CITY OF DEER PARK

710 EAST SAN AUGUSTINE STREET

DEER PARK, TEXAS 77536

Minutes

of

A WORKSHOP MEETING OF THE CITY COUNCIL OF THE CITY OF DEER PARK, TEXAS HELD AT CITY HALL, 710 EAST SAN AUGUSTINE STREET, DEER PARK, TEXAS ON APRIL 16, 2019, BEGINNING AT 6:45 P.M., WITH THE FOLLOWING MEMBERS PRESENT:

> JERRY MOUTON, JR. SHERRY GARRISON THANE HARRISON TOMMY GINN BILL PATTERSON RON MARTIN RAE SINOR

MAYOR COUNCILWOMAN COUNCILMAN COUNCILMAN COUNCILMAN COUNCILMAN

OTHER CITY OFFICIALS PRESENT:

JAY STOKES GARY JACKSON SHANNON BENNETT JIM FOX CITY MANAGER ASSISTANT CITY MANAGER CITY SECRETARY CITY ATTORNEY

1. <u>MEETING CALLED TO ORDER</u> – Mayor Mouton called the workshop to order at 6:45 p.m.

<u>PRESENTATION OF THE PARKS AND RECREATION DEPARTMENT ANNUAL</u> <u>REPORT</u> – Parks and Recreation Marketing/Technical Coordinator, Nicole Garvis gave an overview of the 2018 Annual Parks and Recreation Report. Ms. Garvis displayed a presentation for Council. (Exhibit A1-A7)

- <u>DISCUSSION OF ISSUES RELATING TO THE PERMITTING OF FOOD TRUCKS</u>

 City Manager, James Stokes gave an overview of the discussion and Staff input on permitting food trucks within the City and gave detailed clarification of the idea in creating a mechanism that would allow the food trucks to be involved in City events. Mr. Stokes also highlighted standards and regulations to be incorporated in the food truck operation requirements.
- 3. <u>PRESENTATION OF THE PARKVIEW PARK PLAYGROUND EQUIPMENT</u> Parks and Recreation Marketing/Technical Coordinator, Nicole Garvis presented a video of the new playground equipment installed at Parkview Park.

4. <u>ADJOURN</u> – Mayor Mouton adjourned the workshop meeting at 7:03 p.m.

ATTEST:

Shannon Bennett, TRMC

City Secretary

APPROVED:

Jerry Mouton, Jr. Mayor DEER PARK Deer Park Parks & Recreation Car unit

2018 Annual Report

City of Deer Park

ABARA SANTA

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Charlie Sandberg

Parks and Recreation Director

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Welcome to the Deer Park Parks & Recreation Annual Report 2018

Parks and Recreation Department encourages all e and Play in the City of Deer Park and is dedicated providing an exemplary quality of life by offering worktive Parks and Recreational experiences to the mmunity consistent with our history, culture and

Vision Statement The Parks and Recreation Department's vision is to become an industry leader through accreditation and by offering innovative Parks and Recreational experiences that foster growth, development and a vibrant, sustainable community by encouraging all to Live and Play in the City of Deer Park.

The only way to do great work is to love what we do -Steve Jobs



and Recreation Department has provided in 2018. Our vision and mission statements, along with our quest to become CAPRA Certified fuels our motivations to provide positive quality of life services to the Deer Park community.

Enclosed in this report you will find all the outstanding achievements, we as a department, have accomplished in 2018. Our city council, parks and recreation commission, city administration and exceptional staff have led the way to the department accomplishing many of our 2018 goals to our citizens.

We have accomplished many goals, but of note, we have met all of our five year strategic plan goals and objectives. We have also completed or are near completion of many of our special election Type B Economic Development Sales and use tax proposition projects from the May 9, 2015 citizen approved bond issue.

Our strength is without hesitation, the hard working full and part time staff members whom dedicate themselves to working diligently to meet the demands of the Deer Park community.

We could not have done this without the vision and support of our elected officials and city administration.

We have reviewed operations and changed new policies all for the betterment of the process in providing exceptional and quality services to our community.

All divisions Administration, Park Operations, Athletics and Aquatics, Recreation, Senior Services, Theatre, Building Maintenance and Marketing have contributed to another year of exceptional customer service.

In 2018 the citizens were welcomed with the opening of the Maxwell Adult Center, completion of the Dow Park Pavilion Project, new and innovative playground equipment in many of our neighborhood parks, new pool slides and so much more!

We also continue to work with Deer Park Independent School District through mutual use agreements in sharing facilities with reduced cost. In addition, we once again have youth organization agreements with our Pony Baseball, Deer Park Girls Softball, Deer Park Soccer FC and partner with local football programs the Seminoles, Deer Park Rams and Deer Park Tigers in offering youth league programs for our community.

In closing, the opportunities are limitless and we feel our community benefits greatly with our quality of life programming, maintenance standards and superior customer service. Yours in Customer Service with a smile....

"It is not the triumph but the journey and hard work that get you there"

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LEADERSHIP

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Sue Mauk, Position 1 Secretary Jeff Lawther, Treasurer Position 4 Les Ellard, Position 3 Doug Burgess, Position 5 Laura Hicks, Position 6 Parks and Recreation

Corporation

City Council

Mayor Jerry Lee Mouton Jr

Council Member Position 1: Sherry Gar

Council Member Position 3: Tommy Ginn

Council Member Position 4: Bill Patterso

Council Member Position 5: Ron Martin

Council Member Position 6: Rae A. Sinor

City Leadership

mes J. Stokes, City Manage

Gary M. Jackson, Assistant City Manager

Community Development

T.J. Haight, Position 2 President Georgette Ford, Vice President Position 7

Council Member Position 2: Thane Harrison

Commission Georgette Ford, Chairma Jo Kiefer, Vice Chairman Eric Ripley Sherry Redwine

Working towards a better quality of life



Ensure that park and recreation facilities are safe and easily ac-

cessible for all users. Objectives:

a) Budget for and provide safe, well-marked and easy access to all park and recreation facilities. Ensure that all recreational facilities are ADA accessible: b) Renovate and develop existing city parks, to provide a safe

park system.

GOAL 5 Conserve, protect and enhance

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the cultural, historical, archaeo logical, and natural resources of the City of Deer Park. **Objectives:**

a) Identify and enhance cultural. archaeological, historical and natural resources b) Plan, research and budget for the conservation and preservation of these sites for citizen enjoyment and educational interpretation: c) Encourage eco-tourism opportunities through the development of sites to provide enhanced visitation to Deer Park; and, d) Focus on energy and natural

resource efficiency and conservation when rebuilding

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GOAL 1 Ensure that parks and relate facilities are considered an integral part of the infrastructure of a city. A well planned, funded and operated parks and recreation system will serve to enhance the health and quality of life of all citizens, and enrich the environment. Objectives:

a) Update and maintain the Park, Recreation, and Open Space Master Plan to address the needs of the community for the next 5 to 10 years; b) Develop and implement a non-motorized mobility plan, to include hike and bike trails, for the City of Deer Park; c) Identify and adopt an identity to include standards for park wayfinding, and signage.

GOALS & OBJECTIVES

GOAL 2 update, and enhance isting park and recreation facilities, providing quality resources for the citizens of the

City of Deer Park. Objectives: a) Renovate and replace existing facilities to meet contemporary park and recreational programming needs and standards; b) Implement and budget for a system-wide minor repair and construction plan that takes into account the aging infrastructure and condition of many recreational facilities: c) Provide for on-going beautification efforts in city parks throughout the City of Deer Park



GOAL 3 Plan, develop, and constru diversified and balanced park and recreation facilities and rograms based upon the needs of the community and surrounding areas.

Objectives:

a) Support and develop relationships with athletic and sport associations that will assist in planning, developing, designing, building, and maintaining local sport facilities; b) Dedicate recreation resources and staff to work with local community, and adult athletic leagues, volunteer organizations, public schools, universities, private companies and individuals, and agencies in coordinating, developing, and implementing both youth and adult recreational activities and programming and special events.

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Budgeted in FY 17-18 the Dow Park Pool has received two new slides. One of the slides is a family slide which allows parents and children to enjoy the pool experience together. The other slide is an open-flume body slide that takes participants for a swirling good time.



ct is another one of the seven approved project in the 2015 Type B dedicated sales tax election. The project is being funded with \$4 million from Type B sales tax. The City of Deer Park selected Halff Associates as the architect and Tandem Services as the general contractor. Construction began in January 2018. The project is nearing completion with the exception of the turf establishment. The Soccer complex is scheduled to open for league play in August of 2019. The new complex includes four new lighted socce fields, two practice specer fields, a parking lot, shade canopy drainage and a concession and rest room facility.

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PROJECTS

Girls Sofball Complex This project was included as one of seven approved projects in the 2015 Type B dedicated sales tax election that was oted for by Deer Park residents. \$3 million from Type B sales tax fund this project. The City selected Tandem Services as the general contractor and Halff Associates as the architect for this project. Construction began in January 2018. The project will be completed in May of 2019 with the exception of turf establishment. The complex has been

renovated to include four lighted ballfields, two practice fields, batting cages, maintenance facility, additional parking, and a new concession and rest room facility. One of the first tournaments to be hosted at the renovated complex will be the Pony International Girls Softball World Series in





Objectives:

GOAL 6 Develop a jurisdiction wide master plan that is in compliance with the

requirements of the Texas Parks and Wildlife Department's Park. Recreation

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and Open Space Master Plan Guidelines, thereby enhancing opportunities for award of funding through the Local Park

Grants Program. a) Align plan elements with

TPWD guidelines; b) Develop a plan time line for a ten year implementation, so as to address both short and longterm needs c) Adopt plan by resolution through City Council d) Submit plan for review and approval by TPWD.

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The city funded \$500,000 for the Nature Preserve Projec and then applied for and received a Texas Parks and Wildlife Grant in the maximum amount of \$400,000. The project will consist of a parking area, decomposed granit trails, a gateway structure, as well as solar lighting along the walking trails. RVI was the project architect. The City awarded construction of the project to Millis Develop and Construction, LLC., which was completed in August of 2019. In addition, the wetlands mitigation project has been awarded to a contractor and the Mitigation project will begin in late April or Early May of 2019.

A conceptual plan envisions Phases 2 and 3, which include an education center, outdoor learning opportunities, and more, pending future funding availability.

PROJECTS



educate and direct visitors to Deer Park, as well as engage those that are unaware of what the city has to offer. The Deer Park Civic Wayfinding System is intended to celebrate the history and vibrancy of the area, while giving special attention to the parks, recreation, and open spaces of Deer Park. The city's approach was to implement the wayfinding system in phases over a period of several fiscal years. The wayfinding signs are classified as primary vehicular signs, secondary vehicular signs, tertiary vehicular signs, and monument signs (located in front of a park or city building). National Sign Plazas is the contractor approved to complete the initial phase of the project. This project is being funded out of hotel occupancy tax (HOT) revenues. Phase 1 signs have being installed with15 wayfinding signs and 4 Monument Signs. We are working diligently with National Signs Plazas Inc. to complete this phase and move into Phase 2. A committee is working on sign locations and soon the Community will see more signs throughout Deer Park to assist our citizens and tourists in navigating around town. Phase 2 is anticipated to begin in late 2019.



in the Department

life ex

ployees play in the Parks and Recreation Department is critical to top quality programs and services to our citizens. Fully staffed, the the success of providi part-time employees and 34 temporary or seasonal employees. This npany of staff is nade up of employees who come from diverse backgrounds, skill levels,

great people.

ployee plays an important role executing a variety of tasks in each division Each part time ment. Essential duties include, but are not limited to, cleaning facilities, set up and tear wn for meetings and rentals, game room operations, conducting recreation ish removal, weed eating and edging in parks and right of ways, athletic ance, parks and playground maintenance, overseeing gym and fitness room conducting athletic programs, delivering meals to homebound seniors, front desk running the All Star Activity Program, assisting with theatre productions, and

mporary staff are the heart and soul of summer pool operations. Each er, staff are tasked with making sure that pool visitors have a great time while actively rcing pool safety rules. As indispensable members of our Parks and Recreation team: the ent values and recognizes all of those staffs' efforts to not only make the department uccessful, but the City of Deer Park as well!

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ne of the seven projects that was approved at a Special Electi for Type B Economic Development Sales and Use Tax Proposition in May 2015. On January 28, 2019 the DPCDC approved the recom to take to City Council to authorize the agreement with Burditt Consultants, LLC to begin the development of hike and bike trail project with a site feasibility study and implementation plan to include cost estimates, a phasing strategy, and schematic design of trail alignments. Burditt Consultants LLC has been contracted to administer architectural services for this project. A Committee has been developed that will consist of members from the Community



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Full Time hours: 28,400

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Annual Training Hours: 10-15 hours per employee

PROJECTS

A building assessment of the Con nducted by an architectural firm. The engineers have concluded that, due to structural concerns, permanent repairs to the Community Center structure would necessarily be highly invasive, cause significant lisruption to the use of the building, and lack 100% certainty. Renovations to the building would also be very expensive, so much so that replacement versus repair of the Community Center should be considered. Three joint workshops with City Council, the Deer Park Community Development Corporation, and the Parks and Recreation Commission, as well as the architect, have been conducted to review and discuss the possibility of constructing a new Community Center rather than attempting to renovate the existing facility. Brinkley Sargent Wiginton Architects was engaged to assist the city in developing a easibility plan for a new facility. City staff visited approximately 8-10 Recreational facilities in December of 2018 and January of 2019 collected data that included programming ideas, costs, square footage



Funded by a grant with the Texas Parks and Wildlife Department and Federal pass thru funds; the Department has hired RVI for architectural services needed to complete a section of the Hike and Bike Trails. This section of trail will stretch south from Park Green Park towards the eer Park Nature Preserve, Wynfield Park, and Runningbrook Park and connect these areas located on the Northeast side of Deer Park. Project to begin construction in towards the end of 2019.



Front Office Hours Monday thru Friday 7am until 6pm

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NUAL REPORT

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MARKETING DIVISION



MARKETING/TECHNICAL

SOCIAL MEDIA AD CAMPAIGNS

Facebook: 9,080 followers (as of 3/5/2019) with over 1,000 page views per month and a 55,427 post reach for 2018.

The 2018 Reindeer Park social media marketing campaigns included a countdown to the event that received high website traffic and attracted additional visitors;

Concert in the Park Ad Campaign included a weekly band interview that boosted attendance to the event.

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EMAIL MARKETING

Total of 11,564 e-mail addresses in master e-mail list (as of 3/5/19). Sent a total of 24 emails from Jan. 1 2018 to Dec. 30 2018

PRINT MEDIA

Live and Play Deer Park – The 36-page magazine that is mailed to all city residences – That's more than 20,000 homes each issue! Rack Cards / Filers / Postcards – 6,000 distributed

WEBSITE UPDATE

Launched new and/or updated and redesigned websites: www.deerparktx.org/parksandrec

- Mobile responsive
 Clean, modern look and functionality,
- with much better navigation
- New and improved calendar of events
 Improved search bar

VIDEO MARKETING

The Parks and Recreation Department Produced 10 Videos with over 1,900 views on Facebook and Youtube. All videos were displayed on DPTV for 2 months. **based on 2018 Calendar Year

National Cinema Media Campaign 15 Second ad spots were purchased for advertisement at our local movie theatres. We advertised events such as: 4th Fest, Reindeer Park, Halloween Carnival, Easter Eggstravaganza



ATHLETICS & AQUATICS DIVISION

The Athletics & Aquatics Department offers a wide variety of athletic and aquatic based activities for the public to participate in. Athletic offerings included softball, basketball, volleyball, pickleball, tennis, track and field, racquetball, fitness classes, fun runs, fitness equipment and more. Aquatic programs include a splash park, 50 meter pool, learn to swim classes, private swim lessons, aqua Zumba, dive in movies, Roscoe's fishing adventure and more. This department organizes, sponsors, and administers these activities year round and throughout the summer months. The City pool is located in Daw Park and is open from Memorial Day through Labor Day of each year. Splash pad operations are from March 1 through November 1 of each year.

FULL TIME STAFF

Lacy Stole, Athletics/Aquatics Supervisor Debra Culp, Athletics/Aquatics Coordinator Tyler Wesley, Athletics Specialist



LACY STOLE.

ATHLETICS/AQUATICS SUPERVISOR

Gym attendance Numbers

- o Youth: 1,652 o Adult: 763
- o Total: 2.415

does not include all of the TDL holders who entered the gym without an official membership.

Staff Hours

- Part-time staff hours-8,950.76
- Full-time staff hours-Supervisor-1,726.75 Coordinator-2,101.50 Specialist-1,384 Total-5,212.2

BUILDING MAINTENANCE

FULL TIME



2018 Annual Report

STAFF Dawn Crenshaw Kevin Workmen Joanna Edwards Caleb Hollingsworth Michelle Hill Nathan Naranjo Rita Flores Yvette (Zollay) Solares

DEER PARK COMMUNITY CENTER

> The Building Maintenance Department is responsible for the custadial care and maintenance of City buildings located at various city properties including athletic complexes, parks, and more. This department oversees limited maintenance activities such as cleaning, trash removal, and event set up and tear down, building rental logistics, pest control administration, painting, glass repair, minor carpentry, minor electrical, minor plumbing and hvac, and more. With the addition of several new facilities over the past several years, this division has adapted to meet the needs of citizens and provide exceptional customer service.

and more. With the addition of sever over the past several years, this divisi BUILDING MAINTENANCE to meet the needs of citizens and prov SUPERVISOR customer service. FACILITIES SQUARE FOOTAGE AND ANNUAL HOURS WORKED





RECREATION DIVISION

The function of the Recreation Department is to offer the citizens of Deer Park opportunity to participate in a variety of leisure activities and programs for all ages. This includes, but not limited to, instructional classes, game room operations, outdoor adventure programs, dance classes and special programs of a seasonal interest. The Community Center and Kingsdale have game rooms to provide for active and passive recreational activities. The following facilities are utilized by the Recreation Division to administer several of these programs and events: Avan, Community Center, Claude Burgess, Kingsdale Center and the Jimmy Burke Activity Center.

The All-Star Activity Program (ASAP) operates during the school year for the benefit of children who might otherwise be unsupervised during after school hours. The program affers leisure education designed to help the children develop a positive selfimage by learning teamwork, cooperation, improved study habits, and decision making skills. The All-Star Activity Program is an essential part of the Recreation Division.



GAME ROOM ATTENDANCE NUMBERS



FULL TIME STAFF Rene McBride, Recreation Supervisor Kristen Villalovos; Youth Program Coordinator Stephen Bibbs, Recreation Specialist Alice Miller, Recreation Specialist

e Piper, Theatre Specialist 2

David Eck, Theatre Specialist 1

450

RENE MCBRIDE RECREATION SUPERVISOR



Art Park Players Staff Hourly Breakdown

2018 Number of Shows Produced

4 Main Stage Shows at Capacity 2 Main Stage Youth Productions at Capacity

Drama Camp Show at Conclusion

Acting Camp Show at Conclusion

2 Main Stage Musical Revues 2 Youth Touring Shows at State and National



SUSAN MELE ARTISTIC/MANAGING SUPERVISOR

2018 Theatre Accomplishments

- Obtained extremely limited Rights and Produced the Musical, Chicago
- First theatre to obtain the licensing rights
 for Mama Mia
- Hosted the 2018 Texas Non Profit Theatre
 Festival
- Won bid for the 2019 Texas Non Profit Theatre Festival
 After a 3 year hiatus brought back the
- annual Potluck Play fest featuring local artists and long-standing members of the Received a Congressional Record by the
- House of Representatives
 More widely recognized for our productions and achievements
- The Company Theatre Production
 4 Traveling Music Revues

Level

3 Fashion Shows

Reaction Musical Revue

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Number of Sponsorships: 13 Corporate Sponsors | Donation Numbers: \$21,000 Number of Annual Memberships: 919



Residential Dance Enrolment Numbers



SENIOR SERVICES

The Senior Services Division operates the Maxwell Center providing a wide variety of services to the senior adults in Deer Park. Services include but not limited to, congregate meals, delivery of home-bound meals, local and out of state trips, various craft programs, game nights, senior fitness class, and much more. The division recently returned to the newly renovated Maxwell Center and is in the process of implementing new programming for seniors in the Deer Park community.





FULL TIME STAFF Janica Hughey, Senior Services Supervisor Danielle Finney, Senior Services Specialist

JANICA HUGHEY, SENIOR SERVICES SUPERVISOR





Revenue per Capita



Revenue as a % of Operating Expenditures (Cost Recovery)



The Deer Park Parks and Recreation Department uses the National Recreation and Parks Association for comparative data in relation to revenues from other agencies in the nation. Revenues (also known as "annual direct revenues") include all of the monies generated directly from parks and recreation classes, programs, memberships, concessions, permits, rentals, and other non-tax sources. Revenues do not include funding from taxes, grants, foundations, bonds, assessments, or other indirect sources.

Two metrics that can be used to track revenues, and/or compare revenue generation to other agencies, are "revenue per capita" and "revenue as a percentage of total operating expenditures." The first metric, revenue per capita, is calculated by dividing the total revenues generated by the agency by the population of the jurisdiction served by the agency. The second metric, revenue as a percentage of total operating expenditures (also known as "cost recovery"), is calculated by dividing the total revenues generated by the agency by the total operating expenditures of the agency.

In addition to using these metrics for revenue tracking and benchmarking, they can also be used to establish cost recovery policies and goals. There are no industry standards for cost recovery; for example, some communities have established different cost recovery policies for senior, adult, and youth programs, while others have established overall cost recovery goals as a percentage of operating expenses. NRPA Park Metrics (formerly PRORAGIS) can help agencies to determine reasonable and realistic cost recovery goals based on data from other agencies.

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Parks and Recreation

610 E. San Augustine, Deer Park, Texas 77536

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- www.deerparktx.gov
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