



City of Dallas

PARK AND RECREATION BOARD AGENDA

**THURSDAY, DECEMBER 1, 2016
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
12:30 pm: Marketing Committee, Room 6FN**

RECEIVED

2016 NOV 22 PM 12:42

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, DECEMBER 1, 2016
(8:00 A.M.)

Public Notice

16 12 24

AGENDA

POSTED CITY SECRETARY
DALLAS, TX

ACTION ITEMS

PARK BOARD AGENDA ITEM NO. 3 - Fair Park (7) - Consider extending the food and beverage concession contract with Ed Campbell Concessions, Inc. to operate food and beverage service at the Fair Park Coliseum for a period of six months, commencing on January 1, 2017 and terminating on June 30, 2017; concessionaire will pay 31.5% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$8,933

PARK BOARD AGENDA ITEM NO. 4 - Fair Park (7) - Consider extending the food and beverage concession contract with Fiesta Enterprises, Inc. to operate food and beverage service at Centennial Hall, for a period commencing on December 10, 2016 and terminating on June 30, 2017; concessionaire will pay 26% of gross sales less sales tax to the City for gross sales under \$5,000, 28% of gross sales less sales tax for gross sales of \$5,000 - \$40,000 and 31% of gross sales less sales tax for gross sales of \$40,000.01 and higher and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$20,323

PARK BOARD AGENDA ITEM NO. 5 - Fair Park (7) - Consider extending the food and beverage concession contract with Weiss Enterprises, Inc. to operate food and beverage service at the Automobile Building, for a period of six months, commencing on January 1, 2017 and terminating on June 30, 2017; concessionaire will pay 27% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$195,268



(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, DECEMBER 1, 2016
(8:00 A.M.)

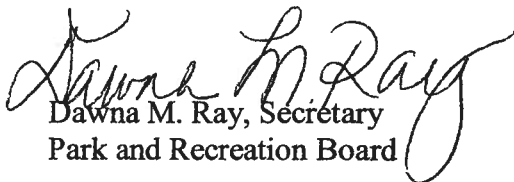
AGENDA

ACTION ITEMS

PARK BOARD AGENDA ITEM NO. 6 – Partnership Policy (All) - Consider adoption of the proposed Dallas Park and Recreation Board Partnership Policy – Financing: No cost consideration of the City

NON-ACTION ITEM

1. Proposed New Partners Workshop (continued)


Dawna M. Ray, Secretary
Park and Recreation Board

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

A quorum of the Dallas Park and Recreation Board may attend this meeting



(NOTICE OF MEETING – PAGE 3)
DALLAS PARK AND RECREATION BOARD
ADMINISTRATION AND FINANCE COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FS
DALLAS, TEXAS 75201
THURSDAY, DECEMBER 1, 2016
(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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CITY SECRETARY
DALLAS, TEXAS



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

(NOTICE OF MEETING)
DALLAS PARK AND RECREATION BOARD
PLANNING AND DESIGN COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, DECEMBER 1, 2016
(8:00 A.M.)

Public Notice

16 12 25

AGENDA

POSTED CITY SECRETARY
DALLAS, TX

ACTION ITEMS

PARK BOARD AGENDA ITEM NO. 7 - White Rock Hills Recreation Center (9) – Consider a settlement in lieu of proceeding with condemnation, of a tract of land containing approximately 108,436 square feet, from Casa Blanca Village, LLC, for the proposed White Rock Hills Recreation Center located at 2165 Highland Road - Not to exceed \$1,865,000 (\$1,850,000 plus closing costs and title expenses not to exceed \$15,000) - Financing: 2006 Bond Funds

PARK BOARD AGENDA ITEM NO. 8 - Bachman Lake Park (6) – Consider advertisement and bidding for the Bachman Lake Park Tree Mitigation Project at Bachman Lake Park associated with the 48” wastewater interceptor line located at 3500 West Northwest Highway – Estimated construction cost of the project is approximately \$215,000 - Financing: This project will be paid for by Dallas Water Utilities

PARK BOARD AGENDA ITEM NO. 9 - Crawford Memorial Park, Fretz Park, Kidd Springs Park, Lake Highlands North Park, Samuell-Grand Park, Tietze Park New Facility Aquatic Centers (1, 2, 5, 10, 11, 14) – Consider proceeding with advertisement for construction procurement for six new family aquatic centers located at Crawford Memorial Park located at 8700 Elam Road, Fretz Park located at 6994 Belt Line Road, Samuell-Grand Park located at 6200 East Grand Avenue, Kidd Springs Park located at 700 West Canty Street, Lake Highlands North Park located at 9344 Church Road and Tietze Park located at 2700 Skillman Street – Estimated Construction Cost: \$31,550,000 – Financing: Elgin B. Robertson Land Sale proceeds (\$23,200,000), 2006 Bond Funds (\$600,000 for Crawford Park master plan implementation), Aquatics Multi-Year Funds (\$100,000), Samuell Park Expendable Trust Funds (\$500,000) and Potential 2017 Bond Funds (\$7,150,000)



(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, DECEMBER 1, 2016
(8:00 A.M.)

AGENDA

NON-ACTION ITEMS

1. Revised Plaque Policy
2. Interpretive Signage Policy


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

A quorum of the Dallas Park and Recreation Board may attend this meeting



(NOTICE OF MEETING – PAGE 3)
DALLAS PARK AND RECREATION BOARD
PLANNING AND DESIGN COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
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of Governmental Entities**

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MEMORANDUM

2016 NOV 22 PM 12: 50

CITY SECRETARY
DALLAS, TEXAS



DATE: November 22, 2016

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

SUBJECT: Notice of Regular Meeting – Thursday – December 1, 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, December 1, 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.


Dawna M. Ray, Secretary
Park and Recreation Board

Public Notice

16 12 26

- 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
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POSTED CITY SECRETARY
DALLAS, TX

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2016 NOV 22 PM 12: 50

CITY SECRETARY
DALLAS, TEXAS

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

12:30 pm: Marketing Committee – Room 6FN

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

1. Speakers
2. Approval of Minutes of the November 17, 2016 Park and Recreation Board Meeting

CONSENT AGENDA (ITEMS 3-9)

ADMINISTRATION AND FINANCE COMMITTEE - MISCELLANEOUS

3. Fair Park (7) - Authorize extending the food and beverage concession contract with Ed Campbell Concessions, Inc. to operate food and beverage service at the Fair Park Coliseum for a period of six months, commencing on January 1, 2017 and terminating on June 30, 2017; concessionaire will pay 31.5% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$8,933
4. Fair Park (7) - Authorize extending the food and beverage concession contract with Fiesta Enterprises, Inc. to operate food and beverage service at Centennial Hall, for a period commencing on December 10, 2016 and terminating on June 30, 2017; concessionaire will pay 26% of gross sales less sales tax to the City for gross sales under \$5,000, 28% of gross sales less sales tax for gross sales of \$5,000 - \$40,000 and 31% of gross sales less sales tax for gross sales of \$40,000.01 and higher and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$20,323
5. Fair Park (7) - Authorize extending the food and beverage concession contract with Weiss Enterprises, Inc. to operate food and beverage service at the Automobile Building, for a period of six months, commencing on January 1, 2017 and terminating on June 30, 2017; concessionaire will pay 27% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$195,268
6. Partnership Policy (All) - Authorize adoption of the proposed Dallas Park and Recreation Board Partnership Policy – Financing: No cost consideration to the City

DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 2
DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, DECEMBER 1, 2016
(9:00 A.M.)

CONSENT AGENDA (continued)

PLANNING AND DESIGN COMMITTEE - MISCELLANEOUS

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PLANNING AND DESIGN COMMITTEE – PLANS AND SPECIFICATIONS

8. Bachman Lake Park (6) - Authorize proceeding with advertisement for construction procurement for the Bachman Lake Park Tree Mitigation Project at Bachman Lake Park associated with the 48” wastewater interceptor line located at 3500 West Northwest Highway – Estimated construction cost of the project is approximately \$215,000 - Financing: This project will be paid for by Dallas Water Utilities
9. Crawford Memorial Park, Fretz Park, Kidd Springs Park, Lake Highlands North Park, Samuell-Grand Park, Tietze Park New Facility Aquatic Centers (1, 2, 5, 10, 11, 14) – Authorize proceeding with advertisement for construction procurement for six new family aquatic centers located at Crawford Memorial Park located at 8700 Elam Road, Fretz Park located at 6994 Belt Line Road, Samuell-Grand Park located at 6200 East Grand Avenue, Kidd Springs Park located at 700 West Canty Street, Lake Highlands North Park located at 9344 Church Road and Tietze Park located at 2700 Skillman Street – Estimated Construction Cost: \$31,550,000 – Financing: Elgin B. Robertson Land Sale proceeds (\$23,200,000), 2006 Bond Funds (\$600,000 for Crawford Park master plan implementation), Aquatics Multi-Year Funds (\$100,000), Samuell Park Expendable Trust Funds (\$500,000) and Potential 2017 Bond Funds (\$7,150,000)

NON-ACTION ITEM

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

DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 3
DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN
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BRIEFINGS

11. Park and Recreation Trust Fund of the City of Dallas – Annual Update:
John Jenkins, Deputy Director, Park and Recreation Department
12. Sunset Review:
John Jenkins, Deputy Director, Park and Recreation Department
13. DISD Aquatics Partnership:
Daniel Huerta, Assistant Director, Park and Recreation Department
14. Reverchon Park Ballfield – Proposed Redevelopment:
Louise Elam, Assistant Director, Park and Recreation Department

OTHER/NON-ACTION ITEMS

15. 2017 Bond Program Update
16. Committee Reports
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
18. Announcements – Upcoming Park and Recreation Department Events
19. Next Park and Recreation Board Regular Meeting: Thursday, December 15, 2016
20. Adjournment

DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 4
DALLAS CITY HALL, 1500 MARILLA STREET, ROOM 6FN
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THURSDAY, DECEMBER 1, 2016
(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.

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DRAFT

Park and Recreation Board
Dallas City Hall
1500 Marilla Street – Room 6FN
Dallas, Texas 75201
November 17, 2016 – 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, Paul Sims, Robb P. Stewart, Yolanda F. Williams – 14

Absent: Rodney Schlosser - 1

President Wells convened the regular meeting at 9:00 a.m. A quorum of the Board was present.

Agenda Item 2. A motion by Raquel Rollins, seconded by Barbara Barbee, for approval of the minutes of the November 3, 2016 Park and Recreation Board Meeting, was carried. The vote was unanimous.

CONSENT AGENDA (ITEMS 3-8)

ADMINISTRATION AND FINANCE COMMITTEE - MISCELLANEOUS

Agenda Item 3. Cedar Ridge Preserve (3) – A motion by Raquel Rollins, seconded by Sean Johnson, to authorize a twelve-month funding agreement with Dallas County Audubon Society, Inc. dba Audubon Dallas for Cedar Ridge Preserve in the amount of \$58,949 to provide services and programs within the City of Dallas for the period of January 1, 2017 through December 31, 2017 – Not to exceed \$58,949 – Financing: Current Funds [Administration and Finance Committee considered on 11/3/2016], was carried. The vote was unanimous.

WHEREAS, on September 21, 2016, by Resolution No. 16-1526, City Council approved funds to procure services from the Dallas County Audubon Society, Inc. dba Audubon Dallas for the citizens of Dallas; and

WHEREAS, it is deemed necessary for official action to be taken by the City Council to define services to be received and authorize payment of these funding allocations during the 2016 – 2017 fiscal year.

Now, Therefore,

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

SECTION 1. That the contract with Dallas County Audubon Society, Inc. dba Audubon Dallas totaling \$58,949 be approved.

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

SECTION 3. That the Chief Financial Officer is hereby authorized to make payments to Dallas County Audubon Society, Inc. dba Audubon Dallas from Fund 0001, Department PKR, Unit 5231, Object 3072, Encumbrance No. PKR17B012, Vendor 509534, as vouchers are processed by the Park and Recreation Department, not to exceed \$58,949.

DRAFT

SECTION 4. That services to be provided are as follows:

Operate and maintain the Cedar Ridge Preserve for twelve months providing access to the general public to 633 acres of escarpment and trails in Southwest Dallas, and provide environmental education programs on the ecosystem and presentations at community centers and schools.

SECTION 5. 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 4. Dallas Arboretum (9) – A motion by Raquel Rollins, seconded by Sean Johnson, to authorize a twelve-month funding agreement with Dallas Arboretum and Botanical Society, Inc. in the amount of \$394,098 to provide services and programs within the City of Dallas for the period of October 1, 2016 through September 30, 2017 – Not to exceed \$394,098 – Financing: Current Funds [Administration and Finance Committee considered on 11/3/2016], was carried. The vote was unanimous.

WHEREAS, on September 21, 2016, by Resolution No. 16-1526, City Council approved funds to procure services from the Dallas Arboretum and Botanical Society, Inc. for the citizens of Dallas; and

WHEREAS, it is deemed necessary for official action to be taken by the City Council to define services to be received and authorize payment of these funding allocations during the 2016 - 2017 fiscal year.

Now, Therefore,

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

SECTION 1. That the contract with the Dallas Arboretum and Botanical Society, Inc. totaling \$394,098 be approved.

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

SECTION 3. That the Chief Financial Officer is hereby authorized to make payments to the Dallas Arboretum and Botanical Society, Inc. from Fund 0001, Department PKR, Unit 5231, Object 3072, Encumbrance No. PKR17B010, Vendor 219121, as vouchers are processed by the Park and Recreation Department, not to exceed \$394,098.

SECTION 4. That services to be provided are as follows:

Operate and maintain the Dallas Arboretum and Botanical Garden for twelve months for the general public to include special educational programs, community outreach services and sponsorship of a special summer program for disadvantaged children.

SECTION 5. 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 5. Texas Discovery Gardens (7) – A motion by Raquel Rollins, seconded by Sean Johnson, to authorize a twelve-month funding agreement with Texas Discovery Gardens in the amount of \$145,862 to provide services and programs within the City of Dallas for the period of October 1, 2016 through September 30, 2017 - Not to exceed \$145,862 - Financing: Current Funds [Administration and Finance Committee considered on 11/3/2016], was carried. The vote was unanimous.

WHEREAS, on September 21, 2016, by Resolution No. 16-1526, City Council approved funds to procure services from the Texas Discovery Gardens for the citizens of Dallas; and

DRAFT

WHEREAS, it is deemed necessary for official action to be taken by the City Council to define services to be received and authorize payment of these funding allocations during the 2016 – 2017 fiscal year.

Now, Therefore,

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

SECTION 1. That the contract with the Texas Discovery Gardens totaling \$145,862 be approved.

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

SECTION 3. That the Chief Financial Officer is hereby authorized to make payments to Texas Discovery Gardens from Fund 0001, Department PKR, Unit 5232, Object 3072, Encumbrance No. PKR17B011, Vendor 219134, as vouchers are processed by the Park and Recreation Department, not to exceed \$145,862.

SECTION 4. That services to be provided are as follows:

Operate the Texas Discovery Gardens building and surrounding grounds at Fair Park for twelve months for the general public, and provide community outreach services such as enrichment classes for school children, horticulture information services and presentations at community centers and special facilities.

SECTION 5. 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 1. Speakers:

1. Carol Bell-Walton regarding White Rock Lake Park.
2. Mellen West regarding White Rock Lake Park.
3. Elisabeth Akin regarding Flagpole Hill.

PLANNING AND DESIGN COMMITTEE – MISCELLANEOUS

Agenda Item 6. Dallas Park and Recreation Department (All) – A motion by Amy Monier, seconded by Sean Johnson, to authorize a resolution of the City of Dallas Park and Recreation Board requesting the members of the 85th Legislative Session of the State of Texas to support legislation that provides a fair and equitable distribution of the sporting goods sales tax revenue for local and state parks - Financing: No cost consideration to the City, was carried. The vote was unanimous.

BACKGROUND

The Texas Recreation and Park Society (TRAPS) is requesting that Park and Recreation Departments in the State of Texas send resolutions of support for increasing funding for the Texas Parks and Wildlife Department.

Agenda Item 7. Federal Plaza (14) – A motion by Yolanda Williams, seconded by Lawrence Hochberg, to call the question, was carried by majority vote. A motion by Amy Monier, seconded by Sean Johnson, to authorize a public hearing to be held on January 11, 2017, to receive comments on the proposed use of a portion of parkland for an open space easement, totaling approximately 980 square feet of land at Federal Plaza located at 1900 Federal Street - Financing: No cost consideration to the City, was carried by majority vote. Paul Sims recused himself from discussion and voting for this item.

DRAFT

WHEREAS, the City of Dallas owns land in Dallas known as Federal Plaza, located at 1900 Federal Street, which has been maintained as parkland since 1980; and

WHEREAS, the Dalton Family, First Baptist Church, et al. has requested the use of 980 square feet of land as an open space easement, as required by City code for the configuration and construction of a parking garage adjacent to Federal Plaza, as described in Exhibit A, attached hereto and made a part hereof, because the use of this parkland is necessary to accomplish the purpose, and the Park and Recreation Board of the City of Dallas is agreeable to providing the property for this use; and

WHEREAS, in consideration for this use by easement, the Dalton Family, First Baptist Church, et al. will pay the fair market value of this easement, as determined by an appraisal; and

WHEREAS, the Texas Parks and Wildlife Code, Chapter 26 (Section 26.001 through 26.004), requires that before a municipality may approve any program or project that requires the use or taking of any public land designated and used as parkland, the governing body of such public municipality must determine that there is no feasible and prudent alternative to the use or taking of such land, and that the program or project includes all reasonable planning to minimize harm to the remainder of the park; and

WHEREAS, prior to making this determination, notice must be given and a public hearing be held relative to the proposed change of park use; and

WHEREAS, the City Council desires to give notice and hold such hearing in accordance with the law with respect to the utilization of Federal Plaza.

Now, Therefore,

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

SECTION 1. That the Park and Recreation Department is hereby authorized and directed to advise in writing of such proposed use of the park property by delivering a notice for publishing to the official newspaper to be advertised once each week for three consecutive weeks, the last publication to be not less than one week nor more than two weeks before the date of the hearing, which shall be held in the City Council Chambers on January 11, 2017.

SECTION 2. That the approval of the aforementioned project by the City Council, at the close of said hearing, shall be construed as making the proper findings as to the use, taking, and conveyance of parkland, consistent with the Texas Parks and Wildlife Code and the Texas Local Government Code.

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.

Agenda Item 8. Norbuck Park (9) – A motion by Amy Monier, seconded by Sean Johnson, to approve this item with amendments by Paul Sims and Robb Stewart, to authorize a twenty-year license agreement with Old Lake Highlands Neighborhood Association, reduce the neighborhood association fee \$10.00, and the monument sign requires Park Board approval, for approximately 930 square feet of land in Norbuck Park located near the intersection of Classen Drive and Northwest Highway, was carried. The vote was unanimous.

BACKGROUND

The Park and Recreation Department had previously granted the Old Lake Highlands Neighborhood the right to place a neighborhood portal in Norbuck Park in 1951. In 2003 and 2012 the agreement was renewed as a lease agreement. This proposed agreement replaces the existing lease agreement with a long-term license agreement.

DRAFT

This item authorizes a license agreement to the Old Lake Highlands Neighborhood Association for approximately 930 square feet of lane to occupy, maintain, and utilize a monument sign in Norbuck Park near the intersection of Classen Drive and Northwest Highway.

PARK AND RECREATION BOARD - ITEM FOR INDIVIDUAL CONSIDERATION

Agenda Item 9. A motion by Lawrence Jones, seconded by Celina Barajas, to authorize adoption of the proposed 2017 Park and Recreation Board Meeting Schedule - Financing: No cost consideration to the City, was carried. The vote was unanimous.

NON-ACTION ITEM

Agenda Item 10. Recent Police Activity in the Park System presented by Rick Watson, Deputy Chief, Dallas Police Department.

BRIEFINGS

Agenda Item 11. Ryan O'Connor, Senior Park and Recreation Manager, Park and Recreation Department presented Park Land Dedication Overview Briefing. A straw vote to move this item forward for staff proceeding with the implementation of the Park Land Dedication Ordinance for consideration by the Quality of Life Council Committee.

Agenda Item 12. Oscar Carmona, Assistant Director, Park and Recreation Department presented Dallas Park and Recreation Department Environmental Initiatives Briefing.

Agenda Item 13. Oscar Carmona, Assistant Director, Park and Recreation Department presented It's My Park Day Recap: Fall 2016 Briefing.

OTHER/NON-ACTION ITEMS

Agenda Item 14. 2016 National Recreation and Park Association Conference Reports presented by Yolanda Williams, Sean Johnson, Raquel Rollins and Marlon Rollins.

Agenda Item 15. 2017 Bond Program Update presented by President Wells. Mr. Wells shared the following letter with the Board:

Dear Mayor Rawlings and Members of the Dallas City Council:

The Park and Recreation Board requests the Park and Recreation Bond Proposition include a minimum of \$250M to address the backlog of park system needs totaling in excess of \$2.3B. The Park and Recreation Department has not been included in a bond program for 10 years, causing significant delays in implementing major repairs and replacements to aging park system infrastructure and facilities.

Focusing on the park system was the second highest priority proposition in a straw vote taken by the City Council and in citizen feedback acquired from the Bond Program Town Hall meetings. The Department's needs inventory is a compilation of requests by citizens to build and improve parks, trails and recreation centers.

Immediate needs to be funded in this \$250M request include:

- Implementation of Aquatics Master Plan Phase 2; including swimming pool replacements and four proposed sprayground installations
- Playground replacements and upgrades
- Land acquisition; particularly for athletic fields, new parks and trails
- Major projects with leveraged funding from private donors
- Facility replacements, renovations and repairs; including HVAC systems
- Major maintenance throughout the park system

Attached is the needs inventory specific to your council district, as well as, citywide projects.

DRAFT

We understand the pressing needs of the entire City and the limitation of the bonding capacity; however, we encourage you to please keep the park and recreation needs of your district in mind when determining the distribution of bond funds.

Thank you for your consideration of this request.

Max W. Wells, President
Dallas Park and Recreation Board

c: Dallas Park and Recreation Board
A.C. Gonzalez, City Manager

Agenda Item 16. No Committee Reports.

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.

Paul Sims: Lee Park and Arlington Hall Conservancy.
Barbara Barbee: Texas Discovery Gardens.
Celina Barajas: Trinity River Audubon Center.

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

Willis Winters: Future Park Board Briefings.
Oscar Carmona: Shana Hamilton, promoted to Manager III, Maintenance Services Division.

OTHER/NON-ACTION ITEMS

Agenda Item 19. Next Park and Recreation Board Regular Meeting: Thursday, December 1, 2016.

Agenda Item 20. A motion by Barbara Barbee, seconded by Marlon Rollins, to adjourn the meeting, was carried. President Wells adjourned the meeting at 11:53 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.

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

DATE: December 1, 2016

COUNCIL DISTRICT(S): 7

STAFF: Daniel Huerta, 214-670-8483

SUBJECT

Authorize extending the food and beverage concession contract with Ed Campbell Concessions, Inc. to operate food and beverage service at the Fair Park Coliseum for a period of six months, commencing on January 1, 2017 and terminating on June 30, 2017; concessionaire will pay 31.5% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$8,933

BACKGROUND

On August 8, 2007, the City authorized a five year concession services contract with two one-year options between the City of Dallas and Ed Campbell Concessions, Inc. to provide food and beverage services at the Fair Park Coliseum. Both renewal options were exercised and on February 10, 2014, a Supplemental Agreement was approved via an Administrative Action to further extend the contract on a month-to-month basis through December 31, 2014 in order to allow the City of Dallas additional time to explore its options for future food and beverage options at Fair Park's rental facilities.

On September 3, 2014, the Mayor's Fair Park Task Force briefed the City Council and the Park and Recreation Board on their recommendations for Fair Park that included (1) enhance access and connectivity with the community and city; (2) establish a community park on the south side of property, and (3) empower new organization as operational and marketing authority for Fair Park.

On September 18, 2014, the Park and Recreation Board was briefed on "The Future of Fair Park" which identified and addressed a number of issues related to a proposed change in governance. The briefing included an overview of campus members and service provider contracts, to include food and beverage concessions.

On November 6, 2014, the Park and Recreation Board authorized extending the contract with Ed Campbell Concessions, Inc. to operate food and beverage service at the Coliseum Building for a period of one year, commencing on January 1, 2015 on a month-to-month basis, but in no event shall extend beyond December 31, 2015. The City has the right to assign, transfer or convey this Contract, as amended, in whole or in part, to another entity.

BACKGROUND (Continued)

On November 19, 2015, the Park and Recreation Board authorized extending the food and beverage concession contract with Ed Campbell Concessions, Inc. to operate food and beverage service at the Fair Park Coliseum for a period of one year, commencing on January 1, 2016 and terminating on December 31, 2016 with the concessionaire to pay 31.5% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$2,000. The City has the right to assign, transfer or convey this Contract, as amended, in whole or in part, to another entity.

Staff is seeking to Park Board authorization to extending the food and beverage concession contract with Ed Campbell Concessions, Inc. to operate food and beverage service at the Fair Park Coliseum for a period of six months, commencing on January 1, 2017 and terminating on June 30, 2017; concessionaire will pay 31.5% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$1,000.

City Council has not made a determination on the future of Fair Park, therefore, a long term agreement is not recommended due to the possible transfer of Fair Park management to a private not for profit group. Extending the concession services agreement with the Ed Campbell Concessions, Inc. will allow for uninterrupted food and beverage service to clients through June 30, 2017 until more information is known on the future of Fair Park's operations.

FISCAL INFORMATION

\$8,932.53 – Estimated Annual Revenue

COMMITTEE ACTION

The Administration and Finance Committee will consider this item on December 1, 2016. A recommendation will be presented 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 INFORMATION SHEET**

DATE: December 1, 2016

COUNCIL DISTRICT(S): 7

STAFF: Daniel Huerta, 214-670-8483

SUBJECT

Authorize extending the food and beverage concession contract with Fiesta Enterprises, Inc. to operate food and beverage service at Centennial Hall, for a period commencing on December 10, 2016 and terminating on June 30, 2017; concessionaire will pay 26% of gross sales less sales tax to the City for gross sales under \$5,000, 28% of gross sales less sales tax for gross sales of \$5,000 - \$40,000 and 31% of gross sales less sales tax for gross sales of \$40,000.01 and higher and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$20,323

BACKGROUND

On December 9, 2009, the City authorized a five year concession services contract between the City of Dallas and Fiesta Enterprises, Inc. to provide food and beverage services at Centennial Hall. The current contract will expire on December 9, 2016.

On September 3, 2014, the Mayor's Fair Park Task Force briefed the City Council and the Park and Recreation Board on their recommendations for Fair Park that included (1) enhance access and connectivity with the community and city; (2) establish a community park on the south side of property, and (3) empower new organization as operational and marketing authority for Fair Park.

On September 18, 2014, the Park and Recreation Board was briefed on "The Future of Fair Park" which identified and addressed a number of issues related to a proposed change in governance. The briefing included an overview of campus members and service provider contracts, to include food and beverage concessions.

On November 6, 2014, the Park and Recreation Board authorized extending the contract with Fiesta Enterprises, Inc. to operate food and beverage service at the Centennial Building for a period of one year, commencing on December 9, 2014 on a month-to-month basis, but in no event shall extend beyond December 9, 2015. The City has the right to assign, transfer or convey this Contract, as amended, in whole or in part, to another entity.

BACKGROUND (continued)

On November 19, 2015, the Park and Recreation Board authorized extending the food and beverage concession contract with Fiesta Enterprises, Inc. to operate food and beverage service at the Centennial Hall for a period of one year, commencing on December 10, 2015 and terminating on December 9, 2016 with the concessionaire to pay concessionaire will pay 26% of gross sales less.

sales tax to the City for gross sales under \$5,000, 28% of gross sales less sales tax for gross sales of \$5,000 - \$40,000 and 31% of gross sales less sales tax for gross sales of \$40,000.01 and higher and make improvements to the premises in an amount of \$2,000. The City has the right to assign, transfer or convey this Contract, as amended, in whole or in part, to another entity.

Staff is requesting that Park and Recreation Board authorize extending the contract with Fiesta Enterprises, Inc. to operate food and beverage service at Centennial Hall for a period commencing on December 10, 2016 and terminating on June 30, 2017. Fiesta Enterprises will also make improvements to the premises in an amount of \$1,000.

City Council has not made a determination on the future of Fair Park, therefore, a long term agreement is not recommended due to the possible transfer of Fair Park management to a private not for profit group. Extending the concession services agreement with the Fiesta Enterprises, Inc. will allow for uninterrupted food and beverage service to clients through June 30, 2017 until more information is known on the future of Fair Park's operations.

FISCAL INFORMATION

\$20,322.74 – Estimated Annual Revenue

COMMITTEE ACTION

The Administration and Finance Committee will consider this item on December 1, 2016. A recommendation will be presented 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 INFORMATION SHEET**

DATE: December 1, 2016

COUNCIL DISTRICT(S): 7

STAFF: Daniel Huerta, 214-670-8483

SUBJECT

Authorize extending the food and beverage concession contract with Weiss Enterprises, Inc. to operate food and beverage service at the Automobile Building, for a period of six months, commencing on January 1, 2017 and terminating on June 30, 2017; concessionaire will pay 27% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$1,000 - Estimated Annual Revenue: \$195,268

BACKGROUND

On April 11, 2007, the City authorized a five year concession services contract with two one-year options between the City of Dallas and Weiss Enterprises, Inc. to provide food and beverage services at the Automobile Building. Both renewal options were exercised and on April 16, 2014, a Supplemental Agreement was approved via an Administrative Action to further extend the contract on a month-to-month basis through December 31, 2014 in order to allow the City of Dallas additional time to explore its options for future food and beverage options at Fair Park's rental facilities.

On September 3, 2014, the Mayor's Fair Park Task Force briefed the City Council and the Park and Recreation Board on their recommendations for Fair Park that included (1) enhance access and connectivity with the community and city; (2) establish a community park on the south side of property, and (3) empower new organization as operational and marketing authority for Fair Park.

On September 18, 2014, the Park and Recreation Board was briefed on "The Future of Fair Park" which identified and addressed a number of issues related to a proposed change in governance. The briefing included an overview of campus members and service provider contracts, to include food and beverage concessions.

On November 6, 2014, the Park and Recreation Board authorized extending the contract with Weiss Enterprises, Inc. to operate food and beverage service at the Automobile Building for a period of one year, commencing on January 1, 2015 on a month-to-month basis, but in no event shall extend beyond December 31, 2015. The City has the right to assign, transfer or convey this Contract, as amended, in whole or in part, to another entity.

Authorize extending the food and beverage concession contract with Weiss Enterprises, Inc. – December 1, 2016 – Page 2

BACKGROUND (Continued)

On May 7, 2015, the Park and Recreation Board passed and approved a resolution supporting the Mayor's Fair Park Task Force Report recommendations with some modifications. The Dallas City Council has not had further briefings or discussions on the subject, therefore, a long term agreement is not recommended due to the possible transfer of Fair Park management to a private not for profit group. Extending the concession services agreement with Weiss Enterprises, Inc. will allow for uninterrupted food and beverage service to clients through December 31, 2016, until more information is known on the future of Fair Park's operations.

On November 19, 2015, the Park Board authorized extending the contract with Weiss Enterprises, Inc. to operate food and beverage service at the Automobile Building for a period of one year, commencing on January 1, 2016 and terminating on December 31, 2016. Weiss Enterprises, Inc. will also make improvements to the premises in an amount of \$2,000. The City has the right to assign, transfer or convey this Contract, as amended, in whole or in part, to another entity.

Staff is seeking to Park Board authorization to extending the food and beverage concession contract with Weiss Enterprises, Inc. to operate food and beverage service at the Fair Park Automobile Building for a period of six months, commencing on January 1, 2017 and terminating on June 30, 2017; concessionaire will pay 27% of gross sales less sales tax to the City and make improvements to the premises in an amount of \$1,000.

City Council has not made a determination on the future of Fair Park, therefore, a long term agreement is not recommended due to the possible transfer of Fair Park management to a private not for profit group. Extending the concession services agreement with Weiss Enterprises, Inc. will allow for uninterrupted food and beverage service to clients through June 30, 2017 until more information is known on the future of Fair Park's operations.

FISCAL INFORMATION

\$195,267.74 – Estimated Annual Revenue

COMMITTEE ACTION

The Administration and Finance Committee will consider this item on December 1, 2016. A recommendation will be presented 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: December 1, 2016

COUNCIL DISTRICT(S): All

STAFF: Oscar Carmona, 214-670-8871

SUBJECT

Authorize adoption of the proposed Dallas Park and Recreation Board Partnership Policy – Financing: No cost consideration to the City

BACKGROUND

On May 21, 2009, Mike Conduff, President of the Elm Group, presented a briefing titled “True Leadership – What Every Board Must Do” to the Park and Recreation Board. The briefing included information on board policies and identified the characteristics of the most effective policies. Subsequent to that briefing, Mike Anglin, former Park and Recreation Board Member was appointed to work with Mike Conduff and executive staff to undertake a review of each of the Park and Recreation Board policies.

On April 1, 2010, Mike Conduff conducted a work session with the Park and Recreation Board to review the existing list of Park and Recreation Board Policies. The conclusion of the work session identified certain Park and Recreation Board policies recommended to be sunset.

On April 15, 2010, the item was presented and approved unanimously by the Park and Recreation Board to sunset the identified policies and that the Director is authorized to develop and implement procedures for the sunsetted policies. This was further clarified by the Park and Recreation Board on November 8, 2012.

In 2014, Max Wells, President of the Park and Recreation Board appointed a park board adhoc committee to review the remaining policies for needed updates. The committee made the following recommendations concerning the Partnership Policy:

- Not charge park partners a special event fee for events meant to benefit park property (ex. Friends of Northaven Trail annual fundraising event).
- Streamline the process which is too lengthy and cumbersome for some potential partner groups.

Authorize approval of the proposed Dallas Park and Recreation Board Partnership Policy – Financing:
No cost consideration to the City – December 1, 2016 – Page 2

BACKGROUND (continued)

The Administration and Finance Committee was briefed several times over the past year on the revised process and timelines for developing and finalizing partnership agreements. The attached proposed policy was last reviewed and discussed at the November 3, 2016 meeting of the Park and Recreation Board Administration and Finance Committee and is recommended for consideration and approval by the Park and Recreation Board.

FISCAL INFORMATION

No cost consideration to the City.

COMMITTEE ACTION

The Administration and Finance Committee will consider this item on December 1, 2016 and will present a recommendation to the Park and Recreation Board on the same day.

STAFF RECOMMENDATION

Staff recommends approval.

ATTACHMENT

Park and Recreation Board Partnership Policy 11-15-2007

Park and Recreation Board Policy



City of Dallas

Title: Partnership Policy

No. 11-07-01

I. Policy Statement

It shall be the policy of the Park and Recreation Board to encourage, establish and enhance partnerships with any entity, public or private, whose goal is to improve the quality of life in the City of Dallas through synergistic initiatives that promote the vision and mission of the Park and Recreation Department by leveraging the City's investment in infrastructure and services. As used herein, the term "partner" or "partnership" refers only to the mutually supportive relationship of cooperation and communication between the city and a Provider, and is expressly not intended to imply the formation or existence of a general or limited partnership between such Provider and the City under Texas partnership laws.

II. The Targeted Service Markets for Partnership Development shall include, but not be limited to:

A. Capital Improvements

1. Aquatic facilities
2. Athletic facilities
3. Facility development
4. Fountains
5. Historic restoration
6. Land acquisition
7. Landscape improvements
8. Pavilions
9. Playgrounds
10. Recreation centers
11. Site development
12. Trails

B. Beautification Initiatives

1. General landscape enhancements
2. Planting beds
3. Tree planting

C. Education Programming/Enrichment

1. Computer training/software
2. CPR training
3. English as a second language (ESL)
4. Historic interpretation
5. Life skills
6. Lifeguard training

Park and Recreation Board Policy



City of Dallas

Title: Partnership Policy

No. 11-07-01

- D. Recreation Programming
 - 1. After school programs
 - 2. Arts and crafts programs
 - 3. Camps
 - 4. Senior activities
 - 5. Sports programs or activities
 - 6. Therapeutic programs

- E. Environmental Initiatives
 - 1. Environmental interpretations
 - 2. Invasive vegetation management
 - 3. Natural habitat enhancement
 - 4. Storm water quality initiatives
 - 5. Trash/litter clean-up/removal
 - 6. Urban forestry

- F. Maintenance
 - 1. Athletic fields
 - 2. Forestry
 - 3. Irrigation
 - 4. Mowing

- G. Special Events
 - 1. Concerts
 - 2. Fairs
 - 3. Festivals
 - 4. Holiday events
 - 5. Performing arts
 - 6. Sporting events

- H. Operations, Management and Special Interests
 - 1. Dallas Zoo and Aquarium
 - 2. Fair Park
 - 3. Golf and tennis
 - 4. Off leash parks
 - 5. Trinity River

Park and Recreation Board Policy



City of Dallas

Title: Partnership Policy

No. 11-07-01

- I. Professional Services
 1. Architectural design
 2. Capital campaigns
 3. Engineering design
 4. Marketing/graphic design

- III. All partnerships shall be approved administratively or through Park Board procedures.
 - A. Administrative approval when:
 - Proposal does not require significant increase in O & M costs
 - Agreement term is less than 1 year, and
 - Proposal requires city capital investment of less than \$50K

 - B. Park and Recreation Board approval when:
 - Revenue sharing requirement
 - Requires significant increase in O & M costs
 - Agreement term exceeds 1 year, or
 - Proposal requires city capital investment in excess of \$50K

 - C. All partnerships funded through grants shall follow City of Dallas Administrative Directive 2-19.

- IV. Partnerships will be managed as follows:
 - A. Each partnership/partner will be assigned a DPARD staff liaison.

 - B. All partnerships shall be documented in a central database on a regular basis.

 - C. All partnerships shall be recognized by a letter of appreciation from the Director or his/her designee. Further recognition will be at the discretion of the Executive Team.

 - D. Partners should be recognized on an annual basis at a designated DPARD partnership recognition event, if such an event occurs.

Park and Recreation Board Policy



Title: Partnership Policy
No. 11-07-01

- E. When a partnership reaches a financial threshold, length of term requirement or if other conditions exist that pertain to an existing Park Board Policy or City of Dallas Requirement, the more specific policy requirements will supersede this Partnership Policy. Park Board policies which may apply to a specific type of partnership include but are not limited to 1) Community Recognition in Parks, 2) Marketing Income Policy, 3), Plaque Policy and 4) Policy for Naming of Park Property

V. Letter of Agreement Template is attached

OTHER POLICIES REFERENCED: City of Dallas Administrative Directive 2-19

LEGAL REFERENCE : None

PRIOR ACTION: None

RESPONSIBLE DIVISION: Administration and Business Services

Park and Recreation Board Policy



Title: Partnership Policy
No. 11-07-01

Dallas Park and Recreation Department
Letter of Agreement

[Date]

[Recipient Name]
[Title]
[Organization Name]
[Street Address]
[City, ST ZIP Code]

RE: PARTNERHSIP AGREEMENT

Dear [Recipient Name]:

The Dallas Park and Recreation Department will partner with **[Name of Organization]** for **[Title/Name of Service]** beginning **[Start Date]** and ending **[End Date]** in accordance with the terms listed below. You are asked, as the authorized agent of **[Name of Organization]**, to read the terms carefully.

1. [Detailed Description of Services to be provided the organization]

The "**[Name of Organization]**" will

A. [Supplies, Materials, Equipment, etc.]

B. [Permits]

C. [Labor Resource and Associated Cost]

D. [Provide Appropriate Safety Protection/Equipment]

E. [Funding Responsibility]

F. [Proof of Insurance/Risk Coverage]

G. [Submit Plans for Review and Approval by DPARD Prior to Work Starting]

H. [Comply with City Ordinances and Park and Recreation Board Policy]

I. [Fund Raising Activity] with financial consideration to the City of Dallas

J. [Add Clauses as Needed]

Park and Recreation Board Policy



City of Dallas

Title: Partnership Policy

No. 11-07-01

2. The [Dallas Park and Recreation Department] will:
 - A. [Supplies, Materials, Equipment, etc.]
 - B. [Labor Resource and Associated Cost]
 - C. [Provide Appropriate Safety Protection/Equipment]
 - D. [Financial Resources]
 - E. [Proof of Insurance / Risk Coverage]
 - F. [Comply with City Ordinances and Park and Recreation Board Policy]
 - G. [Add Clauses As Needed]
3. The term of this contract shall commence on _____ and end no more than one year later. The Director may terminate the performance of this contract in whole or in part for cause or convenience on thirty days written notice to Provider.
4. Indemnification Clause Provider agrees to defend, indemnify and hold City, its officers, agents and employees, harmless against any and all claims, lawsuits, judgments, costs and expenses for personal injury (including death), property damage or other harm for which recovery of damages is sought, suffered by any person or persons, that may arise out of or be occasioned by Provider's breach of any of the terms or provisions of this Contract, or by any negligent or strictly liable act or omission of Provider, its officers, agents, associates, employees or sub providers, in the performance of this Contract; except that the indemnity provided for in the paragraph shall not apply to any liability resulting from the sole negligence of City, its officers, agents, employees or separate contractors, and in the event of joint and concurrent negligence of both the Provider and City, responsibility and indemnity, if any, shall be apportioned comparatively in accordance with the laws of the State of Texas, without, however, waiving any governmental immunity available to the City under Texas or federal law and without waiving any defenses of the parties under Texas law. The provisions of this paragraph are solely for the benefit of the parties hereto and are not intended to create or grant any rights, contractual or otherwise, to any other person or entity.

Park and Recreation Board Policy



City of Dallas

Title: Partnership Policy

No. 11-07-01

5. This contract is made subject to the Charter and ordinances of City, as amended; and all applicable laws of the State of Texas. This Contract is performable in Dallas County, Texas, and venue for any legal action under this Contract shall lie exclusively in Dallas County, Texas. In construing this Contract, the laws and court decisions of the State of Texas shall control.
6. In performing services under this Contract, Provider's relationship to the City is that of an independent contractor. Provider shall exercise independent judgment in performing duties under this Contract and is solely responsible for setting working hours, scheduling or prioritizing the Work flow and determining how the Work is to be prepared. No term or provision of this contract shall be construed as making Provider the agent, servant or employee of City, nor as making the Provider a general or limited partner of the City pursuant to Texas partnership laws, or making Provider or any of its employees eligible for the fringe benefits, such as retirement, insurance and worker's compensation, which City provides its employees.
7. Conflict of Interest of City Employees: The following section of the Charter of the City of Dallas shall be one of the conditions of, and a part of, the consideration of this Agreement, to wit:
 - A. "CHAPTER XXII. Sec. 11 FINANCIAL INTEREST OF EMPLOYEE OR OFFICER PROHIBITED-- No officer or employee shall have any financial interest, direct or indirect, in any contract with the city or be financially interested, directly or indirectly, in the sale to the City of any land, materials, supplies or services, except on behalf of the City as an officer or employee. Any violation of this section shall constitute malfeasance in office, and any officer or employee guilty thereof shall thereby forfeit his office, or position with the City. Any violation of this section , with knowledge, express or implied, of the person or corporation contracting with the City shall render the Agreement involved voidable by the City manager of the City Council.
 - B. The alleged violations of this section shall be matters to be determined either by the Trial Board in the case of employees who have the right to appeal to the Trial Board, and by the City Council in the case of other employees.

Park and Recreation Board Policy



City of Dallas

Title: Partnership Policy

No. 11-07-01

- C. The prohibitions of this section shall not apply to the participation by City employees in federally-funded housing programs, to the extent permitted by applicable federal or state law."

8. Gift to Public Servant

- A. City may terminate this Agreement immediately if Provider has offered, conferred, or agreed to confer any benefit upon a City employee or official that the City employee or official is prohibited by law from accepting. (City has been advised by the prosecuting authorities that the Section 36.10(4) exception to Sections 36.08 and 36.09 of the Texas Penal Code is not available to public servants who have no legal reporting requirements).
- B. For purposes of this section, "benefit" means anything reasonably regarded as economic advantage, including benefit to any other person in whose welfare the beneficiary is interested, but does not include a contribution or expenditure made and reported in accordance with law.
- C. Notwithstanding any other legal remedies, City may require Provider to remove any employee of the Provider from the premises who has violated the restrictions of this section or any similar state or federal law, and obtain reimbursement for any expenditures made to Provider as a result of the improper offer, agreement to confer, or conferring of a benefit to a City employee or official.

- 9. Non-Discrimination. As a condition of this Agreement, Provider covenants that Provider will take all necessary actions to insure that, in connection with any work under this Agreement, Provider, his associates and subcontractors, will not discriminate in the treatment or employment of any individual or groups of individuals on the grounds of race, color, religion, national origin, age, sex, or handicap unrelated to job performance either directly, indirectly or through contractual or other arrangements. Provider shall also comply with all applicable requirements of the Americans with Disabilities Act, 42 U.S.C.A. paragraphs 12101-12213, as amended. In this regard, Provider shall keep, retain and safeguard all records relating to this Agreement or work performed hereunder for a minimum period of three (3)

Park and Recreation Board Policy



Title: Partnership Policy
No. 11-07-01

years from final contract completion, with full access allowed to authorized representatives of the City of Dallas, upon request, for purposes of evaluating compliance with this and other provisions of the Agreement.

10. This Agreement is made subject to the provisions of the Charter, Board rules and policies and ordinances of City, as amended, and all applicable state and federal laws.

11. This contract may be modified only by mutual agreement of City and Provider. Such agreement shall be in writing and shall be signed by an authorized representative of the City and Provider.

12. This Agreement embodies the complete agreement of the parties hereto, superseding all oral or written previous and contemporary agreements between the parties and relating to matters in the Agreement, and except as otherwise provided herein cannot be modified without written agreement of the parties to be attached to and made a part of this Agreement

13. [Closing Statement and Signature Request] example: Your signature below will signify your agreement with the terms listed within this letter of agreement. Please sign and return to [City Representative Name, Title, Mailing Address] within 5 business days. We look forward to a great partnership with you.

PARK AND RECREATION BOARD

BY: _____
President or Dept. Director

PARTNER

BY: _____
Signature

Title: _____

Address: _____

Phone: _____

AGENDA DATE: December 1, 2016
COUNCIL DISTRICT(S): 9
DEPARTMENT: Park & Recreation
CMO: Louise Elam, 214-670-5275
MAPSCO: 47-B

SUBJECT

Authorize a settlement in lieu of proceeding with condemnation, of a tract of land containing approximately 108,436 square feet, from Casa Blanca Village, LLC, for the proposed White Rock Hills Recreation Center located at 2165 Highland Road - Not to exceed \$1,865,000 (\$1,850,000 plus closing costs and title expenses not to exceed \$15,000) - Financing: 2006 Bond Funds

BACKGROUND

This item authorizes the acquisition of a tract of land containing a total of approximately 108,436 square feet (2.489 acres) of land, more particularly described in Exhibit A, from Casa Blanca Village, LLC, for the proposed White Rock Hills Recreation Center. The property to be purchased is the third property purchased for the purpose of this project. The location of this project was chosen through extensive collaboration with the community.

On May 16, 2013, Park Board had originally authorized an amount of \$1,524,918 as settlement with the owner. After Park Board approval, but before Council consideration, the owner retracted the settlement price. As a result Council authorized the original appraised value as the offer amount.

On August 13, 2014, City Council authorized a purchase amount of \$1,200,000 plus closing costs not to exceed \$12,000. The settlement amount for this acquisition is \$1,850,000 plus closing cost and title expenses not to exceed \$15,000 for a revised authorized amount of \$1,865,000. This is an increase of \$638,000 from the previous Council authorization.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

On May 16, 2013, the Park and Recreation Board authorized acquisition in the amount of \$1,524,918.

City Council authorized acquisition in the amount of \$1,212,000 on August 13, 2014, by Resolution No. 14-1267.

Authorize a settlement in lieu of proceeding with condemnation, of a tract of land containing approximately 108,436 square feet, from Casa Blanca Village, LLC, for the proposed White Rock Hills Recreation Center located at 2165 Highland Road - Not to exceed \$1,865,000 (\$1,850,000 plus closing costs and title expenses not to exceed \$15,000) - Financing: 2006 Bond Funds – December 1, 2016 - Page 2

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

The Planning and Design Committee will consider this item on December 1, 2016 and will present a recommendation to the Park and Recreation Board on the same day.

This item will be scheduled for City Council approval on January 11, 2017 by Sustainable Development and Construction.

FISCAL INFORMATION

2006 Bond Funds - \$1,865,000

OWNER

Casa Blanca Village, LLC

ATTACHMENTS

1. Exhibit A
2. Map

Exhibit A

1 of 5

**FIELD NOTES DESCRIBING 2.489 AC. (108,436 SQ. FT.) IN BLOCK 7037
TO BE ACQUIRED FOR PARK FROM CASA BLANCA VILLAGE LLC
CITY OF DALLAS DRAWING NUMBER 043D-15**

BEING situated in the C. Lovejoy Survey, Abstract Number 830, in the City of Dallas, Dallas County, Texas, and being all of Lot 7, Block 7037 (Official City of Dallas Block Number) of the Penzance Hamlet Addition, an addition to the City of Dallas recorded in Volume 70142, Page 2137, Deed Records of Dallas County, Texas, and being all of that tract of land described in Contract of Deed to Casa Blanca Village, LLC dated December 5, 2005 and recorded in Instrument Number 200503613770, Official Public Records of Dallas County, Texas and containing 108,436 square feet (2.489 acres) (plat called 2.490 acres).

This description is approved as to form.



Scott Holt, RPLS
Survey Program Manager
City of Dallas

FIELD NOTES APPROVED:

E. E. Kozzart
3/15/12



Exhibit A

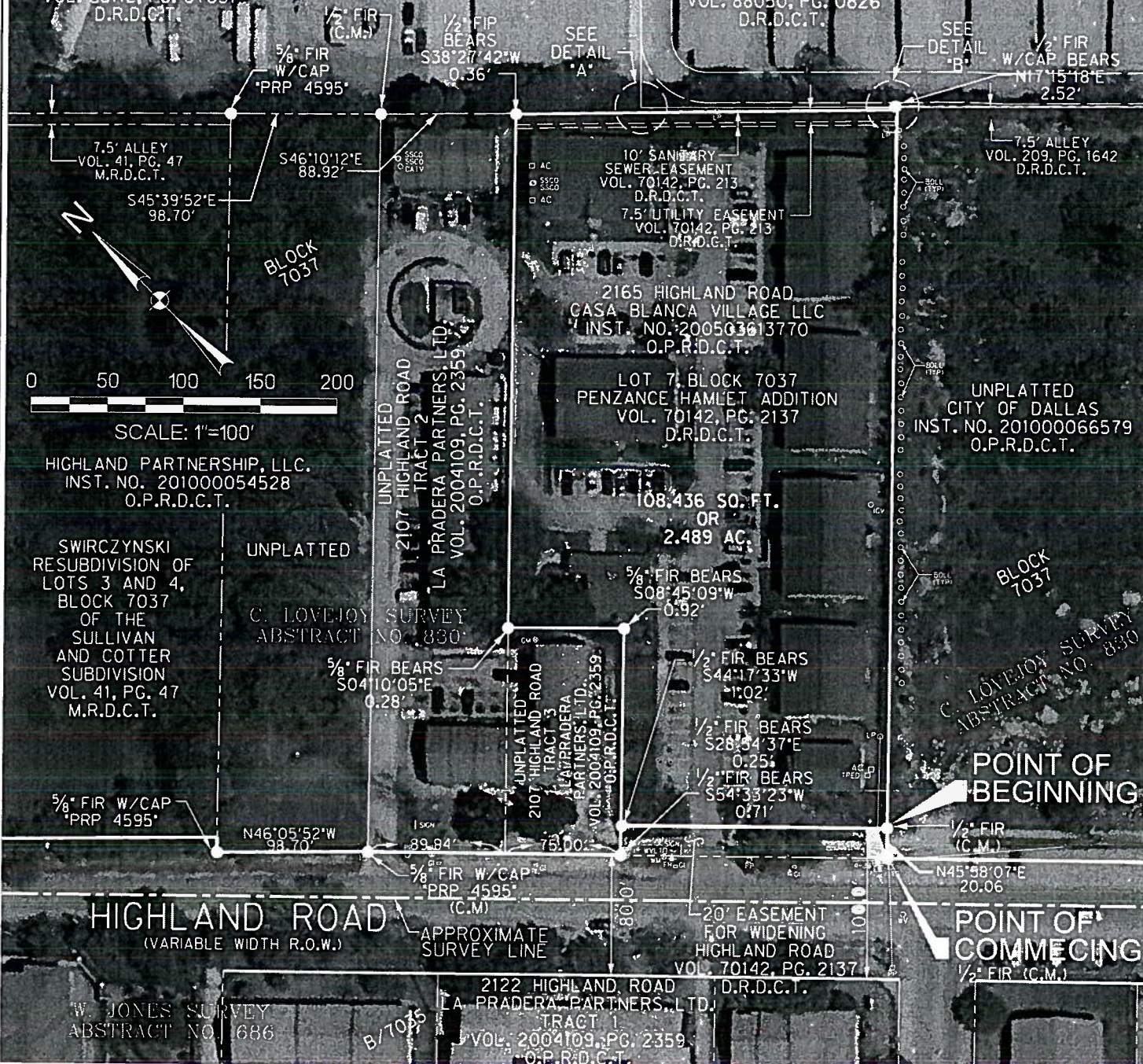
2 of 5

FIELD NOTES DESCRIBING 2.489 AC. (108,436 SQ. FT.)
IN CITY BLOCK 7037
TO BE ACQUIRED FOR PARK FROM
CASA BLANCA VILLAGE LLC

8047 FERGUSON
ACCESS II MINISTORAGE L.C.
VOL. 98112, PG. 07051
D.R.D.C.T.

LOT 12, BLOCK 7037
FERGUSON ROAD SELF
STORAGE ADDITION
VOL. 88050, PG. 0826
D.R.D.C.T.

UNPLATTED
8047 FERGUSON ROAD
ACCESS II MINISTORAGE L.C.
VOL. 98112, PG. 07051
D.R.D.C.T.



SCALE: 1"=100'

HIGHLAND PARTNERSHIP, L.L.C.
INST. NO. 201000054528
O.P.R.D.C.T.

SWIRCZYNSKI
RESUBDIVISION OF
LOTS 3 AND 4,
BLOCK 7037
OF THE
SULLIVAN
AND COTTER
SUBDIVISION
VOL. 41, PG. 47
M.R.D.C.T.

UNPLATTED

C. LOVEJOY SURVEY
ABSTRACT NO. 830

5/8" FIR BEARS
S04°10'05"E
0.28'

5/8" FIR W/CAP
"PRP 4595"

N46°05'52"W
98.70'

HIGHLAND ROAD
(VARIABLE WIDTH R.O.W.)

APPROXIMATE
SURVEY LINE

20' EASEMENT
FOR WIDENING
HIGHLAND ROAD
VOL. 70142, PG. 2137
D.R.D.C.T.

POINT OF
COMMENCING
1/2" FIR (C.M.)
N45°58'07"E
20.06'

W. JONES SURVEY
ABSTRACT NO. 686

2122 HIGHLAND ROAD
LA PRADERA PARTNERS, L.L.C.
TRACT 1
VOL. 2004109, PG. 2359
O.P.R.D.C.T.

LEGEND:

- 1/2" SIR W/CAP 1/2 INCH SET IRON ROD WITH YELLOW PLASTIC CAP STAMPED "HALFF"
- FIR FOUND IRON ROD
- FP FOUND IRON PIPE
- INST. NO. INSTRUMENT NUMBER
- C.M. CONTROLLING MONUMENT
- D.R.D.C.T. DEED RECORDS OF DALLAS COUNTY, TEXAS
- O.P.R.D.C.T. OFFICIAL PUBLIC RECORDS OF DALLAS COUNTY, TEXAS
- () RECORD CALL
- MEA. MEASURED
- U.T.S. UNABLE TO SET

Notes:

1. This survey was performed without the benefit of a title commitment.
2. Basis of Bearing is NAD 83 (NSRS2007) Texas State Plane North Central Zone 4202 as observed by GPS on Julian day 311 of 2011 from Western Data Systems network station "DUNP". Convergence angle at "DUNP" is +00 degrees 56 minutes 34.23759 seconds.
3. Improvements shown by Aerial Photography dated 2009.



Gary W. Matthews
2-1-2012

BOUNDARY SURVEY

OF
2165 HIGHLAND ROAD
2.489 ACRE TRACT
ALL OF LOT 7, BLOCK 7037
PENZANCE HAMLET ADDITION
SITUATED IN THE
C. LOVEJOY SURVEY, ABSTRACT NO. 830
CITY OF DALLAS, DALLAS COUNTY, TEXAS
CITY OF DALLAS DRAWING NUMBER 043D-15

FOR
CITY OF DALLAS

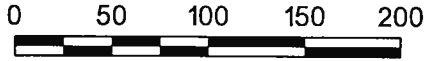
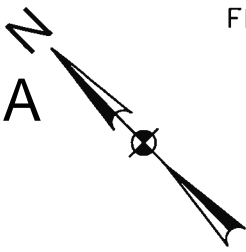
PREPARED BY:



2/4

Exhibit A
3 of 5

FIELD NOTES DESCRIBING 2.489 AC. (108,436 SQ. FT.)
IN CITY BLOCK 7037
TO BE ACQUIRED FOR PARK FROM
CASA BLANCA VILLAGE LLC



SCALE: 1"=100'

8047 FERGUSON ROAD
ACCESS II MINISTORAGE, L.C.
VOL. 98112, PG. 07051
D.R.D.C.T.

LOT 12, BLOCK 7037
FERGUSON ROAD SELF
STORAGE ADDITION
VOL. 88150, PG. 0826
D.R.D.C.T.

8047 FERGUSON
ACCESS II MINISTORAGE, L.C.
VOL. 98112, PG. 07051
D.R.D.C.T.

C. LOVEJOY SURVEY
ABSTRACT NO. 830

7.5 UTILITY EASEMENT
VOL. 70142, PG. 213
D.R.D.C.T.

1/2" FIR
(C.M.)

SEE
DETAIL
"A"

SEE
DETAIL
"B"

SEE
DETAIL
"C"

10' SANITARY
SEWER EASEMENT
VOL. 70142, PG. 213
D.R.D.C.T.

HIGHLAND PARTNERSHIP, L.T.D.
INST. NO. 201000054528
O.P.R.D.C.T.

SWIRCZYNSKI RESUBDIVISION OF
LOTS 3 AND 4, BLOCK 7037 OF THE
SULLIVAN AND COTTER SUBDIVISION
VOL. 41, PG. 47
M.R.D.C.T.

2107 HIGHLAND ROAD
TRACT 2 - BLK 7037
LA PRADERA PARTNERS, L.T.D.
VOL. 2004109, PG. 2359
O.P.R.D.C.T.

LOT 7, BLOCK 7037
PENZANCE HAMLET ADDITION
VOL. 70142, PG. 2137
D.R.D.C.T.

2165 HIGHLAND ROAD
CASA BLANCA VILLAGE, LLC
INST. NO. 200503613770
O.P.R.D.C.T.

2107 HIGHLAND ROAD
TRACT 3 - BLK 7037
LA PRADERA PARTNERS, L.T.D.
VOL. 2004109, PG. 2359
O.P.R.D.C.T.

UNPLATTED
2229 HIGHLAND ROAD
CITY OF DALLAS
INST. NO. 201000066579
O.P.R.D.C.T.

7.5' ALLEY
VOL. 209, PG. 1642
D.R.D.C.T.

20' EASEMENT
FOR WIDENING
HIGHLAND ROAD
VOL. 70142, PG. 2137
D.R.D.C.T.

1/2" FIR
W/ CAP
"PRP 4595"
(C.M.)

1/2" FIR
(C.M.)

HIGHLAND ROAD
(VARIABLE WIDTH R.O.W.)

MEA.
80.0'

MEA.
79.6'

1/2" FIR

1/2" FIR

BOUNDARY SURVEY
OF
2165 HIGHLAND ROAD
2.489 ACRE TRACT
PART OF LOT 7, BLOCK 7037
PENZANCE HAMLET ADDITION
SITUATED IN THE

C. LOVEJOY SURVEY, ABSTRACT NO. 830
CITY OF DALLAS, DALLAS COUNTY, TEXAS
CITY OF DALLAS DRAWING NUMBER 043D-15

FOR
CITY OF DALLAS

PREPARED BY :



3/4

3/14/2012 11:49:30 AM a1466 HALFF I:\28000a\28465\101\CADD\Sheets\101-BS03-28465.dgn

- LEGEND:**
- 1/2" FIR W/CAP 1/2 INCH SET IRON ROD WITH YELLOW PLASTIC CAP STAMPED "HALFF"
 - FIR FOUND IRON ROD
 - FIP FOUND IRON PIPE
 - INST. NO. INSTRUMENT NUMBER
 - (C.M.) CONTROLLING MONUMENT
 - D.R.D.C.T. DEED RECORDS OF DALLAS COUNTY, TEXAS
 - O.P.R.D.C.T. OFFICIAL PUBLIC RECORDS OF DALLAS COUNTY, TEXAS
 - () RECORD CALL
 - MEA. MEASURED
 - U.T.S. UNABLE TO SET



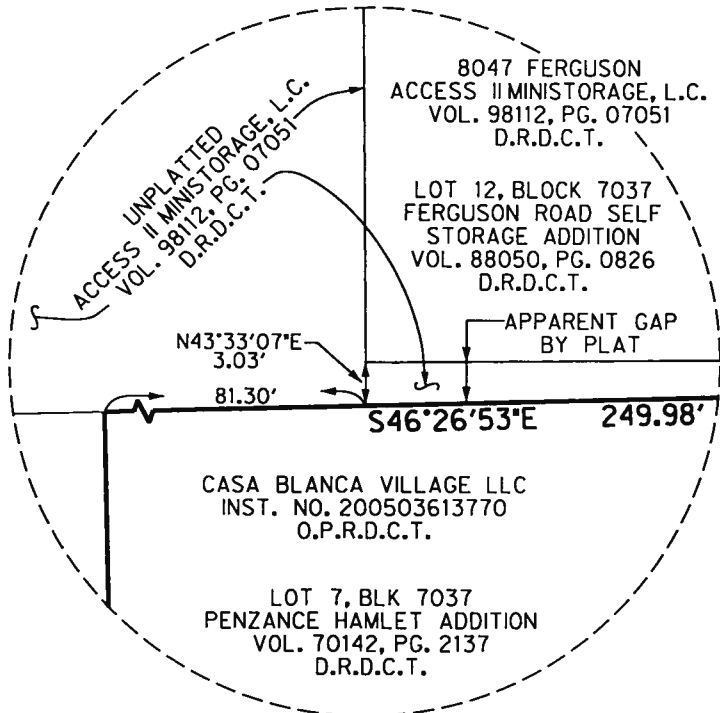
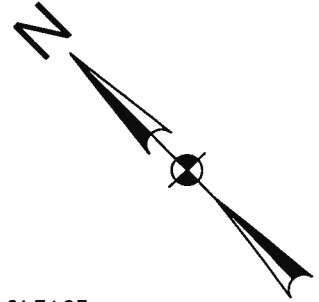
FIELD NOTES APPROVED:

202 3/15/12

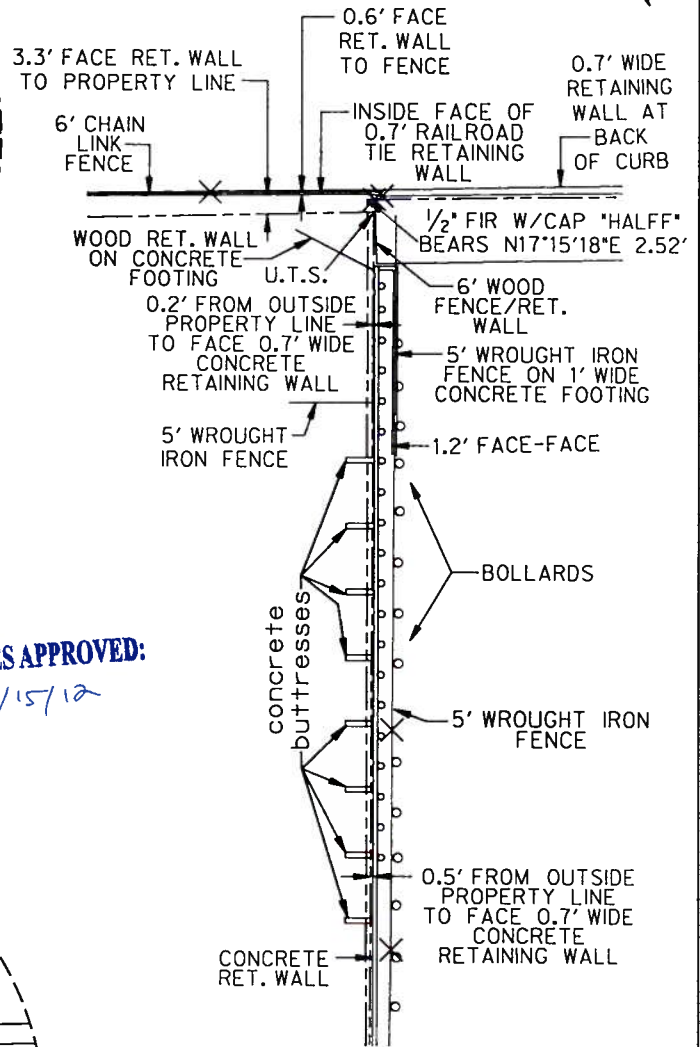
Exhibit A

4 of 5

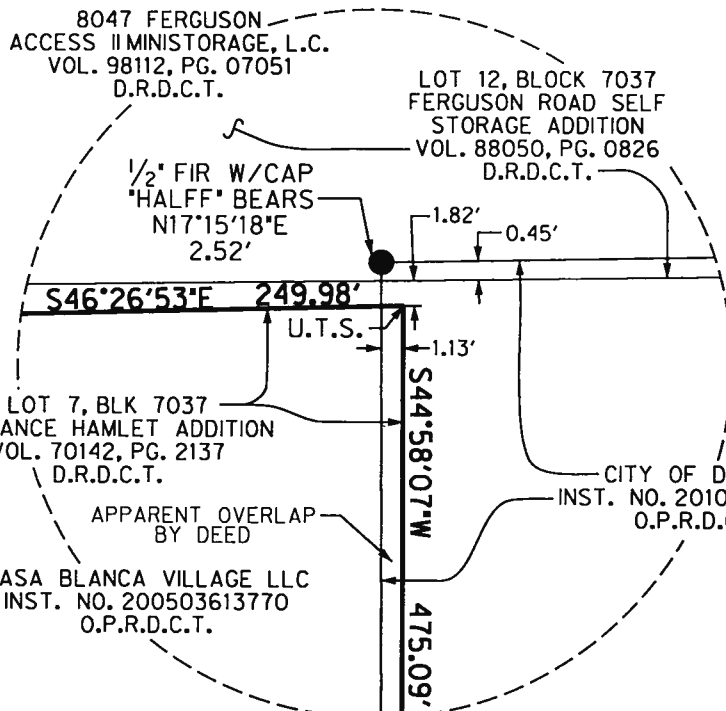
FIELD NOTES DESCRIBING 2.489 AC. (108,436 SQ. FT.)
 IN CITY BLOCK 7037
 TO BE ACQUIRED FOR PARK FROM
 CASA BLANCA VILLAGE LLC



DETAIL "A"
N.T.S.



DETAIL "C"
N.T.S.



DETAIL "B"
N.T.S.



FIELD NOTES APPROVED:
 OKR 3/15/12

BOUNDARY SURVEY

OF
2165 HIGHLAND ROAD
2.489 ACRE TRACT
 PART OF LOT 7, BLOCK 7037
 PENZANCE HAMLET ADDITION
 SITUATED IN THE
 C. LOVEJOY SURVEY, ABSTRACT NO. 830
 CITY OF DALLAS, DALLAS COUNTY, TEXAS
 CITY OF DALLAS DRAWING NUMBER 043D-15

FOR
CITY OF DALLAS

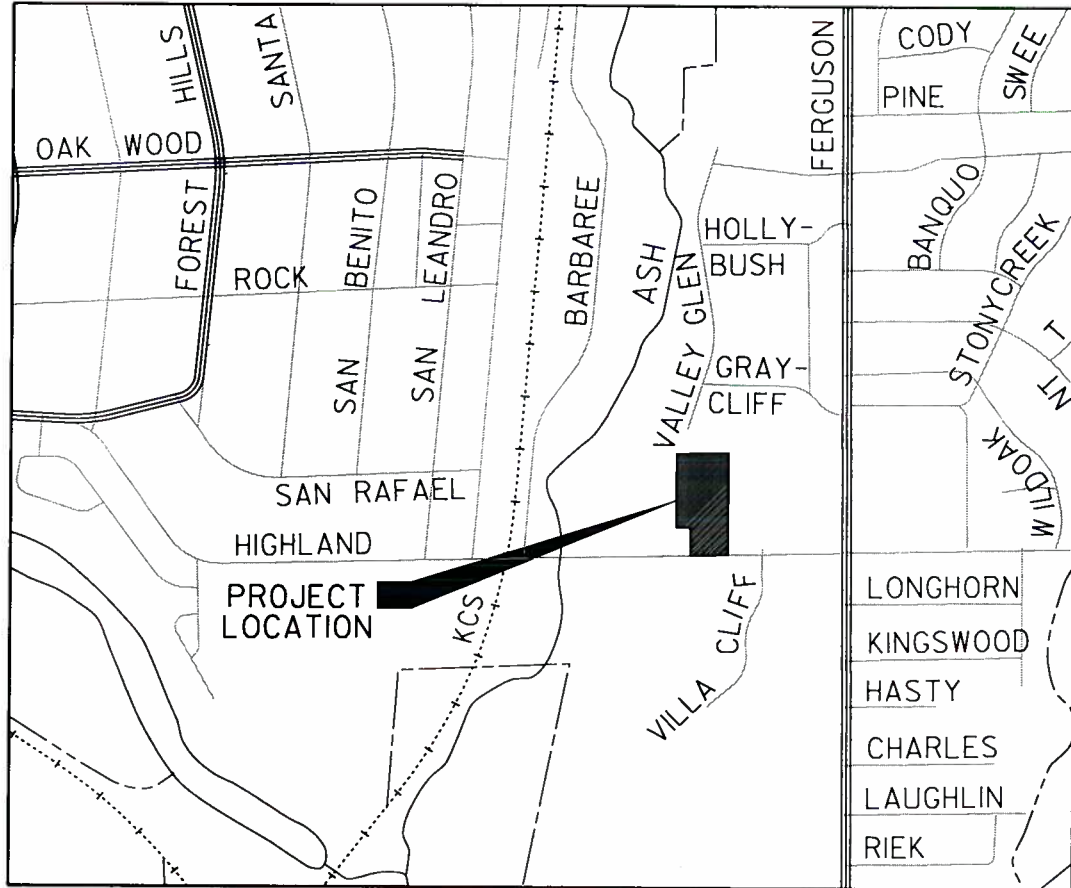
PREPARED BY :



Exhibit A

5 of 5

FIELD NOTES DESCRIBING 2.489 AC. (108,436 SQ. FT.)
IN CITY BLOCK 7037
TO BE ACQUIRED FOR PARK FROM
CASA BLANCA VILLAGE LLC



LOCATION MAP
NOT TO SCALE



0 187.5 375 750 1,125 Feet



December 1, 2016

White Rock Hills Recreation Center
(2165 Highland Rd)

MapSCO
47 B

District
9

**DALLAS PARK AND RECREATION BOARD
AGENDA SHEET**

DATE: December 1, 2016

COUNCIL DISTRICT(S): 6

STAFF: Louise Elam, 214-670-5275

MAPSCO: 23Z, 33B, C, D, F, G

SUBJECT

Authorize proceeding with advertisement for construction procurement for the Bachman Lake Park Tree Mitigation Project at Bachman Lake Park associated with the 48" wastewater interceptor line located at 3500 West Northwest Highway - Estimated construction cost of the project is approximately \$215,000 - Financing: This project will be paid for by Dallas Water Utilities

BACKGROUND

The new 48" Wastewater Interceptor line project traversing Bachman Lake Park was completed in early 2016, and won the 2016 CMAA North Texas award for best Public Works Project over \$15 million dollars. The project was designed and managed by Dallas Water Utilities (DWU), with Park and Recreation Staff being closely involved in all aspects of this major infrastructure project for the City. During construction of the interceptor line, a number of mature trees had to be removed from Bachman Lake Park that were disturbed by the construction, and require mitigation under Dallas City Code. DWU originally scheduled installation of the mitigation trees as part of the upcoming Bachman Lake Dam Project.

Since the Dam Project has been delayed indefinitely, DWU and the Park Department jointly decided that the mitigation trees could not wait for an indefinite project, and decided to proceed with construction procurement for the mitigation tree package as a separate project, funded by DWU and managed by the Park Department. The work will include all mitigation trees required as part of the 48" Interceptor Project to replace trees lost during construction of that project. This work will also include irrigation for all replacement trees.

Authorize proceeding with advertisement for construction procurement for the Bachman Lake Park Tree Mitigation Project at Bachman Lake Park associated with the 48" wastewater interceptor line located at 3500 West Northwest Highway - Estimated construction cost of the project is approximately \$215,000 - Financing: This project will be paid for by Dallas Water Utilities – December 1, 2016 – Page 2

FISCAL INFORMATION

The entire cost of this project is being paid for by Dallas Water Utilities. Planning and Design Staff will manage bidding and installation of the project. No cost consideration to the Park and Recreation Department.

Estimated construction cost of the project is approximately \$215,000.00.

COMMITTEE ACTION

The Planning and Design Committee will consider this item on December 1, 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.

ATTACHMENT

Map



December 1, 2016

**Bachman Lake Park
(3500 W Northwest Hwy)**

Mapsco
23 Z; 33 B,C,D, F,G

District
6

**DALLAS PARK AND RECREATION BOARD
AGENDA SHEET**

DATE: December 1, 2016

COUNCIL DISTRICT(S): 1, 2, 5, 10, 11, 14

STAFF: Louise Elam, 214-670-5275

MAPSCO: 59-W, 15-H, 47-E, 54-B, C, 27-K, 36-Q, U

SUBJECT

Authorize proceeding with advertisement for construction procurement for six new family aquatic centers located at Crawford Memorial Park located at 8700 Elam Road, Fretz Park located at 6994 Belt Line Road, Samuell-Grand Park located at 6200 East Grand Avenue, Kidd Springs Park located at 700 West Canty Street, Lake Highlands North Park located at 9344 Church Road and Tietze Park located at 2700 Skillman Street – Estimated Construction Cost: \$31,550,000 – Financing: Elgin B. Robertson Land Sale proceeds (\$23,200,000), 2006 Bond Funds (\$600,000 for Crawford Park master plan implementation), Aquatics Multi-Year Funds (\$100,000), Samuell Park Expendable Trust Funds (\$500,000) and Potential 2017 Bond Funds (\$7,150,000)

BACKGROUND

Kimley-Horn and Associates has completed design services through construction document services for the construction of six new family aquatic centers at Crawford Park, Fretz Park, Samuell-Grand Park, Kidd Springs Park, Lake Highlands North Park and Tietze Park.

Base Bid

Regional Family Aquatic Centers (Crawford, Fretz and Samuell-Grand Parks)

- Children’s Play Pool with multi-level play unit with sprays and slides and ground geyser sprays in zero beach entry
- Two single rider body flume slides with a single plunge pool
- Eight lane lap pool with one meter diving board
- Lazy river with crossing activity
- Shade structures
- Bathhouse to include concessions, men’s and women’s locker rooms, two family rest rooms, office, lifeguard room
- Pool filtration equipment building

Authorize proceeding with advertisement for construction procurement for six new family aquatic centers located at Crawford Memorial Park located at 8700 Elam Road, Fretz Park located at 6994 Belt Line Road, Samuell-Grand Park located at 6200 East Grand Avenue, Kidd Springs Park located at 700 West Canty Street, Lake Highlands North Park located at 9344 Church Road and Tietze Park located at 2700 Skillman Street – Estimated Construction Cost: \$31,550,000 – Financing: Elgin B. Robertson Land Sale proceeds (\$23,200,000), 2006 Bond Funds (\$600,000 for Crawford Park master plan implementation), Aquatics Multi-Year Funds (\$100,000), Samuell Park Expendable Trust Funds (\$500,000) and Potential 2017 Bond Funds (\$7,150,000) - December 1, 2016 – Page 2

BACKGROUND (Continued)

Community Family Aquatic Centers (Kidd Springs and Lake Highlands North Parks)

- Children’s Play Pool with multi-level play unit with sprays and slides and ground geyser sprays in zero beach entry
- Two single rider body flume slides with a single plunge pool
- Six lane lap pool with one meter diving board
- Shade structures
- Bathhouse to include: concessions, men’s and women’s locker rooms, family rest room, office, lifeguard room
- Pool filtration equipment building

Neighborhood Family Aquatic Center (Tietze Park)

- Children’s Play Pool with multi-level play unit with sprays and slides and ground geyser sprays in zero beach entry
- One slide with a run-out
- Four lane lap pool
- Shade structures
- Bathhouse to include: concessions, men’s and women’s locker rooms, family rest room, office, lifeguard room
- Pool filtration equipment building

Construction Costs:

	<u>Original Construction Budget</u>	<u>Current Construction Estimate</u>
Crawford	\$5,600,000	\$7,000,000
Fretz	\$4,200,000	\$6,000,000
Samuell	\$5,000,000	\$6,200,000
Kidd Springs	\$3,500,000	\$4,650,000
LHN	\$3,500,000	\$4,400,000
Tietze	<u>\$2,600,000</u>	<u>\$3,300,000</u>
	\$24,400,000	\$31,550,000*

*Recommend difference of \$7,150,000 to be funded by 2017 Bond Program

Authorize proceeding with advertisement for construction procurement for six new family aquatic centers located at Crawford Memorial Park located at 8700 Elam Road, Fretz Park located at 6994 Belt Line Road, Samuell-Grand Park located at 6200 East Grand Avenue, Kidd Springs Park located at 700 West Canty Street, Lake Highlands North Park located at 9344 Church Road and Tietze Park located at 2700 Skillman Street – Estimated Construction Cost: \$31,550,000 – Financing: Elgin B. Robertson Land Sale proceeds (\$23,200,000), 2006 Bond Funds (\$600,000 for Crawford Park master plan implementation), Aquatics Multi-Year Funds (\$100,000), Samuell Park Expendable Trust Funds (\$500,000) and Potential 2017 Bond Funds (\$7,150,000) - December 1, 2016 – Page 3

BACKGROUND (Continued)

It is anticipated that there will be two bid packages:

Bid Package One: Crawford, Fretz, Samuell-Grand Parks to be awarded May 2017.

Bid Package Two: Kidd Springs, Lake Highlands North, Tietze Parks to be awarded May 2018.

BACKGROUND (Continued)

Schedule

- Began Design January 2016
- Completed Design December 2016
- Begin Construction July 2017 (Crawford Park)
- Begin Construction August 2017 (Fretz and Samuell Grand Parks)
- Begin Construction August 2018 (Kidd Springs, Lake Highlands North and Tietze Parks)
- Complete Construction April 2018 (for Crawford, Fretz and Samuell Grand Parks)
- Complete Construction April 2019 (for Kidd Springs, Lake Highlands North and Tietze Parks)

This project requires full-year operating and maintenance funding in the amount of \$570,063 for Crawford Park, \$523,110 for Fretz Park and \$522,714 for Samuell-Grand Park. Required operating and maintenance funding for Kidd Springs, Lake Highlands North and Tietze Parks yet to be determined.

FISCAL INFORMATION

Elgin B. Robertson Land Sale proceeds - \$23,200,000

2006 Bond Funds - \$600,000 (for Crawford Park master plan implementation)

Aquatics Multi-Year Funds - \$100,000

Samuell Park Expendable Trust Funds - \$500,000

Potential 2017 Bond Funds - \$7,150,000

Authorize proceeding with advertisement for construction procurement for six new family aquatic centers located at Crawford Memorial Park located at 8700 Elam Road, Fretz Park located at 6994 Belt Line Road, Samuell-Grand Park located at 6200 East Grand Avenue, Kidd Springs Park located at 700 West Cauty Street, Lake Highlands North Park located at 9344 Church Road and Tietze Park located at 2700 Skillman Street – Estimated Construction Cost: \$31,550,000 – Financing: Elgin B. Robertson Land Sale proceeds (\$23,200,000), 2006 Bond Funds (\$600,000 for Crawford Park master plan implementation), Aquatics Multi-Year Funds (\$100,000), Samuell Park Expendable Trust Funds (\$500,000) and Potential 2017 Bond Funds (\$7,150,000) - December 1, 2016 – Page 4

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

Quality of Life and Environment Committee was briefed on the Aquatics Master Plan Update on September 14, 2015

City Council was briefed on the Aquatics Master Plan Update on October 7, 2015.

Park and Recreation Board approved the Aquatics Master Plan Update on October 8, 2015

City Council approved the professional services contract for Phase 1 Implementation on December 9, 2015

Park Board was briefed on the Aquatics Master Plan Implementation on March 10, 2016

Park Board was briefed on the Aquatics Master Plan Implementation on October 20, 2016

City Council was briefed on the Aquatics Master Plan Implementation on November 2, 2016.

The Planning and Design Committee will consider this item on December 1, 2016 and will present a recommendation to the Park and Recreation Board on the same day.

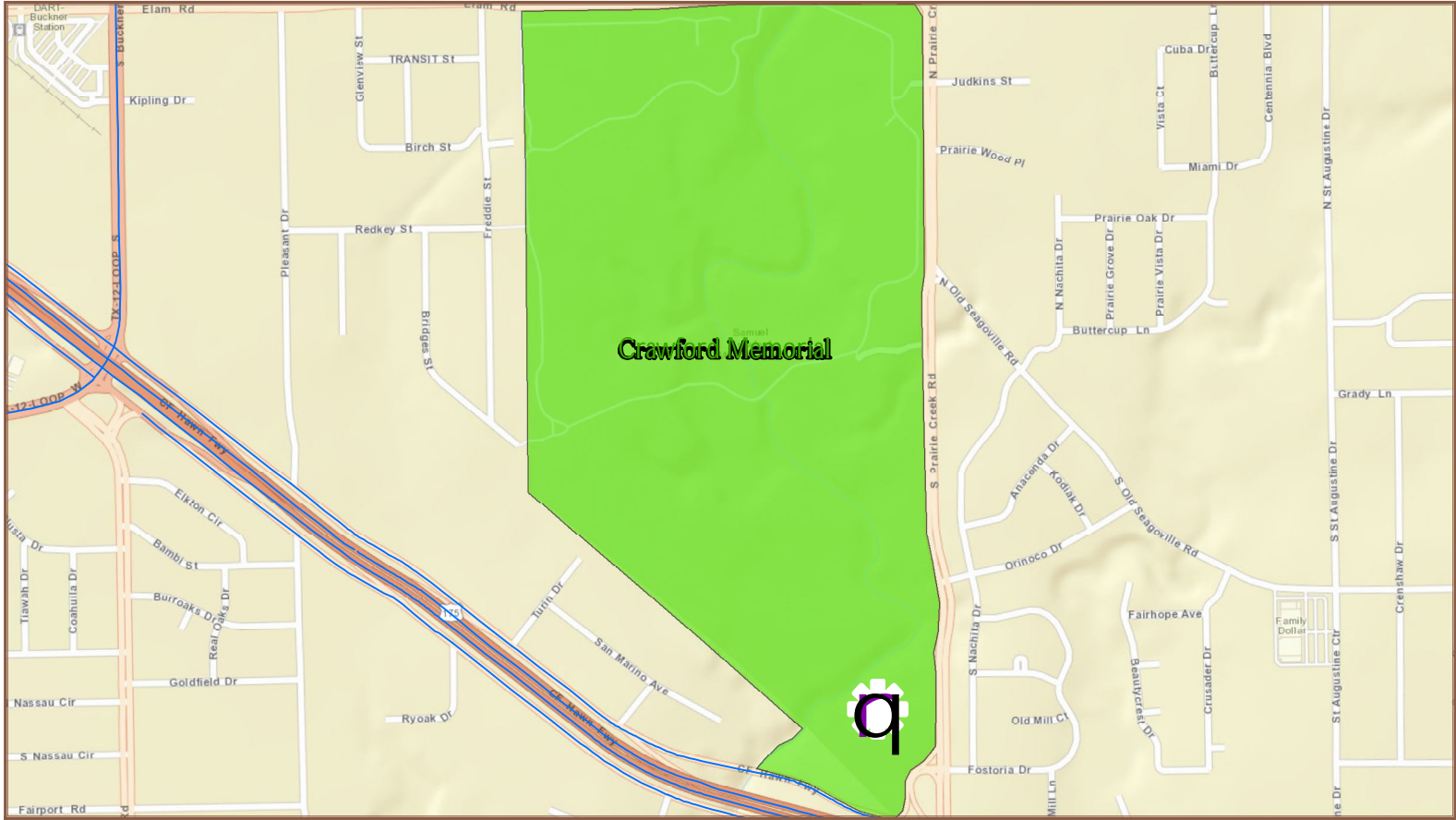
This item does not require City Council approval.

STAFF RECOMMENDATION

Staff recommends approval.

ATTACHMENT

Maps



0 295 590 1,180 1,770 Feet



December 1, 2016

**Aquatic Center: Crawford Memorial Park
(8700 Elam Rd)**

MapSCO
59W

District
5



0 65 130 260 390 Feet

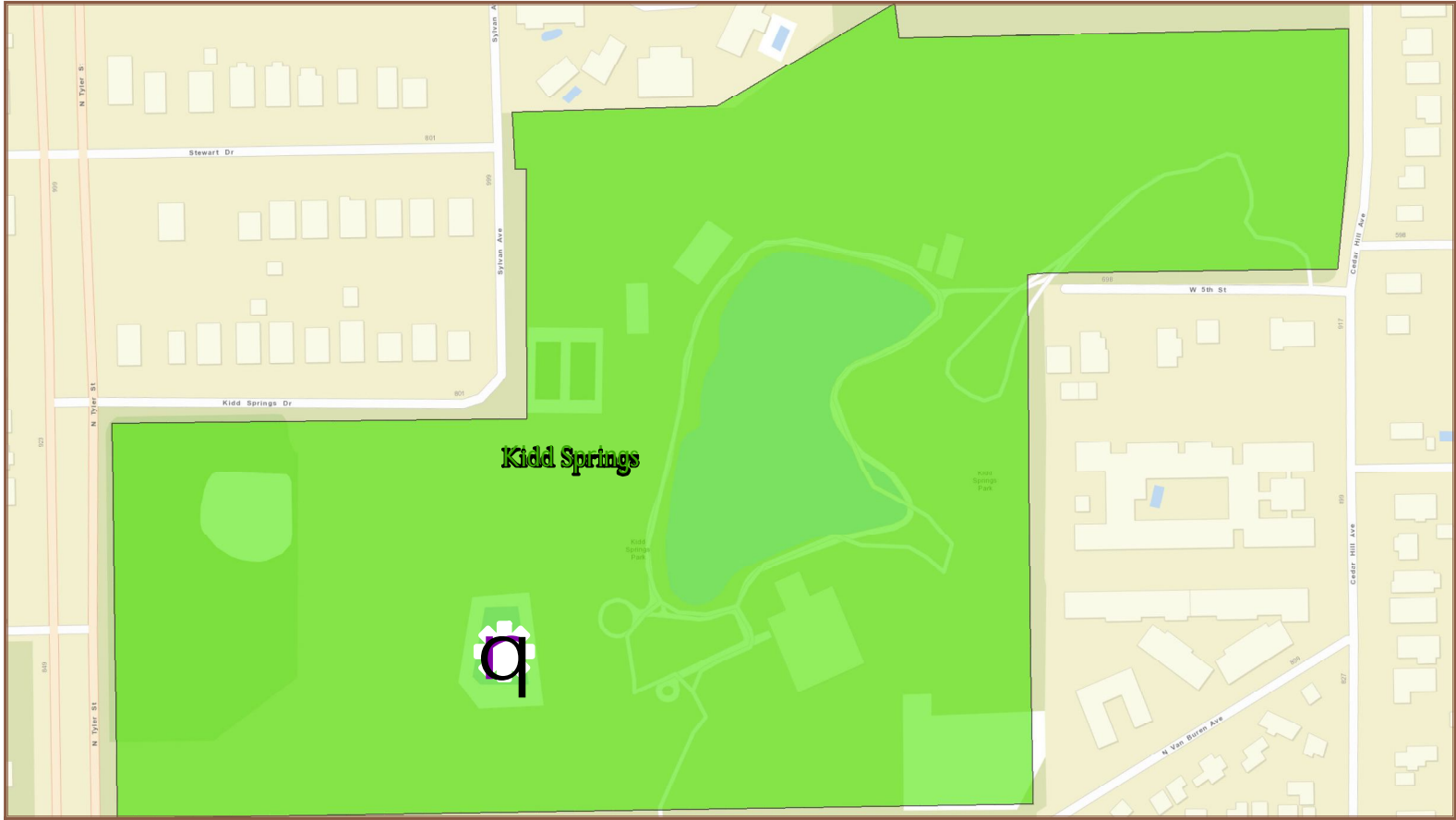
December 1, 2016



Aquatic Center: Fretz Park
(6994 Belt Line Rd)

Mapsc0
15 H

District
11



0 62.5 125 250 375 Feet

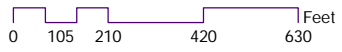
December 1, 2016



Aquatic Center: Kidd Springs Park
(700 W Cauty St)

MapSCO
54, B, C

District
1



December 1, 2016



Aquatic Center: Lake Highlands North
(9344 Church Road)

MapSCO
27 K

District
10



0 155 310 620 930 Feet

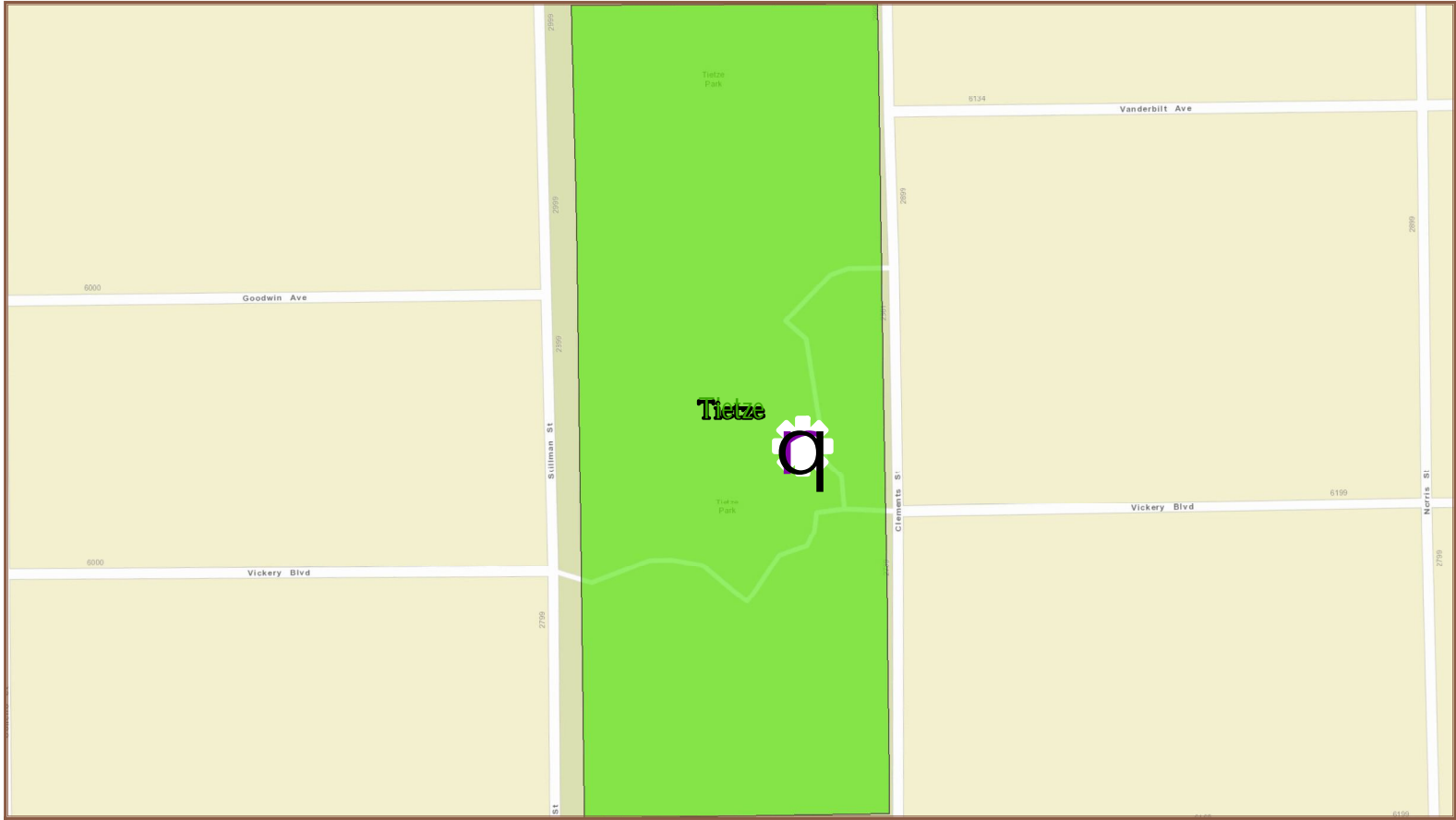
December 1, 2016



Aquatic Center: Samuell-Grand Park
(6200 E Grand Ave)

Mapsco
47 E

District
2



0 50 100 200 300 Feet
 December 1, 2016



Aquatic Center: Tietze Park
 (2700 Skillman St)

Mapsc0
 36 Q,U

District
 14

MEMORANDUM



DATE: November 22, 2016

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

SUBJECT: December 1 2016 Park and Recreation Board Briefings

On Thursday, December 1, 2016, the following briefings will be presented to the Dallas Park and Recreation Board:

- Park and Recreation Trust Fund of the City of Dallas – Annual Update:
John Jenkins, Deputy Director, Park and Recreation Department
- Sunset Review:
John Jenkins, Deputy Director, Park and Recreation Department
- DISD Aquatics Partnership:
Daniel Huerta, Assistant Director, Park and Recreation Department
- Reverchon Park Ballfield – Proposed Redevelopment:
Louise Elam, Assistant Director, Park and Recreation Department

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

A handwritten signature in cursive script that reads "Willis C. Winters".

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

RECEIVED

2016 NOV 22 PM 12: 52

CITY SECRETARY
DALLAS, TEXAS



Yolanda F. Williams, Chair
Paul Sims, Co-Chair
Celina Barajas
Lawrence P. Hochberg
Marlon Rollins
Rodney Schlosser
Robb P. Stewart

(NOTICE OF MEETING)
DALLAS PARK AND RECREATION BOARD
MARKETING COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, DECEMBER 1, 2016
(12:30 P.M.)

AGENDA

1. Marketing Update

A handwritten signature in cursive script.

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

Public Notice

16 12 27

POSTED CITY SECRETARY
DALLAS, TX

A quorum of the Dallas Park and Recreation Board may attend this meeting



(NOTICE OF MEETING – PAGE 2)
DALLAS PARK AND RECREATION BOARD
MARKETING COMMITTEE
DALLAS CITY HALL
1500 MARILLA STREET, ROOM 6FN
DALLAS, TEXAS 75201
THURSDAY, DECEMBER 1, 2016
(12:30 P.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."

"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."



Dallas Park & Recreation

Marketing Update

Marketing Committee
Dallas Park and Recreation Board
December 1, 2016

Purpose

- To update the committee on FY 15-16 successes and proposed marketing plan for FY 16-17 based on the Strategic Plan approved by the Park and Recreation Board

Program Mission and Strategy

- To develop and utilize public facing media channels to create a single voice for the Park & Recreation Department
- The Public Engagement Team strategy is increase awareness, participation and funding for the Dallas Park & Recreation Department

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 was developed (not-funded) as part of the FY 16-17 Budget process that included 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

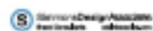
COMPLETE

Logo Development and Rollout

LOGO LAYOUT 1



City of Dallas - Park & Recreation Department
3.10.18



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

Email Signature



C.C. Gonzalez-Kurz

Digital Communications
Fair Park & Community Services
214.670.8536
c.gonzalezkurz@dallascityhall.com
3809 Grand Avenue, Dallas, TX 75210
dallasparks.org



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Press Release Header



The image shows a template for a press release header. It features a white background with a green and blue border at the top. The main text is in a large, bold, sans-serif font. To the right of the text is a logo consisting of three curved lines in green and blue. Below the logo is the text 'Dallas Park & Recreation'. At the bottom, there is a green bar with the website address 'DALLASPARKS.ORG' and a grey bar with three social media icons: Facebook, Twitter, and Instagram.

PRESS RELEASE
CITY OF DALLAS PARK AND RECREATION

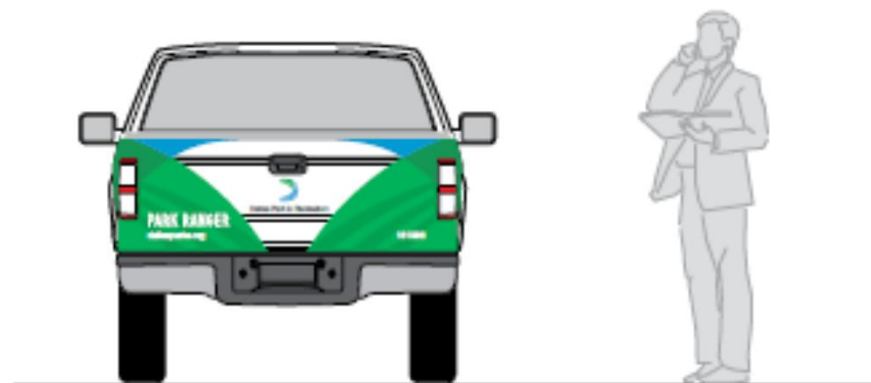


Dallas Park & Recreation

DALLASPARKS.ORG



Park Ranger Vehicles



Park Ranger Wearables



LOGO FILE NAME FOR ALL:
Dallas ParkRec_ParkRanger_PatchLogo_Clr_Solid_Rvrs.eps

Presentation Templates



Dallas Park & Recreation
RECREATION SERVICES



2016 Summer Program Review
Date here



Dallas Park & Recreation
RECREATION SERVICES



2016 Summer Program Review
Date here

FY 16-17 Strategic Plan Initiatives

- Improve marketing and communication to enhance park operations and user satisfaction
 - Develop a comprehensive activity guide that promotes program benefits that increases participation
 - Develop new information about all facilities with an emphasis on special use facilities
 - Seek outside funding sources to support promotional materials and advertising costs
 - Identify and prioritize programs and events that could benefit from donor support, based on costs and benefits and update annually

FY 16-17 Strategic Plan Initiatives

- Develop, annually update and support the implementation and funding of a comprehensive marketing plan
 - Evaluate marketing methods to increase visitation reach a broader audience, and increase revenue
 - Coordinate message to cross-promote programs
 - Update marketing related priorities, performance measures and outcomes to be achieved within appropriate timelines given available staff resources

FY16-17 Strategic Plan Initiatives

- Focus on increasing awareness of facilities, programs and events
 - Develop a comprehensive activity guide
 - Review, on a semi annual basis, all digital and electronic media to ensure the highest level of efficient communication
 - Develop a new information guide with an emphasis on special use facilities
 - Seek outside funding to support outside advertising costs and promotional materials

FY 16-17 Strategic Plan Initiatives

- Develop, and update annually, and support the implementation and funding of a comprehensive marketing plan
 - Develop a coordinated approach to identifying target markets
 - Coordinate messages to cross promote programs
 - Re-evaluate marketing methods to increase visitation where appropriate, reach a broader audience, and generate more income from key revenue- producing attractions
 - Update marketing related priorities, performance measures, and outcomes to be achieved when appropriate timelines given the staff resources available

FY 16-17 Strategic Plan Initiatives

- Coordinate with local municipal and community organizations and institutions to disseminate information and gather feedback from target communities on Department facilities
- Work with DCVB to strengthen the Department's contribution to regional marketing efforts

FY 16-17 Marketing Goals

- Increase recreation center visits and program participation by 2% in FY 16-17 over FY 15-16
- Increase Recreation Services revenue by 2% in FY 16-17 over FY 15-16 revenues of \$2,378,000
- Increase outside funding sources to support promotions and advertising from \$85,000 in FY 15-16 to \$100,000 in FY 16-17
- Increase number of volunteer service hours in FY 15-16 of 276,860 valued at \$6.47M by 3% in FY 16-17

FY 16-17 Marketing Goals

- Increase number of visits to Golf and Tennis programs and facilities from 3,000,000 in FY 15-16 to 3,384,453 in FY 16-17
- Increase annual number of visits to Leisure Venue Management partner facilities and programs from 2,651,319 in FY 15-16 to 3,837,225
- Increase FY 16-17 annual attendance at Fair Park by 3% over FY 15-16
- Increase annual number of visits to Aquatics facilities and programs by 3% over FY 15-16 total of 189,659

FY 16-17 Marketing Goals

- Increase number of Fair Park Esplanade Weekday program offerings of 85 in FY 15-16 by 5% in FY 16-17
- Increase FY 15-16 Kiest Softball Complex league registration fees of \$109,260 and field rentals of \$33,305 by 10% in FY 16-17
- Increase number of Facebook likes of 3,469 and Twitter followers of 4,999 in FY 15-16 by 15% in FY 16-17
- Increase the number of website sessions of 642,714 in FY 15-16 by 10% in FY 16-17
- Establish baseline numbers for Park Ranger Program in FY 16-17 to measure against in the future

FY16-17 Advertising Calendar

October

National Night Out
Halloween

November

Its My Park Day
Golf- Black Friday promo
Winter Break Rec Center Camps
Bahama Beach- kick off summer discount passes
Holiday Events

December

Holiday Events
Deck the Halls
Holiday Delights
Join Rec Centers- NY Resolution

January

Get Fit Promotions
Join Rec Centers- NY resolution
Senior Games Registration opens

February

Wedding Venue promotions
Athletic Fields/Baseball - Open
Valentine's Day Events
Registration for Spring Break Camps
Solicitation of Scholarships for summer camps
Senior Games Occur

March

Athletic Fields- All open
Spring Break Camps
Registration for Scholarships (Camps and Swim)
Registration for Summer Camps/Swim Lessons

April

Volunteer Appreciation Month
Earth Day Events
Volunteer Appreciation Luncheon
Its My Park Day

May/June

Water Safety Month
Mother's Day Luncheon
Bike Safety Month
Bahama Beach Opening
Presidential Fitness Month

July

Park & Recreation Month
July 4th Festivities

August

Back to School Activities

September

Annual Report
Preparation/Forecast FY17-18

FY 16-17 Advertising Calendar Strategy

- Calendar lists significant events/programs and activities
- Provides for Strategic Advertising Focus:
 - Primary: Focus on mission/vision key messages
 - Secondary: Events that demonstrate mission/vision
 - Tertiary: industry publications
- Established themes by Month that drive:
 - Attendance
 - Awareness
 - Revenues
 - Planning ahead

Advertising Spend by Year

FY 14-15	\$415,083.54
FY 15-16	\$332,885.50
FY 16-17	\$417,000.00

- Marketing dollars are identified in each division. There is no consolidated budget.
- Advertising Procurement Park Directive established.



Appendices

Proposed Marketing Division Organization Chart

Strategic Communication & Marketing Plan

Proposed Organizational Chart



Simmons & Associates Recommendations

Strategic Communication & Marketing Plan

Division Goals

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

Strategic Communication & Marketing Plan

SWOT Analysis

Weaknesses

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

Strategic Communication & Marketing Plan

SWOT Analysis

Opportunities

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

Strategic Communication & Marketing Plan

SWOT Analysis

Threats

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

Define the Approach

The four primary components that characterize holistic marketing approach looks at marketing as a complex activity and acknowledges that everything matters.

- Relationship marketing
- Internal marketing
- Socially responsive marketing
- Integrated Marketing



Presented at Soar Like an Eagle Leadership Training for DPARD – Oct. 2015

Best Practices

- Website
 - One voice
 - Informative and visually engaging offering new information daily
 - Add videos and photos
 - Engage with our customers
 - Build a database to share invitations and news
- Social Media
 - Post 3-4 times a day
 - Monitor but never delete
 - Open person posts all updates

Internal Customers

Administration

- Master Plans
- Awards and Recognition

Special Services

- Golf, Tennis, Elm Fork Range and Leisure Venues

Planning, Design and Construction

- Neighborhood/Town Hall/Community Meetings

Fair Park & Community Services

- Fair Park
- Aquatics
- Athletic Fields
- Volunteer Services

Recreation Services

- Recreation Centers
- Senior Programs
- Recreation Camps
- After School Programs
- MyFi Program

Maintenance Services

- Urban Biologists
- Wild Flowers
- Mowing
- Feral Hogs Abatement Program
- All Groundbreaking and Announcements
- Dedications/Naming
- Park Ranger Program

Toolbox

Digital

Dallasparks.org

Microsites- dallasaquatics, bahamabeach, southernskates, golfindallas, fairpark.org

Traditional Media

Radio- radio station clusters, ethnic single station, WRR101fm

Print- The Dallas Morning News, Al Dia, El Extra, Weekly, Dallas Examiner and Community Papers

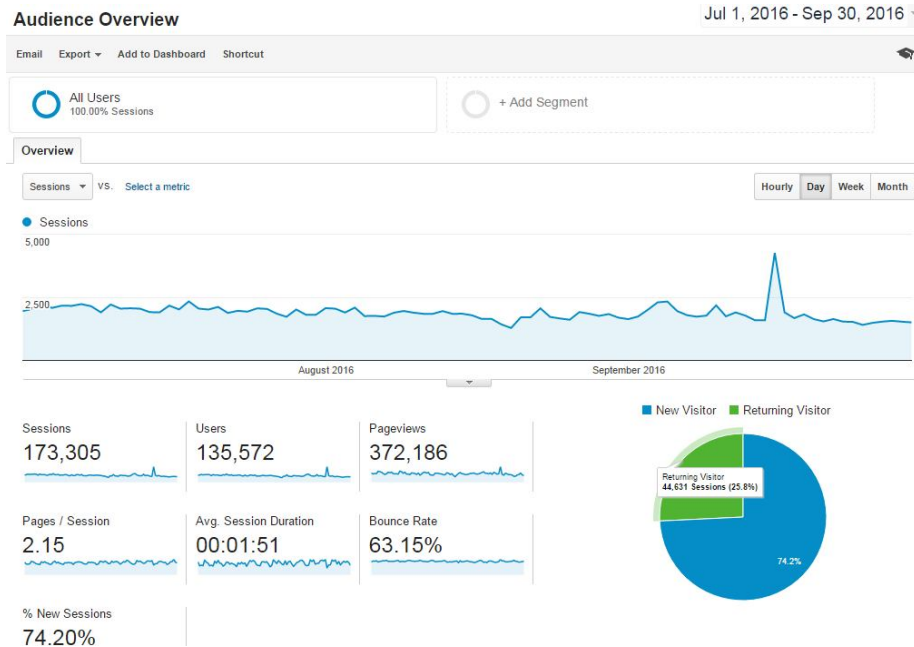
Advertising

Paid

Trade

Social Media

Website 74% Year Over Year (Sept 2015 – Sept 2016)
Facebook 62% Year Over Year (Sept 2015 – Sept 2016)
Twitter 42% Year Over Year (Sept 2015 – Sept 2016)



FY 17-18 Preliminary Plan

- Improve marketing and communication to enhance park operations and user satisfaction.
 - Develop mobile applications that includes park locations, amenities, program information, upcoming events or to report a problem.
 - Highlight health and wellness benefits of Department programs
- Proactively engage communities adjacent to parks and facilities about the benefits of the Department's programs, facilities and services and inspire users to participate more often.
 - Identify existing and potential user groups and partners for each park, coordinator programs and determine targets for focused engagement to increase use and awareness of facilities and services.
 - Adapt strategies developed system wide marketing plan to reach identified communities around each park.
- Work with regional tourism and economic development organizations to market Department parks and facilities as destinations for visitors from the region and beyond.
 - Cross market Department destinations with other regional attractions to encourage visitors to spend more time in the City of Dallas.

FY 19-20 Preliminary Plan

- Improve marketing and communication to enhance park operations and user satisfaction.
 - Review all marketing and communication plans to add any new programs and to ensure user satisfaction.
- Proactively engage communities adjacent to parks and facilities about the benefits of the Department's programs, facilities and services and inspire users to participate more often.
 - Review all existing and potential user groups and partners for each park, coordinator programs and determine targets for focused engagement to increase use and awareness of facilities and services.
 - Adapt strategies developed system wide marketing plan to reach identified communities around each park.
- Work with regional tourism and economic development organizations to market Department parks and facilities as destinations for visitors from the region and beyond.
 - Develop a special events and recreation offering by the Department as part of a regional economic strategy.