairman Bassett explained that Andy consolidated this list after several meetings. He
132 asked what the Park Board can do to help achieve some of these initiatives. He stated
133 that it would be nice to apply for and receive a Gold Medal Award, let's help Rockwall
134 move to that place. Generally, the following was discussion regarding needs assessment.
135 Mr. Hesser explained that for us to be a customer-centered department we need feedback
136 from our customers but we don't want to duplicate what Council is doing. Moffatt
137 suggested maybe going to different HOA's and asking them what they want or what they
138 need from us, for a change let's go to them so that we are more in-tune with what the
139 public wants. Hesser mentioned that we have done a citizen survey in the past but is that
140 getting a good representative sample of all age sectors is a challenge. Do we make it
141 paper, electronic, or a combination? Needs assessment is typically done at the master
142 plan process and we have to agree on a process and what it will achieve. Hesser said there
143 is a survey web tool called Mind-Mixer that certain people can view and comment on.
144 You would have to let people know how to get to the website by marketing it. The last
145 survey was done in 2004 and went through every department and provided some
146 interesting feedback. They were typical satisfaction surveys including recreational
147 opportunities, park maintenance, code enforcement, police department, etc. Is a needs
148 assessment important for us to conduct our business? It would be difficult to find the best
149 method. Bassett stated we needed some information from the customer to find out how
150 they find their information whether it be social media, newspaper, etc. Hesser asked if it
151 would be fair to say that getting a needs assessment would be important to the Park
152 Board? The City has done marketing focus groups in the past and they can be time
153 consuming but are helpful and do not cost anything. We want to be as customer service
154 oriented as we can. We can do needs assessment on a micro scale or macro scale. Hesser
155 asked if it would be fair to say a needs assessment would be important on a capital level
156 and on what items is it important to go out and get customer feedback. Moffatt stated
157 that we do things over and over that are very successful and some other things that aren't
158 so successful but if we had some sort of input as far as what people are lacking it does
159 dictate where we go next. Customer service wise, it would be nice to hear from the
160 public. Larson wanted the Board to consider public input and the other is the unique
161 characteristics of the services and businesses that this department offers in this
162 community. There is a high degree of private competition unlike in most communities.
163 This may be an issue we should address, how is private competition impacting our
164 services and our programs which may be tied into a survey? I would suggest that be
165 considered. Moffatt stated that we talk about "go outside and play." Everything that is
166 not offered by someone else we do well like Concert by the Lake, Founders Day and
167 whatever happens with San Jacinto music festival. There is no dance hall in Rockwall so
168 we win that by default. Mr. Lewis asked how much of the taxpayer dollar do we want to
169 get spend getting into areas that are being effectively covered by private enterprises.
170 Hesser said the way to summarize that is that those needs and expectations change over
171 time as the population and makeup change that is why a master plan and a needs
172 assessment are done periodically. People are extremely busy and getting their attention

173 to make a purchase decision is very difficult. We don't consciously compete head to head
174 with certain businesses. We need to make sure we need to know we are in the correct
175 business like the micro businesses. There are 2 levels of customer feed back, capital
176 level and operational level. Bassett would like find out where our expertise and interests
177 lie so they may act as a liaison for staff as extra perspective. Moffatt made a motion for
178 staff to prioritize, consolidate and disperse priority to the list for the City of Rockwall
179 Parks & Recreation Business Plan – public input vs. board clarification on some of these
180 topics. Staff will need to put a timeline together on focus areas. Board Member Denny
181 seconded the motion which passed by a vote of 6-0 (Harton absent).
182

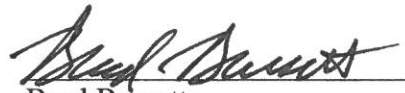
183 **Staff updates on upcoming programs and events and take any action necessary.**

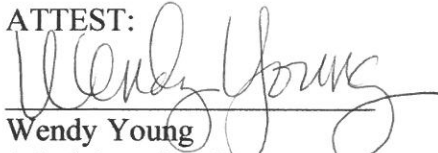
184 The Easter Egg Hunt was on Saturday, March 28 at Harry Myers Park. The hunt this
185 year was larger than expected and created some challenges for everyone. The Phelps
186 Lake Ribbon Cutting has been rescheduled again for Saturday, April 18, hoping for better
187 weather. There are 2 upcoming volunteer work days in April. The first one will be
188 Saturday, April 11 at 7 neighborhood parks; Windmill Ridge, The Shores, The Park at
189 Hickory Ridge, The Park at Fox Chase, Meadowcreek Estates, Gloria Williams, The Park
190 at Emerald Bay. There will be a cleanup at The Harbor on Saturday, April 18 from 9am-
191 12pm. The first people to help volunteer that day will get to take a cruise on Sail with
192 Scott's boat for free. The First Family Fun Friday will be April 24th at Shores Park
193 playing Ratatouille. The Fishing Derby will be Saturday, May 2nd at Phelps Lake. The
194 first concert at Concert by the Lake is May 7th at The Harbor, the band is With or Without
195 U2. Founders Day will be May 16th at Myers Park with Sawyer Brown headlining.
196

197 **Adjournment**

198 There being no further business to come before the Board at this time, the meeting was
199 adjourned at 7:53 p.m.
200

201 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF
202 ROCKWALL, TEXAS, this 5th day of May 2015.


Brad Bassett
Chairman, Park Board

207 ATTEST:
208 
209 Wendy Young
210 Administrative Secretary
211

1
2
3
4
5
6

MINUTES
PARKS AND RECREATION BOARD
City Hall, 385 S. Goliad, Rockwall, TX 75087
February 3, 2015
6:00 PM

7 **Call To Order**

8 The meeting was called to order in the Council Chambers at 6:00pm by Chairman Brad
9 Bassett with the following Board Members present: Bob Lewis, Charles Johnson, Wayne
10 Larson, Kevin Moffatt and Ray Harton. Board Member Larry Denny was absent. Also
11 present were Parks and Recreation Manager Andy Hesser, Administrative Secretary
12 Wendy Young and Recreation Superintendent, Andrew Ainsworth.
13

14 **Consider approval of the minutes from the January 6, 2014 Park Board meeting**
15 **and take any action necessary.**

16 The minutes from the January 6, 2015 Park Board meeting were provided to the Board
17 for their review and approval. Board Member Charles Johnson made a motion to
18 approve the minutes. Board Member Brad Bassett seconded the motion which passed by
19 a vote of 6-0 (1 absent, Denny).
20

21 **Discuss and consider final Eagle Scout Project presentation by Austin Corey and**
22 **take any action necessary.**

23 Parks & Recreation Manager Andy Hesser explained introduced Austin Corey to the
24 Board and stated that Park Board approved this project in October 2014. This project
25 consisted of coordinating with DORBA (Dallas Off-Road Bicycle Association) to design
26 and construct an elevated TTF (Technical Trail Feature) on the Squabble Creek Mountain
27 Bike Trail. TTF's are essentially man-made structures and obstacles that add challenge
28 and skill features to a natural trail. TTF's may include wooden berms, humps, log-over
29 obstacles, teeter-totters, elevated deck feature, ramps, etc. TTF's are permitted in the
30 latest amendment to the Memorandum of Agreement between the City and DORBA. Mr.
31 Corey's TTF involved a series of wooden berms and elevated wooden trail. A sign will
32 be installed that states the feature's difficulty level and that it is for "experienced riders
33 only... ride at your own risk." This feature is off of the main trail so that it is not
34 required that you enter the feature. Mr. Hesser then introduced Austin Corey to come
35 forth. Mr. Corey went over his final product and showed photos. He had 21 volunteers
36 come and help during the project and in total spent 281.75 man (volunteer) hours on the
37 site. There were a total of 325 boards (181 tread boards, 120 support boards and 24
38 posts). The total cost of the project was \$1076.93 with \$800 of that being donations from
39 friends, family and Lowe's. All Park Board members expressed their appreciation and
40 gratitude and felt this was a great feature that would add to the trail. Park Board Member
41 Bob Lewis made a motion to approve this final Eagle Scout Project. Park Board Member
42 Charles Johnson seconded the motion and passed by a vote of 6-0 (1 absent, Denny).
43
44
45

46 **Discuss and consider Somerset Park master plat/open space plan and take any**
47 **action necessary.**

48 Mr. Hesser presented some history. Somerset Park is located within Park District #12 at
49 the corner of SH 205 and FM 549. It has 309 lots on 139.3 acres. The developer is
50 proposing 38.7 acres of private park and open space to be maintained by the HOA.
51 Proposed within the park is an amenity center, playground equipment and trail.
52 According to the developer's plans, the park land and amenities would be maintained by
53 the HOA and open to the public. However, the amenity center would be for
54 neighborhood residents only. In accordance with the Mandatory Park Land Dedication
55 Ordinance, the developer would typically be responsible for the pro-rata equipment fees
56 and the time of the final plat. The developer is requesting that the trail and playground
57 amenities be credited toward the pro-rata equipment fees. Since the park land would be
58 private and maintained by the HOA, the developer has also requested to pay the cash in
59 lieu of land fees. The Parks, Recreation and Open Space Mater Plan also includes a trail
60 master plan. That plan shows a trail section running along the west side of FM 549 or the
61 east side of the proposed development as well as along FM 549 or the south side of
62 Somerset Park. Park Board Member Bob Lewis made a motion to accept the Somerset
63 Park master plan and open space plan and in accordance with the Mandatory Park Land
64 Dedication Ordinance the developer would be responsible for the pro-rata equipment fees
65 at the time of final plat with the trail and playground amenities being credited toward the
66 pro-rata equipment fees. Also, phasing of the trail construction from FM 549 on the
67 south to a northern connection to the property adjacent to the north of the development as
68 well as connections to the parcel west of Somerset Park. Board Member Harton
69 seconded the motion which passed by a vote of 6-0 (1 absent, Denny).

70
71 **Discuss and consider Somerset Park preliminary plat and take any action necessary.**

72 Mr. Hesser explained that Somerset Park is located within Park District #12 at the corner
73 of SH 205 and FM 549. Mr. Christopher Orr with Arcadia came forth and explained the
74 features and amenities. He explained that the trail would be accessible to the public. The
75 playground would be accessible to the public but would be HOA maintained. After some
76 discussion Park Board Member Brad Bassett made a motion to accept the Somerset Park
77 preliminary plat located within park district 12 at the corner of SH 205 and FM 549 with
78 309 lots on 139.3 acres with the following conditions:

- 79 • Show location of proposed playground and trail route.
- 80 • Trail shall be a minimum of 8' wide concrete. Where 8' concrete is not possible,
81 6' wide will be acceptable in front of homes.
- 82 • Playground equipment shall meet or exceed all ASTM and CPSC playground
83 safety guidelines for design, installation, fall zones and maintenance.
- 84 • Cash-in-lieu of land fees shall be paid at the time of final plat for each phase.
- 85 • Plat should indicate that all private park and open space and playground is to be
86 maintained by the HOA and that the trails and playground shall remain open to
87 the public.
- 88 • Developer must provide proof that trail and playground amenity costs meet or
89 exceed the required pro-rata equipment fees at the time of final pat in accordance
90 with the Mandatory Park Land Dedication Ordinance.

91 Park Board Member Kevin Moffatt seconded the motion which passed by a vote of 6-0 (1
92 absent, Denny).

93
94 **Update on City Council and Park Board joint work session and take any action**
95 **necessary.**

96 Board Chairman Bassett went over the discussion regarding work session. No action
97 taken at this time.

98
99 **Hear staff presentation on current marketing practices and take any action**
100 **necessary.**

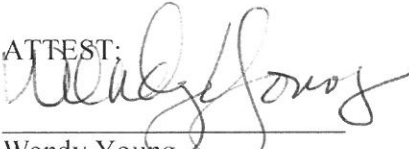
101 Mr. Hesser presented a brief powerpoint that showed all marketing practices Parks &
102 Recreation has used over the years and how marketing has evolved such as social media,
103 advertising on cups, pens, sunglasses, etc. The Board generally discussed appointing
104 members to a marketing sub-committee to discuss marketing ideas going forward. Those
105 members include Bob Lewis, Wayne Larson and Kevin Moffatt. No action taken at this
106 time.

107
108 **Staff updates on upcoming programs and events and take any action necessary.**
109 Phelps Lake Ribbon Cutting will be on Saturday, February 28, 2015 at 10:30am. All
110 necessary paperwork was submitted for the batting cages at Leon Tuttle and that is in the
111 works. The new restroom has been installed at Tuttle, parking lot has been repaved, and
112 fence surrounding has been installed. Daddy Daughter Dance will be on January 31,
113 2015 at The Hilton. ROCK Camp will be March 2-March 6. The Easter Egg Hunt is
114 March 27, 2015.

115
116 **Adjournment**
117 There being no further business to come before the Board at this time, the meeting was
118 adjourned at 7:39 p.m.

119
120 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF
121 ROCKWALL, TEXAS, this 25th day of February 2015.

122
123
124 
125 Brad Bassett
126 Chairman, Park Board

127
128 
129 Wendy Young
130 Administrative Secretary

1
2
3
4
5
6

MINUTES
PARKS AND RECREATION BOARD
City Hall, 385 S. Goliad, Rockwall, TX 75087
February 25, 2015
6:00 PM

7
8

Call To Order

9 The meeting was called to order in the Council Chambers at 6:00pm by Chairman Brad
10 Bassett with the following Board Members present: Bob Lewis, Charles Johnson, Wayne
11 Larson, Kevin Moffatt and Ray Harton. Board Member Larry Denny was absent. Also
12 present were Parks and Recreation Manager Andy Hesser, Administrative Secretary
13 Wendy Young, Parks Superintendent Aaron Dobson and Recreation Superintendent,
14 Andrew Ainsworth.

15
16

Consider approval of the minutes from the February 3, 2015 Park Board meeting and take any action necessary.

17 The minutes from the January 6, 2015 Park Board meeting were provided to the Board
18 for their review and approval. Board Member Kevin Moffatt made a motion to approve
19 the minutes. Board Member Wayne Larson seconded the motion which passed by a vote
20 of 6-0 (1 absent, Denny).

21
22
23

Discuss and consider annual update of Mandatory Park Land Dedication Ordinance and take any action necessary.

24 Parks and Recreation Manager Andy Hesser gave some background on the ordinance.
25 He stated that the two separate fees to be calculated are the pro-rata share equipment fee
26 and the cash in lieu of land fee. The pro-rata equipment fees are calculated on the cost to
27 equip an 11-acre neighborhood park. Currently, the adopted fee we use is \$525,000 and
28 that is based on our assumed cost of approximately \$1,050,000 to complete an 11-acre
29 neighborhood park design. The fee is based upon the fact that the residents who will
30 have the greatest benefit of the park location should pay half of the construction costs and
31 the remaining City residents shall pay the remaining \$525,000. The cash in lieu of land
32 fees are figured based on the average value of neighborhood park land within a
33 residential development. The figure is derived from a gross market study of fee simple
34 market value of the average price per-acre of land from the entire City and is not based
35 on a particular location. Land suitable for park land development is defined as: NOT
36 located in the 100 year floodplain; does not include any area of unusual topography or
37 slope which renders the area unusable for organized recreation activities; and must have
38 ready access to public streets and utilities. Bryan E. Humphries & Assoc. have been
39 asked to complete the appraisal this year. Based on the market study, Mr. Humphries'
40 opinion is that the approximate value for the average price-per acre of land in the City of
41 Rockwall is \$34,000. The current adopted price for 2014 is \$28,000. Board Member
42 Charles Johnson made a motion to accept the pro-rata equipment fees that isn't changed
43 at \$525,000. Board Member Moffatt seconded the motion which passed by a vote of 6-0
44 (Denny absent). Board Member Charles Johnson made a motion to accept the new price-
45 per-acre of land at \$34,000. Board Member Bob Lewis seconded the motion which
46 passed by a vote of 6-0 (Denny absent).

47 **Discuss and consider a recommendation to City Council authorizing the City**
48 **Manager to negotiate design services contracts for The Park at Stone Creek and**
49 **take any action necessary.**

50 Mr. Hesser came forth and explained that The City of Rockwall has been notified that we
51 have been awarded the \$400,000 matching grant from the Texas Recreation and Parks
52 Account program (TRPA). We are waiting for final contracts to be issued from Texas
53 Parks and Wildlife (TPWD). At that point, we will be prepared to move forward with the
54 design phase. At the July 21st meeting, Council approved a contract with MHS Planning
55 and Design to design the concept plan and prepare the grant application for the Park at
56 Stone Creek. Contingent upon obtaining the executed contract with TPWD, staff asks
57 that Park Board consider moving forward with MHS Planning and Design to prepare the
58 construction and bidding documents for Stone Creek. Contingent upon Council approval,
59 a public input meeting will be held to review final design recommendations prior to
60 bidding. Typical design and bidding phase can range from four to six months. MHS
61 Planning and Design were involved in the development of Rockwall's Parks, Recreation
62 and Open Space Master Plan, design and construction documents for Myers Park, SH 66
63 Public Boat Ramp, Shores Park, The Park at Hickory Ridge, the Park at Emerald Bay,
64 and concept plan for Northshore Park improvements. Typical design and bidding phase
65 can range from four to six months. Chairman Bassett made a motion to recommend City
66 Council authorize the City Manager to negotiate design services contract for The Park at
67 Stone Creek. Board Member Johnson seconded the motion which passed by a vote of 6-
68 0.

69
70 **Discuss and consider a recommendation to City Council for a resolution authorizing**
71 **the City Manager to make application to the Texas Parks and Recreation Account**
72 **(TRPA) program for development of future park land and open space located in**
73 **Breezy Hill subdivision and take any action necessary.**

74 Mr. Hesser stated that TPWD has made a second call for applications for the TRPA grant
75 funds. The deadline is March 31st, 2015. The City has an opportunity to apply for these
76 funds to assist with development of the Breezy Hill neighborhood park land. Consistent
77 with Park Board recommendations, the developer for Breezy Hill has already agreed to
78 dedicate 11 acres as required for the Mandatory Park Land Dedication Ordinance. The
79 value of this acreage would be used towards the \$400,000 maximum matching funds
80 available. The developer is also constructing the 8' concrete trail as previously approved.
81 The value of the trail will also be used towards the match. Approximately \$88,363 in
82 pro-rata equipment fees that have been collected within district #7 will also be used
83 towards matching funds. There are two parcels north of the 11 acre neighborhood park
84 site that will be dedicated as natural open space. These parcels will also include trail that
85 will connect the neighborhood and the creek corridor south of the park land that was
86 dedicated to the City in December of 2014. In order for this land to be used towards
87 matching funds, the developer will initially dedicate the land to the Texas Parks and
88 Recreation Foundation land holding trust. Contingent upon award of the grant, the
89 Foundation would then forward the deed for the land to the City for use as public park
90 and open space. Staff requests that Park Board consider recommending to City Council a
91 resolution to pursue the TRPA grant funds. The resolution and open space master plan is
92 included in your packet for your review. After a brief discussion, Board Member Bassett

93 made a motion to recommend to City Council, a resolution authorizing the City Manager
94 to make application to the Texas Parks and Recreation Account (TRPA) program for
95 development of future park land and open space located in Breezy Hill subdivision.
96 Board Member Moffatt seconded the motion which passed by a vote of 6-0 in favor.

97
98 **Discuss and consider a recommendation to City Council authorizing the City**
99 **Manager to execute an agreement with MHS Planning and Design to prepare a**
100 **grant application and preliminary concept plan for the Texas Parks and Recreation**
101 **Account program and take any action necessary.**

102 Mr. Hesser stated that staff requests that Park Board consider a recommendation to the
103 City Council for MHS Planning and Design to prepare an application for funding
104 assistance from the TRPA program for the development of a proposed neighborhood park
105 located with the Breezy Hill subdivision. MHS Planning and Design has submitted a
106 proposal for \$9,000 for concept design and application grant preparation services. The
107 application deadline is March 31st. Board Member Moffatt made a motion to authorize
108 the City Manager to execute an agreement with MHS Planning and Design to prepare a
109 grant application and preliminary concept plan for the Texas Parks and Recreation
110 Account program and take any action necessary. Board Member Moffatt made a motion
111 to recommend the City Council authorize the City Manager to execute an agreement with
112 MHS Planning and Design to prepare a grant application and preliminary concept plan
113 for the Texas Parks and Recreation Account program and take any action necessary.
114 Board Member Ray Harton seconded the motion which passed by a vote of 6-0.

115
116 **Discuss and consider a recommendation to City Council officially naming the**
117 **proposed park land located within Stone Creek and Breezy Hill subdivisions and**
118 **take any action necessary.**

119 With the eminent dedication of Stone Creek and Breezy Hill parkland into the City's
120 inventory, staff feels this is the appropriate time to review the park naming policy for the
121 purposes of making a recommendation to Council. According to the Park, Recreation
122 and Municipal Facilities Naming Policy, the procedure for naming park lands is for the
123 Park Board to act a committee to recommend a name for park land to the City Council.
124 The Park Board may wish choose to form a subcommittee to research options in
125 accordance with the policy. Or the Park Board could take action with a recommendation
126 as the board sees fit. A copy of the policy is included for your review. In the past,
127 neighborhood parks have followed the naming policy in regard to utilizing a physical or
128 geographic identifier in the park name. This is typically the name of the neighborhood or
129 nearby street that the park is near or within. For example: Shores Park, The Park at
130 Hickory Ridge, The Park at Foxchase, etc. Staff requests that Park Board consider a
131 recommendation to City Council to officially name the above reference park lands as:
132 The Park at Stone Creek and The Park at Breezy Hill. Chairman Bassett made a
133 recommendation to officially name The Park at Stone Creek and The Park at Breezy Hill.
134 Board Member Moffatt seconded the motion which passed by a vote of 6-0.

135
136 **Staff updates on upcoming programs and events and take any action necessary.**
137 The Phelps Lake Ribbon Cutting is scheduled for February 28, 2015. ROCK Camp will
138 be March 9 – March 13. Some of the places participants will visit are The Perot

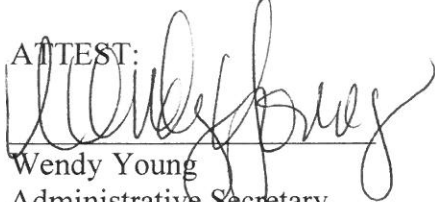
139 Museum, Bowl-A-Rama, Texas Skatium, Dallas Arobretum, Urban Air and Harry Myers
140 Park.

141
142 **Adjournment**

143 There being no further business to come before the Board at this time, the meeting was
144 adjourned at 6:30 p.m.

145
146 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF
147 ROCKWALL, TEXAS, this 7th day of April 2015.

148
149 
150 Brad Bassett
151 Chairman, Park Board

152 ATTEST:
153 
154
155 Wendy Young
156 Administrative Secretary

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45

MINUTES
PARKS AND RECREATION BOARD
City Hall, 385 S. Goliad, Rockwall, TX 75087
January 6, 2015
6:00 PM

Call To Order

The meeting was called to order in the Council Chambers at 6:00pm by Chairman Brad Bassett with the following Board Members present: Bob Lewis, Charles Johnson, and Wayne Larson. Board Members Ray Harton and Kevin Moffatt were absent. Also present were Parks and Recreation Manager Andy Hesser, Administrative Secretary Wendy Young, Recreation Superintendent, Andrew Ainsworth, Parks Superintendent Aaron Dobson, and Recreation Coordinator, Sarah Hurst.

Consider approval of amended minutes from the December 2, 2014 Park Board meeting and take any action necessary.

The minutes from the December 2, 2014 Park Board meeting were provided to the Board for their review and approval. Board Member Charles Johnson made a motion to approve the minutes. Board Member Larry Denny seconded the motion which passed by a vote of 5-0 (2 absent, Moffatt and Harton).

Discuss and consider Castle Ridge Estates Phase III final plat and take any action necessary.

Parks & Recreation Manager Andy Hesser explained that Castle Ridge Phase III is a 19.521 acre subdivision with 62 lots located west of SH 205 and north of Dalton Rd. Castle Ridge Phase III is a 19.521 acre subdivision with 62 lots located Castle Ridge is located within Park District #1. Jewel Park is the designated neighborhood park for district #1 and is already developed. Since Jewel Park does not connect to Castle Ridge, City Council approved Park Board's recommendation to accept cash-in-lieu of land fees in 2008 for phases I and II. The developer provided approximately 5.22 acres of open space to be maintained by the HOA. Within that open space the developer also proposed to provide amenities that meet or exceed the required pro-rata equipment fees. At the time of phase 1 & 2 final plats, the equipment fees required equaled \$131,120. The developer proposed building and maintaining an amenity shelter with stone and iron fence, concrete jogging trail, site furniture, landscaping and irrigation along the trail and shelter. The total value of these amenities equaled \$311,220, which clearly exceeded the minimum. Park Board made a recommendation to accept the developer's proposal and was approved by City Council. The minutes from previous meetings are included in your packet. After a brief discussion Chairman Bassett made a motion to accept cash-in-lieu of land fees for 62 lots at \$493 per lot with a total of \$30,566 including the 15 ft access right-of-way to be maintained by the HOA for the City to have access to future park land development within the City of Dallas takeline property on the west end of the property located between lots 30 and 31. Bob Lewis seconded the motion which passed by a vote of 5-0 (2 absent, Moffatt and Harton).

46 **Discuss and consider Eagle Scout Project proposal by Caleb Davis and take any**
47 **action necessary.**

48 Mr. Hesser announced that Caleb Davis is an Eagle Scout candidate who has proposed an
49 educational sign project along the Squabble Creek Mountain Bike Trail. His signs will
50 include pictures and information of native tree species that can be found along the
51 mountain bike trail. He has worked with an arborist to identify the trees. Caleb will be
52 responsible for raising the funds, printing the signs and installing them according to
53 agreed upon guidelines. Installation will be coordinated with City staff and Dallas Off-
54 road Bicycle Association (DORBA), who maintains the trail. The company he plans on
55 using to the print the signs is i-Zone. This is the same company that the Parks
56 Department uses on the City's way finders, park maps and interpretive signs. They are
57 full color high definition pictures and text and have a 10 year warranty. Caleb Davis
58 came forth and presented a powerpoint that depicted is project in full detail. Mr. Larson
59 suggested that he get a letter from Mr. Hesser in support of his fundraising efforts so that
60 Caleb can present the letter when requesting funding. Park Board members expressed
61 their support and excitement in seeing this project come together. Board Member Bob
62 Lewis made a motion to accept this Eagle Scout proposal. Board Member Larry Denny
63 seconded the motion which passed by a vote of 5-0.

64
65 **Discuss and consider Eagle Scout Project final presentation by Nick Bowyer and**
66 **take any action necessary.**

67 Mr. Hesser introduced Nick Bowyer to the Board again. Mr. Hesser explained that Nick
68 Bowyer made an Eagle Scout project proposal to Park Board at the April 2014 meeting.
69 His project was approved to design and install a pedestrian bridge on the disc golf course
70 on hole number nine. This bridge is intended to better assist disc golfers in crossing the
71 creek at the tee box that may be using strollers or rolling bags/coolers. Nick Bowyer
72 came forth and presented his final project presentation to the Board that explained some
73 hurdles along the way, the safety guidelines he followed. A total of 238 volunteer hours
74 worked on this project. The Board expressed their appreciation and a job well done. No
75 action taken.

76
77 **Hear report from Leo Rodriguez regarding update on proposed batting cages at**
78 **Leon Tuttle Sports Complex and take any action necessary.**

79 Mr. Hesser stated that Park Board has requested an update on the status of this project.
80 At the April 2014 meeting, Park Board approved a recommendation to the City Council
81 to enter into a concession agreement with Leo Rodriguez for the purposes of providing,
82 installing and operating batting cages at the Leon Tuttle Athletic Complex. City Council
83 approved the agreement in May of 2014 and was subsequently executed between the City
84 and Mr. Rodriguez. As part of the agreement, the concessionaire is required to submit
85 drawings and information regarding the proposed equipment, supplies, dimensions and
86 materials to be used in the batting cage for City approval prior to beginning construction
87 and operation. To date this has not been submitted to the City staff for review. The
88 Rockwall Baseball Softball League is scheduled to begin games on February 16th. Staff
89 requests that Park Board consider a firm date for submission of drawings and for
90 construction to be completed. Staff also requests Park Board to consider recommending
91 that the contract be terminated if these dates are not met. A copy of the April 2014 Park

92 Board minutes and executed agreement are included in your packet. Leo Rodriguez came
93 forth and gave an update on the progress of the batting cages. Mr. Rodriguez stated that
94 he has been waiting on architectural drawings but they didn't come through as promised
95 and has overcome several obstacles after getting approval to begin work on the batting
96 cages. After much discussion Chairman Bassett made a motion requesting Mr.
97 Rodriguez to submit plans no later than Friday, Jan 16 at 5pm and approved by the City
98 on Wednesday, Jan 21. If these deadlines are not met, the Board recommends
99 termination of the contract. Board Member Denny seconded the motion which passed by
100 a vote of 4-1 (Larson against).

101

102 **Discuss and consider Dick's Sporting Goods sponsorship and take any action**
103 **necessary.**

104 Parks Superintendent Andrew Ainsworth explained that our agreement with Dick's
105 Sporting Goods contract will be a 3 year contract. Dick's would be our exclusive
106 sporting goods sponsor. The contract will include new dugout screens, coaches kits,
107 coupons, general in store marketing support exclusive sporting goods sponsor. Board
108 Member Denny made a motion to recommend that Staff move forward with this 3 year
109 exclusive sponsorship.

110

111 **Staff updates on upcoming programs and events and take any action necessary.**

112 Parks Superintendent gave an update on Phelps Lake improvements and showed photos
113 of the finished project of the fishing pier and kayak launch. Construction is under way at
114 Tuttle with the parking lot being re-paved and a new fence going up around the complex.
115 Staff is preparing a volunteer calendar for the coming year that will be included in the
116 Fun Guide coming out next month. The Daddy Daughter Dance will be on Saturday, Jan
117 31st at The Hilton.

118

119 **Adjournment**

120 There being no further business to come before the Board at this time, the meeting was
121 adjourned at 7:48 p.m.

122

123 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF
124 ROCKWALL, TEXAS, this 3rd day of February 2015.

125

126

127

128

129

130

131

132

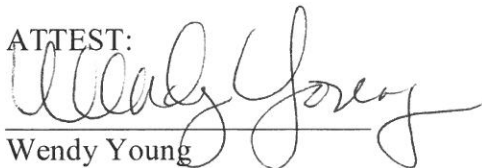
133



Brad Bassett

Chairman, Park Board

ATTEST:



Wendy Young

Administrative Secretary

1
2
3
4
5
6

MINUTES
PARKS AND RECREATION BOARD
City Hall, 385 S. Goliad, Rockwall, TX 75087
June 2, 2015
6:00 PM

7 **Call To Order**

8 The meeting was called to order in the Council Chambers at 6:00pm by Chairman Brad
9 Bassett with the following Board Members present: Wayne Larson, Kevin Moffatt,
10 Charles Johnson, Bob Lewis, Ray Harton and Larry Denny. Also present were Parks and
11 Recreation Manager Andy Hesser, Administrative Secretary Wendy Young, Athletic
12 Supervisor David Wilson, Recreation Coordinator Sarah Hurst, Parks Superintendent
13 Aaron Dobson and Recreation Superintendent Andrew Ainsworth.

14
15 **Consider approval of the minutes from the May 5, 2015 Park Board meeting and**
16 **take any action necessary**

17 The minutes from the May 5, 2015 Park Board meeting were provided to the Board for
18 their review and approval. Board Member Kevin Moffatt made a motion to approve the
19 minutes. Board Member Larry Denny seconded the motion which passed by a vote of 6-
20 0 (Bassett abstained).

21
22 **Open Forum**

23 Chairman Bassett explained how Open Forum is conducted and asked if anyone in the
24 audience would like to come forth and speak during this time. There being no one
25 wishing to speak, Chairman Bassett then closed the Open Forum.

26
27 **Discuss and consider proposed paddle board concessionaire agreement with Core**
28 **Adventure Sports operating from the Harbor and take any action necessary**

29 The City has been approached by Dean Peuple of Core Adventure Sports about using
30 stand up paddle boards (SUP) in Rockwall parks and on Lake Ray Hubbard. The Parks
31 and Recreation Department has partnered with Core Adventure Sports at the Phelps Lake
32 Ribbon Cutting Ceremony and Fishing Derby to introduce the sport of SUP boards. They
33 were also an exhibitor at Founders Day. We have discussed with Mr. Peuple about being
34 a commercial concessionaire operating on local ponds such as Myers Park, Foxchase,
35 Emerald Bay Park, Raymond Cameron Lake and Phelps Lake. The benefit of this
36 arrangement is that we would be able to advertise the program as a City program and
37 have a great degree of control of the quality of operations. Mr. Peuple has also expressed
38 interest in operating from The Harbor. This would require a separate agreement subject
39 to City Council approval as well as the City of Dallas similar to the agreement with Sail
40 with Scott LLC. Mr. Peuple will present his proposal to Park Board seeking a
41 recommendation from Park Board to City Council to operate as a concessionaire from
42 The Harbor. Issues to consider include: emergency plan, insurability, consistency of
43 scheduled times offered, ability to access the water, and experience. Mr. Dean Peuple
44 came forth, owner of Core Adventure Sports. Mr. Peuple has been an adventure seeking
45 waterman for 25 years, a Paddlefit Certified Coach, CPR certified and a Rockwall
46 resident for 15 years. A paddlefit certification teaches water safety, SUP regulations,

47 paddling and teaching techniques and rescue techniques. The safety manual provided
48 will contain a daily checklist that includes water temperatures and wind conditions,
49 emergency response procedures and a list of ER/Hospitals in Rockwall with address and
50 phone numbers. Stand up paddleboarding (SUP) is the fastest growing water sport in the
51 US and has gained a steady following in Texas, where our lakes offer the perfect spot for
52 daytime fun in the sun or an evening workout in the summer months. Core Adventure
53 Sports provides SUP lessons and rentals, SUP birthday and group parties, SUP fitness
54 class and SUP fishing. After some discussion Bassett made a motion to recommend the
55 City Council to enter into a concession agreement with Core Adventure Sports to operate
56 on Lake Ray Hubbard and direct Staff to work out details on agreements. Denny
57 seconded the motion which passed by a vote of 7-0.

58
59 **Discuss and consider a recommendation to City Council regarding Parks and**
60 **Recreation business plan strategic initiatives**

61 Mr. Hesser explained that at the April Park Board meeting, staff presented a draft of the
62 Parks and Recreation Business Plan Strategic Initiatives. The initiatives included were
63 based on input from Park Board, City Council and staff. Each initiative has a narrative
64 explaining the purpose of the project and the need it addresses, followed by measures or
65 milestones. Each measure has a target date for completion. Some initiatives have more
66 measures than others depending on the size and complexity of the project. In most cases,
67 the initiatives do not require specific funding in order to complete. The projects that will
68 require funding have been identified separately. Staff will present the final draft of the
69 strategic initiatives and is seeking input and a recommendation from Park Board to City
70 Council to move forward with these initiatives. Bassett made a motion to present strategic
71 initiatives at the next City Council Meeting on Monday, June 15, 2015. Lewis seconded
72 the motion which passed by a vote of 7-0.

73
74 **Discuss and consider marketing subcommittee recommendations and take any**
75 **action necessary**

76 At the April Park Board meeting, the marketing subcommittee discussed
77 recommendations to staff that identified opportunities to improve consistency and quality
78 of the City’s message to residents regarding parks and recreation services. These
79 recommendations were summarized in a memo from Mr. Larson to staff. A draft of this
80 memo has been included in your packet for discussion. Staff will present in greater detail
81 a strategic initiative that strives to encompass the feedback staff has received and address
82 the needs and challenges of the future. This initiative is to “Identify opportunities to
83 expand public awareness of parks, recreation and trails through a comprehensive
84 marketing and branding campaign.” There are four major components to this initiative:

- 85
86 1. Develop a branding concept for parks, recreation, open space and trails.
87 2. Develop a comprehensive electronic media communication plan.
88 3. Develop a comprehensive print media communication plan.
89 4. Design and evaluate opportunities for a park ambassador program.

90
91 Within each component are individual tasks or products that may require additional
92 budget requests to complete. They are all tied to the overall branding concept intended to

93 send a consistent message and call to action. Staff is seeking input and final
94 recommendation to City Council regarding this initiative. Chairman Bassett made a
95 motion to move forward with the marketing subcommittee recommendations presented
96 today and schedule a work session with City Council. Lewis seconded the motion which
97 passed by a vote of 7-0.
98

99 **Staff updates on upcoming programs and events and take any action necessary**

100 Founders Day went very well considering the park was still fairly wet. The vendors were
101 moved to the west side of Harry Myers Park. The July 4th Fireworks and Live Music will
102 be at Harry Myers Park on Saturday, July 4. The fireworks will begin at dark. The next
103 Family Fun Friday will be on June 26 at Harry Myers Park featuring Boxtralls.
104

105 **Adjournment**

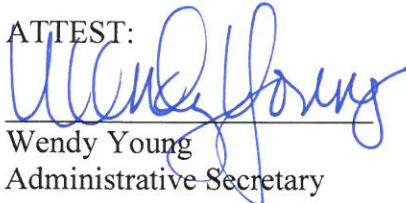
106 There being no further business to come before the Board at this time, the meeting was
107 adjourned at 8:14 p.m.
108

109 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF
110 ROCKWALL, TEXAS, this 7th day of July 2015.
111



112
113 Brad Bassett
114 Chairman, Park Board

115 ATTEST:



116
117
118 Wendy Young
119 Administrative Secretary

1
2
3
4
5
6

MINUTES
PARKS AND RECREATION BOARD
City Hall, 385 S. Goliad, Rockwall, TX 75087
May 5, 2015
6:00 PM

7 **Call To Order**

8 The meeting was called to order in the Council Chambers at 6:00pm by Vice Chairman
9 Bob Lewis with the following Board Members present: Wayne Larson, Kevin Moffatt,
10 Charles Johnson and Ray Harton. Board Members Brad Bassett and Larry Denny were
11 absent. Also present were Parks and Recreation Manager Andy Hesser and
12 Administrative Secretary Wendy Young.

13
14 **Consider approval of the minutes from the April 7, 2015 Park Board meeting and**
15 **take any action necessary.**

16 The minutes from the April 7, 2015 Park Board meeting were provided to the Board for
17 their review and approval. Board Member Kevin Moffatt made a motion to approve the
18 minutes. Board Member Charles Johnson seconded the motion which passed by a vote of
19 4-0 (Bassett and Denny absent, 1 abstain - Harton).

20
21 **Open Forum**

22 Vice Chairman Lewis explained how Open Forum is conducted and asked if anyone in
23 the audience would like to come forth and speak during this time. There being no one
24 wishing to speak, Vice Chairman Lewis then closed the Open Forum.

25
26 **Discuss and consider Eagle Scout final presentation by Caleb Davis and take any**
27 **action necessary**

28 Mr. Hesser introduced Caleb Davis to the Board again. Caleb Davis made an Eagle Scout
29 project proposal to Park Board at the January 2015 meeting. His project to design and
30 install educational signs along Squabble Creek Mountain Bike Trail was approved. His
31 signs included pictures and information of native tree species. Caleb was able to raise
32 funds and install the signs according to the agreed upon guidelines. Caleb explained that
33 they had 172 hours of service devoted to this project and a total of 19 people helping.
34 Along with the project there were 120 pounds of trash that was picked up along the trail.
35 The Board expressed their appreciation and a job well done. No action taken.

36
37 **Discuss and consider possible changes to the coach eligibility policy and take any**
38 **action necessary**

39 Mr. Hesser came forth and stated that Park Board Member Charles Johnson requested
40 that there be some discussion regarding the appeal process within the coach eligibility
41 policy. The policy provides a frame-work to determine whether a volunteer youth sports
42 coach is eligible to be a coach with the Rockwall Baseball and Softball League (RBSL)
43 by performing a criminal history search using public records. If a prospective coach has
44 an offense that falls within the policy guidelines, then the staff deems that person
45 ineligible to coach. The policy provides for an appeal process that is made up of three
46 Park Board Members appointed by the Park Board Chairman, a City of Rockwall

47 Municipal Judge (non-voting member) and the Rockwall Police Chief or designee. As
48 the policy currently reads, an applicant has the right to appeal the staff's eligibility
49 determination. These determinations are made generally after consultation with the City
50 Attorney and may require additional records to be gathered. The question has come,
51 should everyone who requests an appeal be granted an appeal? Should there be a criteria
52 established to determine whether the appeal board should hear the applicant's appeal?
53 Contingent on Park Board recommendations and in consultation with the City Attorney,
54 staff would be prepared to bring back a draft with recommendations to amend the policy.
55 After a brief discussion and some comments, Johnson made a recommendation to delete
56 appeal process altogether as written and consult with City Attorney. The appeal process
57 should be handled at the Staff level unless there is a factual ground for appeal. Larson
58 seconded the motion and passed 5-0 (Bassett and Denny absent).
59

60 **Discuss and consider a recommendation to City Council to amend the Parks and**
61 **Open Space Master Plan Neighborhood Park District Map and take any action**
62 **necessary.**

63 Mr. Hesser explained that the adopted Parks and Open Space Master Plan provides the
64 ability to create neighborhood park spaces to be within convenient distances to serve the
65 majority of the residents. Park districts are established within the Master Plan to provide
66 prima facie proof that any given park is established within such convenient distances.
67 The ordinance has a pro-rata share of land dedication and recreation facilities required of
68 each residential developer to provide the necessary amenities for each district. The pro-
69 rata share of required dedication and equipment fees in a neighborhood park district
70 establishes the per dwelling unit cost by dividing the 11 acre park by ultimate residential
71 dwelling unit holding capacity for that district in which the park is located. These
72 districts are represented as map exhibit within the adopted Master Plan. As land uses
73 change, new areas are annexed and roads are built, the park district map should be
74 updated. Your packet includes a map showing the existing park district map. It consists
75 of 29 districts. It also shows an area of commercial and light industrial zoning that does
76 not include any districts. The proposed map expands to 35 park districts. This is due to
77 the expanded Extraterritorial Jurisdiction (ETJ) and incorporates the commercial and
78 light industrial zones as well as a few cleaned up district boundaries. The significance of
79 the proposed map is that it allows a park dedication and equipment fee to be required in
80 areas that were previously not thought to contain residential development. The proposed
81 map is based on the newly adopted Future Land Map and Land Use Assumptions. If a
82 developer rezones a property from one use to a residential use, we would then have a
83 park district to accommodate the required fees and land dedication. Moffatt made a
84 motion to City Council to amend the Parks and Open Space Park District Map. Harton
85 seconded the motion which passed by a vote of 5-0 (Bassett and Denny absent).
86

87 **Discuss and consider a recommendation to City Council to amend the Mandatory**
88 **Park Land Dedication Ordinance Acreage Factor Dwelling Unity table and take any**
89 **action necessary.**

90 Mr. Hesser stated that each year Park Board makes a recommendation to City Council to
91 adopt the "per acre" price for land and the cost to develop an 11 acre neighborhood park.
92 From that cost, the fee per dwelling unit is adopted by resolution each year. Staff

93 requests that Park Board consider a recommendation to City Council to amend the Park
94 Land Dedication Ordinance by updating the fee tables. The updated tables take into
95 account the current land use assumptions utilizing the adopted future land use map and
96 the maximum dwelling units per park district. Contingent upon the approval of the
97 neighborhood park district map, the Park Dedication Acreage Factor tables will need to
98 be updated as well. Johnson made a motion to recommend to City Council to amend the
99 Mandatory Park Land Dedication Ordinance Acreage Factor Dwelling Unit table.
100 Moffatt seconded the motion which passed by a vote of 5-0 (Bassett and Denny absent).

101

102 **Staff updates on upcoming programs and events and take any action necessary.**

103 Swimming pools will open for the Summer on June 9th. There are many new summer
104 camps in addition to the existing camps for 2015. The next Family Fun Friday is May
105 22nd at The Park at Foxchase, featuring Finding Nemo. The first Concert by the Lake
106 Series kicks off May 7th, featuring With or Without U2 (U2 Tribute Band). Founders
107 Day is May 16th, Sawyer Brown Band. Yellowjacket Park is coming along, the only
108 thing left is the surfacing which has been held back due to the rain.

109

110 **Adjournment**

111 There being no further business to come before the Board at this time, the meeting was
112 adjourned at 6:58 p.m.

113


114 PASSED AND APPROVED BY THE PARK BOARD OF THE CITY OF
115 ROCKWALL, TEXAS, this 2nd day of June 2015.

116

117

118

119


Brad Bassett
Chairman, Park Board

120


ATTEST:

121

122

123

124


Wendy Young
Administrative Secretary