

Regular Meeting: Max W. Wells, President, presiding

Present: Max W. Wells, President, Gail Terrell, Vice President; Celina Barajas, Barbara A. Barbee, Matthew L. Houston, Sean Johnson, Lawrence S. Jones, Jean F. Milligan, Amy W. Monier, Jesse Moreno, Robin Moss Norcross, Rodney Schlosser, Paul Sims, Yolanda F. Williams, Gerald Worrall III – 15

Absent: None

President Wells convened the regular meeting at 10:04 a.m. A quorum of the Board was present.

President Wells introduced Sean Johnson, Park and Recreation Board Member, Council District 7.

President Wells appointed Rodney Schlosser, Interim Vice-Chair of the Administration and Finance Committee.

Agenda Item 1. Speakers:

1. Don Williams, Subject: Fair Park.
2. Dr. Baranda Fermin, Subject: Fair Park Task Force.
3. George Battle III, Subject: Fair Park Comprehensive Planning.
4. Jeff Gipson, Subject: Use of funding to improve Fair Park.

MINUTES

Agenda Item 2. A motion by Gail Terrell, seconded by Matthew Houston, for approval of the minutes of the January 8, 2015 Park and Recreation Board Meeting, was carried. The vote was unanimous.

CONSENT AGENDA (ITEMS 3–6)

ADMINISTRATION AND FINANCE COMMITTEE – MISCELLANEOUS

Agenda Item 3. Samuell-Grand Park (2) – A motion by Lawrence Jones, seconded by Jean Milligan, to authorize a revision to the fee schedule for Shakespeare Festival of Dallas which includes an increase in the adult admission fees on Fridays and Saturdays from \$10.00 to \$15.00 for performances at the Samuell-Grand Amphitheater – Financing: No cost consideration to the City, was carried. The vote was unanimous.

BACKGROUND

Shakespeare Festival of Dallas, a 501(c)(3) nonprofit organization founded in 1971, has held performances at Samuell-Grand Park since 1989. The original agreement with the City for use of the facility came to full term on May 25, 2014. On May 14, 2014, a new agreement was reached between the City and Shakespeare Festival of Dallas for a period of ten years with two five-year renewal options.

Shakespeare Festival of Dallas is requesting permission to increase the adult admission fees on Friday and Saturday from \$10.00 to \$15.00 for performances at the Samuell-Grand Park Amphitheater.

Shakespeare Festival of Dallas existing fee schedule:

- Free nights: Tuesday and Wednesday
- \$10.00: Adults on Thursday, Friday, Saturday and Sunday
- \$8.00: Seniors and students (13 and up) on Thursday, Friday, Saturday, and Sunday
- Children 12 years and under and Military always free

Shakespeare Festival of Dallas proposed fee schedule:

- Free nights: Tuesday and Wednesday
- \$10.00: Adults Thursday and Sunday
- \$15.00: Adults Friday and Saturday
- \$8.00: Seniors and students (13 and up) on Thursday, Friday, Saturday and Sunday
- Children 12 years and under and military always free

Agenda Item 4. Fair Park (7) – A motion by Jean Milligan, seconded by Jesse Moreno, to authorize **(1)** an acquisition contract for the purchase and implementation of an event and venue management software system for Fair Park in the amount of \$42,560; and **(2)** a five-year service contract for maintenance and support in the amount of \$89,640 – Ungerboeck Software International, most advantageous proposer of three – Total not to exceed \$132,200 – Financing: Fair Park Improvement Funds, was carried. The vote was unanimous.

BACKGROUND

These acquisition and service contracts will allow for the purchase, installation and maintenance of event and venue management software for Fair Park. The new system is produced and supported by Ungerboeck Software International (USI) who is a provider of software solutions to the global events industry and serves over 25,000 users such as McCormick Place Chicago, Phoenix Convention Center, San Antonio Convention, Sports and Entertainment Facilities Department, Fort Worth Convention Center, Orange County Convention Center in Orlando, Florida and Kay Bailey Hutchison Convention Center. With growing client demands and competition, Fair Park requires an internet scheduling system with diverse business capabilities that can meet future industry demands. The new fully integrated software will provide Fair Park the ability to:

- increase the efficiency and effectiveness of sales by tracking business relationships and transactions through account activity and communications management
- manage sales by tracking contracts from booking to invoicing
- maximize the utilization of space for events by using computer automated design (CAD)
- maintain and control inventory assets
- perform accounting and financial analysis
- perform trend analysis based on event activities

The new system provides additional benefits such as document standardization and mobile electronic communication which allows staff to perform various operational event functions such as entering updates from the field thus enhancing real-time communication and operational efficiencies.

BACKGROUND (Continued)

The maintenance and support included with the license renewal will provide 24/7 phone support and future releases of software for the next five years. These releases will keep software current with the latest technology.

A seven member committee from the following departments reviewed and evaluated the proposals:

- Convention & Event Services (1)
- Communication and Information Services (1)
- Office of Cultural Affairs (1)
- Park and Recreation Department (2)
- Business Development and Procurement Services (2)*

*Business Development and Procurement Services only evaluated the Business Inclusion and Development Plan and cost.

The successful proposer was selected by the committee on the basis of demonstrated competence and qualifications under the following criteria:

- Cost 30%
- Functional Match 25%
- Technical Match 20%
- Business Inclusion and Development Plan 15%
- Experience and Qualifications 10%

PLANNING AND DESIGN COMMITTEE – CONTRACT AWARDS

Agenda Item 5. Park Maintenance District 2 Service Center (5) – A motion by Gerald Worrall, seconded by Gail Terrell, to authorize award of a professional services contract with McAfee3 Architects for schematic design through construction administration phases for renovations to property located at 1400 Guard Drive for relocation of the Park and Recreation Department Maintenance District 2 Service Center – Not to exceed \$221,475 – Financing: General Obligation Commercial Paper Funds, was carried. The vote was unanimous.

WHEREAS, it is necessary to hire a firm to provide for schematic design through construction administration services for renovations to property located at 1400 Guard Drive for relocation of the Park and Recreation Department Maintenance District 2 Service Center, and the firm of McAfee3 Architects has presented a proposal dated December 22, 2014 for a fee not to exceed \$221,475.

Now, Therefore,

BE IT RESOLVED BY THE PARK AND RECREATION BOARD AND THE CITY COUNCIL OF THE CITY OF DALLAS:

SECTION 1. That the City Manager is hereby authorized to enter into a professional services contract with McAfee3 Architects for schematic design through construction administration services for renovations to property located at 1400 Guard Drive for relocation of the Park and Recreation Department Maintenance District 2 Service Center, in an amount not to exceed \$221,475.

SECTION 2. That the President of the Park and Recreation Board and City Manager are hereby authorized to execute a contract with McAfee3 Architects, after approval as to form by the City Attorney.

SECTION 3. That the City Controller is hereby authorized to pay the amount of \$221,475 to McAfee3 Architects from (2006) Park and Recreation Facilities Improvement Fund, Fund 3T00, Department PKR, Unit P764, Object 4112, Activity AISF, CT-PKR15019491, Program PKP764, Commodity 92500, Vendor VS0000031623.

SECTION 4. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.

PLANNING AND DESIGN COMMITTEE – PLANS AND SPECIFICATIONS

Agenda Item 6. Elmwood Parkway (1) – A motion by Gerald Worrall, seconded by Gail Terrell, to authorize proceeding with advertisement for construction procurement for connecting sidewalks on Rugged Drive from Elmwood Parkway Park to Kiest Park - Estimated Cost: \$473,000 - Financing: 2006 Bond Funds, was carried. The vote was carried.

BACKGROUND

Urban Engineers Group, Inc. provided design services for trail improvements at Elmwood Parkway.

Base Bid

- 8 foot wide connecting walkways, include signalized pedestrian crossing at Illinois Avenue

Alternate

- Pedestrian bridge at Elmwood Parkway Park

Schedule

- Began Design April 2014
- Completed Design December 2014
- Begin Construction April 2015
- Complete Construction February 2016

This project requires a full-year operating and maintenance funding in the amount of \$10,639.

SPECIAL RECOGNITION

Agenda Item 7. Recognition of John Reynolds, Park and Recreation Department presented by Michael Hellmann, Assistant Director, Park and Recreation Department.

WHEREAS, John Reynolds has served as Project Manager for the Park and Recreation Department since March 1986; and

WHEREAS, John Reynolds played a significant role in the unique conversion of an abandoned landfill and a portion of an urban freeway into two signature parks, Elm Fork Athletic Complex and Klyde Warren Park; and

WHEREAS, John Reynolds' oversight, attention to detail, proactive management, and forward thinking helped develop these parks into nationally recognized venues; and

WHEREAS, Klyde Warren Park received the 2014 Urban Land Institute Urban Open Space Award in October 2014, and has received many other local and national accolades; and

WHEREAS, The Elm Fork Athletic Complex received the 2014 Municipal League Excellence Award from the Texas Municipal League in November 2014, and has hosted international, national and local soccer competitions; **Now, Therefore**,

BE IT RESOLVED BY THE PARK AND RECREATION BOARD OF THE CITY OF DALLAS:

SECTION 1. That members of the Dallas Park and Recreation Board express sincere appreciation to John Reynolds for his commitment to parks and recreation for the enjoyment of citizens of, and visitors to, the City of Dallas.

SECTION 2. That John Reynolds be applauded for modeling exemplary professionalism and a work ethic that reflects well of the Park and Recreation.

CLOSED SESSION

Agenda Item 8. At 10:37 a.m., President Wells convened the closed session "Deliberations about the value and possible sale of Elgin B. Robertson" (Section 551.072 T.O.M.A.). At 11:32 a.m., President Wells adjourned the closed session and reconvened the open session.

BRIEFINGS

Agenda Item 9. National Recreation and Park Association 3 Pillars - Impacting Communities presented by Jennifer McRorey, Assistant Director, Park and Recreation Department and Lakeshia Randle, Coordinator, Park and Recreation Department.

Agenda Item 10. Citizen Survey Results presented by Ryan O'Connor, Senior Program Manager, Park and Recreation Department.

President Wells announced Gail Terrell, Vice President, resigning from the Park and Recreation Board. Max Wells, Yolanda Williams, Celina Barajas, Lawrence Jones, Matthew Houston, Paul Sims, Barbara Barbee, Jesse Moreno and Amy Monier thanked Gail Terrell for her service.

At 11:55 a.m., President Wells announced recess until 1:00 pm.

OTHER/NON-ACTION ITEMS

Agenda Item 11. Committee Reports - No reports.

Agenda Item 12. Park and Recreation Board Members Liaison Reports: Audubon Dallas/Cedar Ridge Preserve, Community Development Commission, Cultural Affairs Commission, Dallas Arboretum and Botanical Society, Dallas Parks Foundation, Dallas Zoological Society, Downtown Dallas, Inc./Downtown Parks, Friends of Fair Park, Friends of the Katy Trail, Friends of Oak Cliff Parks, Lee Park and Arlington Hall Conservancy, Send A Kid To Camp, State Fair of Texas, Texas Discovery Gardens, Trinity Commons Foundation, Trinity River Audubon Center, White Rock Lake Conservancy/White Rock Lake Foundation/For the Love of the Lake, The Woodall Rodgers Park Foundation:

Barbara Barbee: Kiest Park Memorial Garden.
Jean Milligan: Texas Discovery Gardens.
Amy Monier: Cultural Affairs Commission.
Jesse Moreno: Friends of Fair Park and Santa Fe Trail.

Agenda Item 13. Staff Announcements – Upcoming Park and Recreation Department Events:

Oscar Carmona: Santa Fe Trail Tree Planting.
Jennifer McRorey: Lake Highlands North Recreation Center Fun Zone Event.
Willis Winters: Public Input Meetings for Recreation Master Plan/Renaissance Plan Update-Second Round.

WORK SESSION

Agenda Item 15. Mayor's Fair Park Task Force Recommendations (Public Speakers at 10:00 a.m.) from 1:00 p.m. - 2:30 p.m. The next Work Session is scheduled on February 19, 2015.

Agenda Item 14. President Wells announced the next Park and Recreation Board regular meeting on Thursday, February 5, 2015.

Agenda Item 16. President Wells adjourned the Board meeting at 2:30 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.