



City of Dallas

PARK AND RECREATION BOARD AGENDA

**THURSDAY, JUNE 2, 2016
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
214-670-4078**

**8:30 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
12:30 pm: Marketing Committee, Room 6FS**

MEMORANDUM

RECEIVED

2016 MAY 27 PM 3: 15



DATE: May 27, 2016

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 – June 2, 2016 – 8:30 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, June 2, 2016 at Dallas City Hall, 1500 Marilla Street, Room 6FS, Dallas, Texas 75201 at 8:30 a.m.

AGENDA

ACTION ITEMS

PARK BOARD AGENDA ITEM NO. 3 – Fair Park (7) – Consider a one-year agreement with the Dallas Wind Symphony, now known as Dallas Winds, for use of the Band Shell at Fair Park located at 1465 First Avenue – Estimated Revenue: \$1,000

PARK BOARD AGENDA ITEM NO. 4 - Park and Recreation Department (All) – Consider recommendation to the Dallas City Council to amend Chapters 32 and 41 of the Dallas City Code to prohibit smoking on park grounds, with limited exceptions – Financing: This action has no cost consideration to the City [This item was deferred by the full Board on December 17, 2015; Committee discussion on January 7, 2016, January 21, 2016, February 4, 2016; Committee consideration on February 18, 2016; deferred by the full Board on March 10, 2016; Committee discussion on April 7, 2016, April 21, 2016, May 5, 2016, May 19, 2016]

PARK BOARD AGENDA ITEM NO. 5 – Fair Park (7) – Consider a Resolution of the City of Dallas Park and Recreation Board supporting application for the designation of Fair Park located at 3809 Grand Avenue, as a cultural district as deemed by the Texas Commission on the Arts – Financing: No cost consideration to the City

NON-ACTION ITEM

1. Park Partnership Policy Review and Recommendation



DATE: May 27, 2016

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 – June 2, 2016 – 8:30 a.m.
Dallas City Hall – 1500 Marilla Street – Room 6FS – Dallas, Texas 75201


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

"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."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), 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 a la vista."

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

MEMORANDUM

RECEIVED



DATE: May 27, 2016

2016 MAY 27 PM 3:16

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

CITY SECRETARY
DALLAS, TEXAS

SUBJECT: Notice of Meeting – Thursday – June 2, 2016 – 8:00 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, June 2, 2016 at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 8:00 a.m.

AGENDA

ACTION ITEMS

PARK BOARD AGENDA ITEM NO. 6 – Singing Hills Recreation Center (8) – Consider a contract with MART, Inc., best value proposer of four, for a new recreation center at Singing Hills Recreation Center located at 6805 Patrol Way – Not to exceed \$4,470,001 – Financing: Park and Recreation Program Funds (\$500,000), Capital Construction Funds (\$900,000), 2006 Bond Funds (\$147,082), and General Obligation Commercial Paper Funds (\$2,922,919)

PARK BOARD AGENDA ITEM NO. 7 – Park and Recreation Department (All) – Consider approval of a Memorandum of Understanding with the Trust for Public Land (TPL) in order to implement the proposed Smart Growth for Dallas program – Financing: No cost consideration to the City

PARK BOARD AGENDA ITEM NO. 8 – Pacific Plaza (14) – Consider the preparation of a development agreement with Pacific Plaza, LLC for schematic design of Pacific Plaza located at 401 North Harwood Street – Financing: No cost consideration to the City

NON-ACTION ITEM

1. Proposed Dallas Park and Recreation Board Plaque and Interpretive Signage Policy (continued)

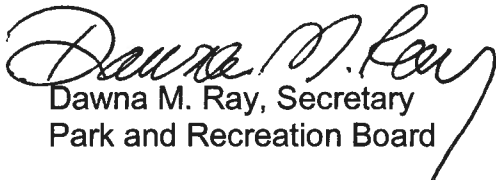
MEMORANDUM – PAGE 2



DATE: May 27, 2016

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 – June 2, 2016 – 8:00 a.m.
Dallas City Hall – 1500 Marilla Street – Room 6FN – Dallas, Texas 75201


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

"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."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

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

MEMORANDUM

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2016 MAY 27 PM 3: 16

CITY SECRETARY
DALLAS, TEXAS

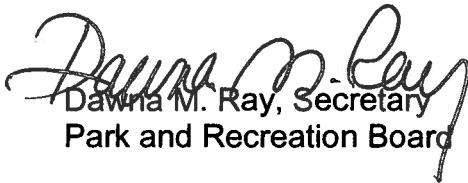


DATE: May 27, 2016

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

SUBJECT: Notice of Regular Meeting – Thursday – June 2, 2016 – 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, June 2, 2016 at Dallas City Hall, 1500 Marilla Street, Room 6FN, Dallas, Texas 75201 at 9:00 a.m. A copy of the agenda is attached.


Dawnna 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

REVISED
DALLAS PARK AND RECREATION BOARD AGENDA
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, JUNE 2, 2016
(9:00 A.M.)

RECEIVED
2016 MAY 27 PM 4:57
CITY SECRETARY
DALLAS, TEXAS

MEETINGS:

- 8:30 am: Administration and Finance Committee – Room 6FS
 - 8:00 am: Planning and Design Committee – Room 6FN
 - 9:00 am: Park and Recreation Board Meeting – Room 6FN
 - 12:30 pm: Marketing Committee – Room 6FS
(Public Speakers sign in by 8:30 a.m.)
-

1. Speakers
2. Approval of Minutes of the May 19, 2016 Park and Recreation Board Meeting

CONSENT AGENDA (ITEMS 3-8)

ADMINISTRATION AND FINANCE COMMITTEE – MISCELLANEOUS

3. Fair Park (7) – Authorize a one-year agreement with the Dallas Wind Symphony, now known as Dallas Winds, for use of the Band Shell at Fair Park located at 1465 First Avenue – Estimated Revenue: \$1,000
4. Park and Recreation Department (All) – Authorize a recommendation to the Dallas City Council to amend Chapters 32 and 41 of the Dallas City Code to prohibit smoking on park grounds, with limited exceptions – Financing: This action has no cost consideration to the City [This item was deferred by the full Board on December 17, 2015; Committee discussion on January 7, 2016, January 21, 2016, February 4, 2016; Committee consideration on February 18, 2016; deferred by the full Board on March 10, 2016; Committee discussion on April 7, 2016, April 21, 2016, May 5, 2016, May 19, 2016]
5. Fair Park (7) – Authorize a Resolution of the City of Dallas Park and Recreation Board supporting application for the designation of Fair Park located at 3809 Grand Avenue, as a cultural district as deemed by the Texas Commission on the Arts – Financing: No cost consideration to the City

PLANNING AND DESIGN COMMITTEE – CONTRACT AWARDS

6. Singing Hills Recreation Center (8) – Authorize a contract with MART, Inc., best value proposer of four, for a new recreation center at Singing Hills Recreation Center located at 6805 Patrol Way – Not to exceed \$4,470,001 – Financing: Park and Recreation Program Funds (\$500,000), Capital Construction Funds (\$900,000), 2006 Bond Funds (\$147,082), and General Obligation Commercial Paper Funds (\$2,922,919)

DALLAS PARK AND RECREATION BOARD REVISED AGENDA – PAGE 2
DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, JUNE 2, 2016
(9:00 A.M.)

CONSENT AGENDA (Continued)

PLANNING AND DESIGN COMMITTEE – MISCELLANEOUS

7. Park and Recreation Department (All) – Authorize approval of a Memorandum of Understanding with the Trust for Public Land (TPL) in order to implement the proposed Smart Growth for Dallas program – Financing: No cost consideration to the City
8. Pacific Plaza (14) – Authorize the preparation of a development agreement with Pacific Plaza, LLC for schematic design of Pacific Plaza located at 401 North Harwood Street – Financing: No cost consideration to the City

BRIEFINGS

9. Audit of Fair Park Business Partners Oversight:
John Jenkins, Deputy Director, Park and Recreation Department
10. State Fair of Texas Contract Briefing:
Daniel Huerta, Assistant Director, Park and Recreation Department

WORK SESSION (11:00 a.m. – 12:00 p.m.)

11. Proposed Management Agreement with Fair Park Texas Foundation

OTHER/NON-ACTION ITEMS

12. FY2016/17 Budget Update:
John Jenkins, Deputy Director, Park and Recreation Department
13. Trinity Standing Wave Update
14. Committee Reports
15. 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
16. Staff Announcements – Upcoming Park and Recreation Department Events

DALLAS PARK AND RECREATION BOARD REVISED AGENDA – PAGE 3
DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, JUNE 2, 2016
(9:00 A.M.)

OTHER/NON-ACTION ITEMS

17. Next Park and Recreation Board Regular Meeting: Thursday, June 16, 2016

18. 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.

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Regular Meeting: Max W. Wells, President, presiding

Present: Max W. Wells, President; Jesse Moreno, Vice President; Celina Barajas, Barbara A. Barbee, Sean Johnson, Lawrence S. Jones, Amy W. Monier, Susan Rader, Marlon Rollins, Raquel Rollins, Rodney Schlosser, Paul Sims, Robb Stewart, Yolanda F. Williams – 14

Absent: Lawrence Hochberg – 1

Agenda Item 1. No speakers.

Agenda Item 2. A motion by Lawrence Jones, seconded by Raquel Rollins, for approval of minutes of the May 5, 2016 Park and Recreation Board Meeting, was carried. The vote was unanimous.

CONSENT AGENDA (ITEMS 3-9)

ADMINISTRATION AND FINANCE COMMITTEE – MISCELLANEOUS

Agenda Item 3. Fair Park (7) – A motion by Rodney Schlosser, seconded by Barbara Barbee, to authorize a service contract for upgrades to the electronic video scoreboard computers and controllers at the Cotton Bowl Stadium in Fair Park located at 3750 The Midway from Daktronics, Inc., through Texas Association of School Boards (Buyboard) – Total not to exceed \$83,000 – Financing: Fair Park Special Maintenance Funds, was carried. The vote was unanimous.

BACKGROUND

DRAFT

The electronic video scoreboard at the Fair Park Cotton Bowl is used for collegiate and high school football games, international soccer matches, and other events. The Daktronics electronic video scoreboard was installed in 2007 as part of the Phase I Stadium Improvements approved by City Council on August 9, 2006 (Resolution 06-2070), and at the time was the second largest board in Texas. The video screen capability includes streaming of live video, instant replay, animation, graphics, and other fan related information using full color LED technology.

The computers and controllers (hard drives) needed for operating the video scoreboard are in need of replacement. By replacing the hard drives, it insures board functionality and compatibility and extends the life of the video scoreboard. In the last two years the board has failed on two occasions, and one of two computers is non-operational which leaves no backup to the system. If the second computer goes down the entire system will fail leaving Cotton Bowl Stadium unable to support television broadcasting, fulfill sponsorship and advertising obligations, and will negatively impact the spectator experience.

This transaction will provide turn-key, on-site installation and testing of replacement computers and controllers needed for the operation of the scoreboard. On-site operator training will also be provided. The Texas Association of School Boards (BuyBoard), conforms to the requirements of Texas Statutes that are applicable for competitive bids and proposals, in accordance with the Interlocal Cooperation Act, Chapter 791, Texas Government Code. In addition, BuyBoard receives bids from manufacturers and dealers throughout the United States.

Agenda Item 4. Kiest Park (4) – A motion by Rodney Schlosser, seconded by Babara Barbee, to authorize an alcohol permit request for Ryan Holdhusen, representing the North American Gay Amateur Athletic Association, to serve alcohol at the national softball tournament being held at the Kiest Softball Complex in Kiest Park located at 3080 South Hampton Road on Saturday, May 28, 2016 through Sunday, May 29, 2016 from 9:00 a.m. – 11:00 p.m. – Estimated Revenue: \$2,400, 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 made by Ryan Holdhusen, with the North American Gay Amateur Athletic Association (NAGAAA), to serve alcohol from 9:00 a.m. to 11:00 p.m. at their National Tournament being held at the Kiest Softball Complex located at 3078 S. Hampton Road on Saturday, May 28, 2016 through Sunday, May 29, 2016. Dallas last hosted the NAGAAA Tournament during September 2014. There will be more than 600 participants and fans from five member cities.

The Alcoholic Beverage Permit Conditions document has been given to the event organizers who will be required to meet all 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 Dallas Police.

FISCAL INFORMATION

Event organizers will pay \$2150 in field fees, \$250 alcohol permit fee, and \$450 refundable damage/cleanup deposit.

PLANNING AND DESIGN COMMITTEE – CONTRACT AWARDS

Agenda Item 5. Elm Fork Shooting Sports (6) – A motion by Amy Monier, seconded by Rodney Schlosser, to authorize a contract with Henneberger Construction, Inc., lowest responsible bidder of five, for fire line and fire lane improvements at Elm Fork Shooting Sports located at 10751 Luna Road – Not to exceed \$267,512 – Financing: 2006 Bond Funds (\$217,512) and Park and Recreation Beautification Funds (\$50,000), was carried. The vote was unanimous.

WHEREAS, on April 8, 2016, five bids were received for fire line and fire lane improvements at Elm Fork Shooting Sports located at 10751 Luna Road.

<u>Bidders</u>	<u>Total Bid</u>
Henneberger Construction, Inc.	\$267,512
MART, Inc.	\$279,000
Northstar Construction, LLC	\$331,992
Wall Enterprises	\$334,712
DENCO Construction Corporation	\$337,450

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 contract with Henneberger Construction, Inc. for fire line and fire lane improvements at Elm Fork Shooting Sports, in an amount not to exceed \$267,512.

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

SECTION 3. That the Chief Financial Officer is hereby authorized to disburse an amount not to exceed \$267,512 to Henneberger Construction, Inc., as follows:

(2006) Park and Recreation Facilities Improvement Fund
 Fund 1T00, Department PKR, Unit T046, Object 4599
 Activity CCSS, Program PK6T046.10, CT-PKR16019546
 Commodity 91200, Vendor 331939 \$217,512

Park and Recreation Beautification Fund
 Fund 0641, Department PKR, Unit 8018, Object 4599
 Activity PK09, Program PK6T046.10, CT-PKR16019546
 Commodity 91200, Vendor 331939 \$50,000

Total amount not to exceed \$267,512

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.

Agenda Item 6. Hamilton Park (10) – A motion by Amy Monier, seconded by Barbara Barbee, to authorize a contract with Going Forward, Inc., best value proposer of three, for pavilion repairs at Hamilton Park located at 12225 Willowdell Drive – Not to exceed \$154,000 – Financing: 2006 Bond Funds, was carried. The vote was unanimous.

WHEREAS, on April 1, 2016, three proposals were received for pavilion repairs at Hamilton Park located at 12225 Willowdell Drive; and

<u>Proposer's</u>	<u>Base Price</u>	<u>Alter. Nos. 1 and 2**</u>	<u>Total Price</u>	<u>Scores</u>
Going Forward, Inc.	\$138,000	\$16,000	\$154,000	4410.00
DENCO CS Corporation	\$242,769	\$12,700	\$255,469	3486.05
MART, Inc.	\$285,000	\$15,000	\$300,000	3354.30

**Alternate No. 1 - provides for painting of concrete roof canopies and supporting columns after repairs.

**Alternate No. 2 - provides for painting of the existing decorative concrete masonry after repair.

Note: The best and final offer from Going Forward, Inc. for Base Price and Alternate Nos. 1 and 2 was for \$154,000.

WHEREAS, it has been determined that acceptance of the best and final offer from Going Forward, Inc., in an amount not to exceed \$154,000 is the best value for the City of Dallas.

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 contract with Going Forward, Inc. for pavilion repairs at Hamilton Park, in an amount not to exceed \$154,000.

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

SECTION 3. That the Chief Financial Officer is hereby authorized to disburse an amount not to exceed \$154,000 from (2006) Park and Recreation Facilities Improvement Fund, Fund BT00, Department PKR, Unit T161, Object 3210, Activity RFSI, Program PK06T161, CT-PKR16019951, Commodity 91200, Vendor VS91499.

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.

Agenda Item 7. Kiest Park (4) – A motion by Amy Monier, seconded by Barbara Barbee, to authorize a contract with Casto Solano for the fabrication and installation of a site-specific artwork at Kiest Park located at 3080 South Hampton Road – Not to exceed \$75,200 – Financing: 2006 Bond Funds and donated funds from the Oak Cliff Foundation approved by Council Resolution No. 15-0952, was carried. The vote was unanimous.

WHEREAS, Chapter 2, Article X of the Dallas City Code establishes a Public Art Program to include works of art and design services of artists for certain City capital improvement projects; and

WHEREAS, in carrying out the intent of the Public Art Program, the Office of Cultural Affairs, working with the Cultural Affairs Commission and the Park and Recreation Board, has identified a public art project, attached hereto as "Concept Design", to be located at Kiest Park (3080 South Hampton Road), which will honor and celebrate the contributions of Jimmie Lee Vaughan and Stevie Ray Vaughan, known as the Vaughan Brothers, to the City's rich creative culture; and

WHEREAS, Casto Solano was selected for the project and was approved by the Public Art Committee of the Cultural Affairs Commission, the full Cultural Affairs Commission, the Planning and Design Committee of the Park and Recreation Board, and the full Park and Recreation Board; and

WHEREAS, \$47,200.00 is available from 2006 Bond Funds to support the design, fabrication and installation of a site specific artwork; and

WHEREAS, the Oak Cliff Foundation has contributed \$68,000 in support of this project, of which \$28,000 is for design, fabrication and installation of the artwork, and the remaining funds are designated to support future maintenance needs.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

Section 1. That following approval as to form by the City Attorney, the City Manager is hereby authorized to execute a contract with C Solano SL to design, fabricate and install a site-specific artwork at Kiest Park located at 3080 South Hampton Road.

Section 2. That the Chief Financial Officer is hereby authorized to disburse payments to C Solano SL from the following appropriations in an amount not to exceed \$75,200.00:

<u>Fund</u>	<u>Dept</u>	<u>Unit</u>	<u>Obj</u>	<u>Amount</u>	<u>Program #</u>	<u>Encumbrance #</u>	<u>Vendor #</u>
1T00	PKR	N810	4425	\$47,200.00	PKKIESTPA	PKR16019554	VC15555
0530	PKR	P958	4425	\$28,000.00	PKKIESTPA	PKR16019554	VC15555

Section 3. 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 – MISCELLANEOUS

Agenda Item 8. Hines Park (6) – A motion by Amy Monier, seconded by Barbara Barbee, to authorize preparation of a Multiple Use Agreement with Texas Department of Transportation for the development and maintenance of a natural surface loop trail at Hines Park located at 9700 Harry Hines Boulevard – Financing: No cost consideration to the City, was carried. The vote was unanimous.

WHEREAS, the City desires to construct a natural surface loop trail and other trail improvements at Hines Park located at 9700 Harry Hines Boulevard and in the adjacent Texas Department of Transportation (TxDOT) right-of-way as shown in Exhibits A, B and C; and

WHEREAS, this trail will facilitate public access to the park and wetland for enjoyment and wildlife viewing; and

WHEREAS, the Multiple Use Agreement is only for the portions of the trail which enter TxDOT right-of-way; and

WHEREAS, the City of Dallas Park and Recreation Department will construct, operate, and maintain the trail.

Now, Therefore,

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

SECTION 1. That the President of the Park and Recreation Board and the City Manager are hereby authorized to enter into a Multiple Use Agreement with the Texas Department of Transportation for the construction and maintenance of a natural surface loop trail in Hines Park and the adjacent TxDOT right-of-way.

SECTION 2. 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.

Agenda Item 9. Moss Glen Park (12) – A motion by Amy Monier, seconded by Barbara Barbee, to authorize an application for a matching grant through the Collin County Parks and Open Space Project Funding Assistance Program in the amount of approximately \$690,000 for development of Moss Glen Park located at 5200 Bentwood Trail – Financing: This action has no cost consideration to the City, was carried. The vote was unanimous.

WHEREAS, the Collin County Parks Foundation Advisory Board is accepting *Park and Open Space Project Funding Assistance Program* grant applications for the development, expansion, and improvement of parks in Collin County under its 2007 Park and Open Space bond proposition; and

WHEREAS, the City of Dallas is fully eligible to receive assistance under the Collin County Park and Open Space grant program; and

WHEREAS, the City of Dallas is desirous of authorizing an official to represent and act for the applicant in dealing with Collin County concerning this program.

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 of Dallas, Park and Recreation Department hereby certifies that it is eligible to receive assistance under this program.

SECTION 2. That the City of Dallas, Park and Recreation Department hereby certifies that the matching share for this application is available through 2006 Bond Funds and the value of undeveloped parkland based on the fair market value as determined by an independent appraisal.

SECTION 3. That the President of the Park and Recreation Board and the City Manager are hereby authorized to apply for a grant from Collin County, for an estimated total of \$660,000, and to execute any and all documents required by the grant.

SECTION 4. That the City Manager hereby authorizes and directs the Director of the Park and Recreation Department or its designee to represent and act for the City in dealing with the Collin County; and is hereby officially designated as the representative in this regard.

SECTION 5. That the City Manager hereby specifically authorizes the Park and Recreation Department to make application to Collin County concerning the site known as Moss Glen Park in the City of Dallas for use as a park site.

SECTION 6. 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.

ITEM FOR DISCUSSION

Agenda Item 10. Park and Recreation Board Meetings and Briefings presented by John Jenkins, Deputy Director, Park and Recreation Department. A straw vote resulted in the Board changing meeting times as follows: 8:00 a.m. Committee Meetings; 9:00 a.m. Regular Park Board Meeting; Work Sessions as needed.

BRIEFINGS

Agenda Item 11. Dallas Bikeway System introduced by Louise Elam, Interim Assistant Director, Park and Recreation Department and presented by Jared White, Bicycle Transportation Manager for City of Dallas.

Agenda Item 12. Dallas County Trail Partnership introduced Louise Elam, Interim Assistant Director, Park and Recreation Department and presented by Wayne Smith, President of Friends of The Katy Trail.

Agenda Item 13. Katy Trail Master Plan introduced by Louise Elam, Interim Assistant Director, Park and Recreation Department and presented by Jason Ney, Manager, Park Planning and Acquisitions.

OTHER/NON-ACTION ITEMS

Agenda Item 14. Committee Reports, deferred.

Agenda Item 15. Trinity Standing Wave Update presented by Louise Elam, Interim Assistant Director, Park and Recreation Department.

Agenda Item 16. Closed Executive Session - Trinity Standing Wave Update - 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.), cancelled.

OTHER/NON-ACTION ITEMS

Agenda Item 17. 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:

Amy Monier: Cultural Affairs Commission.

Barbara Barbee: Texas Discovery Gardens and Friends of Oak Cliff Parks.

Agenda Item 18. Staff Announcements – Upcoming Park and Recreation Department Events:

Louise Elam: Preservation Awards: Kiest Pergola Reconstruction and Sharrock-Niblo Cabin.

Oscar Carmona: Ribbon-Cuttings at Coombs Creek Trail Extension and Fitness Station, Santa Fe Trail Extension, Urbandale Playground.

Daniel Huerta: Bahama Beach Opening, 2016 Community Pools Season, Fair Park Centennial 80th Anniversary Celebration.

Crystal Ross: Senior Days at the Texas Horse Park.

Agenda Item 19. President Wells announced next Park and Recreation Board Regular Meeting on Thursday, June 2, 2016.

Agenda Item 20. President Wells adjourned the Board meeting at 12:25 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.

DRAFT

**DALLAS PARK AND RECREATION BOARD
AGENDA INFORMATION SHEET**

DATE: June 2, 2016

COUNCIL DISTRICT(S): 7

STAFF: Daniel Huerta, 214-670-8483

SUBJECT

Authorize a one-year agreement with the Dallas Wind Symphony, now known as Dallas Winds, for use of the Band Shell at Fair Park located at 1465 First Avenue – Estimated Revenue: \$1,000

BACKGROUND

The Dallas Wind Symphony has used the Band Shell at Fair Park for concerts, office space, and temporary storage and display of museum exhibits since 1993. The Park Board initially approved a five-year agreement with two one-year options for use of the Band Shell on September 16, 2004. Since that time the Board has authorized five one-year agreements, the current which will expire on September 30, 2016.

During the 2014-2015 season, the Dallas Wind Symphony performed at Fair Park Fourth and Dog Bowl. The Dallas Wind Symphony also performed at the Fair Park Sparks! and the Fair Park Fourth events to support efforts of Fair Park Administration and Friends of Fair Park.

The Dallas Wind Symphony wishes to enter into a one-year agreement with the City of Dallas in accordance with the following deal points:

1. Term of the agreement will be from October 1, 2016 to September 30, 2017.
2. City will provide office space and non-exclusive use of the Band Shell for the purpose of conducting concerts by the Dallas Wind Symphony.
3. Dallas Wind Symphony shall provide a minimum of three performances at Fair Park during the term of this agreement and schedule such in a manner which shall not conflict with other Fair Park activities.
4. City will retain all parking and food and beverage concession revenues.
5. City shall be responsible for all the utilities including electricity, gas, water and sanitation services.

Authorize a one-year agreement with the Dallas Wind Symphony, now known as Dallas Winds, for use of the Band Shell at Fair Park located at 1465 First Avenue – Estimated Revenue: \$1,000 - June 2, 2016 - Page 2

BACKGROUND (Continued)

6. Dallas Wind Symphony accepts that this agreement is subject to the contract between State Fair of Texas Association Inc. and the City of Dallas.
7. Dallas Wind Symphony accepts the Premises in its current condition and agrees to return the Premises to the same condition at the conclusion of the Agreement.
8. Dallas Wind Symphony shall be responsible for acquiring all equipment needed to facilitate its operation.
9. Dallas Wind Symphony will provide monthly attendance reports to Fair Park Administration by the 5th of each month during the term of the contract.
10. Dallas Wind Symphony shall exercise every necessary precaution for the safety of the Premises and the protection of any and all persons or property located adjacent to or making passage through the Premises.
11. Dallas Wind Symphony shall pay for telephone services, office equipment and all personnel necessary to operate and maintain the Premises during the Term of this Agreement.
12. Dallas Wind Symphony shall establish office hours of operation subject to Director's approval.
13. Dallas Wind Symphony shall be responsible for the supervision of its staff (including any volunteers).
14. Dallas Wind Symphony shall be responsible for all security inside the Premises and the Director reserves the right to determine whether a particular event requires security services. In addition, City will not be liable for any loss or damage sustained by Dallas Wind Symphony in the execution of this Agreement.
15. Dallas Wind Symphony agrees to acknowledge City for its support in all appropriate printed materials and electronic media. City reserves the right to approve, in whole or in part, the form of such acknowledgements which Dallas Wind Symphony proposes to include in any printed and electronic materials.
16. Dallas Wind Symphony shall commence, defend and settle in good faith such legal actions or proceedings concerning the maintenance and operation of the Premises as are necessary or required in the opinion of the Dallas Wind Symphony, without involving the City and at no cost or liability to the City.

Authorize a one-year agreement with the Dallas Wind Symphony, now known as Dallas Winds, for use of the Band Shell at Fair Park located at 1465 First Avenue – Estimated Revenue: \$1,000 - June 2 - Page 3

BACKGROUND (Continued)

17. Dallas Wind Symphony understands that Director's approval may be necessary for approving any plans and specifications (including modifications) before starting construction on any improvements to the Premises.
18. Dallas Wind Symphony shall maintain or cause to be maintained all necessary license, permits and authorizations for the operation of the Premises.
19. Dallas Wind Symphony shall comply with all applicable Park and Recreation Board policies, city ordinances and other laws.
20. Dallas Wind Symphony shall conduct its operations in a clean, orderly and responsible manner, and shall comply at all times with existing ordinances and laws.
21. Dallas Wind Symphony shall provide all required insurance for fire, commercial liability, accident and injury and shall indemnify the City and name the City as an additional insured.
22. Dallas Wind Symphony agrees that the City may assign this contract.

Park Board consideration of this agreement with the Dallas Wind Symphony is being requested.

FISCAL INFORMATION

The City of Dallas will retain all parking and food and beverage revenues, less sales tax. Estimated Revenue is \$1,000.

COMMITTEE ACTION

The Administration and Finance Committee will consider this item on June 2, 2016 and will present a recommendation to the Park and Recreation Board on the same day. This item does not require City Council approval.

STAFF RECOMMENDATION

Staff recommends approval.

**DALLAS PARK AND RECREATION BOARD
AGENDA SHEET**

DATE: June 2, 2016

COUNCIL DISTRICT(S): All

STAFF: Oscar Carmona, 214-670-8871

SUBJECT

Authorize recommendation to the Dallas City Council to amend Chapters 32 and 41 of the Dallas City Code to prohibit smoking on park grounds, with limited exceptions – Financing: This action has no cost consideration to the City

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 consideration by the Administration and Finance Committee of the Park and Recreation Board.

The Committee has discussed the proposed changes over the past year with input from staff. After discussion with the committee and stakeholders, staff recommended an amendment to Chapter 41 of the Dallas City Code that would make it an offense for anyone to smoke on park property, with the following exceptions:

1. Allow partners, Fair Park tenants and special events to designate smoking areas based on criteria developed by the Park and Recreation Department.
2. Allow smoking on golf courses.
3. Allow smoking on park property by actors during filming or theatrical performances as permitted by the Office of Special Events.

On February 18, 2016, the Administration and Finance Committee discussed the exceptions and voted 4-3 to recommend to the Park and Recreation Board an outright ban on smoking outdoors on park property with no exceptions.

Authorize recommendation to the Dallas City Council to amend Chapters 32 and 41 of the Dallas City Code to prohibit smoking on park grounds, with limited exceptions – Financing: This action has no cost consideration to the City – June 2, 2016 – Page 2

BACKGROUND (Continued)

On March 10, 2016, the Park and Recreation Board deferred this item and sent the item back to the Administration and Finance Committee for further review.

On May 19, 2016, after further discussion, the Administration and Finance Committee recommended moving forward with a voting action item for the Committee on June 2, 2016, an amendment to Chapter 41 of the Dallas City Code that would make it an offense for anyone to smoke on park property, with the following exceptions:

1. Golf courses between the tee box of the 1st hole and the end of the green of the 18th hole, driving range and open portion of outdoor patios.
2. The Elm Fork Shooting Range.
3. Grandfathering existing contracts between partners and third parties for 12 months from date of implementation (Dallas Arboretum, Lee Park and Arlington Hall Conservancy).

FISCAL INFORMATION

This action has no cost consideration to the City.

PRIOR ACTION

Park and Recreation Board Briefing on November 6, 2014.

Administration and Finance Committee consideration on December 17, 2015.

Park and Recreation Board deferred the item on December 17, 2015.

Administration and Finance Committee discussion on January 7, 2016.

Administration and Finance Committee discussion on January 21, 2016.

Administration and Finance Committee discussion on February 4, 2016.

The Administration and Finance Committee considered this item on February 18, 2016, and voted to recommend that the Park and Recreation Board ban smoking outdoors on park property with no exceptions.

On March 10, 2016, the Park and Recreation Board deferred this item. The item was sent back to the Administration and Finance Committee for further review of the criteria for the three exceptions.

Administration and Finance Committee discussion on April 7, 2016.

Administration and Finance Committee discussion on April 21, 2016.

Authorize recommendation to the Dallas City Council to amend Chapters 32 and 41 of the Dallas City Code to prohibit smoking on park grounds, with limited exceptions – Financing: This action has no cost consideration to the City – June 2, 2016 – Page 3

PRIOR ACTION (Continued)

Administration and Finance Committee discussion on May 5, 2016.

Administration and Finance Committee discussion on May 19, 2016.

COMMITTEE ACTION

The Administration and Finance Committee and full Board will consider this item on June 2, 2016.

This item will require City Council approval.

ATTACHMENT

1. Chapter 41 of the Dallas City Code

Print

The Dallas City Code

CHAPTER 41 SMOKING

ARTICLE I. GENERAL PROVISIONS.

Sec. 41-1 . Definitions.

ARTICLE II. SMOKING PROHIBITIONS.

Sec. 41-2 . Smoking prohibited in certain areas.

Sec. 41-3 . Signage and other requirements.

Secs. 41-4 thru 41-5. Reserved.

ARTICLE III. RESERVED.

Secs. 41-6 thru 41-8. Reserved.

ARTICLE IV. ENFORCEMENT.

Sec. 41-9 . Penalties.

ARTICLE V. TOBACCO-PRODUCT VENDING MACHINES.

Sec. 41-10 . Definitions.

Sec. 41-11 . Tobacco-product vending machines prohibited; defenses.

Sec. 41-12 . Lock-out devices.

ARTICLE I. GENERAL PROVISIONS.

SEC. 41-1. DEFINITIONS.

In this chapter:

(1) BAR means an establishment principally for the sale and consumption of alcoholic beverages on the premises that derives 75 percent or more of its gross revenue on a quarterly (three-month) basis from the sale or service of alcoholic beverages, as defined in the Texas

Alcoholic Beverage Code, for on-premises consumption. If an establishment is located in a hotel or motel, the gross revenues of the particular establishment, rather than the gross revenues of the entire hotel or motel, will be used in calculating the percentage of revenues derived from the sale or service of alcoholic beverages.

(2) **BILLIARDS** means any game played on a cloth-covered table with balls and cue sticks where the balls are struck by the sticks and the balls strike against one another.

(3) **BILLIARD HALL** means an establishment that:

(A) holds a valid billiard hall license issued by the city under Chapter 9A of this code;

(B) has at least 12 billiard tables that are not coin-operated available for rent to persons desiring to play billiards on the premises; and

(C) derives 70 percent or more of its gross revenue on a quarterly (three-month) basis from the sale or service of alcoholic beverages, as defined in the Texas Alcoholic Beverage Code, for on-premises consumption and from the rental of billiard tables and billiard equipment to persons desiring to play billiards on the premises.

(4) **CIGAR BAR** means a bar that derives 15 percent or more of its gross revenue on a quarterly (three-month) basis from the sale or rental of tobacco, tobacco products, smoking implements, or smoking accessories for on-premises consumption.

(5) **DIRECTOR** means the director of the department designated by the city manager to enforce and administer this chapter, or the director's designated representative.

(6) **EATING ESTABLISHMENT** means any establishment that prepares or serves food or beverages, regardless of whether the establishment provides seating or facilities for on-premises consumption. The term includes, but is not limited to, restaurants, coffee shops, cafeterias, short order cafes, fast food establishments, luncheonettes, lunchrooms, soda fountains, food carts, food vending vehicles, and catering establishments.

(7) **EMPLOYEE** means any person who works for hire at an indoor or enclosed area including an independent contractor with an assigned indoor location.

(8) **EMPLOYER** means any person who employs one or more employees.

(9) **ENCLOSED** means an area that:

(A) is closed in overhead by a roof or other covering of any material, whether permanent or temporary; and

(B) has 40 percent or more of its perimeter closed in by walls or other coverings of any material, whether permanent or temporary.

(10) **HOSPITAL** means any institution that provides medical, surgical, and overnight facilities for patients.

(11) **MINOR** means any individual under 18 years of age.

(12) **PERSON** means an individual, firm, partnership, association, or other legal entity.

(13) **RETAIL OR SERVICE ESTABLISHMENT** means any establishment that sells goods or services to the general public, including but not limited to any eating establishment, bar, hotel, motel, department store, grocery store, drug store, shopping mall, laundromat, bingo parlor, bowling center, billiard hall, or hair styling salon.

(14) **SECOND-HAND SMOKE** means ambient smoke resulting from the act of smoking.

(15) **SMOKE OR SMOKING** means inhaling, exhaling, possessing, or carrying any lighted or burning cigar or cigarette, or any pipe or other device that contains lighted or burning tobacco or tobacco products.

(16) **TOBACCO SHOP** means a retail or service establishment that derives 90 percent or more of its gross revenue on a quarterly (three-month) basis from the sale of tobacco, tobacco products, or smoking implements.

(17) **WORKPLACE** means any indoor or enclosed area where an employee works for an employer. (Ord. Nos. 18961; 19648; 25168; 27440)

ARTICLE II. SMOKING PROHIBITIONS.

SEC. 41-2. SMOKING PROHIBITED IN CERTAIN AREAS.

- (a) A person commits an offense if he smokes:
- (1) in any indoor or enclosed area in the city;
 - (2) within 15 feet of any entrance to an indoor or enclosed area in the city; or
 - (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.
- (b) An owner, operator, or person in control of an indoor or enclosed area in the city commits an offense if he, either personally or through an employee or agent, permits a person to smoke in the indoor or enclosed area.
- (c) For purposes of this chapter, an indoor or enclosed area includes but is not limited to the following:
- (1) An elevator.
 - (2) A hospital or nursing home.
 - (3) Any facility owned, operated, or managed by the city.
 - (4) Any retail or service establishment.
 - (5) Any workplace.
 - (6) Any facility of a public or private primary or secondary school or any enclosed theater, movie house, library, museum, or transit system vehicle.
- (d) It is a defense to prosecution under Subsection (a)(1), (a)(3), or (b) of this section if the person was smoking in a location that was:
- (1) a private residence, except that this defense does not apply when the residence is being used as a child care facility, adult day care facility, or health care facility;
 - (2) a stage or set of a production of a television program, a theatrical presentation, or a motion picture or filming event where smoking by an actor or performer is essential to the production;
 - (3) a cigar bar that:
 - (A) was lawfully operating as a cigar bar on December 10, 2008 (except that this defense does not apply if the cigar bar is expanded, is relocated, or changes majority ownership after December 10, 2008);
 - (B) does not open into any other indoor or enclosed area in which smoking is prohibited under this section;
 - (C) is not generally accessible by a minor; and
 - (D) keeps all windows and doors closed at all times except as reasonably necessary for the expeditious entering and exiting of the cigar bar;
 - (4) a tobacco shop that:
 - (A) does not open into any other indoor or enclosed area in which smoking is prohibited under this section; and
 - (B) keeps all windows and doors closed at all times except as reasonably necessary for the expeditious entering and exiting of the tobacco shop;
 - (5) an unenclosed outdoor seating area associated with an indoor or enclosed area, including but not limited to a bar, hotel, motel, or eating establishment, except that this defense does not apply if:
 - (A) the outdoor seating area is adjacent to a playground or play area for children; or

(B) the location was posted as a nonsmoking area by the owner, operator, or person in control of the establishment or area with a sign complying with Section 41-3; or

(6) a private, rented guest room in a hotel or motel that has been designated as a smoking room by the owner, operator, or person in control of the hotel or motel.

(e) It is a defense to prosecution under Subsection (a)(2) of this section if the person was smoking in a location that was an unenclosed outdoor seating area associated with an indoor or enclosed area, including but not limited to a bar, hotel, motel, or eating establishment, except that this defense does not apply if:

(1) the outdoor seating area is adjacent to a playground or play area for children; or

(2) the location was posted as a nonsmoking area by the owner, operator, or person in control of the establishment or area with a sign complying with Section 41-3. (Ord. Nos. 18961; 19648; 21109; 21109; 21614; 25168; 27440)

SEC. 41-3. SIGNAGE AND OTHER REQUIREMENTS.

(a) The owner, operator, or person in control of an establishment or other area in which smoking is prohibited under Section 41-2(a)(1) or (a)(3) shall post a conspicuous sign at the main entrance to the establishment or area. The sign must contain the words "No Smoking, City of Dallas Ordinance," the universal symbol for no smoking, or other language that clearly prohibits smoking.

(b) The owner, operator, or person in control of an indoor or enclosed area to which the smoking prohibition of Section 41-2(a)(2) applies shall post a conspicuous sign at each entrance to the indoor or enclosed area. The sign must contain the words "No Smoking within 15 Feet of Entrance, City of Dallas Ordinance." The universal symbol for no smoking may be substituted for the words "No Smoking."

(c) The owner, operator, or person in control of an establishment or area in which smoking is prohibited under Section 41-2 shall remove all ashtrays from the establishment or area.

(d) It is a defense to prosecution under this section that the establishment or area is a location for which a defense to prosecution is provided under Section 41-2(d). (Ord. 27440)

SECS. 41-4 THRU 41-5. RESERVED.

(Repealed by Ord. 25168)

ARTICLE III. RESERVED.

SECS. 41-6 THRU 41-8. RESERVED.

(Repealed by Ord. 27440)

ARTICLE IV. ENFORCEMENT.

(a) A person who violates a provision of this chapter, or who fails to perform an act required of the person by this chapter, commits an offense. A person commits a separate offense each day or portion of a day during which a violation is committed, permitted, or continued.

(b) Unless specifically provided otherwise in this chapter, an offense under this chapter is punishable by a fine of \$200.

(c) The culpable mental state required for the commission of an offense under this chapter is governed by Section 1-5.1 of this code. (Ord. Nos. 18961; 19648; 21540; 25168; 27440)

ARTICLE V. TOBACCO-PRODUCT VENDING MACHINES.

SEC. 41-10. DEFINITIONS.

In this article:

(1) TOBACCO-PRODUCT VENDING MACHINE means any self-service device that, upon insertion of any coin, paper currency, token, card, key, or other item, dispenses one or more tobacco products. The term does not include any machine that is in storage, in transit, or otherwise not set up for use and operation, nor does it include any machine that is situated on a train, bus, or other public conveyance.

(2) RESTAURANT BAR means any area of an eating establishment, excluding the dining area:

(A) that is primarily devoted to the serving of alcoholic beverages for consumption by guests on the premises; and

(B) in which food service, if any, is only incidental to the consumption of alcoholic beverages. (Ord. Nos. 21540; 21613; 25168; 27440)

SEC. 41-11. TOBACCO-PRODUCT VENDING MACHINES PROHIBITED; DEFENSES.

(a) A person commits an offense if he owns or allows the display or use of any tobacco-product vending machine upon any property within the city.

(b) It is a defense to prosecution under Subsection (a) that the tobacco-product vending machine was:

(1) situated in a premises where entry by a minor is prohibited by law;

(2) situated in a hotel, motel, bar, or restaurant bar;

(3) located in a workplace with the permission of the employer, provided that:

(A) the employer usually has no person under 18 years of age employed at the workplace; and

(B) the tobacco-product vending machine is situated at a location within the workplace to which no person other than an employee of the workplace is usually permitted to have access; or

(4) located in an eating establishment and equipped with a lock-out device that was installed, maintained, and operated in compliance with Section 41-12. (Ord. Nos. 21540; 21613; 25168; 27440)

SEC. 41-12. LOCK-OUT DEVICES.

(a) A lock-out device on a tobacco-product vending machine located in an eating establishment must be installed, maintained, and operated in compliance with this section.

(b) A lock-out device may be electrical or mechanical and must be approved by the director.

(c) An owner, operator, employee, or other person in charge of an eating establishment who is at least 18 years of age shall:

(1) install and continuously maintain a lock-out device on a tobacco-product vending machine in good working order;

(2) require identification from any potential customer of the tobacco-product vending machine who appears to be under 18 years of age;

(3) physically observe all transactions in which the tobacco-product vending machine is used; and

(4) physically release the lock-out device before each sale from a tobacco-product vending machine. (Ord. Nos. 21613; 25168; 27440)

SEC. 41-9. PENALTIES.

**DALLAS PARK AND RECREATION BOARD
AGENDA INFORMATION SHEET**

DATE: June 2, 2016

COUNCIL DISTRICT(S): 7

STAFF: Daniel Huerta, 214-670-8483

SUBJECT

Authorize a Resolution of the City of Dallas Park and Recreation Board supporting application for the designation of Fair Park located at 3809 Grand Avenue, as a cultural district as deemed by the Texas Commission on the Arts - Financing: No cost consideration to the City

BACKGROUND

The Texas Commission on the Arts (TCA) can designate cultural arts district in cities as authorized by House Bill 2208 of the 79th Legislature. Cultural districts can increase business, generate activity, attract tourists, stimulate cultural and economic activities, and help support community revitalization.

In January 2016, the City Manager's Office received a notice from the Honorable State Representative Helen Giddings office about the Texas Commission on the Arts Cultural Districts Designation Program. It was suggested that the City consider applying to have Fair Park become a designated Cultural District, which could open up some funding streams for capital improvements, economic development, and programming. The City of Dallas submitted a non-binding letter of intent to submit prior to the January 30, 2016 deadline. The final application filing deadline is June 15, 2016.

The goal of the TCA cultural arts program is to recognize outstanding community cultural efforts across the state in an effort to promote cultural tourism opportunities for designated places and bring audiences to the community. Those receiving a cultural district designation are able to apply for Arts Respond project support grants that comply with the priority areas of Texas government (education, health and human services, economic development, criminal justice and public safety, and natural resources and agriculture) from TCA to support activity that takes place in the cultural district.

Authorize a Resolution of the City of Dallas Park and Recreation Board supporting application for the designation of Fair Park located at 3809 Grand Avenue, as a cultural district as deemed by the Texas Commission on the Arts - Financing: No cost consideration to the City – June 2, 2016 – Page 2

BACKGROUND (Continued)

Fair Park has been a gathering place for people for more than a hundred and thirty years and it was the Texas Centennial of 1936 that launched its permanence on the Dallas landscape. In addition to its current cultural institutions, many of Dallas' cultural institutions had their beginnings at Fair Park to include the Dallas Museum of Art, the Perot Museum of Nature and Science, the Dallas Symphony, the Dallas Opera, and numerous theater groups.

Fair Park has the largest collection of Art Deco architecture in the United States and extensive public art. In addition to its cultural institutions, the Park annually hosts large events such as Earth Day Texas, North Texas Irish Festival, KwanzaaFest, the Taste of Dallas, Fair Park Fourth, the Diwali Mela Festival, Festival de Mayo, the State Fair of Texas, and the Zaxby's Heart of Dallas Bowl at the Cotton Bowl.

Securing designation as a cultural district would invigorate a new level of vibrancy for the Park's future with all cultural institutions and events being encouraged to actively support, promote and help maintain activities and events in said district.

The Park and Recreation Board are requested to adopt a resolution supporting application for the designation for Fair Park as a cultural district as deemed by the Texas Commissions of the Arts.

COMMITTEE RECOMMENDATION

The Administration and Finance Committee will review this item on June 2, 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.

FISCAL INFORMATION

No cost consideration to the City.

STAFF RECOMMENDATION

Staff recommends approval.

ATTACHMENT

Resolution



Dallas Park and Recreation Board Resolution Supporting Application for the Designation of Fair Park as a Cultural District

WHEREAS, the City of Dallas, through its Dallas Park and Recreation Department, is the owner of Fair Park Fair Park has been a gathering place for people for more than a hundred and thirty years and it was the Texas Centennial of 1936 that launched its permanence on the Dallas landscape.

WHEREAS, in addition to its current cultural institutions, many of Dallas' cultural institutions had their beginnings at Fair Park to include the Dallas Museum of Art, the Perot Museum of Nature and Science, the Dallas Symphony, the Dallas Opera, and numerous theater groups.

WHEREAS, the Texas Commission on the Arts (TCA) can designate cultural arts districts in cities as authorized by House Bill 2208 of the 79th Legislature and cultural districts can increase business, generate activity, attract tourists, stimulate cultural and economic activities, and help support community revitalization.

WHEREAS, those receiving a cultural district designation are able to apply for Arts Respond project support grants that comply with the priority areas of Texas government (education, health and human services, economic development, criminal justice and public safety, and natural resources and agriculture) from TCA to support activity that takes place in the cultural district. **Now, Therefore,**

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

SECTION 1. That the Park and Recreation Board supports an application for and designation of Fair Park as a cultural district and petitions the Texas Commission on the Arts to designate it as such.

SECTION 2. That the Park and Recreation Board endorses the goal of economic development of said cultural district within the context of preservation and rehabilitation of Fair Park's historic buildings and the goal of tourism development within the contract of contributing to the overall visitor development goals of the City for Fair Park.

SECTION 3. That the Park and Recreation Board requests that all organizations and members at Fair Park actively support, promote and help maintain activities and events in the cultural district.

SECTION 4. That the Dallas Park and Recreation Board express their sincere appreciation to Texas Commission on the Arts for their consideration and support of Fair Park.

Max W. Wells, President
Park and Recreation Board

Willis C. Winters, Director
Park and Recreation Department

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

AGENDA DATE: June 22, 2016

COUNCIL DISTRICT(S): 8

DEPARTMENT: Park & Recreation

CMO: Louise Elam, 214-670-5275

MAPSCO: 65-U, V

SUBJECT

Authorize a contract with MART, Inc., best value proposer of four, for a new recreation center at Singing Hills Recreation Center located at 6805 Patrol Way - Not to exceed \$4,470,001 - Financing: Park and Recreation Program Funds (\$500,000), Capital Construction Funds (\$900,000), 2006 Bond Funds (\$147,082), and General Obligation Commercial Paper Funds (\$2,922,919)

BACKGROUND

On March 25, 2016, four proposals were received for a new Singing Hills Recreation Center. MART, Inc. was selected as the best value proposer for the Base Price and Alternate Nos. 1, 2b and 7, in the amount of \$4,470,000. The new recreation center includes: reception/waiting area, administration area, exercise room, fitness room, game room and two multipurpose rooms. There are plans for a future gym.

Proposals based on RFCSP are evaluated on pre-set criteria which include cost, qualifications of the prime contractor, construction amount and schedule ratings, which are based on mathematical formulas, with the best price and best schedule being given the highest scores. Ratings "1" to "10" are given for each criterion with "10" being the best rating. These ratings are multiplied by the weighting to obtain the score for each criterion.

BACKGROUND (Continued)

The following is a list of the rating criteria and values for each criterion:

<u>Rating Criteria</u>	<u>Value</u>
1. Proposed Construction Contract Award	45%
2. Qualifications/Experience/References for Prime Firm	20%
3. Subcontractor Experience	10%
4. Business Inclusion and Development Plan	15%
5. Financial Sufficiency	5%
6. Schedule/Time of Completion	<u>5%</u>
	100%

This project requires currently 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.

ESTIMATED SCHEDULE OF PROJECT

Began Design	September 2013
Completed Design	February 2016
Begin Construction	July 2016
Complete Construction	March 2017

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

The Park and Recreation Board authorized proceeding with construction procurement on November 20, 2014.

The Park and Recreation Board authorized the rejection of proposals on August 6, 2015.

Information about this item was provided to the Quality of Life & Environment Committee on August 24, 2015.

The Planning and Design Committee will consider this item on June 2, 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 June 22, 2016.

FISCAL INFORMATION

Park and Recreation Program Funds - \$500,000.00

Capital Construction Funds - \$900,000.00

2006 Bond Funds - \$147,081.64

2006 Bond Program (General Obligation Commercial Paper Funds) - \$2,922,918.36

M/WBE INFORMATION

Information is pending.

ETHNIC COMPOSITION

MART, Inc.

White Male	27	White Female	6
Hispanic Male	7	Hispanic Female	2
Black Male	0	Black Female	1
Other Male	0	Other Female	0

PROPOSAL INFORMATION

The following four proposals were received and opened on March 25, 2016:

*Denotes the successful proposer

<u>Proposer's</u>	<u>Base Price</u>	<u>Alter. Nos. 1, 2b and 7**</u>	<u>Total Price</u>	<u>Scores</u>
*MART, Inc. 1503 Perry Street Irving, Texas 75060	\$4,297,000	\$173,000	\$4,470,000	4,217.25
J.C. Commercial, Inc.	\$4,600,777	\$214,000	\$4,814,777	4,204.12
DENCO CS Corporation	\$6,006,568	\$162,929	\$6,169,497	2,784.70
3i Contracting, LLC			***Withdraw	

**Alternate No. 1 - provides for installation of LED lighting in lieu of conventional lighting.

**Alternate No. 2b - provides for installation of fitness equipment.

**Alternate No. 7 - provides for installation of epoxy resin terrazzo flooring in lieu of polished concrete.

***3i Contracting, LLC withdrew their proposal.

Note: The best and final offer from MART, Inc. for Base Price and Alternate Nos. 1, 2b and 7 was for \$4,470,000.

OWNER

MART, Inc.

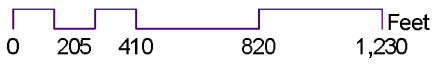
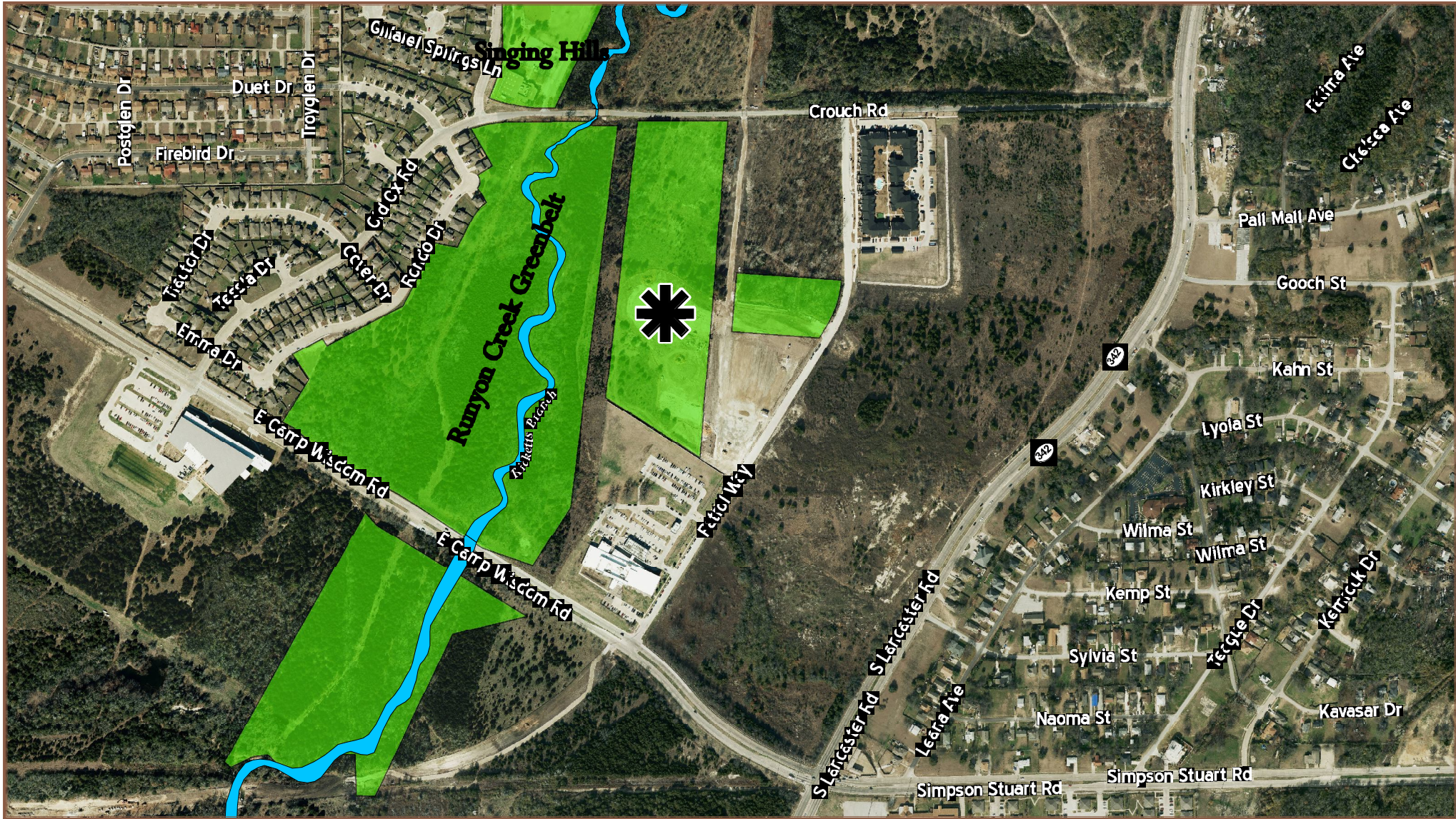
Vernon Proctor, President/Treasurer

Tim Proctor, Vice President

Linda Proctor, Corporate Secretary

MAP

Attached



June 2, 2016

Singing Hills Recreation Center
(6805 Patrol Way)

Mapsc
65 U,V

District
8

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

AGENDA DATE: June 22, 2016

COUNCIL DISTRICT(S): All

DEPARTMENT: Park & Recreation

CMO: Louise Elam, 214-670-5275

MAPSCO: N/A

SUBJECT

Authorize approval of a Memorandum of Understanding with the Trust for Public Land (TPL) in order to implement the proposed Smart Growth for Dallas program – Financing: No cost consideration to the City

BACKGROUND

The City of Dallas Park and Recreation Board wishes to enter into a partnership with The Trust for Public Land to develop a set of strategies for Dallas' parks, open spaces, and green infrastructure called Smart Growth for Dallas. The privately-funded effort will use computer modeling and community engagement to identify areas of Dallas where parks can grow the local economy, connect communities, improve public health, and protect the city's most important natural places.

By combining sophisticated Geographic Information System (GIS) computer modeling and on-the-ground engagement with residents and park users, Smart Growth for Dallas will create an interactive "decision support tool" to help Dallas prioritize its investments in parks based on their economic, social, and ecological benefits. Using this decision support tool, Dallas will be able to create parks that can cool neighborhoods during summertime heat waves, protect homes from floods, improve the health of nearby residents, and build wealth for residents and tax base for the city. The results of the program will be available to city staff, non-profit partners, and the public at large through an interactive website.

As partners in Smart Growth for Dallas, The Texas Trees Foundation will continue its groundbreaking work studying Dallas's urban forest and the heat islands and bcWORKSHOP will lead community engagement and storytelling activities, while furthering its work on racial equity and park access. The Texas Trees Foundation's 2015 State of the Dallas Urban Forest Report and bcWORKSHOP's 2014 Race and the Control of Public Parks were important milestones in Dallas's efforts to understand how parks, open space, and other natural assets can improve the city's resiliency and social equity.

BACKGROUND (Continued)

The Smart Growth for Dallas program will create an unprecedented data library and analysis of how parks and open space can offer social, economic, and environmental benefits to the city. The complete analysis will be available through a website featuring maps, data visualizations, storytelling about the importance of parks to neighborhoods, and other innovative features which will allow users to interact with the data.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On December 3, 2015, the Park and Recreation Board authorized a resolution supporting the partnership with the City of Dallas and the Trust for Public Land.

On March 10, 2016, the Park and Recreation Board was briefed regarding the proposed partnership.

The Planning and Design Committee will consider this item on June 2, 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 June 22, 2016.

FISCAL INFORMATION

No cost to consideration to the City. Private donors will fund the work of this partnership.

STAFF RECOMMENDATION

Staff recommends approval.

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

AGENDA DATE: June 22, 2016

COUNCIL DISTRICT(S): 14

DEPARTMENT: Park & Recreation

CMO: Louise Elam, 214-670-5275

MAPSCO: 45-L

SUBJECT

Authorize the preparation of a development agreement with Pacific Plaza, LLC for schematic design of Pacific Plaza located at 401 North Harwood Street - Financing: No cost consideration to the City

BACKGROUND

This item will authorize an agreement with Pacific Plaza, LLC, which was formed by and wholly owned by Parks for Downtown Dallas, formerly known as The Belo Foundation, for the purpose of developing a schematic design for Pacific Plaza in downtown Dallas.

As part of the 2004 *Downtown Parks Master Plan* Pacific Plaza was identified for development as one of the downtown parks network. In 2013 the City updated the *Downtown Parks Master Plan* with funding provided by The Decherd Foundation and Maureen H. and Robert W. Decherd. This plan identified Pacific Plaza, along with Carpenter Park, West End Plaza, and Harwood Park, as four priority parks in downtown Dallas for design and construction. The plan envisioned Pacific Plaza as "...a place of respite, a companion park to Carpenter Park, and a release valve to the heavy use of Main Street Garden."

The agreement allows Pacific Plaza, LLC to provide services for the creation of a schematic design for Pacific Plaza. The agreement will be subject to the following terms:

1. The agreement expires upon completion of the schematic design and the Director of Park and Recreation's acceptance and approval of the schematic design.
2. The City shall not be responsible for any of the costs associated with the design.

BACKGROUND (Continued)

3. Pacific Plaza, LLC shall have reasonable access to the park to facilitate creation of the schematic design.
4. Pacific Plaza, LLC shall contract with SWA Group, a landscape architecture, planning and urban design firm, for fulfillment of all PacificPlaza, LLC obligations.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

The Planning and Design Committee will consider this item on June 2, 2016 and will present a recommendation to the Park and Recreation Board on the same day.

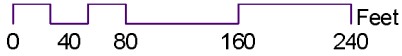
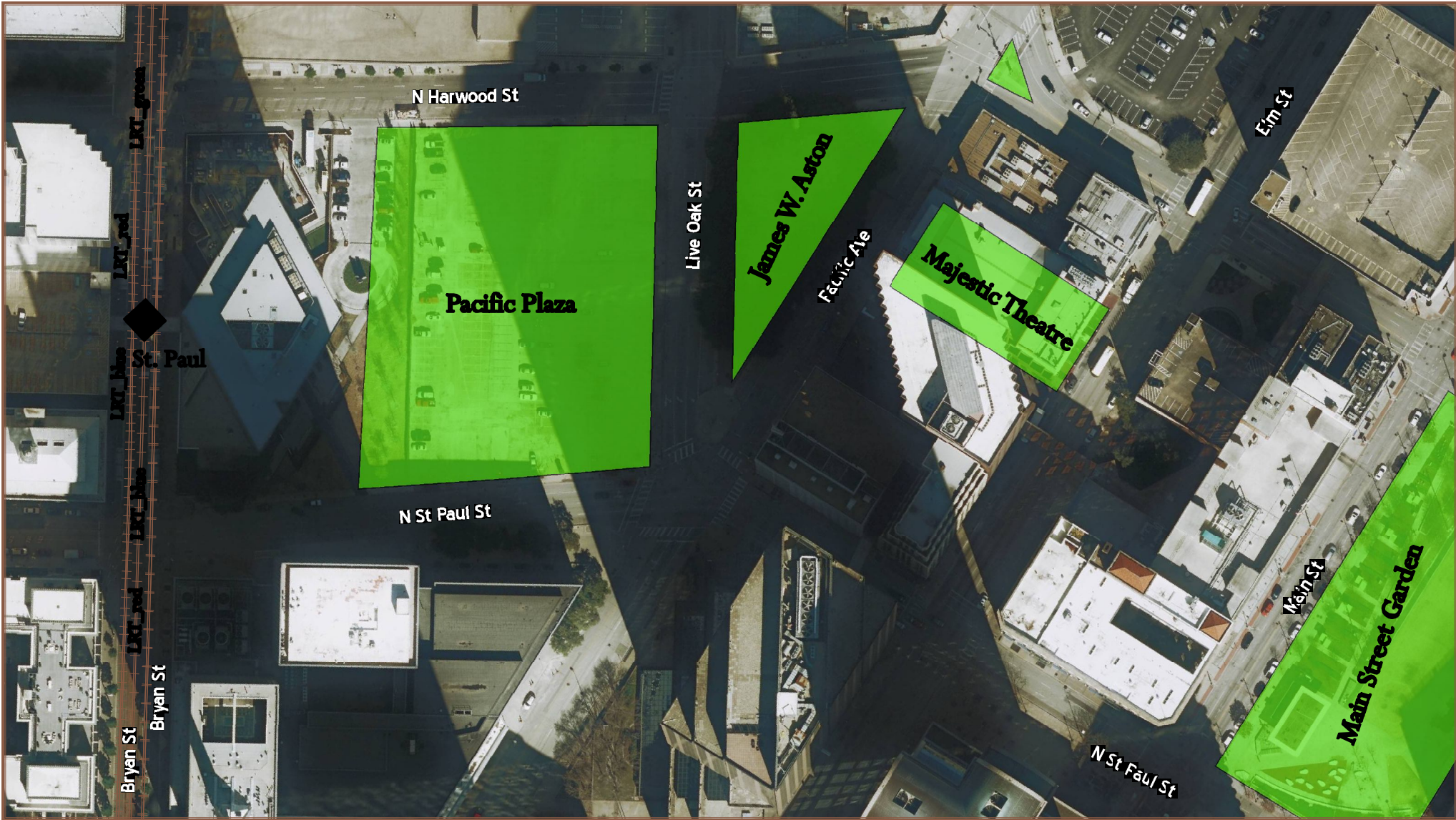
This item will be scheduled for City Council approval on June 22, 2016.

FISCAL INFORMATION

No cost consideration to the City.

MAP

Attached



June 2, 2016

Pacific Plaza
(401 North Harwood Street)

Mapsco
45 L

District
14

MEMORANDUM



DATE: May 27, 2016

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

SUBJECT: June 2, 2016 Park and Recreation Board Briefings

On Thursday, June 2, 2016, the following briefings will be presented to the Dallas Park and Recreation Board:

- Audit of Fair Park Business Partners Oversight:
John Jenkins, Deputy Director, Park and Recreation Department
- State Fair of Texas Contract Briefing:
Daniel Huerta, Assistant Director, Park and Recreation Department

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

A handwritten signature in black ink that reads "Willis C. Winters".

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

MEMORANDUM

RECEIVED



2016 MAY 27 PM 4: 58

DATE: May 27, 2016

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 – June 2, 2016 – 12:30 P.M.
Dallas City Hall – 1500 Marilla Street – Room 6FS – Dallas, Texas 75201

A meeting of the Marketing Committee of the Dallas Park and Recreation Board is scheduled on Thursday, June 2, 2016 at Dallas City Hall, 1500 Marilla Street, Room 6FS, Dallas, Texas 75201 at 12:30 p.m.

AGENDA

1. Marketing Update and 2016/17 Strategy


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



DATE: May 27, 2016

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 – June 2, 2016 – 12:30 P.M.
Dallas City Hall – 1500 Marilla Street – Room 6FS – Dallas, Texas 75201

"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."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

"De acuerdo con la sección 30.07 del código penal (ingreso sin autorización de un titular de una licencia con una pistola a la vista), 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 a la vista."

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

MARKETING UPDATE AND FY 16-17 STRATEGY

Marketing Committee of the Dallas Park and Recreation Board

June 2, 2016

Purpose

- To update the Marketing Committee of the Park and Recreation Board of the new logo rollout plan and FY 16-17 Marketing Strategy

Development

- In March 2016, the Dallas Park and Recreation Board approved the logo design and a Strategic Communications Plan for the Dallas Park and Recreation Department.
- A bid enhancement in an amount of \$375,000 has been submitted as part of the FY 16-17 Budget process that includes three (3) FTE's for Phase 1 implementation of the plan
- Logo Roll Out Timeline
 - April 29 Internal Unveiling at Annual Employee Awards
 - June 2 Presentation to Marketing Committee
 - June 13 Update Email Signatures and digital channels
 - June 20 Newsletter, brochures, flyers and presentation templates
 - June 27 Rebranding of Park Ranger vehicles

Logo Development, Launch and Rollout

LOGO LAYOUT 1



Dallas Park & Recreation



City of Dallas - Park & Recreation Department
3.12.18 <http://www.dallas.gov>

Strategic Design Associates
www.strategicdesign.com

Budget

Phase 1: Brand Launch Event Materials (Branded Lanyard)	\$3,000
Phase 2: Internal Brand Materials (email signatures and template) (powerpoint presentation template) (Brochure and Flyer templates)	\$7,500
Phase 3: External Brand Materials (Park Ranger Sub-Brand vehicle graphics)	\$8,500
Phase 4: Business Communications Materials (letterhead, envelopes, mailing labels, business cards)	\$6,000
Total	\$25,000

Marketing Calendar 16-17

Park & Recreation Department Proposed Marketing Calendar October 1, 2016- September 30, 2017			
*** September Announce CAPRA certification- launch logo*****			
October	National Night Out/Its My Park Day! And Halloween		
	announce CAPRA certification		
National Night Out!	Rec Services		City Wide- multiple locations
Its My Park Day!	Maintenance Services		City Wide- multiple locations
Boovie Bash	Rec Services		City Hall Plaza
November	Holiday Programming		
Black Friday promo- Golf			Golf courses
Bahama Beach- Summer Discount Passes Kick off			
December	Holiday Events		
Dock the Halls	Rec Services		City Hall Plaza
Holiday Delights- Fair Park	Fair Park		Fair Park
Bahama Beach Summer Passes Kick Off			
January	Get Fit Promotions		
Join Recreation Centers	Rec Services		
February	Wedding Venues		
Valentine's Day event- Seniors	Rec Services		City Wide- multiple locations
Scholarship- Summer Camps	Rec Services		City Wide- multiple locations
Registration- Spring Break Camps	Rec Services		City Wide- multiple locations
March	Spring Break		
Registration for Summer Camps	Rec Services		City Wide- multiple locations
Spring Break Camps	Rec Services	& Fair Park	City Wide- multiple locations
Scholarships- swim lessons			
April	Volunteer Appreciation Month		
Earth Day Events	Rec Center		Singing Hills Rec Center
Sr. Mother's Day Luncheon	Rec Services		Omni Hotel
Volunteer Appreciation Luncheon			Fair Park
Its My Park Day!	Maintenance Services		City Wide- multiple locations
Register for swim lessons			
Registration for Summer Camps	Rec Services/ Golf & Tennis		
May	Water Safety Month		
Swim Lessons and Bahama Beach	Aquatics		
Bike Safety Month			
Presidential Fitness Month			
June	no theme		
July	National Parks & Recreation Month		
Fair Park Fourth			
August	Back to School Activities		
September			

Calendar lists significant events/programs/activities

Months have established themes that help drive:

- ❖ increased attendance
- ❖ increased awareness
- ❖ increased revenues
- ❖ planning ahead

Advertising Focus

- Primary: Focus on Vision/Mission key messages
- Secondary: Events that demonstrate Vision and Mission
- Tertiary: Industry publications

Advertising Spend

- FY 14-15 \$415,083.54
- FY 15-16 \$332,885.50 *
- FY 16-17 \$350,000 Projected

*On track to spend same amount as FY 14-15

FY 16-17 Planned Advertising Calendar

- October 2016
 - National Night Out
 - Its My Park Day
 - Halloween
- November 2016
 - Holiday Events
 - Golf- Black Friday promo
 - Bahama Beach- kick off summer discount passes
 - Winter Break Recreation Center Camps
- December 2016
 - Holiday Events
 - Deck the Halls
 - Holiday Delights

FY 16-17 Planned Advertising Calendar

- January 2017
 - Get Fit Promotions
 - Join Recreation Centers- Fitness, New Year's Resolution
- February 2017
 - Wedding Venues
 - Valentine's Day Events
 - Registration for Spring Break Camps
- March 2017
 - Spring Break Camps
 - Registration for Summer Camps/Swim Lessons
 - Registration for Scholarships

FY 16-17 Planned Advertising Calendar

- April 2017
 - Volunteer Appreciation Month
 - Earth Day Events
 - Volunteer Appreciation Luncheon
 - It's My Park Day
 - Registration for Summer Camps, Swim Lessons, and Scholarships
- May 2017
 - Water Safety Month
 - Mother's Day Luncheon
 - Bike Safety Month
 - Bahama Beach Opening
 - Presidential Fitness Month
- June 2017

FY 16-17 Planned Advertising Calendar

- July 2017
 - July's Park and Recreation Month
 - July 4th Festivities
- August 2017
 - Back to School Activities
- September 2017

Digital Channels

Social Media Stats

Facebook

July 1 – April 1

1835 - 2913

58% increase

MOM 7-10% increase

With about 100 – 125 new followers each month

Twitter

July 1 – April 1

3,048 – 3991

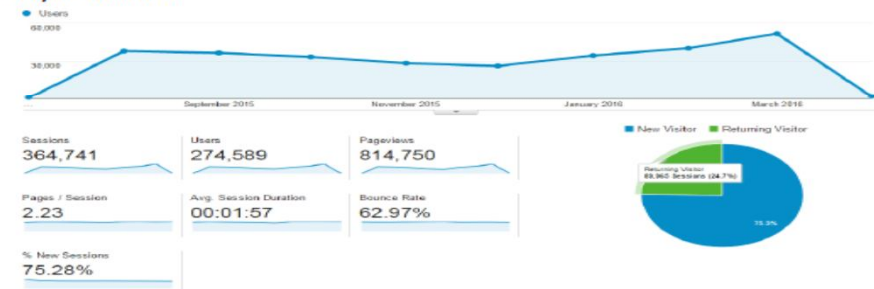
31% increase

MOM 3-5% increase

With about 90 – 100 new followers each month

Website

July 1 – March 31



Users		Sessions	
July 2015	820	July 2015	891
Aug 2015	37,923	Aug 2015	47,779
Sept 2015	36,472	Sept 2015	46,016
Oct 2016	33,357	Oct 2016	41,776
Nov 2016	28,277	Nov 2016	35,238
Dec 2016	26,216	Dec 2016	32,430
Jan 2016	34,449	Jan 2016	43,190
Feb 2016	40,164	Feb 2016	50,053
March 2016	51,583	March 2016	65,303

Sponsorships

- In October 2015, the Park Board approved the sponsorship policy.
- As of April 15, 2016
 - In kind total: \$184,000
 - Cash total: \$4,000

Date	Business Unit	Value	Cash	In-Kind	Description	Term
11/11/15	Fair Park	\$24,000		\$24,000	CBS- radio ads	11/11/15-12/6/15
11/26/2015	Rec Services	\$50,000		\$50,000	TDMNprint ads	11/26/15-9/30/16
3/18/2016	Fair Park 80th	\$100,000		\$100,000	CBS- radio/digital	4/21/16-6/12/16
4/20/2016	Fair Park 80th	\$10,000		\$10,000	WFAA- PSA	5/20-6/12/16
4/26/2016	Rec Cntr	\$2,500	\$2,500		Bear Creek Dental- onsite	
4/14/2016	Aquatics	\$1,500	\$1,500		life jackets- Amerigroup	Water Safety Day event