



City of Dallas

PARK AND RECREATION BOARD AGENDA

**THURSDAY, JANUARY 7, 2016
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
214-670-4078**

**9:00 am: Administration and Finance Committee, Room 6FS
9:00 am: Planning and Design Committee, Room 6FN
10:00 am: Park and Recreation Board, Room 6FN
12:00 pm: Marketing Committee, Room 6FN**

RECEIVED

MEMORANDUM

2015 DEC 22 PM 3: 47

CITY SECRETARY
DALLAS, TEXAS



DATE: December 22, 2015

TO: Members of the Administration and Finance Committee of the Dallas Park and Recreation Board:
Rodney Schlosser, Chair; Raquel A. Rollins, Co-Chair
Barbara A. Barbee, Lawrence S. Jones, Jesse Moreno, Susan Rader, Marlon Rollins

SUBJECT: Notice of Meeting – Thursday – January 7, 2016 – 9:00 a.m.
Dallas City Hall – 1500 Marilla Street – Room 6FS - Dallas, Texas 75201

A meeting of the Administration and Finance Committee of the Dallas Park and Recreation Board is scheduled on Thursday, January 7, 2016 at Dallas City Hall, 1500 Marilla Street, Room 6FS, Dallas, Texas 75201 at 9:00 a.m.

AGENDA

NON-ACTION ITEMS

1. Proposed revisions to Chapter 41 and 32 of the Dallas City Code to include the prohibition of smoking on park grounds – Financing: No cost consideration to the City [This item was deferred on December 17, 2015]
2. Park Partnership Agreement Update (continued)


Dawna M. Ray, Secretary
Park and Recreation Board

c: Dallas Park and Recreation Board Members
Willis C. Winters, Director, Park and Recreation Board
John D. Jenkins, Assistant Director, Park and Recreation Department
Christine Lanners, Assistant City Attorney

“A quorum of the Dallas Park and Recreation Board may attend this Dallas Park and Recreation Board Sub-Committee meeting.”

RECEIVED

MEMORANDUM

2015 DEC 22 PM 3:47

CITY SECRETARY
DALLAS, TEXAS



DATE: December 22, 2015

TO: Members of the Planning and Design Committee of the Dallas Park and Recreation Board:
Amy W. Monier, Chair; Sean Johnson, Co-Chair
Celina Barajas, Lawrence P. Hochberg, Paul Sims, Robb P. Stewart,
Yolanda F. Williams

SUBJECT: Notice of Meeting – Thursday – January 7, 2016 – 9:00 a.m.
Dallas City Hall – 1500 Marilla Street – Room 6FN – Dallas, Texas 75201

A meeting of the Planning and Design Committee of the Dallas Park and Recreation Board is scheduled on Thursday, January 7, 2016 at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 9:00 a.m.

AGENDA

ACTION ITEMS

PARK BOARD AGENDA ITEM NO. 3 – Arlington Park Recreation Center, Janie C. Turner Recreation Center, Marcus Recreation Center (2,8,13) – Consider an increase in the contract with DENCO Construction Specialists Corporation for structural repairs at three recreation centers to include: installation of retaining wall and installation of sealant at Arlington Park Recreation Center located at 1505 Record Crossing Road; reroute water line and cleanouts; installation of irrigation system at Janie C. Turner Recreation Center located at 6424 Elam Road; asbestos and lead-based paint abatement for new floor tile; underpin plumbing drains and installation of new downspout at Marcus Recreation Center located at 3003 Northaven Road; and other miscellaneous items – Not to exceed \$97,276, from \$389,600 to \$486,876 – Financing: 2003 Bond Funds (\$77,535) and 2006 Bond Funds (\$19,741)

PARK BOARD AGENDA ITEM NO. 4 – Singing Hills Recreation Center (8) – Consider proceeding with advertisement for construction procurement for a new building at Singing Hills Recreation Center located between Patrol Way and Crouch Road – Estimated Cost: \$4,600,000 – Financing: 2006 Bond Funds (\$3,200,000), Capital Construction Funds (\$900,000) and Recreation Program Funds (\$500,000)


Dawna M. Ray, Secretary
Park and Recreation Board

c: Dallas Park and Recreation Board Members
Willis C. Winters, Director, Park and Recreation Department
Louise Elam, Interim Assistant Director, Park and Recreation Department
Christine Lanners, Assistant City Attorney
Rosa A. Rios, City Secretary

“A quorum of the Dallas Park and Recreation Board may attend this Dallas Park and Recreation Board Sub-Committee meeting.”

MEMORANDUM

RECEIVED

2015 DEC 22 PM 3:47

CITY SECRETARY
DALLAS, TEXAS



DATE: December 22, 2015
TO: Max W. Wells, President, and
Members of the Dallas Park and Recreation Board
SUBJECT: Notice of Regular Meeting – Thursday – January 7, 2016 – 10:00 a.m.
Dallas City Hall – 1500 Marilla Street – Room 6FN – Dallas, Texas 75201

A Regular Meeting of the Dallas Park and Recreation Board is scheduled on Thursday, January 7, 2016 at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 10:00 a.m. A copy of the agenda is attached.

Dawna M. Ray
Dawna M. Ray, Secretary
Park and Recreation Board

- c: Barbara A. Barbee, Park Boardmember, Council District 1
- Jesse Moreno, Vice President, Council District 2
- Marlon Rollins, Park Boardmember, Council District 3
- Lawrence P. Hochberg, Park Boardmember, Council District 4
- Yolanda F. Williams, Park Boardmember, Council District 5
- Celina Barajas, Park Boardmember, Council District 6
- Sean Johnson, Park Boardmember, Council District 7
- Raquel A. Rollins, Park Boardmember, Council District 8
- Susan Rader, Park Boardmember, Council District 9
- Robb P. Stewart, Park Boardmember, Council District 10
- Amy W. Monier, Park Boardmember, Council District 11
- Rodney Schlosser, Park Boardmember, Council District 12
- Lawrence S. Jones, Park Boardmember, Council District 13
- Paul Sims, Park Boardmember, Council District 14
- Willis C. Winters, Director, Park and Recreation Department
- John D. Jenkins, Assistant Director, Park and Recreation Department
- Christine Lanners, Assistant City Attorney
- Rosa A. Rios, City Secretary

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**DALLAS PARK AND RECREATION BOARD AGENDA
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, JANUARY 7, 2016
(10:00 A.M.)**

2015 DEC 22 PM 3:47

CITY SECRETARY
DALLAS, TEXAS

MEETINGS:

- 9:00 am: Administration and Finance Committee, Dallas City Hall, Room 6FS
9:00 am: Planning and Design Committee, Dallas City Hall, Room 6FN
10:00 am: Park and Recreation Board, Dallas City Hall, Room 6FN
12:00 pm: Marketing Committee, Dallas City Hall, Room 6FN – 12:00 p.m. or Upon Conclusion of the Park and Recreation Board meeting
(Public Speakers sign in by 9:30 a.m.)
-

1. Speakers

MINUTES

2. Approval of Minutes of the December 17, 2015 Park and Recreation Board Meeting

CONSENT AGENDA (ITEMS 3 - 5)

PLANNING AND DESIGN COMMITTEE – CHANGE ORDERS

3. Arlington Park Recreation Center, Janie C. Turner Recreation Center, Marcus Recreation Center (2,8,13) – Authorize an increase in the contract with DENCO Construction Specialists Corporation for structural repairs at three recreation centers to include: installation of retaining wall and installation of sealant at Arlington Park Recreation Center located at 1505 Record Crossing Road; reroute water line and cleanouts; installation of irrigation system at Janie C. Turner Recreation Center located at 6424 Elam Road; asbestos and lead-based paint abatement for new floor tile; underpin plumbing drains and installation of new downspout at Marcus Recreation Center located at 3003 Northaven Road; and other miscellaneous items – Not to exceed \$97,276, from \$389,600 to \$486,876 – Financing: 2003 Bond Funds (\$77,535) and 2006 Bond Funds (\$19,741)

PLANNING AND DESIGN COMMITTEE – PLANS AND SPECIFICATIONS

4. Singing Hills Recreation Center (8) – Authorize proceeding with advertisement for construction procurement for a new building at Singing Hills Recreation Center located between Patrol Way and Crouch Road – Estimated Cost: \$4,600,000 – Financing: 2006 Bond Funds (\$3,200,000), Capital Construction Funds (\$900,000) and Recreation Program Funds (\$500,000)

DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 2
DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, JANUARY 7, 2016
(10:00 A.M.)

CONSENT AGENDA (CONTINUED)

PARK AND RECREATION BOARD - MISCELLANEOUS

5. Park and Recreation Department (All) – Authorize approval of (1) the Comprehensive Plan Update and (2) the Recreation Master Plan – Financing: No cost consideration to the City [The Park and Recreation Board was briefed on December 3, 2015]

NON-ACTION ITEM

6. Recent Police Activity in the Park System:
Rick Watson, Deputy Chief, Dallas Police Department

BRIEFINGS

7. Elm Fork Shooting Range:
John Jenkins, Assistant Director, Park and Recreation Department
8. Exposition Plaza Master Plan:
Louise Elam, Interim Assistant Director, Park and Recreation Department
9. Dallas Park Rangers Program:
Oscar Carmona, Assistant Director, Park and Recreation Department

OTHER/NON-ACTION ITEMS

10. 2016-17 Budget
11. 2014-15 Director's Performance Review
12. Committee Reports
13. 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, 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

DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 3
DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, JANUARY 7, 2016
(10:00 A.M.)

OTHER/NON-ACTION ITEMS

14. Staff Announcements – Upcoming Park and Recreation Department Events

15. Next Park and Recreation Board Regular Meeting: Thursday, January 21, 2016

16. Adjournment

A closed session may be held if the deliberation on any agenda item concerns one of the following:

1. Contemplated or pending litigation or matters where legal advice is requested of the City Attorney. Section 551.071 of Texas Open Meetings Act (T.O.M.A.)
2. The purchase, exchange, lease or value of real property, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.072 of the T.O.M.A.
3. A contract for a prospective gift or donation to the City, if the deliberation in an open meeting would have a detrimental effect on the position of the City in negotiations with a third person. Section 551.073 of the T.O.M.A.
4. Personnel matters involving the appointment, employment, evaluation, reassignment, duties, discipline or dismissal of a public officer or employee or to hear a complaint against an officer or employee. Section 551.074 of the T.O.M.A.
5. The deployment, or specific occasions for implementation of security personnel or devices. Section 551.076 of the T.O.M.A. Deliberations regarding Economic Development negotiations. Section 551.087 of the T.O.M.A.
6. Deliberations regarding Economic Development negotiations. Section 551.087 of the T.O.M.A.

Regular Meeting: Max W. Wells, President, presiding

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

Absent: None

President Wells convened the regular meeting at 10:05 a.m. A quorum of the Board was present.

President Wells recognized Jean F. Milligan for her service on the Park and Recreation Board.

Agenda Item 1. Speakers:

Name of Speaker: Ed Snyder, Ferguson Road Initiative
Subject: Consent Item 8 White Rock Hills Recreation Center

Name of Speaker: Armando Marquez, Ferguson Road Initiative
Subject: Consent Item 8 White Rock Hills Recreation Center

MINUTES

Agenda Item 2. A motion by Sean Johnson, seconded by Barbara Barbee, to approve the minutes of the December 3, 2015 Park and Recreation Board meeting, was carried. The vote was unanimous.

DRAFT

CONSENT AGENDA (ITEMS 3 - 8)

ADMINISTRATION AND FINANCE COMMITTEE - MISCELLANEOUS

Agenda Item 3. Elm Fork Shooting Range (6) – A motion by Rodney Schlosser, seconded by Lawrence Jones to defer this item until the January 21, 2016 Park Board Meeting, authorize a twenty-year concession contract with Elm Fork Clay Sports, Incorporated for management, operation and development of the Elm For Shooting Range (shotgun area) located at 10751 Luna Road – Estimated Revenue: \$32,800, was carried. Paul Sims voted nay.

Elm Fork Shooting Range (6) – A motion by Rodney Schlosser, seconded by Lawrence Jones to defer this item, authorize a twenty-year concession contract with Elm Fork Rifle and Pistol, Incorporated for management, operation and development of the Elm Fork Shooting Range (rifle and pistol range area) located at 10751 Luna Road – Estimated Annual Revenue: \$35,200, was carried. Paul Sims voted nay.

BACKGROUND

The Elm Fork Shooting Range is divided into two components. One area of the range is for rifle and pistol shooting, and the other area is for shotgun. On August 13, 2003, the City, authorized by City Council Resolution No. 03-2166, entered into a ten-year contract with one five-year renewal option with Elm Fork Shooting Park, Incorporated to manage and operate both areas of the shooting range.

On February 11, 2004, a Supplemental Agreement No. 1 was executed to assign the shotgun range area of the shooting park from Elm Fork Shooting Park, Inc. to Elm Fork Clay Sports, Inc. On October 24, 2007, the parties executed Supplemental Agreement No. 2 to assign the rifle and pistol range area of the shooting park from Elm Fork Shooting Park, Inc. to Elm Fork Rifle and Pistol, Inc. Scott Robertson is the President of both entities operating and managing the two shooting ranges.

On October 9, 2013, the contract was extended for a period of five years. Its current end date is October 31, 2018.

Over the last eleven years, Mr. Robertson has made significant safety improvements and financial investments in property and building upgrades and enhancements to both ranges. This has made the Elm Fork Shooting Ranges a destination for outdoor enthusiasts, which has created opportunities for several events to be scheduled throughout the year. He has also worked with various government and law enforcement agencies to provide the ranges as training facilities including law enforcement agencies and the Department of Homeland Security, specifically the FFDO (Federal Flight Deck Officers) and FAMS (Federal Air Marshal Service).

Mr. Robertson plans to make further improvements to the property using his own funds. In order to allow him the time to make these improvements and recoup his investment, approval of new twenty-year contracts are being recommended by City staff.

Proposed Deal Points:

City Obligations:

- City shall maintain the entrance road to the Premises. (Section 8.1)
- City shall trim any and all trees necessary to maintain safe entry onto the Premises. (Section 8.2)
- City may review and any and all services performed by the Concessionaire and shall have the right to audit, at reasonable times and upon reasonable notice, all of the Concessionaire's records and billing relating to the performance of the Agreements. (Section XX)

Concessionaire Obligations:

- Concessionaire shall raise monies to fund improvements to the Premises. Concessionaire shall on a monthly basis pay to the City 3% of gross receipts.
- Concessionaire will enter into (in its own name) and perform all contracts necessary to fully complete the improvements.
- City shall have no liability for any claims that may arise out of design or construction of the improvements.
- The Director of the Park and Recreation Department, or his designated representative (Director) has the right to review and approve the selection of any design consultants, contractors, and subcontractors used on the improvements.
- Fee simple title to the improvements, when made, shall automatically vest in the City without any further actions by either party. (Section 6.14)
- Concessionaire shall be responsible for actions and cost associated with the operation, management and maintenance of the improvements.
- Concessionaire has reviewed the City's environmental policy and shall adhere to the policy including being responsible to submit a Lead Reclamation Plan and submittal of document pertaining to that plan. (Section IX)
- Concessionaire will annually submit a full operating budget. (Section XI)
- Concessionaire shall not assign or sublet any part of the Agreements or the concession rights without the express prior written approval of the Director. (Section XIII)
- Concessionaire shall not mortgage, pledge, or otherwise encumber its rights and interests under the Agreements to secure financing. (Section XIV)
- Concessionaire shall purchase and maintain insurance in accordance with Exhibit D of the Agreements. (Section XVIII)

Agenda Item 4. Fair Oaks Tennis Center (10) – A motion by Rodney Schlosser, seconded by Lawrence Jones, to authorize the waiver of monthly court fees, paid to the City of Dallas from January 1, 2016 to September 30, 2016 by Donald M. Rains, Tennis Professional at Fair Oaks Tennis Center located at 7501 Merriman Parkway, was carried. The vote was unanimous.

BACKGROUND

Fair Oaks Tennis Center located at 7501 Merriman Parkway, is one of five full-service tennis centers owned by the City of Dallas. The Park & Recreation Department utilizes a public/private partnership to manage and operate the City's tennis centers which operate year-round. The pro shop operations at Fair Oaks Tennis Center are managed by certified tennis professional, Donald M. Rains through a contract with the City. The tennis professional is also responsible for managing, operating, staffing, programming and marketing the facility at his own expense. Programming includes tournaments, leagues, lessons, merchandising and concessions. Park and Recreation personnel maintain the grounds of each facility.

The original Fair Oaks Tennis Center management agreement, approved by City council on September 23, 2009 by Council Resolution No. 09-2282, expired on September 30, 2014. The tennis professional exercised his option, as outlined within his management agreement, for a three-year renewal option to extend his contract through September 30, 2017, under the same terms and conditions.

A three-year contract extension was authorized, via Administration Action No. 14-6631, for Fair Oaks Tennis Center on September 12, 2014.

The onset of heavy rains in the month of May 2015, and subsequent flooding and weather-related closures, significantly impacted the operations of Fair Oaks Tennis Center by damaging courts beyond the ability to support play; and therefore, the department recommends waiving court fees during the period January 1, 2016 – September 30, 2016.

The tennis center generates revenue through various sources, including individual reservations, league play, tournament reservations and merchandising. The management agreement generates revenue to the City. The City receives court fee payments as outlined below:

- Individual Reservations
- Singles: \$2.50
- Doubles: \$2.50
- Lessons: \$1.00 per 30 minute lesson

During the months of May to August, 2011-2014, Fair Oaks Tennis Center averaged the following:

	Revenue
Monthly Court Fees Revenue	\$ 2,882.54
Monthly Court Fees Paid To City of Dallas	\$ 1,490.15

During the same months in FY14-15, Fair Oaks Tennis Center averaged the following:

	Revenue
Monthly Court Fees Revenue	\$ 2,296.00
Monthly Court Fees Paid To City of Dallas	\$ 1,221.63

FISCAL INFORMATION

The City would incur an estimated revenue loss of \$13,410 from January 1, 2016 to September, 30, 2016.

Agenda Item 5. L.B. Houston Tennis Center (6) – A motion by Rodney Schlosser, seconded by Lawrence Jones, to authorize the waiver of monthly court fees, paid to the City to the City of Dallas from January 1, 2016 to September 30, 2016 by Andrea Rains, Tennis Professional at L.B. Houston Tennis Center located at 11225 Luna Road – Estimated Revenue Loss: \$24,975, was carried. The vote was unanimous.

BACKGROUND

L.B. Houston Tennis Center located at 11225 Luna Road, is one of five full-service tennis centers owned by the City of Dallas. The Park & Recreation Department utilizes a public/private partnership to manage and operate the City’s tennis centers which operate year-round. The pro shop operations at L.B. Houston Tennis Center are managed by certified tennis professional, Andrea Rains, through a management contract with the City. The tennis professional is also responsible for managing, operating, staffing, programming and marketing the facility at her own expense. Programming includes tournaments, leagues, lessons, merchandising and concessions. Park and Recreation personnel maintain the grounds of each facility.

The original L.B. Houston Tennis Center management agreement, approved by City Council on September 23, 2009, by Council Resolution No. 09-2282, expired on September 30, 2014. The tennis professional exercised her option, as outlined within her management agreement, for a three-year renewal option to extend her contract through September 30, 2017, under the same terms and conditions.

A three-year contract extension was authorized via Administration Action No. 14-6631, for L.B. Houston Tennis Center on September 12, 2014.

The onset of heavy rains in the month of May 2015, and subsequent flooding and weather-related closures, significantly impacted the operations of L.B. Houston Tennis Center by damaging courts beyond the ability to support play; and therefore, the department recommends waiving court fees during the period January 1, 2016 – September 30, 2016.

The tennis center generates revenue through various sources, including individual reservations, league play, tournament reservations and merchandising. The management agreement generates revenue to the City. The City receives court fee payments as outlined below:

- Individual Reservations
- Singles: \$2.50
- Doubles: \$2.50
- Lessons: \$1.00 per 30 minute lesson

During the months of May to August, 2011-2014, L.B. Houston Tennis Center averaged the following:

	Revenue
Monthly Court Fees Revenue	\$ 5,065.17
Monthly Court Fees Paid To City of Dallas	\$ 2,775.42

During the same months in FY14-15, L.B. Houston Tennis Center averaged the following:

	Revenue
Monthly Court Fees Revenue	\$ 3,484.00
Monthly Court Fees Paid To City of Dallas	\$ 1,911.25

FISCAL INFORMATION

The City would incur an estimated revenue loss of \$24,975 from January 1, 2016 to September, 30, 2016.

Agenda Item 6. Park and Recreation Department (All) – A motion by Rodney Schlosser, seconded by Lawrence Jones to defer this item until the January 7, 2015 Park Board meeting, to request City Council to authorize revisions to Chapter 41 and 32 of the Dallas City Code to include the prohibition of smoking on park grounds, was carried. Paul Sims voted nay.

BACKGROUND

Chapter 41 of the Dallas City Code generally prohibits smoking (1) in any indoor enclosed area in the City; (2) within 15 feet of any entrance to an indoor or enclosed area in the City and (3) in any area designated as nonsmoking by the owner, operator, or person in control of the area and marked with a no smoking sign complying with Section 41-3. The current code does not prohibit smoking outdoors in parks.

On November 6, 2014, the Park and Recreation Board was briefed on proposed changes to the smoking ordinance that would include a ban on smoking outdoors on park property. The briefing included information on benefits, potential challenges and peer and area city comparisons. Staff was directed by the Park and Recreation Board to continue research and to prepare proposed recommendations, changes and exceptions for the Administration and Finance Committee of the Park and Recreation Board consideration.

The Committee has discussed the proposed changes over the past year. Staff proposed changes to Chapter 41 of the Dallas City Code would make it an offense for anyone to smoke on park property. Proposed exceptions include:

- Allow smoking on golf courses, driving ranges, practice putting greens and covered patios/verandas.
- Allow smoking in areas that are specified in a permit issued by Office of Special Events authorizing smoking on park property for filming or public performance purposes only and during filming or public performances by actors only.
- Allow smoking in temporary designated smoking areas in a park for special events where the Director or his/her designee recommends approval.
- Allow Fair Park campus members and special event rentals to permit smoking outdoors only in designated smoking areas, as mutually agreed to with the Director or his designee.
- Allow the Dallas Arboretum and Dallas Zoo to designate smoking areas on the grounds, as mutually agreed to with the Director or his designee.
- Allow partners such as the Dallas Arboretum, Lee Park and Arlington Hall Conservancy, Dallas Zoo, Klyde Warren Park, MoneyGram Park, Dallas Heritage Village/Old City Park, Elm Fork Gun Range, Cedar Ridge Preserve and Trinity River Audubon Center to allow smoking in designated areas for private events.

FISCAL INFORMATION

No cost consideration to the City.

Agenda Item 7. White Rock Lake (9) – A motion by Rodney Schlosser, seconded by Lawrence Jones, to authorize termination of the Dallas United Crew Agreement (“Agreement”) entered into between the City of Dallas and DUC BOATHOUSE, LLC (“DUC”) on November 14, 2012 and approved by the Dallas City Council per Resolution No. 12-2751, for the construction, renovation, operation and maintenance of a boathouse, in accordance with Section 4.2 of the Agreement – Financing: No cost consideration to the City [This item was considered by the Administration and Finance Committee on December 3, 2015], was carried by majority vote.

BACKGROUND

In 2011, the Park and Recreation Department was approached by members of Dallas United Crew, Inc. (DUC) to consider methods whereby the non-profit organization could provide rowing programs, primarily for teens, at White Rock Lake. The organization previously operated by renting space from the White Rock Boathouse, but their lease ended, and not renewed due to lack of program space at that facility. With no other facility available to accommodate rowing for Junior High and High School students at White Rock Lake, members of DUC organized to provide private financing to construct a facility to accommodate their programs. Under this contract, DUC has no permanent facilities and must transport the boats to and from the lake daily.

On November 14, 2012, the City of Dallas, through its Park and Recreation Board entered into an agreement with DUC Boathouse, LLC, a Texas Limited Liability Company, wholly-owned subsidiary of Dallas United Crew, Inc, a Texas non-profit corporation for the construction, operation, and maintenance of a boathouse and other structures to be built at White Rock Lake located at 2900 White Rock Road. The contract was set at a twenty-year term, with two renewal periods of ten years each upon mutual agreement.

Per Section 4.2 of the contract, all construction and operating costs for the boathouse and structures must be underwritten through private sources, such as corporations, foundations, and individual contributions, with no cost or obligation whatsoever to the City. DUC, furthermore had thirty-six months from the date of execution of the agreement to begin construction of the boathouse and structures. If DUC did not commence construction of the boathouse and structures before the end of the thirty-six-month period, the City, at its option and sole discretion may terminate the agreement for convenience.

The agreement reached its thirty-six-month period on November 14, 2015. To date, no construction has begun towards the boathouse or structures. As such, the City now has the option to terminate the agreement for convenience.

City staff is requesting a determination from the Park and Recreation Board regarding exercising of this termination clause.

FISCAL INFORMATION

Financing: No cost consideration to the City

PLANNING AND DESIGN COMMITTEE – MISCELLANEOUS

Agenda Item 8. White Rock Hills Recreation Center (9) – A motion by Amy Monier, seconded by Rodney Schlosser, to authorize the adoption of the Feasibility Study for White Rock Hills Recreation Center located near the intersections of Ferguson Road and Highland Road – Financing: No cost consideration to the City [The Park and Recreation Board was briefed on November 5, 2015], was carried. The vote was unanimous.

BACKGROUND

On August 13, 2014, by Resolution No. 14-1236, City Council authorized a contract with Jacobs Engineering Group, Inc. for a Feasibility Study and Master Plan of the White Rock Hills Recreation Center. This study was to determine the feasibility of a new recreation center at 2229 Highland Road and included cost estimates, conceptual drawings, community input and stakeholder meetings. The study included the feasibility of a horticulture center for the Dallas Arboretum to be placed on the site, in addition to the recreation center. The study also included market and competitiveness analyses; financing and sustainability strategies; model facility program; fundraising package, and an operations plan.

The Feasibility Study and Master Plan for White Rock Hills Recreation Center is now complete. This action would adopt the study, subject to the following conditions:

Recreation Center:

1. The Park and Recreation Board's placement of the Center on a future bond program is contingent on the Park proposition having adequate capacity to support funding for the project. If bond program funding is limited, existing Recreation Center needs would be given a higher priority.
2. The Park and Recreation Board will consider funding for Phase 1 from the next bond program, not to exceed \$5M. Further private/public funding or public funding can come from future bond programs after Phase 1 is implemented.
3. The Ferguson Road Initiative (FRI) will be allowed adequate time to form the nonprofit 501(c)3 fundraising vehicle, obtain IRS approval, build the board of directors and establish the Center fund accounting.
4. With Park and Recreation Board approval the Park and Recreation Department will enter into an agreement with the nonprofit 501(c)3 for the purpose of allowing private fundraising to build the Center. Public contributions and grants will leverage any Park and Recreation Department funds allocated to the Center.
5. Private funding in the amount of \$5M must be secured prior to expenditure of bond funds for the project.
6. Until a Recreation Center project becomes financially feasible, the City of Dallas may elect to develop the site as an interim use in a manner compatible with the Park and Recreation Department mission and the local community.

Site Development:

1. Until a Recreation Center project becomes financially feasible, the City may elect to develop the site as a neighborhood or community park.

FISCAL INFORMATION

No cost consideration to the City.

Agenda Item 12. Texas Open Meetings Act presented by Christine Lanners, Assistant City Attorney.

NON-ACTION ITEM

Agenda Item 9. Recent Police Activity in the Park System presented by Rick Watson, Deputy Police, Dallas Police Department.

BRIEFINGS

Agenda Item 10. 2016-17 Budget presented by John Jenkins, Assistant Director and Leigh Ann Lonke, Budget Manager, Park and Recreation Department.

Agenda Item 11. Dallas Park and Recreation Department Leadership Training presented by John Jenkins, Assistant Director and Hazel Roper, Training Manager, Park and Recreation Department.

OTHER/NON-ACTION ITEMS

Agenda Item 13. No Committee Reports.

Agenda Item 14. 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, 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.

Lawrence Jones: Trinity Commons Foundation.

John Jenkins: Overview of Liaison Assignments.

Agenda Item 15. Staff Announcements – Upcoming Park and Recreation Department Events:

Daniel Huerta: Zaxby's Heart of Dallas Bowl, Football Game and 2016 Martin Luther King, Jr. Parade.

Jennifer McRorey: Deck the City Hall Event.

Agenda Item 16. President Wells announced the next Park and Recreation Board meeting on Thursday, January 7, 2016.

Agenda Item 17. President Wells adjourned the Board meeting at 12:35 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.

KEY FOCUS AREA: Culture, Arts and Recreation and Educational Enhancements

AGENDA DATE: January 27, 2016

COUNCIL DISTRICT(S): 2, 8, 13

DEPARTMENT: Park & Recreation

CMO: Louise Elam, 214-670-5275

MAPSCO: 23-B 33-V 57-V

SUBJECT

Authorize an increase in the contract with DENCO Construction Specialists Corporation for structural repairs at three recreation centers to include: installation of retaining wall and installation of sealant at Arlington Park Recreation Center located at 1505 Record Crossing Road; reroute water line and cleanouts; installation of irrigation system at Janie C. Turner Recreation Center located at 6424 Elam Road; asbestos and lead-based paint abatement for new floor tile; underpin plumbing drains and installation of new downspout at Marcus Recreation Center located at 3003 Northaven Road; and other miscellaneous items – Not to exceed \$97,276, from \$389,600 to \$486,876 – Financing: 2003 Bond Funds (\$77,535) and 2006 Bond Funds (\$19,741)

BACKGROUND

The original contract was awarded to DENCO Construction Specialists Corporation by City Council on November 12, 2014, by Resolution No. 14-1978 for structural repair and miscellaneous work at Arlington Park Recreation Center; Janie C. Turner Recreation Center; and Marcus Recreation Center, in an amount not to exceed \$389,600.

This action is to authorize Change No. 1 to the contract with DENCO Construction Specialists Corporation, in an amount not to exceed \$97,275.80, increasing the original contract amount from \$389,600.00 to \$486,875.80 for an increase in the contract with DENCO Construction Specialists Corporation for structural repairs at three recreation centers to include: installation of retaining wall and installation of sealant at Arlington Park Recreation Center; reroute water line and cleanouts; installation of irrigation system at Janie C. Turner Recreation Center; asbestos and lead-based paint abatement for new floor tile; underpin plumbing drains and installation of new downspout at Marcus Recreation Center.

ESTIMATED SCHEDULE OF PROJECT

Begin Construction March 2016
Complete Construction August 2016

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

The Park and Recreation Board authorized proceeding with advertisement for construction procurement on January 23, 2014.

The Park and Recreation Board authorized award of the contract on November 6, 2014.

City Council authorized award of the contract on November 12, 2014, by Resolution No. 14-1978.

The Planning and Design Committee will consider this item on January 7, 2016 and will present a recommendation to the Park and Recreation Board on the same day.

This item will be scheduled for City Council approval on January 27, 2016.

FISCAL INFORMATION

2003 Bond Funds - \$77,534.51

2006 Bond Funds - \$19,741.29

Construction Contract	\$389,600.00
Change Order No. 1 (this action)	<u>\$97,275.80</u>
Total amount not to exceed	\$486,875.80

M/WBE INFORMATION

See attached.

ETHNIC COMPOSITION

DENCO Construction Specialists Corporation

White Male	2	White Female	10
Black Male	0	Black Female	0
Hispanic Male	0	Hispanic Female	0
Other Male	0	Other Female	0

OWNER

DENCO Construction Specialists Corporation

Mark Boland, President

MAPS

Attached

Anastacio, Vhee

From: Williams, Regina T.
Sent: Friday, December 18, 2015 9:00 AM
To: Anastacio, Vhee
Subject: FW: BID APPROVAL DENCO CONSTRUCTION REPAIRS ARLINGTON JANIE TURNER
MARCUS REC CTR. 4.79 CO 1 OVERALL 36.61

BUSINESS INCLUSION AND DEVELOPMENT PLAN SUMMARY

PROJECT: Authorize an increase in the contract with Denco Construction Specialists Corporation for structural repairs at three recreation centers to include: installation of retaining wall and installation of sealant at Arlington Park Recreation Center located at 1505 Record Crossing Road; reroute water line and cleanouts; installation of irrigation system at Janie C. Turner Recreation Center located at 6424 Elam Road; asbestos and lead-based paint abatement for new floor tile; underpin plumbing drains and installation of new downspout at Marcus Recreation Center located at 3003 Northaven Road; and other miscellaneous items – Not to exceed \$97,276, from \$389,600 to \$486,876 – Financing: 2003 Bond Funds (\$77,535) and 2006 Bond Funds (\$19,741)

Denco Construction Specialist Corporation is a local, non-minority firm, has signed the "Business Inclusion & Development" documentation, and proposes to use the following sub-contractors.

PROJECT CATEGORY: Construction

LOCAL/NON-LOCAL CONTRACT SUMMARY - THIS ACTION ONLY

	<u>Amount</u>	<u>Percent</u>
Local contracts	\$79,858.87	82.10%
Non-local contracts	\$17,416.93	17.90%
TOTAL THIS ACTION	\$97,275.80	100.00%

LOCAL/NON-LOCAL M/WBE PARTICIPATION THIS ACTION

Local Contractors / Sub-Contractors

<u>Local</u>	<u>Certification</u>	<u>Amount</u>	<u>Percent</u>
OAC Construction	HMMB64794N0417	\$4,663.78	5.84%
Total Minority - Local		\$4,663.78	5.84%

Non-Local Contractors / Sub-Contractors

None

TOTAL M/WBE PARTICIPATION

	This Action		Participation to Date	
	<u>Amount</u>	<u>Percent</u>	<u>Amount</u>	<u>Percent</u>
African American	\$0.00	0.00%	\$0.00	0.00%
Hispanic American	\$4,663.78	4.79%	\$178,260.55	36.61%
Asian American	\$0.00	0.00%	\$0.00	0.00%
Native American	\$0.00	0.00%	\$0.00	0.00%
WBE	\$0.00	0.00%	\$0.00	0.00%
Total	<u>\$4,663.78</u>	<u>4.79%</u>	<u>\$178,260.55</u>	<u>36.61%</u>



CB 1

**CITY OF DALLAS
CONTRACTOR'S AFFIDAVIT
SCHEDULE OF WORK AND ACTUAL PAYMENT FORM**

Project Name: Repairs to Arlington Park, Janie Turner and Marcus Recreation Centers

Bid/Contract #: CHANGE ORDER

Instructions:

Column 1: List type of work to be performed by Prime and 1st tier subcontractors.

Column 2: City of Dallas Vendor Number for Prime and Subcontractors/Suppliers (if none, register online: www.bids.dallascityhall.org). ALL Prime and Subcontractors/Suppliers must be registered with the City of Dallas.

Column 3: List name of firm; M/WBE Certification Number (if applicable).

Column 4: List firm(s); contact name; address; telephone number.

Column 5: List ethnicity of firm(s) owner as B=African American; H=Hispanic; I=Asian Indian; N=Native American; P=Asian Pacific; W=Woman; NON=other than M/WBE.

Column 6: Indicate firm's location as L=local (within Dallas county limits); N=Non-local (Outside Dallas county limits).

Column 7: Indicate dollar amount of value of work for the Prime contractor, subcontractors, and suppliers.

Column 8: Indicate percentage of total contract amount.

Column 9: Indicate total payments to date.

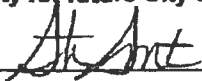
Column 10: Indicate payments during current pay period.

Type of Work [1]	City of Dallas Vendor Number [2]	Name of Firm & M/WBE Certification (if Applicable) [3]	Contact Name Address, City, State, Zip & Tel. Number [4]	Type of Firm [5]	L or N [6]	Value of Work (\$) [7]	Percent (%) [8]	Payments to Date (\$) [9]	Payment this Period (\$) [10]
GC, Mobilization, Bonding, Gen Conditions	BU101699	DENCO CS Corp	Steve Smith 5525 Lyons Rd. Garland, TX 75043 972-226-2609	Non	L	\$ 28,042.30	28.83%		
Notes:									
Concrete, Masonry, Caulking		OAC Construction HNNB53143N0413	Adrian Carreon PO Box 571229 Dallas, TX 75357 469-438-7746	H	L	\$ 4,663.78	4.79%		
Notes: <i>Ammb 679410417</i>									
Asbestos Abatement		HP EnviroVision	310 E. Trinity Blvd, Ste 800 Grand Prairie, TX 75050 972-399-0068	N	L	\$ 12,900.00	13.26%		
Notes:									
Steel Handrails		JK Services	Jarrod Morrow 3901 FM 550 Royse City, TX 75189 972-800-5422	Non	N	\$ 3,637.50	3.74%		
Notes:									

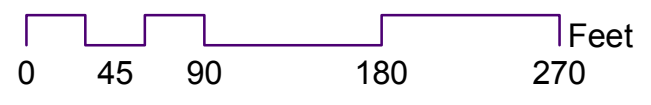
Type of Work	City of Dallas Vendor Number	Name of Firm & M/WBE Certification (if Applicable)	Contact Name Address, City, State, Zip & Tel. Number	Type of Firm	L or N	Value of Work (\$)	Percent (%)	Payments to Date (\$)	Payment this Period (\$)
Painting		Pantoja Painting	Rueben Pantoja 6004 James River Dr., Arlington, TX 76014 214-538-6407	H	N	\$ 455.00	0.47%		
Notes:									
Roofing		Eagleshield Roofing	Jason Laymance 103 N Allen Dr. Allen, TX 75013 214-383-4663	WBE	N	\$ 1,182.24	1.22%		
Notes:									
Plumbing		A-OK Companies	Ray Tyree 3610 Oak Tree Lane Midlothian, TX 76065	Non	N	\$ 7,792.29	8.01%		
Notes:									
Flooring		Unico Flooring	Joe Linney 9101 Diplomacy Row Dallas, TX 75247 214-630-7875	WBE	L	\$ 25,915.29	26.64%		
Notes:									
Landscaping		Head to Head Irrigation	James Stanski P.O. Box 293443 Lewisville, TX 75029 214-513-0144	Non	L	\$ 4,349.90	4.47%		
Notes:									
Dirtwork		DNS Trucking	Denis Morales 5528 Loving Dr. Garland, TX 75043	H	L	\$ 8,337.50	8.57%		
Notes:									
							0.00%		
Notes:									
							0.00%		
Notes:									
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Notes:									
							0.00%		
Notes:									
							0.00%		

Type of Work	City of Dallas Vendor Number	Name of Firm & M/WBE Certification (if Applicable)	Contact Name Address, City, State, Zip & Tel. Number	Type of Firm	L or N	Value of Work (\$)	Percent (%)	Payments to Date (\$)	Payment this Period (\$)	
Notes:										
							0.00%			
Notes:										
							0.00%			
Notes:										
[Note: Totals and Percentages will automatically calculate.]						Total Bid Amount:	\$ 97,275.80	100.00%	\$ -	\$ -

The undersigned intends to enter into a formal agreement with the subcontractors listed, conditioned upon being awarded the City of Dallas contract. If any changes are made to this list, the Prime contractor must submit to the City for approval a revised schedule with documented explanations for the changes. Failure to comply with this provision could result in termination of the contract, sanctions against the Prime contractor, and/or ineligibility for future City contracts.

Officer's Signature: 
Printed Name: Steve J. Smith
Company Name: DENCO CS Corp

Title: Director of Contruction
Date: November 11, 2015

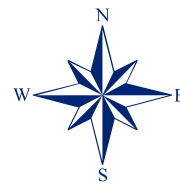
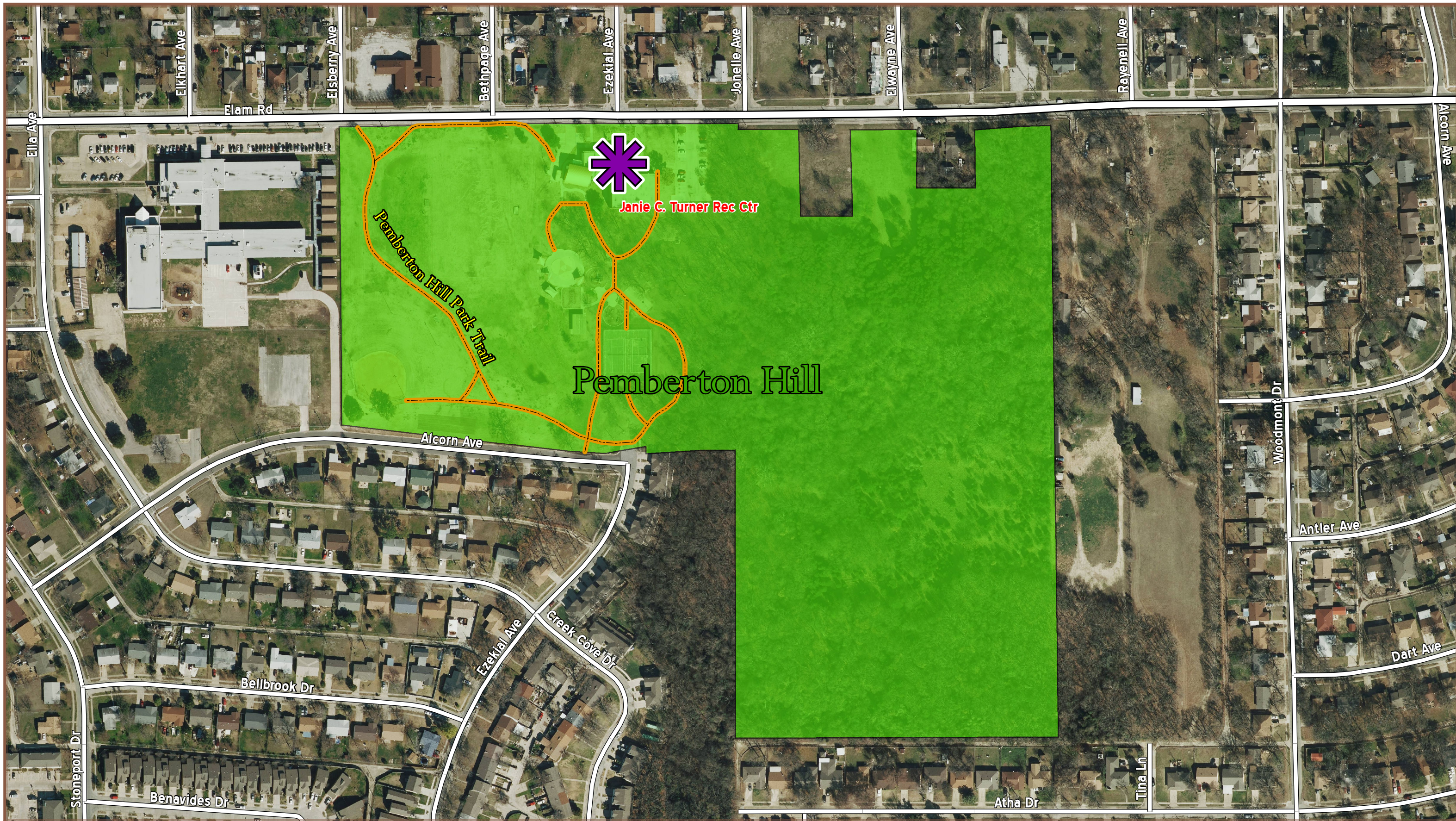


January 7, 2016

Arlington Park Recreation Center (1505 Record Crossing)

Mapsco
33V

District
2

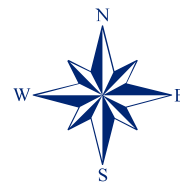
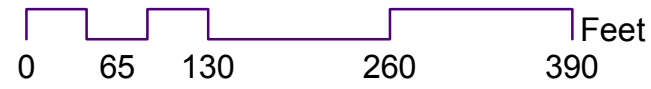
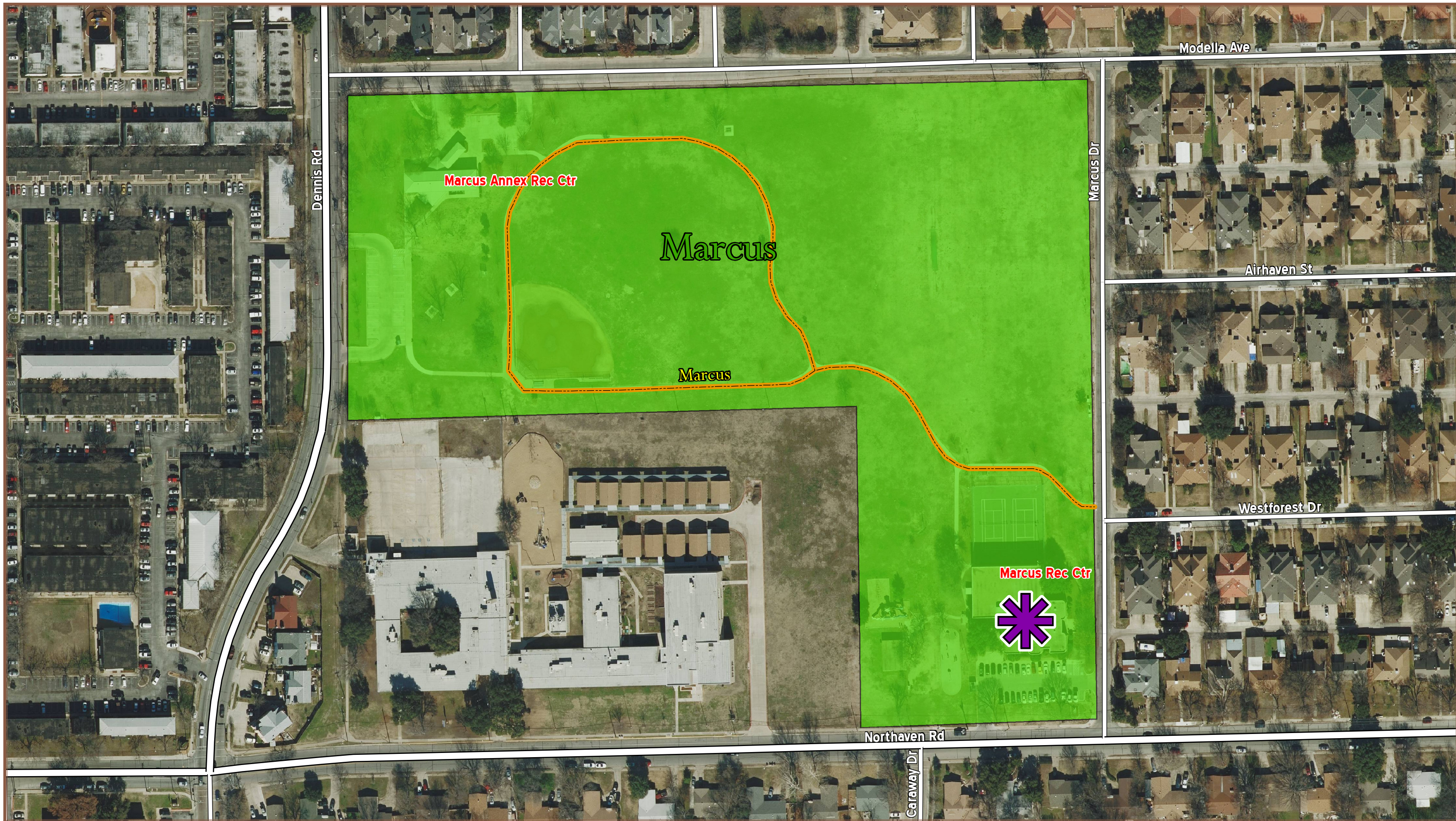


January 7, 2016

Janie C. Turner Recreation Center
(6424 Elam Rd)

Mapsc0
57V

District
8



January 7, 2016

Marcus Recreation Center (3003 Northhaven)

Mapsco
23 B

District
13

**DALLAS PARK AND RECREATION BOARD
AGENDA SHEET**

DATE: January 7, 2016
COUNCIL DISTRICT(S): 8
STAFF: Louise Elam, 214-670-5275
MAPSCO: 65 - U, V

SUBJECT

Authorize proceeding with advertisement for construction procurement for a new building at Singing Hills Recreation Center located between Patrol Way and Crouch Road – Estimated Cost: \$4,600,000 – Financing: 2006 Bond Funds (\$3,200,000), Capital Construction Funds (\$900,000) and Recreation Program Funds (\$500,000)

BACKGROUND

Perkins+Will Architects has completed design services through construction documents services for the construction of a new recreation center building at the Singing Hills Recreation Center site. The site was prepared for construction, including all grading, utilities and road and parking paving, by means of an earlier contract in 2014. It was decided in 2014 to separate the construction into a sitework package and a building package to better coordinate construction activities at the line of adjacency with DART's Camp Wisdom Station Project, immediately to the east. The current sitework package is a \$1,217,727.96 contract with J. C. Commercial, Inc.

Base Bid

- The building will be 11,000 square feet of program space for activities including a kitchen, exercise and fitness equipment rooms, a large divisible meeting/multipurpose room, crafts room, game room and ample circulation space from a controlled entry lobby with a supervising administration office. Space is allocated for stairs and elevator for a future gymnasium addition.

Schedule

- Began Re-Design: September, 2015
- Complete Re-Design: December, 2015
- Begin Construction: May, 2015
- Complete Construction: March 2016

Authorize proceeding with advertisement for construction procurement for a new building at Singing Hills Recreation Center located between Patrol Way and Crouch Road – Estimated Cost: \$4,600,000 – Financing: 2006 Bond Funds (\$3,200,000), Capital Construction Funds (\$900,000) and Recreation Program Funds (\$500,000) – January 7, 2016 – Page 2

BACKGROUND (CONTINUED)

This project requires full-year operating and maintenance funding in the amount of \$ 332,010 and an increase of operating and maintenance costs for the new recreation center in the amount of \$28,433.

FISCAL INFORMATION

2006 Bond Funds - \$3,200,000
Capital Construction Funds - \$900,000
Recreation Program Funds - \$500,000

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

The Park and Recreation Board authorized advertisement for bids for the site package on August 7, 2014.

The Park and Recreation Board authorized award of the contract for the site package on November 6, 2014.

City Council authorized award of the site package contract on November 12, 2014, by Resolution No. 14-1979.

The Park and Recreation Board authorized the advertisement for a Request for Competitive Sealed Proposals for the building construction on November 20, 2014.

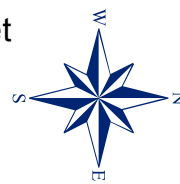
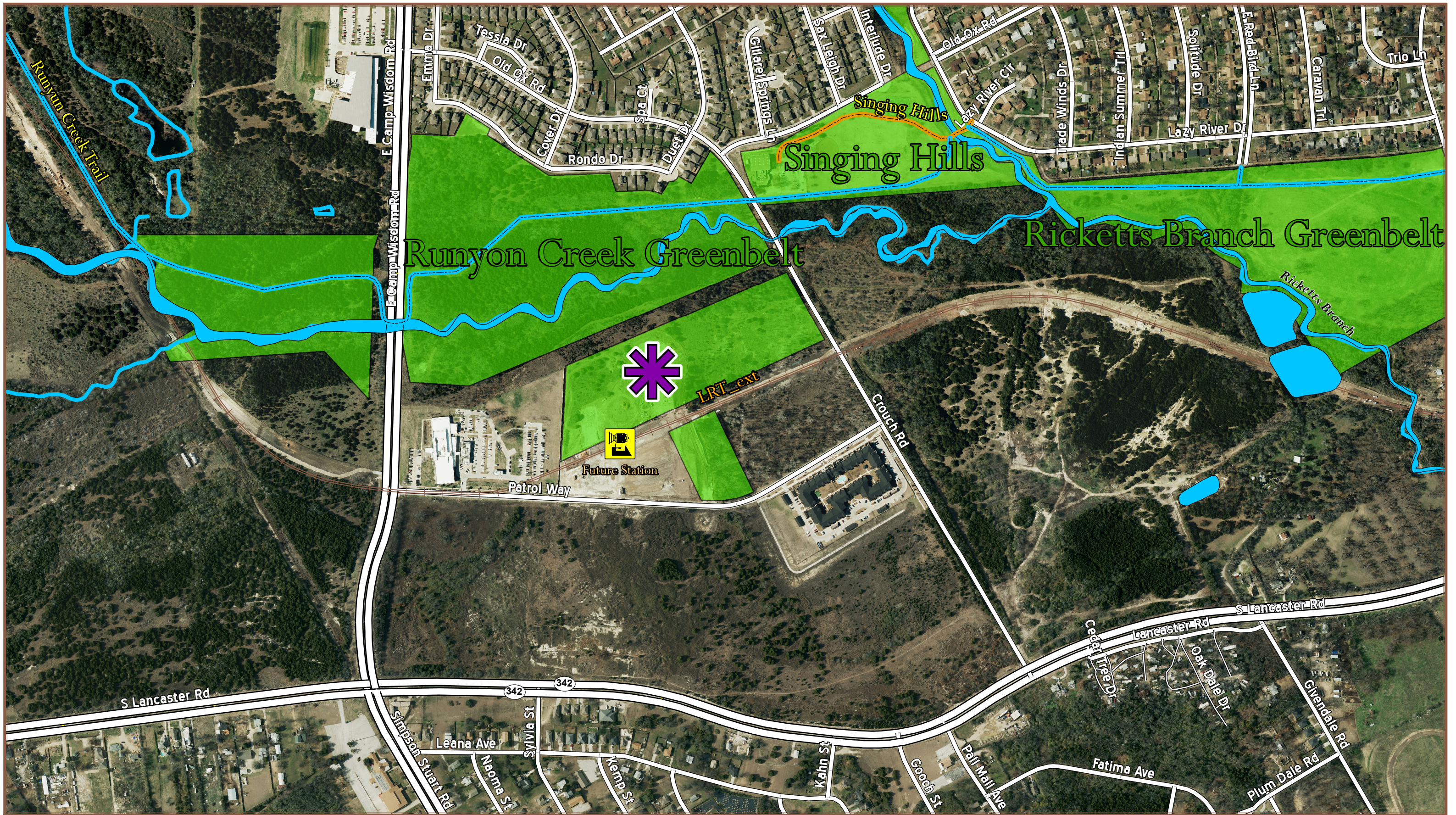
The Park and Recreation Board authorized the rejection of proposals and re-advertisement for new bids on August 6, 2015.

City Council authorized the rejection of proposals and re-advertisement for new bids on August 26, 2015, by Resolution No. 15-1608.

The Planning and Design Committee will consider this item on January 7, 2016 and will present a recommendation to the Park and Recreation Board on the same day. This item does not require City Council approval.

MAP

Attached



January 7, 2016

Singing Hills Recreation Center (Patrol Way and Crouch Rd)

Mapsco
65 U, V

District
8

**DALLAS PARK AND RECREATION BOARD
AGENDA SHEET**

DATE: January 7, 2016
COUNCIL DISTRICT(S): All
STAFF: Ryan O'Connor, 214-670-4124
MAPSCO: N/A

SUBJECT

Authorize approval of **(1)** the Comprehensive Plan Update and **(2)** the Recreation Master Plan – Financing: No cost consideration to the City [The Park and Recreation Board was briefed on December 3, 2015]

BACKGROUND

This action is for approval of the Comprehensive Plan Update and Recreation Master Plan prepared by Wallace, Roberts and Todd in conjunction with PROS Consulting. Both documents are fundamental standards and must be met in order to achieve CAPRA accreditation.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

The Park and Recreation Board was briefed on the Citizens Survey results on January 22, 2015.

The Park and Recreation Board conducted a workshop on mission and vision on February 5, 2015.

The Park and Recreation Board conducted a workshop on mission and vision on February 19, 2015.

The Park and Recreation Board was briefed on the demographic analysis and public input on April 2, 2015.

The Park and Recreation Board was briefed on the Indoor Recreation Facility Assessment on April 19, 2015.

The Park and Recreation Board was briefed on the Recreation Program Assessment on May 21, 2015.

Authorize approval of **(1)** the Comprehensive Plan Update and **(2)** the Recreation Master Plan – Financing: No cost consideration to the City – January 7, 2016 – Page 2

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS) (Continued)

The Park and Recreation Board was briefed on the Outdoor Recreation Facility Assessment on June 4, 2015.

The Park and Recreation Board was briefed on the Strategic Directions “Big Moves” on August 6, 2015.

The Park and Recreation Board was briefed on the Strategic Plan on October 1, 2015.

The Park and Recreation Board reviewed the strategic directions and discussed goals on November 19, 2015

The Park and Recreation Board was briefed on the full Comprehensive Plan Update and Recreation Master Plan on December 3, 2015.

FISCAL INFORMATION

No cost consideration to the City.

STAFF RECOMMENDATION

Staff recommends approval.

MEMORANDUM



DATE: December 22, 2015

TO: Max W. Wells, President, and
Members of the Dallas Park and Recreation Board

SUBJECT: January 7, 2016 Park and Recreation Board Briefings

On Thursday, January 7, 2016, the following briefings will be presented to the Dallas Park and Recreation Board:

- Elm Fork Shooting Range:
John Jenkins, Assistant Director, Park and Recreation Department
- Exposition Plaza Master Plan:
Louise Elam, Interim Assistant Director, Park and Recreation Department
- Dallas Park Rangers Program:
Oscar Carmona, Assistant Director, Park and Recreation Department

Should you have any questions, please contact me at 214-670-4071.

A handwritten signature in black ink, appearing to read "Willis C. Winters".

Willis C. Winters, FAIA, FAAPRA, Director
Park and Recreation Department

MEMORANDUM

RECEIVED

2015 DEC 22 PM 3:48



DATE: December 22, 2015

CITY SECRETARY
DALLAS, TEXAS


TO: Members of the Marketing Committee of the Dallas Park and Recreation Board:
Yolanda F. Williams, Chair; Paul Sims, Co-Chair
Celina Barajas, Lawrence P. Hochberg, Marlon Rollins, Rodney Schlosser, Robb P. Stewart

SUBJECT: Notice of Meeting - Thursday – January 7, 2016
Dallas City Hall - 1500 Marilla Street – Room 6FN - Dallas, Texas 75201
12:00 p.m. or Upon Conclusion of the Park and Recreation Board meeting

A meeting of the Marketing Committee of the Dallas Park and Recreation Board is scheduled on Thursday, January 7, 2016 at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 12:00 p.m. or upon conclusion of the Park and Recreation Board meeting.

AGENDA

1. Marketing Division Goals
2. Organizational Framework
3. SWOT Analysis


Dawna M. Ray, Secretary
Park and Recreation Board

c: Max W. Wells, President and Members of the Dallas Park and Recreation Board
Willis C. Winters, Director, Park and Recreation Department
John D. Jenkins, Assistant Director, Park and Recreation Department
Daniel Huerta, Assistant Director, Park and Recreation Department
Christine Lanners, Assistant City Attorney
Rosa A. Rios, City Secretary

“A quorum of the Dallas Park and Recreation Board may attend this Dallas Park and Recreation Board Sub-Committee meeting.”

City of Dallas

Park & Recreation Department

Strategic Communications and
Marketing Plan Presentation

Branding Campaign
for the City of Dallas Park &
Recreation Department

Park & Recreation Board
Marketing Committee

December 17, 2015



Brand Consultants
Phone 214.826.6322
sdainteractive.com

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A brand is more than just a logo. It is an emotional and visual connection a customer has with a product, service or company. It is an unspoken representation of who you are. Customers fall in love with brands. They trust them, they become fiercely loyal to them and they buy them.

We create, build, integrate and market successful brands. We are **Simmons Design Associates**.

Highlights: Strategic Communications & Marketing Plan

Strategic Communication & Marketing Plan

Division Goals

- 1: Set budget for the division
- 2: Define key messages and positioning statements to shape all of DPARD's internal and external communication
- 3: Establish an internal communication program
- 4: Set external communication areas of focus/priorities
- 5: Create and implement a social media policy and protocol for existing and future digital assets
- 6: Develop a marketing plan
- 7: Increase public awareness of the unique stories of how DPARD is an industry leader and champion of health and wellness
- 8: Determine how communication and marketing activities will be tracked and measured

Strategic Communication & Marketing Plan

SWOT Analysis

A 360-degree look at DPARD's current communication and marketing efforts

Strengths

- Recognize need for centralized marketing team, metrics and accountability
- Past marketing success with Renaissance Plan
- Know target audiences
- In process of defining mission and vision
- Some understanding of customer cycle
- Knowledgeable, capable, forward thinking Public Engagement staff
- Competitive costs for services
- Good overall access to services by customers
- Quantity of diverse facilities
- Award-winning golf courses, parks and facilities
- Community recognizes recreation as important
- Strong youth and senior programs
- People are aware of the major trails, which is evident by high utilization

Strategic Communication & Marketing Plan

SWOT Analysis

Weaknesses

- Lack of defined messaging and positioning statement
- Limited marketing resources, staff and budget
- No unified marketing or communication strategy (internal and external)
- Lack of a dedicated marketing manager or leader
- No consolidation for setting/managing marketing budget
- No defined marketing metrics and accountability
- Each business unit oversees its own marketing budget and activities
- Website is not user-friendly, content heavy
- Multiple brands and partners communicating different messaging
- Perception of inequity of facilities to the north and south of Trinity River

Strategic Communication & Marketing Plan

SWOT Analysis

Opportunities

- Define marketing priorities based on new mission and vision
- Develop an adequate staffing plan and budget for marketing
- Establish a central point of accountability for marketing
- Centralize branding and messaging
- Consolidate advertising, media planning/buying
- Create a user-friendly website that better showcases all DPARD assets
- Diverse programs and services provide unique stories
- Partnerships expand brand and message reach
- Centralizing marketing will enable facilities, park and services staff to focus on programming and delivering good customer experiences
- Prioritize how will interact with defined target audiences
- Prioritize message to be used to engage/connect with the defined target audiences

Strategic Communication & Marketing Plan

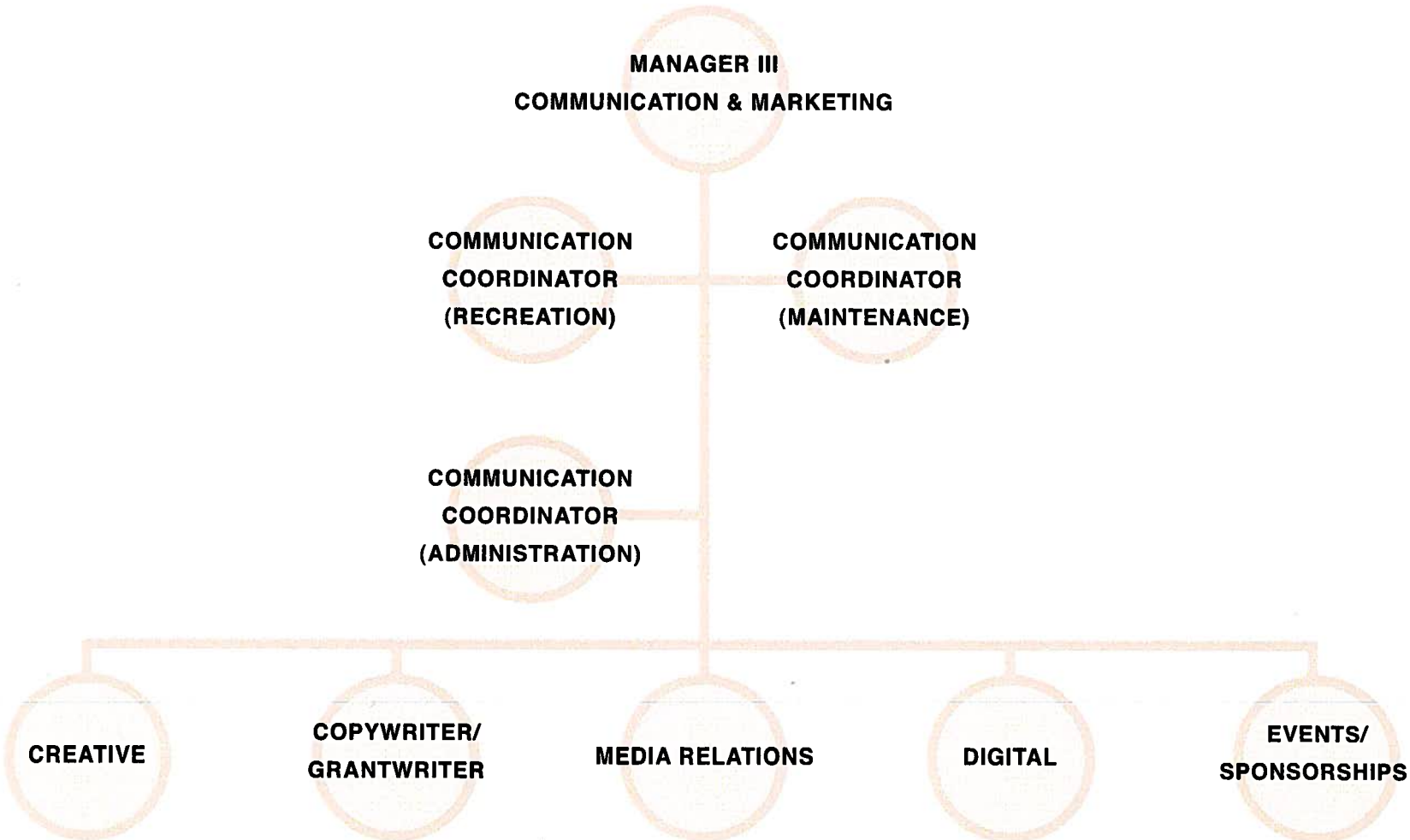
SWOT Analysis

Threats

- New Public Engagement team managing too many competing priorities
- Marketing activity is reactionary not proactive
- Managing multiple digital assets with different branding
- Decentralized flow of information to customer due to competing platforms
- Lots of competition from adjacent cities, churches, nonprofits, sports organizations, and other programs
- Multiple partners who manage marketing

Strategic Communication & Marketing Plan

Proposed Organizational Chart





SimmonsDesignAssociates

Brand Consultants

Strategy Branding Integration