

PARK AND RECREATION BOARD AGENDA

THURSDAY, JANUARY 26, 2017 DALLAS CITY HALL 1500 MARILLA STREET, ROOM 6FN DALLAS, TEXAS 75201 214-670-4078

8:00 am: Administration and Finance Committee, Room 6FS

8:00 am: Planning and Design Committee, Room 6FN

9:00 am: Park and Recreation Board, Room 6FN

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2017 JAN 20 PM 12: 14

CITY SECRETARY DALLAS, TEXAS



Rodney Schlosser, Chair Raquel A. Rollins, Co-Chair Barbara A. Barbee Lawrence S. Jones Jesse Moreno Becky Rader Marlon Rollins

(NOTICE OF MEETING)
DALLAS PARK AND RECREATION BOARD
ADMINISTRATION AND FINANCE COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FS
DALLAS, TEXAS 75201
THURSDAY, JANUARY 26, 2017
(8:00 A.M.)

AGENDA

ACTION ITEM

 Sponsorship and Marketing Revenue Policy (All) - Consider approval of the Proposed List of Assets to support the Sponsorship and Marketing Revenue Policy - Estimated Revenue: \$250,000

NON-ACTION ITEMS

- 1. Texas Discovery Gardens Annual Report
- 2. Discussion of Family Aquatic Center Fees
- 3. Discussion of Dallas Arboretum and Texas Discovery Gardens Annual Stipend Request for FY17/18

Dawna M. Ray, Secretary

Park and Recreation Board

Public Notice

Dallas Park and Recreation Board Members
Willis C. Winters, Director, Park and Recreation Board
John D. Jenkins, Deputy Director, Park and Recreation Department
Christine Lanners, Assistant City Attorney
Rosa A. Rios, City Secretary

170079

POSTED CITY SECRETARY DALLAS, TX



(NOTICE OF MEETING – PAGE 2) DALLAS PARK AND RECREATION BOARD ADMINISTRATION AND FINANCE COMMITTEE DALLAS CITY HALL 1500 MARILLA STREET, ROOM 6FS DALLAS, TEXAS 75201 THURSDAY, JANUARY 26, 2017 (8:00 A.M.)

Handgun Prohibition Notice for Meetings of Governmental Entities

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"De acuerdo con la sección 30.06 del código penal (ingreso sin autorización de un titular de una licencia con una pistola oculta), una persona con licencia según el subcapítulo h, capítulo 411, código del gobierno (ley sobre licencias para portar pistolas), no puede ingresar a esta propiedad con una pistola oculta."

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(ADMINISTRATION AND FINANCE COMMITTEE ONLY)

DALLAS PARK AND RECREATION BOARD AGENDA SHEET

DATE: January 26, 2017

COUNCIL DISTRICT(S): All

STAFF: Daniel Huerta, 214-670-8483

SUBJECT

Consider approval of the Proposed List of Assets to support the Sponsorship and Marketing Revenue Policy - Estimated Revenue: \$250,000

BACKGROUND

On August 20, 2015, the Park and Recreation Board approved the Sponsorship and Marketing Revenue Policy. The policy intent is to provide greater flexibility in generating sponsorship marketing revenue which would be deposited into a City of Dallas Park and Recreation Department multi-year fund to be solely distributed as detailed in the sponsorship agreement with a sponsor or corporate partner. Sponsorship agreements may not conflict with existing contracts for goods, services, or concessions.

This policy requires that on an annual basis, the Dallas Park Board review and approve a list of all programs, events or other known activities with a sponsorship valuation in excess of \$50,000. Once approved, the Director or their designee may solicit sponsorship opportunities for the benefit of the Dallas Park and Recreation Department.

The following list of assets is proposed for Park and Recreation Board consideration and approval:

Division	Annual Impressions
Various	6,000,000
Various	6,000,000
Various	6,000,000
Recreation Services	100,000
Recreation Services	200,000
Recreation Services	30,000
Recreation Services	100,000
Recreation Services	5,000
Recreation Services	5,000
Recreation Services	20,000
Recreation Services	20,000
Recreation Services	48,000
	Various Various Various Recreation Services

Consider approval of the Proposed List of Assets to support the Sponsorship and Marketing Revenue Policy - Estimated Revenue: \$250,000 – January 26, 2017 – Page 2

BACKGROUND (continued)

Park Services	250,000
Park Services	10,000
Park Services	20,000
Park Services	10,000
Fair Park	35,000
Fair Park	75,000
Fair Park	30,000
Fair Park	1,000,000
Fair Park	75,000
Fair Park	1,200,000
Aquatics	25,000
Aquatics	10,000
Aquatics	5,000
Special Services	2,500
Special Services	2,500
	Park Services Park Services Park Services Fair Park Fair Park Fair Park Fair Park Fair Park Fair Park Aquatics Aquatics Special Services

FISCAL INFORMATION

Estimated Revenue: \$250,000

COMMITTEE ACTION

The Administration and Finance Committee will consider this item on January 26, 2017. A recommendation will be presented to the Park and Recreation Board on February 16, 2017. This item does not require City Council approval.

STAFF RECOMMENDATION

Staff recommends approval.



Amy W. Monier, Chair Sean Johnson, Co-Chair Celina Barajas Lawrence P. Hochberg Paul Sims Robb P. Stewart Yolanda F. Williams

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2017 JAN 20 PM 12: 14

CITY SECRETARY DALLAS, TEXAS

(NOTICE OF MEETING)
DALLAS PARK AND RECREATION BOARD
PLANNING AND DESIGN COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, JANUARY 26, 2017
(8:00 A.M.)

AGENDA

NON-ACTION ITEM

1. Discussion of Citywide Park Classifications

Dawna M. Ray, Secretary Park and Recreation Board

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

Public Notice

170078

POSTED CITY SECRETARY DALLAS, TX



(NOTICE OF MEETING – PAGE 2) DALLAS PARK AND RECREATION BOARD PLANNING AND DESIGN COMMITTEE DALLAS CITY HALL 1500 MARILLA STREET, ROOM 6FN DALLAS, TEXAS 75201 THURSDAY, JANUARY 26, 2017 (8:00 A.M.)

Handgun Prohibition Notice for Meetings of Governmental Entities

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MEMORANDUM

RECEIVED

2017 JAN 20 PM 12: 15

CITY SECRETARY DALLAS, TEXAS



DATE:

January 20, 2017

TO:

Max W. Wells, President, and

Members of the Dallas Park and Recreation Board

SUBJECT: Notice of Regular Meeting – Thursday – January 26, 2017 – 9:00 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 26, 2017 at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 9:00 a.m. A copy of the agenda is attached.

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, Deputy Director, Park and Recreation Department Christine Lanners, Assistant City Attorney Rosa A. Rios, City Secretary

Public Notice

170077

RECEIVE DALLAS PARK AND RECREATION BOARD AGENDA DALLAS CITY HALL

2017 JAN 20 PM 12: 15

CITY SECRETARY DALLAS, TEXAS 1500 MARILLA STREET, ROOM 6FN DALLAS, TEXAS 75201 THURSDAY, JANUARY 26, 2017 (9:00 A.M.)

MEETINGS:

8:00 am: Administration and Finance Committee – Room 6FS

8:00 am: Planning and Design Committee - Room 6FN

9:00 am: Park and Recreation Board - Room 6FN

(Public Speakers sign in by 8:30 a.m.)

1. Speakers

2. Approval of Minutes of the January 12, 2017 Park and Recreation Board Meeting

NON-ACTION ITEM

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

BRIEFINGS

- 2016 State Fair of Texas Highlights:
 Daniel Huerta, Assistant Director, Park and Recreation Department
- Park Ranger Program:
 Oscar Carmona, Assistant Director, Park and Recreation Department
- 6. Discussion of Tennis Professionals Contracts Request for Proposal Update: John Jenkins, Deputy Director, Park and Recreation Department

OTHER/NON-ACTION ITEMS

- 7. Committee Reports
- 8. 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
- 9. Staff Announcements Upcoming Park and Recreation Department Events
- 10. Next Park and Recreation Board Regular Meeting: Thursday, February 16, 2017
- 11. Adjournment

DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 2 DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN DALLAS, TEXAS 75201 THURSDAY, JANUARY 26, 2017 (9:00 A.M.)

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.
- 6. Deliberations regarding Economic Development negotiations. Section 551.087 of the T.O.M.A.

<u>Handgun Prohibition Notice for Meetings</u> <u>of Governmental Entities</u>

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DRAFT

Park and Recreation Board
Dallas City Hall
1500 Marilla Street – Room 6FN
Dallas, Texas 75201
January 12, 2017 – 9:00 A.M.

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 A. Rollins, Rodney Schlosser, Paul Sims, Robb P. Stewart, Yolanda F. Williams – 15

Absent: None

President Wells convened the regular meeting at 9:06 a.m. A quorum of the Board was present.

Agenda Item 1. Speakers:

- 1. Cannon Flowers, Senior Affairs Commission, Council District 7 regarding Senior Programs
- 2. Delia Jasso regarding the 2017 Bond Program

<u>Agenda Item 2.</u> A motion by Sean Johnson, seconded by Barbara Barbee, for approval of Minutes of the December 15, 2016 Park and Recreation Board Meeting, was carried. The vote was unanimous.

CONSENT AGENDA (ITEMS 3 - 4)

ADMINISTRATION AND FINANCE COMMITTEE - MISCELLANEOUS

Agenda Item 3. Norbuck Park (10) – A motion by Raquel Rollins, seconded by Jesse Moreno, to authorize an alcohol permit request for Tanna Wood, with Racing Systems, to serve alcohol at a the Too Cold to Hold 5K Run at Norbuck Park located at 400 N. Buckner, on Sunday, January 29, 2017 from 6:00 a.m. – 12:00 p.m. - Estimated Revenue: \$3,850 [This is a recurring event], was carried. The vote was unanimous.

BACKGROUND

The Park and Recreation Board has the authority by City Code (Sec.32-11.2(3) to approve alcohol consumption on park property. A request has been received from Tanna Wood, with Racing Systems, to serve alcohol at the Too Cold to Hold 5K event being held at Norbuck Park located at 400 N. Buckner on Sunday, January 29, 2017 from 6:00 a.m. to 12:00 p.m. The 5K Run will also include music, food and beverage. This is a recurring event with an estimated attendance of 1500.

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 Naming the City of Dallas as an Additional Insured as specified by the City's Risk Management Office and restricting alcohol consumption to a designated enclosed area staffed by the Dallas Police Department.

Park and Recreation Board approval for issuance of an alcohol permit for Tanna Wood with Racing Systems is requested.

FISCAL INFORMATION

Event organizers will pay a \$250 alcohol permit fee, \$3,600 special event fee and a \$450 refundable cleanup deposit – Estimated Revenue: \$3,850.

DRAFT

<u>Agenda Item 4.</u> Park and Recreation Department (All) – A motion by Raquel Rollins, seconded by Lawrence Jones, to authorize acceptance and deposit of \$142,992 from the WellMed Charitable Foundation, in accordance with the Park and Recreation Board Sponsorship Policy, for the purpose of sponsoring annual registration cards and monthly program enrollment fees for seniors age 60 and over – Financing: Donation, was carried. The vote was unanimous.

BACKGROUND

On August 20, 2015, the Park and Recreation Board approved the Sponsorship and Marketing Revenue Policy. The policy's intent is to provide greater flexibility in generating sponsorship marketing revenue which would be deposited into a City of Dallas Park and Recreation Department multi-year fund to be solely distributed as detailed in the sponsorship agreement with a sponsor or corporate partner. Sponsorship agreements may not conflict with existing contracts for goods, services, or concessions.

This policy requires that on an annual basis, the Dallas Park and Recreation Board review and approve a list of all programs, events or other known activities with a sponsorship valuation in excess of \$50,000. Once approved, the Director or their designee may solicit sponsorship opportunities for the benefit of the Dallas Park and Recreation Department.

The WellMed Charitable Foundation and Dallas Park and Recreation Department's Senior Program Division share a common vision to enhance and increase senior programming at its 43 recreation center sites. This collaboration demonstrates a desire to work together in Dallas to help build exciting new programs for seniors throughout the Dallas area, and the desire to build a foundation for projects in the future. The WellMed Charitable Foundation's Board of Directors has approved a sponsorship opportunity that would allow the Dallas Park and Recreation Department to waive the 2017 annual Participant ID Card fee of \$10 per senior and the 2017 monthly program participant fee of \$5 for senior programs up to a cap of \$142,992 in 2017 based upon the provisions of this Sponsorship Agreement. The purpose of this sponsorship is to reduce financial barriers for participants engaged in the Senior Programs.

The Agreement will be subject to the following terms:

- 1. The sponsorship award letter provided on December 14, 2016 anticipates a funding period of January 1, 2017 thru December 31, 2017.
- 2. WellMed will fund the cost of the \$10 annual participant cards and \$5 monthly program fees not to exceed \$142,992 for the Active Senior and Adult Programs for seniors age 60 and over. Payment will be submitted within 21 days of approval.
- 3. City will agree to use the approved logo(s) of the WellMed Charitable Foundation on promotional and senior program marketing material during the period of January 1, 2017 thru December 31, 2017.
- 4. City will agree to submit quarterly participation reports as requested by the WellMed Charitable Foundation.

FISCAL INFORMATION

WellMed Charitable Foundation Sponsorship: \$142,992 (Donation)

BRIEFINGS

<u>Agenda Item 5.</u> Texas Open Meetings Act Briefing, presented by Bertram Vandenberg, Assistant City Attorney, City of Dallas.

Agenda Item 6. Tennis Centers Program Overview and Contract Status Update introduced by John Jenkins, Deputy Director, Park and Recreation Department and presented by John Lawrence, Senior Park Manager, Park and Recreation Department.

DRAFT

Agenda Item 7. Dallas Park and Recreation Strategic Plan Update and 2017 Work Plan presented by Ryan O'Connor, Senior Park Manager, Park and Recreation Department.

OTHER/NON-ACTION ITEMS

Agenda Item 8. 2017 Bond Program Update presented by Willis Winters, Director, Park and Recreation Department.

<u>Agenda Item 9.</u> FY 2016-17 Budget Update presented by John Jenkins, Deputy Director, Park and Recreation Department.

Agenda Item 10. Committee Reports, no reports given.

Agenda Item 11. 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:

Barbara Barbee: Texas Discovery Gardens.

<u>Agenda Item 12.</u> Staff Announcements – Upcoming Park and Recreation Department Events:

Willis Winters announced future Park and Recreation Board Briefings.

Agenda Item 13. President Wells announced the next Park and Recreation Board regular meeting on Thursday, January 26, 2017.

Agenda Item 14. President Wells adjourned the Board meeting at 11:59 a.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.

MEMORANDUM



DATE:

January 20, 2017

TO:

Max W. Wells, President, and

Members of the Dallas Park and Recreation Board

SUBJECT: January 26, 2017 Park and Recreation Board Briefings

On Thursday, January 26, 2017, the following briefings will be presented to the Dallas Park and Recreation Board:

- 2016 State Fair of Texas Highlights:
 Daniel Huerta, Assistant Director, Park and Recreation Department
- Park Ranger Program:
 Oscar Carmona, Assistant Director, Park and Recreation Department
- Discussion of Tennis Professionals Contracts Request for Proposal Update: John Jenkins, Deputy Director, Park and Recreation Department

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

Willis C. Winters, FAIA, FAAPRA, Director

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Park and Recreation Department

Memorandum



DATE January 20, 2017

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

SUBJECT Tennis Professionals Contracts Request for Proposal Update

The purpose of this memorandum is to update the Park and Recreation Board on the status of the tennis professionals contracts Request for Proposal (RFP) process undertaken by the department since our last briefing on the matter January 12, 2017. At the last briefing, board members stressed the need to identify specific rate structures

Below is a table summarizing some of the areas within the previous RFP and recommended changes to the RFP process for new contracts in 2017.

Proposal Item	2004 RFP	2017 RFP
Certified tennis professional through U.S. Tennis Association	Required	Required
Minimum 3 years' experience with management of tennis center	Yes	Yes
Financial statement and financial plan to demonstrate ability to secure loans or line of credit necessary to manage tennis center	Not required in prior RFP	Required in existing RFP
Maintain a court reservation book	City provided court reservation sheets	Prefer tennis pro to maintain an electronic court reservation system
Monthly stipend paid to Kiest (\$1000) and a monthly stipend paid to Samuell Grand (\$700)	Yes	Continue at Kiest
Tennis center manager will pay a minimum of 50% of revenue generated for specified court fees (see table below)	Yes	Yes
Tennis center manager may recommend court fee changes within a agreed to range (see table below)	Not allowed	Recommend approval to allow for competitive pricing and the ability of the tennis center manager to change pricing based on market

"Dallas, The City That Works: Diverse, Vibrant and Progressive."

January 20, 2017 Tennis Professionals Contracts Request for Proposal Update Page Two

Proposal Item	2004 RFP	2017 RFP
Cash registers are provided by the City	Yes	Tennis center manager will provide once the existing registers are no longer serviceable
City provides nets, windscreens and court accessories	Yes	Recommend tennis center manager to provide nets, windscreens and court accessories
City provides phone and pays utilities	Yes	Yes
Tennis center manager may provide Capital Improvements to the center	Not specifically identified in the current agreements	RFP would allow for center managers to include capital improvements (e.g., court resurfacing) to enhance the competitiveness of their RFP
Tennis center manager pay a commission to City on other revenues (instruction, merchandise, etc.)	Not required within the current contract	RFP would encourage responders to include a commissions payment to the City based on their range of commissions for the average three (3) prior operating years – for example: Kiest – 1.5% Samuell Grand – 3% L. B. Houston – 2% Fretz – 2% Fair Oaks – 2%

Below is a table providing a recommended allowable range of court reservation fees for each tennis center. This range would allow for the tennis center manager to set pricing based on market demands.

Fees	Fair Oaks	Fretz	Kiest	Samuell Grand	L. B. Houston
Regular and League	\$2.50 to	\$3.00 to	\$2.50 to	\$2.50 to	\$3.00 to
Play	\$3.50 per	\$4.00 per	\$3.50 per	\$3.50 per	\$4.00 per
	person	person	person	person	person
Tournaments	\$5.00 to	\$6.00 to	\$5.00 to	\$5.00 to	\$6.00 to
	\$6.50 per	\$7.50 per	\$6.50 per	\$6.50 per	\$7.50 per
	court	court	court	court	court

January 20, 2017 Tennis Professionals Contracts Request for Proposal Update Page Three

Commissions have never been part of a tennis center manager contract in the past however, in an effort to allow for a scale of commissions, the following is being proposed.

Average Gross Sales (Other Revenue) for previous three operating years	Commissions Percentage
Less than \$100,000 annually	1.5%
100,001 to 299,999	2%
\$300,000 to 399,999	3%
\$400,000 to 499,999	4%
\$500,000 or more	5%

If you have any questions, please feel free to contact me.

John D. Jenkins Deputy Director

Park and Recreation Department

C: Willis C. Winters, Director, Park and Recreation Department