

Regular Meeting: Max W. Wells, President, presiding

Present: Max W. Wells, President; Jesse Moreno, Vice President; Celina Barajas, Barbara A. Barbee, Lawrence Hochberg, Sean Johnson, Lawrence S. Jones, Amy W. Monier, Susan Rader, Marlon Rollins, Raquel Rollins, Rodney Schlosser, Paul Sims, Robb Stewart, Yolanda F. Williams – 15

Absent: None

President Wells convened the regular meeting at 10:00 a.m. A quorum of the Board was present.

Agenda Item 1. Speakers:

1. Vanessa Ruiz – smoking ban.
2. Gay Donnell – smoking ban exceptions.
3. Jim Henderson – smoking ban.
4. Al Olsen – smoking ban.
5. Mickey Piersall – smoking at golf course.
6. Carol Walton - Fair Park.
7. Wood Cantrell – Cedar Ridge Preserve smoking.

MINUTES

Agenda Item 2. A motion by Barbara Barbee, seconded by Amy Monier, for approval of Minutes of the February 18, 2016 Park and Recreation Board Meeting, was carried. The vote was unanimous.

CONSENT AGENDA (ITEMS 3 - 8)

PLANNING AND DESIGN COMMITTEE – CONTRACT AWARDS

Agenda Item 3. Reverchon Park (2) – A motion by Rodney Schlosser, seconded by Barbara Barbee, to authorize an alcohol permit request for Katie Purell, with the Rise School, to serve alcohol at a run to be held at Reverchon Park located at 3505 Maple Avenue, on Sunday, April 23, 2016 from 6:00 a.m. – 12:00 p.m. – Estimated Revenue: \$1,250, was carried. The vote was unanimous.

BACKGROUND

The Park and Recreation Board has the authority by City Code Section 32-11.2(3) to approve alcohol consumption on park property. Katie Purell, with Rise School, is requesting to serve alcohol from 6:00 a.m. – 12:00 p.m. at a run, to be held at Reverchon Park, located at 3505 Maple Avenue, on Sunday, April 23, 2016. The event, with an estimated attendance of 1,000, will include the sale of beer and wine, kid’s activities, and music entertainment. Park and Recreation Board approval of alcohol permit is requested.

The Alcoholic Beverage Permit Conditions document has been given to the event organizers who will be required to meet all of the conditions to include (1) Naming the City of Dallas as an Additional Insured as specified by the City’s Risk Management Office and (2) alcohol consumption will be restricted to a designated enclosed area staffed by Dallas Police.

FISCAL INFORMATION

Event organizers will pay a \$250 alcohol permit fee, \$1,000 special event fee and a \$450 refundable cleanup deposit. Estimated Revenue is \$1,250.

Agenda Item 4. Cedar Crest Golf Course (4) – A motion by Rodney Schlosser, seconded by Barbara Barbee, to authorize an amendment to the one-hundred-twenty-six-month concessions contract with Ira McGraw, dba IAMJ Enterprises, Inc., to define roles, responsibilities and compensation as a result of the closure of the Cedar Crest Golf Course and Banquet Facility located at 1800 Southerland Avenue – Not to exceed \$239,925 – Financing: Golf Improvement Funds, was carried. The vote was unanimous.

BACKGROUND

Cedar Crest Golf Course opened for play in 1918 and has not been renovated since 2003. The renovation of the existing golf course includes, bunker replacement, greens contouring and replacement, soil preparation, grassing, and landscape form and planting selections, and tee box improvements. Golf course renovations are necessary to retain a product that will generate attendance and revenues required to sustain the golf system through operations and capital improvements. The City has successfully renovated courses with golf revenues, of which are consistently recognized throughout the metroplex as top quality golf destinations and top performers.

This action will amend the management contract with Ira McGraw that was approved on June 11, 2008, by Resolution No. 08-1654 for the management of the pro shop operations. The City of Dallas golf course facility and grounds operations are managed through city forces and the business operations are managed by private contractors who are PGA Professionals. This public/private contractual partnership maximizes the revenue potential and return on investment for both the operator and the City of Dallas.

The golf course renovation will close the course during busy golfing season, during which time the golf pro will have no opportunity to generate revenue from the facilities but will continue to have financial responsibility for many aspects of the operation. During the period of the renovation, the golf pro will be preparing the marketing plan for the course re-opening and by providing professional input during the course construction regarding the final product including landscaping selection, greens, and tee box sculpting. The City proposes to compensate Mr. McGraw for professional services compensation not to exceed \$51,047 during the period of closure for his professional oversight during construction. The proposed professional compensation is based on other municipal contract comparables during golf course renovations.

Substantiated and validated expenses of approximately \$88,909 will be incurred by Mr. McGraw, against which he has no opportunity to generate revenue. During the period the course will be closed, expenses include maintaining the telephone lines, liquor license, insurance, pest control and golf shop security system. The costs for staff to close and re-open the pro shop and café, and losses for merchandise liquidation are also considered for compensation.

During the term of the renovation and seven months after reopening the course, the City will assume all utility costs for the golf course, pro shop and cart barn in an amount not to exceed \$8,591.

The City, through its Park and Recreation Department, agrees to compensate Ira McGraw a sum of \$91,378 for Concessionaires closure relief as a result of loss of revenue during closure of the golf course and to account for the time it will take to regenerate the customer base of Cedar Crest Golf Course which has dropped during the course of the last few seasons. Over the course of the last three years, the rounds at Cedar Crest have declined due to the continued decline in the condition of the greens. This decline has impacted the perception of the golfing public and by allocating these funds to Mr. McGraw, he will have the opportunity to create new golf programs, invest in staff and create additional opportunities to generate interest in Cedar Crest Golf Course and to rebuild the customer base.

The City's proposed compensation breaks down as follows:

Pro compensation	\$ 51,047
Fixed cost reimbursement	\$ 88,909
Forego seven months of utilities beginning October 2016	\$ 8,591
Commissions waiver (five months waived)	\$ 18,749
Customer Base Regeneration	<u>\$ 72,629</u>
Total Proposed Supplemental Agreement	\$239,925

PLANNING AND DESIGN COMMITTEE – CONTRACT AWARDS

Agenda Item 5. Fair Oaks Tennis Center (10), Fretz Tennis Center (11), Kiest Tennis Center (4), L.B. Houston Tennis Center (6) – A motion by Amy Monier, seconded by Robb Stewart, to defer item, authorize a contract for tennis court resurfacing at Fair Oaks Tennis Center located at 7501 Merriman Parkway, Fretz Tennis Center located at 6998 Beltline Road, Kiest Tennis Center located at 2324 West Kiest Boulevard, and L.B. Houston Tennis Center located at 11225 Luna Road - Hellas Construction, Inc., lowest responsible bidder of two - Not to exceed \$390,940 - Financing: Current Funds (PKR-2016-00000365), was carried. The vote was unanimous.

Agenda Item 6. Robert E. Lee Park (14) – A motion by Amy Monier, seconded by Robb Stewart, to defer item, authorize a contract for renovation of historic roque courts at Robert E. Lee Park located at 3400 Turtle Creek Boulevard – Henneberger Construction, Inc., lowest responsible bidder of two – Not to exceed \$353,682 – Financing: 2006 Bond Funds (\$322,682) and 2003 Bond Funds (\$31,000) (PKR-2016-00000385), was carried. The vote was unanimous.

Agenda Item 7. Runyon Creek Trail (3,8) – A motion by Amy Monier, seconded by Robb Stewart, to defer item, authorize a contract for trail improvements at Runyon Creek Trail located at between Glendale Park to Camp Wisdom Road – Northstar Construction, LLC, lowest responsible bidder of two – Not to exceed \$2,497,700 – Financing: General Obligation Commercial Paper Funds (PKR-2016-00000386), was carried. The vote was unanimous.

PLANNING AND DESIGN COMMITTEE – PLANS AND SPECIFICATIONS

Agenda Item 8. Kidd Springs Park (1) – A motion by Amy Monier, seconded by Robb Stewart, to authorize proceeding with advertisement for construction procurement for dam safety and shoreline improvements for the pond at Kidd Springs Park located at 700 West Canty Street – Estimated Cost: \$660,000 – Financing: 2006 Bond Funds, was carried. The vote was unanimous.

BACKGROUND

The Texas Commission on Environmental Quality (TCEQ) identified emergency spillway and erosion control improvements needed for the dam at the park. Landscape improvements for the natural spring and shoreline on the west side of the pond will be an add alternate. In January 2015, Halff Associates, Inc. was retained by the Park and Recreation Department to investigate and provide design services to improve the spillway, repair the erosion along the dam, and provide landscape improvements.

Base Bid

- Emergency spillway improvements
- Erosion repairs

Alternate

- Landscape improvements

Schedule

- Began Design February 2015
- Completed Design March 2016
- Begin Construction August 2016
- Complete Construction April 2017

There are no associated new operating and maintenance costs for this project.

FISCAL INFORMATION

2006 Bond Funds - \$660,000

PARK AND RECREATION BOARD – MARKETING COMMITTEE

Agenda Item 9. Strategic Communications and Marketing Plan Briefing was presented by Daniel Huerta, Assistant Director, Park and Recreation Department and Simmons Design Group. Majority of the Board selected Logo 1.

Agenda Item 10. Park and Recreation Department (All) – A motion by Yolanda Williams, seconded by Lawrence Hochberg, to authorize approval of the Strategic Communications and Marketing Plan – Financing: No cost consideration to the City [Marketing Committee consideration on February 18, 2016], was carried. The vote was unanimous.

BACKGROUND

The Dallas Park and Recreation Department engaged the Simmons Design Group to develop a Strategic Communications and Marketing Plan. The plan is one of the CAPRA accreditation standards and approval of the plan presented by the Simmons Design Group is requested.

ITEMS FOR INDIVIDUAL CONSIDERATION

ADMINISTRATION AND FINANCE COMMITTEE – MISCELLANEOUS

Agenda Item 11. Park and Recreation Department (All) – A motion by Sean Johnson, seconded by Jesse Moreno, to defer authorize recommendation to the Dallas City Council to amend Chapters 32 and 41 of the Dallas City Code to prohibit smoking on park grounds, without exceptions – Financing: This action has no cost consideration to the City, and send back to the Administration and Finance Committee for staff to bring back criteria for the three exceptions, was carried.

NON-ACTION ITEMS

Agenda Item 12. Recent Police Activity in the Parks item was deferred.

BRIEFINGS

Agenda Item 13. Feral Hogs: Concerns, Challenges and Controls presented by Oscar Carmona, Assistant Director, Park and Recreation Department and Brett Johnson, Urban Biologist, Park and Recreation Department.

Agenda Item 14. Smart Growth for Dallas presented by Willis Winters, Director, Park and Recreation Department; The Trust for Public Land; buildingcommunityWORKSHOP; and The Texas Trees Foundation.

Agenda Item 15. FY2016/17 Budget Update presented by John Jenkins, Deputy Director, Park and Recreation Department.

OTHER/NON-ACTION ITEMS

Agenda Item 16. Committee Reports deferred.

Agenda Item 17. Trinity River Standing Wave presented by Louise Elam, Interim Assistant Director, Park and Recreation Department.

Agenda Item 18. Dallas Aquatics Master Plan – Public Meeting Update presented by Louise Elam, Interim Assistant Director, Park and Recreation Department.

Agenda Item 19. Texas Recreation and Parks Society Institute Reports deferred.

Agenda Item 20. Park and Recreation Board Members Liaison Reports: Audubon Dallas/Cedar Ridge Preserve, Cultural Affairs Commission, Dallas Arboretum and Botanical Society, Dallas Zoological Society, Downtown Dallas, Inc./Downtown Parks, Friends of Fair Park, The Friends of Katy Trail, Lee Park and Arlington Hall Conservancy, State Fair of Texas, Texas Discovery Gardens, The Trinity Commons Foundation, Trinity River Audubon Center, Turtle Creek Association, The Woodall Rodgers Park Foundation/Klyde Warren Park.

Jesse Moreno: Lonestar Legacy Award for Reverchon Park awarded at Texas Recreation and Parks Society Conference.

Celina Barajas: 17th Annual Ceremony of Don Benito Juarez.

Agenda Item 21. Staff Announcements – Upcoming Park and Recreation Department Events:

Louise Elam: Preservation Dallas Award for Sharrock-Niblo Log Cabin Restoration.

Crystal Ross: Citywide Open House and Egg Hunt including Crawford Park.

Ryan O'Connor: CAPRA updates and visitation team reception.

Agenda Item 22. President Wells announced the next Park and Recreation Board Regular Meeting on Thursday, April 7, 2016.

Agenda Item 23. President Wells adjourned the Board meeting at 2:39 p.m.

Dawna M. Ray, Secretary
Park and Recreation Board

Max W. Wells, President
Park and Recreation Board

NOTE: For more information on discussion of any issue heard during this meeting, refer to the tape recording retained in the Park Department's Central File.