



# **DALLAS PARK AND RECREATION BOARD AGENDA**

**THURSDAY, DECEMBER 14, 2017  
DALLAS CITY HALL  
1500 MARILLA STREET, ROOM 6FN  
DALLAS, TEXAS 75201  
214-670-4078**

**9:30 am: Administration and Finance Committee, Room 6FS  
9:30 am: Planning and Design Committee, Room 6FN  
10:30 am: Park and Recreation Board, Room 6FN**

RECEIVED

2017 DEC -8 PH 2: 59

CITY SECRETARY  
DALLAS, TEXAS

POSTED CITY SECRETARY  
DALLAS, TX

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DALLAS PARK AND RECREATION BOARD  
ADMINISTRATION AND FINANCE COMMITTEE  
DALLAS CITY HALL ROOM 6FS  
1500 MARILLA STREET, DALLAS, TEXAS 75201  
THURSDAY, DECEMBER 14, 2017  
(9:30 A.M.)

AGENDA

CONSENT ITEMS (items a-c)

- a. **PARK BOARD AGENDA ITEM NO. 3** - Citywide – Authorize a three-year agreement with the Dallas Independent School District (DISD) to provide aquatic programming at District Swimming Pools – Estimated Revenue: \$2,000 [Administration and Finance Committee briefed December 7, 2017](item was deferred to December 14, 2017)
- b. Cedar Ridge Preserve (3) – Authorize a five (5) year agreement with Dallas County Audubon Society, Inc. for the purpose of managing, maintaining and operating Cedar Ridge Preserve, providing accessibility to open space properties and trails at 7171 Mountain Creek Parkway, Dallas, Texas, 75249, for the period January 1, 2018 through December 31, 2023 – Financing: No cost consideration to the City (**committee only**)
- c. Samuell Grand Park (2) – Authorize the utilization of Samuell Trust Funds to fund the removal and replacement of an asphalt parking lot to include curbs and gutters located at the corner of Samuell Grand Avenue with APAC-Texas, Inc. dba Oldcastle Pavement Solutions – Total not to exceed \$138,576 – Financing: Samuell Trust Funds (**committee only**)

DISCUSSION ITEMS

1. Proposed Family Aquatic Center Fees
2. Overview of Athletic Field Use and Reservations (Oscar Carmona, John Jenkins)
3. MoneyGram follow up (John Jenkins)

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



DALLAS PARK AND RECREATION BOARD – PAGE 2  
ADMINISTRATION AND FINANCE COMMITTEE  
DALLAS CITY HALL ROOM 6FS  
1500 MARILLA STREET, DALLAS, TEXAS 75201  
THURSDAY, DECEMBER 14, 2017  
(9:30 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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2017 DEC -8 PM 3:00

CITY SECRETARY  
DALLAS, TEXAS

Jesse Moreno, Chair  
Becky Rader, Vice Chair  
Barbara Barbee  
Timothy W. Dickey  
Jeff Kitner  
Paul Sims  
Bo Slaughter

Public Notice

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POSTED CITY SECRETARY  
DALLAS, TX

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DALLAS PARK AND RECREATION BOARD  
PLANNING AND DESIGN COMMITTEE  
DALLAS CITY HALL, ROOM 6FN,  
1500 MARILLA STREET, DALLAS, TEXAS 75201  
THURSDAY, DECEMBER 14, 2017  
(9:30 A.M.)

AGENDA

ACTION ITEM

**PARK BOARD AGENDA ITEM NO. 4** – William Blair Jr. Park (7) – Authorize site approval of a new public artwork to be developed and funded by the Dallas Water Utilities Department, to be located at the northernmost lake in William Blair Jr. Park – Financing: No cost consideration to Park Department (Dallas Water Utility General Funds)

DISCUSSION ITEM

1. Trail License Agreement

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

**Handgun Prohibition Notice for Meetings  
of Governmental Entities**

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RECEIVED

2017 DEC -8 PM 3:00

CITY SECRETARY  
DALLAS, TEXAS

**AGENDA**  
**DALLAS PARK AND RECREATION BOARD**  
**DALLAS CITY HALL**  
**1500 MARILLA STREET ROOM 6FN**  
**DALLAS, TEXAS 75201**  
**THURSDAY, DECEMBER 14, 2017 10:30 A.M.**  
**(Public Speakers sign in by 10:00 A.M.)**

*Public Notice*

17 12 33

POSTED CITY SECRETARY  
DALLAS, TX

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Robert Abtahi, President, District 15

Barbara A. Barbee, District 1	Bo Slaughter, District 8
Jesse Moreno, District 2	Becky Rader, District 9
Vacant, District 3	Robb P. Stewart, Vice President District 10
Harrison Blair, District 4	Jeff Kitner, District 11
Yolanda F. Williams, District 5	Rodney Schlosser, District 12
Timothy W. Dickey, District 6	Calvert Collins-Bratton, District 13
Sonya Woods, District 7	Paul Sims, District 14

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1. Speakers
2. Approval of Minutes of the December 7, 2017 Park and Recreation Board Meeting

**CONSENT AGENDA (ITEMS 3 - 4)**

**ADMINISTRATION AND FINANCE COMMITTEE**

3. Citywide – Authorize a three-year agreement with the Dallas Independent School District (DISD) to provide aquatic programming at District Swimming Pools – Estimated Revenue: \$2,000 [Administration and Finance Committee briefed December 7, 2017](item was deferred to December 14, 2017)

**PLANNING AND DESIGN COMMITTEE**

4. William Blair Jr. Park (7) – Authorize site approval of a new public artwork to be developed and funded by the Dallas Water Utilities Department, to be located at the northernmost lake in William Blair Jr. Park – Financing: No cost consideration to Park Department (Dallas Water Utility General Funds)

**ITEM FOR INDIVIDUAL CONSIDERATION**

5. Citywide - Authorize approval of revised Park Naming Policy – Financing: No cost consideration to the City

**DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 2**  
**DALLAS CITY HALL ROOM 6FN**  
**1500 MARILLA STREET, DALLAS, TEXAS 75201**  
**THURSDAY, DECEMBER 14, 2017, 10:30 A.M**

**OTHER/NON-ACTION ITEMS**

6. 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, Oak Lawn 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

**OTHER/NON-ACTION ITEMS (continued)**

7. Staff Announcements – Upcoming Park and Recreation Department Events
8. Next Park and Recreation Board Regular Meeting and Retreat: Thursday, January 4, 2018, Briscoe Carpenter Livestock Center.
9. Adjournment

**DALLAS PARK AND RECREATION BOARD AGENDA – PAGE 3**  
**DALLAS CITY HALL ROOM 6FN**  
**1500 MARILLA STREET, DALLAS, TEXAS 75201**  
**THURSDAY, DECEMBER 14, 2017, 10:30 A.M**

A closed executive session may be held if the discussion of any of the above agenda items concerns one of the following:

1. seeking the advice of its attorney about pending or contemplated litigation, settlement offers, or any matter in which the duty of the attorney to the City Council under the Texas Disciplinary Rules of Professional Conduct of the State Bar of Texas clearly conflicts with the Texas Open Meetings Act. [Tex. Govt. Code §551.071]
2. deliberating the purchase, exchange, lease, or value of real property if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.072]
3. deliberating a negotiated contract for a prospective gift or donation to the city if deliberation in an open meeting would have a detrimental effect on the position of the city in negotiations with a third person. [Tex. Govt. Code §551.073]
4. deliberating the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee unless the officer or employee who is the subject of the deliberation or hearing requests a public hearing. [Tex. Govt. Code §551.074]
5. deliberating the deployment, or specific occasions for implementation, of security personnel or devices. [Tex. Govt. Code §551.076]
6. discussing or deliberating commercial or financial information that the city has received from a business prospect that the city seeks to have locate, stay or expand in or near the city and with which the city is conducting economic development negotiations; or deliberating the offer of a financial or other incentive to a business prospect. [Tex Govt. Code §551.087]
7. deliberating security assessments or deployments relating to information resources technology, network security information, or the deployment or specific occasions for implementations of security personnel, critical infrastructure, or security devices. [Tex. Govt. Code §551.089]

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**Handgun Prohibition Notice for Meetings**  
**of Governmental Entities**

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Regular Meeting: Robert Abtahi, President, presiding

Present: Robert Abtahi, President; Robb P. Stewart, Vice President; Barbara A. Barbee, Harrison Blair, Calvert Collins-Bratton, Timothy W. Dickey, Jeff Kitner, Jesse Moreno, Susan Rader, Marlon Rollins, Rodney Schlosser, Paul Sims, Ernest Slaughter, Yolanda F. Williams, Sonya Woods - 15

Absent: NONE

President Abtahi convened the regular meeting at 9:20 a.m. A quorum of the Board was present.

Agenda Item 1. Speakers: Duey Evans spoke regarding Agenda Item 9.

The following speakers spoke in favor of Agenda Item 4:

Dustin Marshall, Lauren Larson, Debra Bishop, Maria Hasbany, Robert Garrett, Valerie Camillo.

Nancy Wilson, Becky Daniel, Eva Lloyd, Robert Blumentstock and Shannon West deferred their time, but stated that they are in favor of the item.

The following speakers spoke against Agenda Item 4:

Rene Schmidt, Martha Heimberg, Virginia McAlester, Barbara Cohen, Ron Sekareck, Lisa Ramos Lopez, Melanie Van Landingham, Larry Offut and Adam Bazaldua

Agenda Item 2. A motion by Barbara Barbee, seconded by Bo Slaughter, to approve the minutes of the November 16, 2017 Park and Recreation Board Meeting, was carried. The vote was unanimous.

#### ITEMS FOR INDIVIDUAL CONSIDERATION

Agenda Item 3. Fair Park (7) – A motion by Sonya Woods, seconded by Harrison Blair, to authorize a Park Board resolution supporting the City of Dallas, Dallas Sports Commission and the United Bid Committee efforts to host the 2026 Federation Internationale de Football Association World Cup Games – Financing: No cost consideration to the City, was carried. The vote was unanimous.

Agenda Item 4. Randall Park (14) – The original motion by Paul Sims, seconded by Becky Rader, to authorize an amendment to the Interlocal Agreement with Dallas Independent School District to allow Dallas Independent School District to expand the existing parking lot at Randall Park, located at 201 South Glasgow Drive and to temporarily use the additional parking spaces constructed (with the following amendments moved by Rodney Schlosser, seconded by Robb Stewart, with a friendly amendment by Jesse Moreno to: 1) Allow DISD to utilize the existing parking lot and construct an additional 22 spaces to be used during school hours for the duration of their construction; 2) DISD shall provide brick columns on the relocated park monument sign to compliment the school architecture [at a cost to DISD of approximately \$3,000]). (reconsideration from November 16, 2017) - Financing: No cost consideration to the City. A motion by Rodney Schlosser, seconded by Robb Stewart to Call the Question, was carried by majority vote (10-5). The original motion failed by majority vote (4-11).

A motion by Paul Sims, seconded by Jesse Moreno to amend the Interlocal Agreement with DISD to allow teachers and students use the existing 90 spaces and for DISD designate any portion of them for teachers, and allowable usage by DISD would be in perpetuity even after construction is complete—for use during school hours. An amendment was made by Rodney Schlosser, seconded by Calvert Collins-Bratton to request staff work with DISD within the next 30 days to find alternative, non-permanent parking solutions. President Abtahi stated that motion was unnecessary to officially vote upon since Staff would contact DISD as part of their continued collaboration with DISD anyways, and no vote was taken.

DRAFT





A motion by Yolanda Williams, seconded by Robb Stewart to Call the Question was passed by majority vote (10-5).

Assistant City Attorney, Ben Samples interjected that the Park Board is not able to vote or discuss the item any further, make no new motions or discuss because the item was brought back for reconsideration of the original motion and voted upon. President Abtahi wanted clarification of the procedure and the rules. Mr. Samples clarified the matter further and reiterated that the final vote already taken was the only action legally allowed to be taken by the Board. The vote of the original motion (that failed 4-11) is final.

### **BRIEFINGS**

Agenda Item 5: Friends of Dallas Parks was presented by Delia Jasso, Tri-Chair, C.W Whitaker, and Max W. Wells.

Agenda Item 6: Dallas Marshals was presented by Daniel Huerta, Assistant Director, Park and Recreation Department.

### **CONSENT AGENDA (ITEMS 7 - 10)**

#### **ADMINISTRATION AND FINANCE COMMITTEE**

Agenda Item 7. Kidd Springs Park (1) – A motion by Robb Stewart, seconded by Bo Slaughter, to authorize an alcohol permit request by Tony Pomykal, to serve alcohol at the Dash For The Beads event to be held on Saturday, February 10, 2018 from 7:00 a.m. to 5:00 p.m. at Kidd Springs Park, located at 711 W. Canty - Estimated Revenue: \$1,525, was carried. The vote was unanimous.

Agenda Item 8. Norbuck Park (9) – A motion by Robb Stewart, seconded by Bo Slaughter, to authorize an alcohol permit request by Tanna Wood, to serve alcohol at the Too Cold Too Hold event to be held on Sunday, January 28, 2018 from 10:00 a.m. to 2:00 p.m. at Norbuck Park located at 200 N. Buckner Boulevard - Estimated Revenue: \$4,450, was carried. The vote was unanimous.

Agenda Item 9. Samuell-Grand Tennis Center (2), Kiest Tennis Center (4), L. B. Houston Tennis Center (6), Fair Oaks Tennis Center (10), Fretz Tennis Center (11) – A motion by Robb Stewart, seconded by Bo Slaughter, to authorize a five-year concession service contract, with one three-year renewal option, for tennis center pro/manager with TOPS Tennis, LLC, group for Samuell-Grand and L. B. Houston Tennis Centers; Dallas Tennis Association, group for Kiest Tennis Center; Lifetime Tennis, Inc., group for Fretz Tennis Center; and Rains Tennis Works, Inc., group for Fair Oaks Tennis Center, most advantageous proposer of eight - Estimated Revenue: \$1,070,309, was carried. The vote was unanimous.

#### **PLANNING AND DESIGN COMMITTEE**

Agenda Item 10. Kidd Springs Park (1), Lake Highlands North park (10), Tietze Park (14) A motion by Robb Stewart, seconded by Bo Slaughter, to authorize a contract for construction of three family aquatic centers at Kidd Springs Park located at 807 W. Canty Street; Lake Highlands North Park located at 9400 Church Road, Tietze Park located at 2700 Skillman Street; The Fain Group, best value proposer of three - Not to exceed \$14,776,735 (Kidd Springs: \$5,984,296, Lake Highlands North: \$5,256,666, Tietze: \$3,535,773) – Financing: Elgin B. Robertson Land Sale proceeds (\$4,161,735), Bond Funds (subject to appropriation) (\$10,615,000), was carried. The vote was unanimous.

### **WORK SESSION**

#### **Agenda Item 11. Park Naming Policy**

John Jenkins, Deputy Director, Park and Recreation Department

Oscar Carmona, Assistant Director, Park and Recreation Department

Mr. Jenkins reviewed the edits with the Park Board. The Board provided feedback and requested a few examples of items and identify what the process would be if those items were taken through the proposed process. The Board requested an action item be presented at the next meeting for consideration.

DRAFT

**OTHER/NON-ACTION ITEMS**

Agenda Item 12. The Park and Recreation Board Members Liaison Reports regarding 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, Oak Lawn 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 were as follows:

Calvert Collins-Bratton stated that the Oak Lawn Park/Arlington Hall Conservancy are awaiting the outcome of the Park Naming Policy due to the current situation with the naming of their park and the removal of the statue.

Jesse Moreno stated that the Dallas Zoo currently has "Zoo lights" up for all to see.

Becky Rader stated that the Arboretum has their "12-Days of Christmas" display up and encouraged attendance.

Agenda Item 13. Staff announcements regarding upcoming Park and Recreation Department Events.

Crystal Ross, Assistant Director, introduced members of her Recreation Staff.

Daniel Huerta, Assistant Director, introduced members of his Fair Park Staff.

Willis Winters, Director, announced that from 8:30 – 9: 00 a.m. next Thursday, December 14, 2017, City Hall will be conducting a fire drill. He announced that the Committee meetings would begin at 9:30 a.m., and the Full Board meeting would begin at 10:30 a.m. He requested that Park Board members arrive around 9:15 a.m. to give staff and other city hall employees time to return to the offices and the elevators will be less crowded.

President Abtahi reminded everyone that the Retreat will be held on January 4, 2018.

Agenda Item 14. Next Park and Recreation Board Regular Meeting will be held Thursday, December 14, 2017 at Dallas City Hall.

Agenda Item 15. President Abtahi adjourned the Board meeting at 1:05 p.m.

Anthony M. Becker, Interim Secretary  
Park and Recreation Board

Robert Abtahi, President  
Park and Recreation Board

NOTE: For more information on discussion of any issue heard during this meeting, refer to the tape recording retained in the Park Department's Central File.

DRAFT

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

**DATE:** December 14, 2017  
**COUNCIL DISTRICT(S):** Citywide  
**STAFF:** Daniel Huerta, 214-670-8483

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**SUBJECT**

Authorize a three-year agreement with the Dallas Independent School District (DISD) to provide aquatic programming at District Swimming Pools – Estimated Revenue: \$2,000

**BACKGROUND**

In FY 16-17, the City of Dallas Park and Recreation Department (City) received partial-year funding and entered into a one year Interlocal Agreement to pilot outreach aquatic programming at DISD swimming pools. The program consisted of swim lessons, water aerobics, open swim, middle and high school swim training and swim coaching clinics during the 2017 spring semester.

The program was successful and received full year funding as part of the FY 17-18 budget process necessitating a new interlocal agreement between the City of Dallas and DISD. Both entities wish to enter into a three-year interlocal agreement to continue to offer aquatics outreach programming as follows:

1. Term of the agreement will be three years beginning January 1, 2018 and ending December 31, 2020.
2. The City agrees to:
  - a. Provide certified staff required to administer and conduct the programs.
  - b. Provide the programs during mutually agreed upon hours during DISD's school calendar year, excluding any non-school breaks in conjunction with the districts calendar.
  - c. Provide all supplies and equipment necessary to conduct the programs.
  - d. Conduct program registration.
  - e. Collect and retain all program fees.

### **BACKGROUND (Continued)**

- f. Provide all emergency and rescue equipment required by state and local code.
  - g. Market programs to local residents at nearby Park and Recreation Department facilities.
  - h. Abide by all DISD policies, rules and regulations, which may be found at <http://pol.tasb.org/Home/Index/361>.
3. DISD agrees to:
- a. Allow the City to use the Premises (inclusive of the office, storage space, locker room and the pool) in order implement the programs, at no charge to the City.
  - b. Maintain and operate the premises to include all pool filtration equipment, heating and cooling systems, and cleaning and stocking of the restrooms/locker rooms.
  - c. Maintain water quality within the limits of state and local code and maintain all chemical test records.
  - d. Open and close the premises.
  - e. Provide a secure place to store Park and Recreation Department equipment.
  - f. Market programs to local residents through nearby district facilities and to middle and high school students throughout the district.

Park Board consideration of this agreement with the Dallas Independent School District is being requested.

### **FISCAL INFORMATION**

The City of Dallas will retain all program revenue. Estimated Revenue is \$2,000.

Authorize a three-year agreement with the Dallas Independent School District (DISD) to provide aquatic programming at District Swimming Pools – Estimated Revenue: \$2,000 – page 3

### **COMMITTEE ACTION**

On December 7, 2017, the Administration and Finance Committee considered this item. The Committee moved to defer the item to December 14, 2017.

On December 14, 2017, the Administration and Finance Committee will consider this item and make a recommendation to the Park and Recreation Board.

### **STAFF RECOMMENDATION**

Staff recommends approval.

**DALLAS PARK AND RECREATION BOARD  
AGENDA SHEET**

**DATE:** December 14, 2017  
**COUNCIL DISTRICT:** 7  
**STAFF:** Louise Elam, 214-670-5275  
**MAPSCO:** 56H-57E

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**SUBJECT**

Authorize site approval of a new public artwork to be developed and funded by the Dallas Water Utilities Department, to be located at the northernmost lake in William Blair Jr. Park – Financing: No cost consideration to Park Department (Dallas Water Utility General Funds)

**BACKGROUND**

Artists Frances Bagley and Tom Orr have conducted a site search for a location for a new work of public art to be developed and funded by the Dallas Water Utilities. This action is defined as Phase I of a concept planning contract initiated on December 21, 2015 with the Dallas Water Utilities Department. Working with recommendations from Park Department staff, the artist reviewed locations throughout Dallas concentrating on areas where public art would be highly visible. The area identified as the most appropriate for public art is the northernmost lake at William Blair Jr. Park. There is a walking path around the lake and good visibility across the lake to afford views from many vantage points.

The project will be planned to create an artwork which combines nature and art, while being accessible to the general public and sustainable within the installation environment for a period of at least 10 years. Visitors to the site will be able to witness local wildlife and bird habitats. The installation may provide minimal seating as a part of the design as well as information on the various species of wild life that may be seen here.

The intent of the artwork will strive to bring humans closer to our natural environment and the creatures who inhabit the area. Materials must be both durable and sustainable and enhance rather than interfere with the natural environment.

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

On February 19, 2015, the Cultural Affairs Commission approved a public art concept contract, funded by the Dallas Water Utilities, be issued to Frances Bagley and Tom Orr to develop a new public art work in a location that does not currently have public art.

Authorize site approval of a new public artwork to be developed and funded by the Dallas Water Utilities Department, to be located at the northernmost lake in William Blair Jr. Park – Financing: No cost consideration to Park Department (Dallas Water Utility General Funds) – page 2

On February 9, 2015, the Public Art Committee recommended a public art concept contract, funded by the Dallas Water Utilities, be issued to Frances Bagley and Tom Orr to develop a new public art work in a location that does not currently have public art.

On November 13, 2015 the Dallas Water Utilities, authorized funding in the amount of \$10,000 from the Dallas Water Utilities Public Art fund for a public art concept planning contract to develop a new public art project.

#### **STAFF RECOMMENDATION**

Staff recommends approval of the site.

#### **FUNDING**

The concept planning contract was funded by the Dallas Water Utilities not to exceed \$10,000 on November 13, 2015. No cost to the Park and Recreation Department.

#### **ATTACHMENTS**

Photographs of the proposed site  
Map of the proposed site

Area near the northernmost lake at William Blair Jr. Park, 3000 Rochester Street, Dallas, Texas 75215





William Blair Jr. Park. 3000 Rochester Park, Dallas, Texas



**DALLAS PARK AND RECREATION BOARD  
AGENDA SHEET**

**DATE:** December 14, 2017  
**COUNCIL DISTRICTS:** All  
**STAFF:** John Jenkins – 214-670-4073

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**SUBJECT**

Authorize approval of revised Park Naming Policy – Financing: No cost consideration to the City

**BACKGROUND**

The Park and Recreation Board establishes policies by which the department conducts business for the City of Dallas. All policies established by the Park and Recreation Board must be consistent with the State Law, City Charter, and City of Dallas Administrative Directives.

Through Park and Recreation Board input, Park and Recreation Department staff have revised the policy for the department which will serve as a guide to naming or renaming of a park, recreation center, or component.

The proposed policy includes necessary updates to address items that were considered vague in the previous policy.

This action requests the Board to adopt the proposed Park Naming Policy.

**FISCAL INFORMATION**

No cost consideration to the City.

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

This item will be considered by the full Board on December 14, 2017.

**STAFF RECOMMENDATION**

Staff recommends approval.

**ATTACHMENTS**

Revised Park Naming Policy (DRAFT)  
Previous Park Naming Policy (effective date February 19, 2009)

# Park and Recreation Board Policy



Title: Park Naming Policy  
No. 02-2009-01

City of Dallas

## I. Preamble

This policy is promulgated pursuant to Chapter XVII of the Dallas City Charter and Section 32-11 of the Dallas City Code. This policy applies to the naming of City of Dallas Parks, Recreation Centers and Components by the Dallas Park and Recreation Board and is not intended to limit the authority of the Dallas City Council in such matters. This policy is not applicable to, nor intended to alter or affect, current or future written agreements with the City that contain naming provisions, nor are such agreements required to comply with this policy, nor does this policy apply to testamentary gifts containing naming conditions.

Parks are a core asset of the City, adding open space, enrichment, activities, historical context, preservation, and natural beauty to the neighborhood, community, and region. It is not the intent of this policy to promote constant renaming of Parks, nor the systematic selling of naming opportunities for commercial purposes.

If an Official Naming or Renaming is deemed justified and appropriate, this policy will guide the Park and Recreation Board. Nothing in this policy confers any right to a particular name to any individual or entity and nothing in this policy requires the Board to accept a proposed name merely because is not specifically prohibited by this policy. Instead the Board should, in each instance, use its collective judgment, guided by this policy, to determine what is best for the City of Dallas.

## II. Definitions

**"Park"** means, for purposes of this policy only, any real estate that is owned, managed, leased, or otherwise under the control of the Park and Recreation Department for purposes of providing park, recreation, or open space services and for which the City of Dallas has naming authority.

**"Recreation Center"** means a building or structure located within a Park, with the primary purpose of providing recreational programming and other community activities. Naming of Recreation Centers shall be pursuant to the provisions of this policy dealing with Recreation Centers and not as a Development Component of a Park. Both the Recreation Center and Recreation Center Components may be renamed pursuant to the Redevelopment Exception described in this policy.

# Park and Recreation Board Policy



City of Dallas

Title: Park Naming Policy

No. 02-2009-01

"Official Name" means a name given by the Park and Recreation Board and/or City Council on a long-term basis. All naming opportunities contained in this policy shall result in the Park, Recreation Center, or Component being "Officially Named." Once an "Official Naming" has occurred a name can only be changed pursuant to the criteria set forth herein for renaming a Park.

"Placeholder Name" means a name that is temporary in nature and can be changed at any time. Parks that have not been Officially Named, are considered to have a "Placeholder Name." A Placeholder Name may be replaced by another Placeholder Name prior to a Park's being Officially Named. Unless specifically stated otherwise, the name given a Park when it is first accepted by the City of Dallas, shall be a Placeholder Name.

"Board" means the Park and Recreation Board of the City of Dallas, Texas.

"Department" means the Park and Recreation Department of the City of Dallas, Texas.

"Director" means the senior executive within the Department.

"Exclusive Park Naming Opportunity" means the opportunity for a donor to name a Park and all of its Development Components, including the right to pass the naming opportunity for one or more such Components back to the City or to a specific third party, or to leave such Components unnamed (in which case such Components shall remain unnamed, except pursuant to the Redevelopment Exception described in this policy).

"Park-Only Naming Opportunity" means the opportunity for a donor to name a designated Park, but not its Development Components. At this level of naming opportunity, the Development Components may be named separately by the City or other donors. Both the Park and Development Components may be renamed pursuant to the Redevelopment Exception described in this policy.

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"Center Naming Opportunity" means the opportunity for a donor to name a designated Recreation Center (but not its Recreation Center Components). At this level of naming opportunity, the Recreation Center Components may be named separately by the City or other donors. Both the Recreation Center and Recreation Center Components may be renamed pursuant to the Redevelopment Exception described in this policy.

"Park Component" means a facility or amenity within a Park including, but not limited to, a playground, sports field, pavilion, aquatics facility, bridge, or trail. Park Component does not include a Recreation Center.

"Recreation Center Component" means a sub-part within a Recreation Center including, but not limited to, a fitness center, gymnasium, or multi-purpose room.

"Component" means a Park Component, a Recreation Center Component, or both.

"Signatures of Residents" means signatures of residents living in the affected area which have been collected and verified in the manner prescribed for petitions in Dallas City Charter, Chapter IV, Section 12. Residents signature, zip code, and address must be on petition for verification purposes.

"Community Group" means an established, formally organized, and operating association of members of a community which is generally recognized in that community and conducts civic or charitable activities (e.g., a neighborhood association).

"Processing Fee" means all fees associated with the process of Renaming a Park, Recreation Center or Component; including public notices, replacing Park/Facility signage, etc.

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## III. General Naming Policies. All naming opportunities provided in this policy are subject to the following requirements.

- A. **Official Naming Duration** - The duration of an Official Name shall be deemed, in all cases, to be 60 years unless a shorter or longer period is specifically stated in the Board's naming or renaming official action. An exception to the 60-year duration policy may be granted by the Board for extraordinary circumstances, such as financial contributions which are, in the opinion of the Board, substantially greater than the prescribed values referenced in this policy.
- B. **Duplicate Name** - The Board will not consider names which duplicate the identical name of another Park or Recreation Center.
- C. **Placeholder Names** - Newly acquired or donated properties with no official naming request shall be given a placeholder name in conjunction with the Board agenda item accepting the donation, authorizing the purchase, transferring the title or authorizing the management of the property under a long-term use agreement with another entity. Geographical and street based names will be given priority when assigning placeholder names. The Director shall propose the placeholder name, subject to approval of the Board.
- D. **Current Name** - The Board shall consider the history and longevity of the current name of the Park or Recreation Center, along with the value of the current name in the community, when considering the Official Naming or Renaming of a Park or Recreation Center.
- E. **Renaming** - The Board may rename a Park, Recreation Center or Component originally named for a corporation or commercial entity should that corporation or entity cease to exist, regardless of the time since the naming of the Park, Recreation Center or Component. In the event of a corporate merger or name change, the Board may consider a request to rename the Park, Recreation Center or Component accordingly, regardless of the time since the naming of the Park, Recreation Center or Component. The entity requesting the name change will be responsible for all associated costs (as previously stated in the Preamble, Section 1).

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- F. Renaming for Cause** - The Board may rename a Park, Recreation Center, or Component (regardless of the time since its previous naming) that carries the name of an individual or corporation which has become linked to criminal activity, bad behavior, or otherwise become offensive to prevailing community standards to a degree that justifies, in the judgment of the Board, such renaming. No consideration will be given to rename a Park, Recreation Center, or Component renamed for cause to the previously held name.
  - G. Redevelopment Exception** - Any other provisions of this policy notwithstanding, the Board may rename a Park, Recreation Center, or Component if, in the opinion of the Director, the Park, Recreation Center, or Component has reached the end of its useful life or is otherwise in need of redevelopment, replacement, or rehabilitation.
  - H. Accepting Donated Property** - The Department is not obligated to accept any property that does not meet the needs of the Park system. When considering whether to accept donated property or funding to build a new Park or Recreation Center or Components, Department staff will determine whether the proposed donation is consistent with the Department's need within the Park system.
  - I. Level of Naming Opportunity** - To determine what level of naming opportunity is available, the percentage of the total project cost represented by a monetary contribution or property donation shall be calculated at the time of the property donation or monetary contribution and any subsequent change in value or project cost shall not alter what level of naming opportunity is available.
  - J. Required Governmental Mitigation** - Donations made pursuant to required governmental mitigation do not qualify for naming opportunities under this policy.
  - K. Park Board Authority** - The Board retains the authority, in its sole discretion, to determine if a proposed naming or renaming under this policy is in the best interest of the City of Dallas and all naming and renaming proposals are strictly subject to the due consideration and approval of the Board.

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## IV. Park Naming Policies

### A. Monetary Contribution and/or Donated Real or Personal Property

1. When a Park is eligible for Official Naming or Renaming, the Park Naming Opportunity shall be considered for a mutually agreed upon monetary contribution, real property donation, personal property donation, or a combination of the above; subject to approval of the Park and Recreation Board.

### B. Non-Financial Contribution

1. When a Park is eligible for Official Naming or Renaming, an established community group may ask the Board to Officially Name or Rename a Park for (i) an historical figure, (ii) a state, local, or national leader, (iii) an individual or group or (iv) an event or concept whose exceptional contributions to the betterment of the community and/or the Park system is worthy of such recognition.
2. The community group must provide an application with compelling information to the Board to consider the name change, and the proposed name must comply with this policy.
3. To consider renaming a Park for an individual, the community group must present evidence to the Board that the request meets the following criteria.
  - a) The individual has been deceased at least 24 months or is 70 years of age or older and not a member of the Board or the Dallas City Council for the 24-month period preceding the request.
  - b) The individual contributed direct and significant service for the betterment of the community and/or the Park system for more than 25 years or two-thirds of the person's life span.
  - c) The request represents a consensus of the neighborhood as defined in paragraph 4 below.



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4. Consensus of the neighborhood will be demonstrated as follows.
  - a) Provide at least 200 signatures of residents living within a ½-mile service radius of a mini-Park or neighborhood Park in support of the Park name change.
  - b) Provide at least 600 signatures of residents living within a 2-mile service radius of a community Park in support of the Park name change.
  - c) Provide at least 1,000 signatures of City of Dallas residents from throughout the city in support of the Metropolitan, Regional, or Signature Park name change.
5. Park and Recreation staff will evaluate the name change request. Such evaluation may include but is not limited to the following.
  - a) Research the historical figure, event, concept, state, local or national leader, individual, or group to verify that the exceptional contributions are worthy of such recognition.
  - b) Check the validity of the signatures provided and the process by which they were collected.
  - c) Post the requested name change at the affected Park for 45 days. During this time, public comments will be collected via mail, email and website.
  - d) Conduct a community meeting and hold a ballot vote of attendees to determine community interest in name change.
6. Any name selected under this Section is subject to the guidelines set out in Section III.

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7. The Board will consider the request and will determine, by vote, to Officially Name or Rename a Park for an historical figure; a state, local or national leader; an individual or group; or an event or concept whose exceptional contributions towards the betterment of the community and/or the Park system is worthy of such recognition.

## V. Recreation Center Naming Policies

### A. Monetary Contribution and/or Donated Real or Personal Property

1. When a Recreation Center is eligible for Official Naming or Renaming, the Center Naming Opportunity shall be considered for a mutually agreed upon monetary contribution, real property donation, personal property donation, or a combination of the above; subject to approval of the Park and Recreation Board.

### B. Non-Financial Contribution

1. When a Recreation Center is eligible for Official Naming or Renaming, an established community group may ask the Board to Officially Name or Rename a Recreation Center for (i) an historical figure, (ii) a state, local or national leader, (iii) an individual or group, or (iv) an event or concept whose exceptional contributions to the betterment of the community and/or the Park system is worthy of such recognition.
2. The community group must provide an application with compelling information to the Board to consider the name change, and the proposed name must comply with this policy.
3. To consider renaming a Recreation Center for an individual, the community group must present evidence to the Board that the request meets the following criteria.
  - a) The individual has been deceased at least 24 months, or is 70 years of age or older and not a member of the Board or the Dallas City Council for the 24-month period preceding the request.

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- b) The individual contributed direct and significant service for the betterment of the community and/or the Park system for more than 25 years or two-thirds of the person's life span.
    - c) The request represents a consensus of the neighborhood as defined in paragraph 4 below.
  4. Consensus of the neighborhood will be demonstrated by providing at least 600 signatures of residents living within a 2-mile service radius of the Recreation Center in support of the Recreation Center name change.
  5. Park and Recreation staff will evaluate the name change request. Such evaluation may include but is not limited to the following.
    - a) Research the historical figure, event, concept, state, local or national leader, individual, or group to verify that the exceptional contributions are worthy of such recognition.
  2.
    - b) Check the validity of the signatures provided and the process by which they were collected.
    - c) Post the requested change at the affected Recreation Center and conduct a community input meeting.
    - d) Solicit input through an online or emailed survey within a specified radius of the Recreation Center.
    - e) Hold a public input hearing.
  6. Any name selected under this Section is subject to the guidelines set out in Section III.
  7. The Board will consider the request and will determine, by vote, whether to Officially Name or Rename a Recreation Center for an historical figure; a state, local or national leader; an individual or group; or an event or concept whose exceptional contributions towards the betterment of the community and/or the Park system is worthy of such recognition.

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## VI. Component Naming Policies

**A. Accepting Development Components** - The Department is not obligated to accept any Park Component or Recreation Center Component that does not meet the needs of the Park system.

1. When considering whether to accept a donated Component or funding to build a new Component, or funding to renovate a Component, department staff will determine whether the proposal is consistent with the department's need within the Park system.
2. The Department will also consider the cost to maintain the Component and the level of financial support from the donor to provide for the ongoing maintenance of the Component.

**B. Component Naming** - Component Naming or Renaming may be proposed, subject to Board consideration and approval, as a result of (i) a financial contribution that is at least 50% of the sum of the value of the design, purchase and installation of a new Component, or (ii) 100% of the cost of any renovation of an existing Component, or (iii) some other financial contribution to the Park Department, unrelated to any specific Component, which the Board finds to be sufficiently substantial to merit a special naming opportunity for an unnamed Component. Under extraordinary circumstances, the Board may grant an exception to the specific contribution thresholds stated in this paragraph. Components must have a total aggregate value of \$25,000 to be considered and must meet Park and Recreation Department amenity/design standards.

**C. Submitting a Component Name** - When a donor has acquired a Naming or Renaming opportunity for a Component pursuant to this policy but specifically declines to submit a name to the Board for consideration, or fails for a period of 6 months to submit a name to the Board for consideration, the Component will be deemed eligible for Naming or Renaming until the Board approves a future proposal.

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## VII. Fair Park Naming Policies

- A. Fair Park Historical Significance** - Fair Park is an exposition park of historical significance, and it shall be the policy of the Board to establish guidelines for the review and approval of naming requests to ensure the historical integrity of Fair Park. Officially Named Fair Park facilities are not eligible for renaming until after 40 years following the date of the Official Naming. If there is a deed restriction or such name is of special historical or geographic significance, the facility is not eligible for renaming.
- B. Present Names of Facilities** - The criteria set forth herein shall have no bearing on the present names of Fair Park facilities.
1. Fair Park has been designated as a City of Dallas Historic Overlay District, State Archeological Landmark, National Register Historic District and National Landmark District. The addition of monuments, markers, sculptures, plaques, frescoes, reliefs, statuary and structures is discouraged for placement in the park, unless replacing items originally constructed for the Texas Centennial in 1936.
  2. The request for naming should be submitted in writing with all supporting attachments and petitions to the Director, with a copy to the Assistant Director of Fair Park. A requested Board committee agenda date will only be considered if it is at least 30 days after the date the request for naming was received by the Director.
  3. The request must be accompanied by any historical data, historical designations, restrictions, and a compelling justification relating to the Official Naming or Renaming of a facility or component.
  4. Department staff will research the history of the request to authenticate the appropriateness and validity of the name request.

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5. Requests for building markers or plaques to display the requested name will be considered if they have minimal visual impact to the exterior of the building, and are consistent with the history and development of the Park as well as the restoration of existing buildings, art work, and landscapes, subject to the review of the Fair Park Task Force of the Dallas Landmark Commission, if applicable.
6. The appropriate committee of the Board shall review the requests for compliance with the terms of this policy and will forward the request and associated materials to the Fair Park Task Force of the Dallas Landmark Commission for review.
7. If the Board denies the request, it will not be reconsidered by the Board until at least one year after such denial.
8. If operation of the structure under consideration for Official Naming or Renaming is regulated by a lease agreement with the Office of Cultural Affairs, approval from the Cultural Affairs Commission must also be obtained as a prerequisite to Board approval.
9. Any name selected under this Section is subject to the guidelines set out in Section III.
10. If appropriate, the Board will consider the request and will determine, by vote, whether to Officially Name or Rename a facility or component in Fair Park.

## REFERENCES

Dallas City Charter, Chapter IV, Section 12

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## I. Preamble

This policy is promulgated pursuant to Chapter XVII of the Dallas City Charter and Section 32-11 of the Dallas City Code. This policy applies to the naming of City of Dallas Parks, Recreation Centers and Components by the Dallas Park and Recreation Board and is not intended to limit the authority of the Dallas City Council in such matters. This policy is not applicable to, nor intended to alter or affect, current or future written agreements with the City that contain naming provisions, nor are such agreements required to comply with this policy, nor does this policy apply to testamentary gifts containing naming conditions.

Parks are a core asset of the City, adding open space, enrichment, activities, historical context, preservation, and natural beauty to the neighborhood, community, and region. It is not the intent of this policy to promote constant renaming of Parks, nor the systematic selling of naming opportunities for commercial purposes.

In the event that an Official Naming or renaming is deemed justified and appropriate, this policy will guide the Park and Recreation Board. Nothing in this policy confers any right to a particular name to any individual or entity, and nothing in this policy requires the Board to accept a proposed name merely because the name is not specifically prohibited by this policy. Instead the Board should, in each instance, use its collective judgment, guided by this policy, to determine what is best for the City of Dallas.

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## II. Definitions

"Park" means, for purposes of this policy only, any real estate that is owned, managed, leased, or otherwise under the control of the Park and Recreation Department for purposes of providing park, recreation, or open space services and for which the City of Dallas has naming authority.

"Recreation Center" means a building or structure located within a Park, with the primary purpose of providing recreational programming and other community activities. Naming of Recreation Centers shall be pursuant to the provisions of this policy dealing with Recreation Centers and not as a Development Component of a Park. Both the Recreation Center and Recreation Center Components may be renamed pursuant to the Redevelopment Exception described in this policy.

"Official Name" means a name given by the Park and Recreation Board and/or City Council on a long-term basis. All naming opportunities contained in this policy shall result in the Park, Recreation Center, or Component being "Officially Named." Once an "Official Naming" has occurred a name can only be changed pursuant to the criteria set forth herein for renaming a Park.

"Placeholder Name" means a name that is temporary in nature and can be changed at any time. Parks that have not been Officially Named, are considered to have a "Placeholder Name." A Placeholder name may be replaced by another Placeholder Name prior to a Park's being Officially Named. Unless specifically stated otherwise, the name given a Park when it is first accepted by the City of Dallas, shall be a Placeholder Name.



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"Board" means the Park and Recreation Board of the City of Dallas, Texas.

"Department" means the Park and Recreation Department of the City of Dallas, Texas.

"Director" means the senior executive within the Department.

"Exclusive Park Naming Opportunity" means the opportunity for a donor to name a Park and all of its Development Components, including the right to pass the naming opportunity for one or more such Components back to the City or to a specific third party, or to leave such Components unnamed (in which case such Components shall remain unnamed, except pursuant to the Redevelopment Exception described in this policy).

"Park-Only Naming Opportunity" means the opportunity for a donor to name a designated Park, but not its Development Components. At this level of naming opportunity the Development Components may be named separately by the City, or other donors. Both the Park and Development Components may be renamed pursuant to the Redevelopment Exception described in this policy.

"Center Naming Opportunity" means the opportunity for a donor to name a designated Recreation Center (but not its Recreation Center Components). At this level of naming opportunity the Recreation Center Components may be named separately by the City, or other donors. Both the Recreation Center and Recreation Center Components may be renamed pursuant to the Redevelopment Exception described in this policy.

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"Development Component" means a facility or sub-part within a Park such as a playground, sports field, tennis court, swimming pool, etc. Development Component does not include a Recreation Center.

"Recreation Center Component" means a facility or sub-part within a Recreation Center such as a fitness center, gymnasium, kitchen etc.

"Component" means a Development Component, a Recreation Center Component or both.

"Signatures of Residents" means signatures of qualified voters living in the affected area which have been collected and verified in the manner prescribed for petitions in Dallas City Charter, Chapter IV, Section 12.

"Community Group" means a formally organized and operating association of members of a community which is generally recognized in that community and conducts civic or charitable activities (e.g., a neighborhood association).

### III. General Naming Policies. All naming opportunities provided in this policy are subject to the following requirements:

A. **Naming Duration** - The duration of an Official Name shall be deemed, in all cases, to be 40 years unless a shorter or longer period is specifically stated in the Board's naming or renaming decision. An exception to the 40-year duration policy may be granted by the Board for extraordinary circumstances, such as financial contributions which are, in the opinion of the Board, substantially greater than the prescribed values referenced in this policy.

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- B. **Duplicate Name** - The Board will not consider names which duplicate the name of another Park, Recreation Center or Component.
  - C. **Placeholder Names** - Newly acquired or donated properties with no official naming request shall be given a placeholder name in conjunction with the Board agenda item accepting the donation, authorizing the purchase, transferring the title or authorizing the management of the property under a long term use agreement with another entity. The Director shall propose the placeholder name, subject to approval of the Board. The Board may assign a different Placeholder Name as needed to respond to situations such as more accurately identifying the Park, differentiating the Park name from other Parks, facilities, neighborhoods, etc., and/or reflecting a significant change in the Park's use.
  - D. **Current Name** - The Board will consider the history and longevity of the current name of the Park or Recreation Center, along with the value of the current name in the community, when considering the Official Naming or renaming of a Park or Recreation Center.
  - E. **Renaming** - The Board may rename a Park, Recreation Center or Component originally named for a corporation or commercial entity should that corporation or entity cease to exist, regardless of the time period since the naming of the Park, Recreation Center or Component. In the event of a corporate merger or name change, the Board may consider a request to rename the Park, Recreation Center or Component accordingly, regardless of the time period since the naming of the Park, Recreation Center or Component, in which case the entity will be responsible for all costs associated with the change.

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- F. Renaming for Cause** - The Board may rename a Park, Recreation Center or Component (regardless of the time period since its previous naming) that carries the name of an individual or corporation which has become linked to criminal activity or bad behavior to a degree that justifies, in the judgment of the Board, such renaming.
  - G. Redevelopment Exception** - Any other provisions of this policy notwithstanding, the Board may rename a Park, Recreation Center, or Component if, in the opinion of the Director, the Park, Recreation Center, or Component has reached the end of its useful life, or is otherwise in need of redevelopment, replacement or rehabilitation.
  - H. Accepting Donated Property** - The Department is not obligated to accept any property that does not meet the needs of the Park system. When considering whether to accept donated property or funding to build a new Park or Recreation Center or Components, Department staff will determine whether the proposed donation is consistent with the Department's long term strategic plan such as the Renaissance Plan, the Park development plan for that site, existing capacity, or need within the Park system.
  - I. Level of Naming Opportunity** - For the purpose of determining what level of naming opportunity is available, the percentage of the total project cost represented by a monetary contribution or property donation shall be calculated as of the time of the property donation or monetary contribution, and any subsequent change in value or project cost shall not alter what level of naming opportunity is available.

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- J. **Required Mitigation** - Donations made pursuant to required mitigation do not qualify for naming opportunities under this policy.
- K. **Park Board Authority** - The Board retains the authority, in its sole discretion, to determine if a proposed naming or renaming under this policy is in the best interest of the City of Dallas, and all naming and renaming proposals are strictly subject to the due consideration and approval of the Board.

## IV. Park Naming Policies

### A. Monetary Contribution and/or Donated Real or Personal Property

1. When a Park is eligible for Official Naming or renaming, Exclusive Park Naming Opportunity shall be considered for a monetary contribution, real property donation, personal property donation, or a combination of the above, equal to at least 50% of the sum of the value of the land plus the value of the anticipated future development<sup>1</sup>
2. When a Park is eligible for Official Naming or renaming, Park-Only Naming Opportunities shall be considered for a monetary contribution, real property donation, personal property donation, or a combination of the above, equal to between 40% and 50%

<sup>1</sup> Example: The current, appraised value of the land is \$100,000 and the anticipated development costs, as identified in the Park development plan and needs inventory, are \$300,000. The sum of the value of the land plus the anticipated development equals \$400,000. Therefore, the donation must be at least \$200,000 (50%) for Exclusive Park Naming Opportunity to be considered.

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of the sum of the value of the land plus the value of the anticipated future development.<sup>2</sup>

3. The Board may consider donations where the future development costs (and therefore the total cost of the project) is not yet known. Once the future development costs are known, donors who have contributed toward such projects will be given the opportunity to increase their donation, if necessary, to the level required to be eligible for Park-Only or Exclusive Park Naming Opportunity.
4. Where there are multiple prospective donors for a single project, and the proposed donations are each below the 40% level, the donors shall be given an opportunity to increase their offers until each donor has made its highest donation offer, at which time the entity offering the highest donation shall be given the Exclusive Naming Opportunity (if it exceeds the 50% donation level) or Park-Only Naming Opportunity (if its donation level is in the 40% to 50% level as defined above).

## B. Non-Financial Contribution

1. When a Park is eligible for Official Naming or renaming, a community group may ask the Board to Officially Name or rename a Park for (i) an historical figure, (ii) an event or concept, (iii) a state, local or national leader, or (iv) an individual

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<sup>2</sup> Example: The current, appraised value of the land is \$100,000 and the anticipated development costs, as identified in the Park development plan and needs inventory, are \$300,000. The sum of the value of the land plus the anticipated development equals \$400,000. Therefore, the donation must be at least \$160,000 (40%) for Park-Only Naming Opportunities to be considered.

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or group whose exceptional contributions to the betterment of the community and/or the Park system is worthy of such recognition.

2. The community group must provide compelling information to the Board to consider the name change, and the proposed name must comply with this policy.
3. To consider renaming a Park for an individual, the community group must present evidence to the Board that the request meets all of the following criteria:
  - a) The individual has been deceased at least 18 months or is 70 years of age or older and not a member of the Board or the Dallas City Council for the 18-month period preceding the request.
  - b) The individual contributed direct and significant service for the betterment of the community and/or the Park system for more than 25 years or two-thirds of the person's life span.
  - c) The request represents a consensus of the neighborhood as defined in paragraph 4 below.
4. Consensus of the neighborhood will be demonstrated as follows:
  - a) Provide at least 200 signatures of residents living within a ½-mile service radius of a mini-Park or neighborhood Park in support of the Park name change.

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- b) Provide at least 600 signatures of residents living within a 2-mile service radius of a community Park in support of the Park name change.
  - c) Provide at least 1,000 signatures of City of Dallas residents from throughout the city in support of the Metropolitan Park or Regional Park name change.
5. The Board may direct staff to evaluate the name change request. Such evaluation may include but is not limited to the following:
- a) Research the historical figure, event, concept, state, local or national leader, individual, or group to verify that the exceptional contributions are worthy of such recognition.
  - b) Check the validity of the signatures provided and the process by which they were collected.
  - c) Post the requested change at the affected Park and ask for feedback within a pre-determined length of time.
  - d) Solicit input through a survey mailed to households in a specified radius of the Park.
  - e) Hold a public hearing, especially for community, metropolitan, and regional Parks.
6. Any name selected under this Section is subject to the guidelines set out in Section III.



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7. The Board will consider the request and will determine, by vote, to Officially Name or rename a Park for an historical figure, event, concept, state, local or national leader, individual, or group whose exceptional contributions towards the betterment of the community and/or operation of the Park system is worthy of such recognition.

## V. Recreation Center Naming Polices

### A. Monetary Contribution and/or Donated Real or Personal Property

1. When a Recreation Center is eligible for Official Naming or renaming, Center Naming Opportunities shall be considered for a monetary contribution, real property donation, personal property donation, or a combination of the above, equal to (a) at least 50% of the sum of the value of the existing Recreation Center in question, or (b) in the case of a new or newly proposed Recreation Center, at least 50% of the sum of the anticipated total cost of creating such Recreation Center (including design, construction and owner's costs).<sup>3</sup>
2. The Board may consider donations where the future Recreation Center development cost, and therefore the total cost of the project, is not yet known. Once the future development costs are known, donors who have contributed towards such projects will be given the opportunity to increase their donation, if

<sup>3</sup> Example: Without considering the value of the land on which the Recreation Center is located, the current appraised value of the Recreation Center (or the anticipated future development costs of the Recreation Center, as the case may be) is \$5,000,000. The donation must be at least \$2,550,000 (50%) for Center Naming Opportunities to be considered.

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necessary, to the level required to be eligible for Center Naming Opportunities.

3. Where there are multiple prospective donors for a single project, and the proposed donations are each below the 50% level, the donors shall be given an opportunity to increase their offers until each donor has made its highest donation offer, at which time the entity offering the highest donation shall be given the Center Naming Opportunity (provided it exceeds the above-stated 50% donation level).

## B. Non-Financial Contribution

1. When a Recreation Center is eligible for Official Naming or renaming, a community group may ask the Board to Officially Name or rename a Recreation Center for (i) an historical figure, (ii) an event or concept, (iii) a state, local or national leader, or (iv) an individual or group whose exceptional contributions to the betterment of the community and/or the Park system is worthy of such recognition.
2. The community group must provide compelling information to the Board to consider the name change, and the proposed name must comply with this policy.
3. To consider renaming a Recreation Center for an individual, the community group must present evidence to the Board that the request meets all of the following criteria:

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- a) The individual has been deceased at least 18 months, or is 70 years of age or older and not a member of the Board or the Dallas City Council for the 18 month period preceding the request.
  - b) The individual contributed direct and significant service for the betterment of the community and/or the Park system for more than 25 years or two-thirds of the person's life span.
  - c) The request represents a consensus of the neighborhood as defined in paragraph 4 below.
4. Consensus of the neighborhood will be demonstrated by providing at least 600 signatures of residents living within a 2-mile service radius of the Recreation Center in support of the Park name change.
  5. The Board may direct staff to evaluate the name change request. Such evaluation may include but is not limited to the following:
    - a) Research the historical figure, event, concept, state, local or national leader, individual, or group to verify that the exceptional contributions are worthy of such recognition.
    - b) Check the validity of the signatures provided and the process by which they were collected.

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- c) Post the requested change at the affected Recreation Center and ask for feedback within a pre-determined length of time.
  - d) Solicit input through a survey mailed to households in a specified radius of the Recreation Center.
  - e) Hold a public hearing to consider the proposed name of the Recreation Center.
6. The Board will consider the request and will determine, by vote, whether to rename a Recreation Center for an historical figure, event, concept, state, local or national leader, individual, or group whose exceptional contributions towards the betterment of the community and/or operation of the Park system is worthy of such recognition.

## VI. Component Naming Policies

**A. Accepting Development Components** - The Department is not obligated to accept any Development Component or Recreation Center Component that does not meet the needs of the Park system.

1. When considering whether to accept a donated Component or funding to build a new Component, or funding to renovate a Component, department staff will determine whether the proposal is consistent with the department's long term strategic plan such as the Renaissance Plan, the Park development plan for that site, existing capacity, and need within the Park system.

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2. The Department will also consider the cost to maintain the Component and the level of financial support from the donor to provide for the ongoing maintenance of the Component.

**B. Component Naming** - Component naming or renaming may be proposed, subject to Board consideration and approval, as a result of (i) a financial contribution that is at least 50% of the sum of the value of the design, purchase and installation of a new Component, or (ii) 100% of the cost of any renovation of an existing Component, or (iii) some other financial contribution to the Park Department, unrelated to any specific Component, which the Board finds to be sufficiently substantial to merit a special naming opportunity for an unnamed Component. Under extraordinary circumstances, the Board may grant an exception to the specific contribution thresholds stated in this paragraph.

**C. Submitting a Component Name** - When a donor has acquired a naming or renaming opportunity for a Component pursuant to this policy, but specifically declines to submit a name to the Board for consideration, or fails for a period of 6 months to submit a name to the Board for consideration, the Component will be deemed eligible for naming or renaming until the Board approves a future proposal.

## VII. Fair Park Naming Policies

**A. Fair Park Historical Significance** - Fair Park is an exposition park of historical significance, and it shall be the policy of the Board to establish guidelines for the review and approval of naming requests to ensure the historical integrity of Fair Park. Officially Named Fair Park facilities are not eligible for renaming until after 40 years following the

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date of the Official Naming. If there is a deed restriction or such name is of special historical or geographic significance, the facility is not eligible for renaming.

**B. Present Names of Facilities** - The criteria set forth herein shall have no bearing on the present names of Fair Park facilities.

1. Fair Park has been designated as a City of Dallas Historic Overlay District, State Archeological Landmark, National Register Historic District and National Landmark District. The addition of monuments, markers, sculptures, plaques, frescoes, reliefs, statuary and structures is discouraged for placement in the park, unless replacing items originally constructed for the Texas Centennial in 1936.
2. The request for naming should be submitted in writing with all supporting attachments and petitions to the Director, with a copy to the Executive General Manager of Fair Park. A requested Board committee agenda date will only be considered if it is at least 30 days after the date the request for naming was received by the Director.
3. The request must be accompanied by any historical data, historical designations, restrictions, and a compelling justification relating to the Official Naming or renaming of a facility or component.

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4. Department staff will research the history of the request to authenticate the appropriateness and validity of the name request.
5. Requests for building markers or plaques to display the requested name will be considered if they have minimal visual impact to the exterior of the building, and are consistent with the history and development of the Park as well as the restoration of existing buildings, art work, and landscapes, subject to the review of the Fair Park Task Force of the Dallas Landmark Commission, if applicable.
6. The appropriate committee of the Board shall review the requests for compliance with the terms of this policy and will forward the request and associated materials to the Fair Park Task Force of the Dallas Landmark Commission for review.
7. If the Board denies the request, it will not be reconsidered by the Board until at least one year after such denial.
8. If operation of the structure under consideration for Official Naming or renaming is regulated by a lease agreement with the Office of Cultural Affairs, approval from the Cultural Affairs Commission must also be obtained as a prerequisite to Board approval.

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9. Any name selected under this Section is subject to the guidelines set out in Section III.
10. If appropriate, the Board will consider the request and will determine, by vote, whether to Officially Name or rename a facility or component in Fair Park.

**OTHER POLICIES REFERENCED:** None

**LEGAL REFERENCE:** None

**PRIOR ACTION:** Sunset the following Park Board Policies on 2/19/09

1. Naming of Park Property
2. Fair Park Naming Policy
3. Criteria for Establishing Capital Development Partnerships for New Downtown Parks

**RESPONSIBLE DIVISION:** Administration and Business Services

*Effective Date: 2/19/09*

*Last Revision Date:*

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**DALLAS PARK AND RECREATION BOARD  
AGENDA SHEET  
COMMITTEE ONLY**

**DATE:** December 14, 2017

**COUNCIL DISTRICT:** 3

**STAFF:** John Jenkins, (214) 670-4073

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**SUBJECT**

Authorize a five (5) year agreement with Dallas County Audubon Society, Inc. for the purpose of managing, maintaining and operating Cedar Ridge Preserve, providing accessibility to open space properties and trails at 7171 Mountain Creek Parkway, Dallas, Texas, 75249, for the period January 1, 2018 through December 31, 2023 - Financing: No cost consideration to the City

**BACKGROUND**

The City, through the Park and Recreation Department, maintains Cedar Ridge Preserve that is approximately 633 acres in size featuring approximately 9 miles of trails, native trees, grasses and wildflowers, butterfly gardens, picnic areas, birds, insects and reptiles south of Dallas City Limits. Dallas County Audubon Society, Inc. is a Texas non-profit corporation organized to preserve scenic and ecological principles on native lands and grounds wishes to manage Cedar Ridge Preserve on behalf of the City of Dallas. Cedar Ridge Preserve has partnered with the City since 2002 for the management, maintenance and operations of the Premises. Dallas County Audubon Society, Inc. continues to provide educational opportunities at the Preserve working with the community and various volunteer groups, and walk and hike participants. Cedar Ridge Preserve hours of operation are 6:30 a.m. to 6:00 p.m., November 1 through March 31 and 6:30 a.m. to 8:30 p.m., April 1 through October 31 and closed Mondays. Cedar Ridge Preserve welcomed an estimated 30,000 visitors and hosted over 2,500 volunteer hours this past year.

Dallas County Audubon Society shall submit an annual Performance Plan for the premises which will identify performance indicators. The annual performance indicators to be included are conducting a minimum of one (1) educational opportunity per month, maintain sixty (60) volunteer hours each month and clear out four (4) acres per year of prairie.

Dallas County Audubon Society, Inc. wants to continue to work with the City to support the Premises by operating and maintaining the Preserve. The proposed operations and maintenance agreement contemplates the deal points as follows:

Authorize an agreement with Dallas County Audubon Society, Inc. for the purpose of managing, maintaining and operating Cedar Ridge Preserve for a five (5) year term providing accessibility to open space properties and trails at 7171 Mountain Creek Parkway, Dallas, Texas, 75249, for the period January 1, 2018 through December 31, 2023 - Financing: No cost consideration to the City – page 2

**Obligations of the City include the following:**

1. The term of the contract is five (5) years and allows the City to terminate for convenience.
2. The City will incorporate Easement Property granted by Oncor as part of Cedar Ridge Preserve in accordance with the Agreement.
3. The City will remain responsible for capital improvements or replacement of building systems or components.
4. The City will have right of entry to every part of the premises for general visitation or carrying out of the duties authorized.
5. The City shall maintain the paved entrance road to the premises. The paved entrance to the road is defined as the roadway adjacent to Mountain Creek Parkway to the beginning of the main parking lot of the premises, excluding any and all unimproved parking areas along the paved entrance road.

**Obligations of Dallas County Audubon Society, Inc., include the following related to Cedar Ridge Preserve.**

1. Dallas County Audubon Society, Inc. is responsible for the general maintenance of the Premises including plantings, mowing, trimming, litter pickup, weeding, plant replacement, and repair, as necessary.
2. Dallas County Audubon Society, Inc. shall employ personnel necessary for the operation and maintenance of the premises.
3. Dallas County Audubon Society, Inc. shall provide all materials, tools and equipment in performing the operation and maintenance of the premises.
4. Dallas County Audubon Society, Inc. shall pay for all utilities related to the premises.
5. Dallas County Audubon Society, Inc. shall furnish reports and information to the City at prescribed intervals and as reasonably requested.
6. Dallas County Audubon Society, Inc. shall be responsible for its volunteers, if any.
7. Dallas County Audubon Society, Inc. shall comply with all applicable Park Board policies, City ordinances, licenses, permits and authorizations for the maintenance and operation of the premises as well as state and federal environmental laws applicable to its use and maintenance.
8. Dallas County Audubon Society, Inc. shall be responsible for scheduling events on the premises, ensuring that all events it conducts shall be consistent with the use of the premises for park purposes.
9. With Oncor right-of-way access granted, Dallas County Audubon Society, Inc. will provide joint educational projects with Park in the Woods Recreation Center.
10. Dallas County Audubon Society, Inc. shall retain all revenues generated from the operation of the premises.

Authorize an agreement with Dallas County Audubon Society, Inc. for the purpose of managing, maintaining and operating Cedar Ridge Preserve for a five (5) year term providing accessibility to open space properties and trails at 7171 Mountain Creek Parkway, Dallas, Texas, 75249, for the period January 1, 2018 through December 31, 2023 - Financing: No cost consideration to the City – page 3

11. Dallas County Audubon Society, Inc. shall comply with all state and federal environmental laws applicable to the use and maintenance of the premises.

12. Dallas County Audubon Society, Inc. shall obtain and maintain insurance as prescribed by the City's Risk Management Department, naming the City, its officers, employees and elected representatives as additional insured parties

### **FISCAL INFORMATION**

No cost consideration to the City

### **COMMITTEE ACTION**

The Administration and Finance Committee will consider this item on December 14, 2017 and will present its recommendation to the full Park and Recreation Board on January 04, 2018. This item is scheduled for City Council approval on January 10, 2018.

### **STAFF RECOMMENDATION**

Staff recommends approval of the operation and maintenance agreement.

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

**DATE:** December 14, 2017  
**COUNCIL DISTRICTS:** 2  
**STAFF:** Oscar Carmona, 214-670-8871

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**SUBJECT**

Authorize the utilization of Samuell Trust Funds to fund the removal and replacement of an asphalt parking lot to include curbs and gutters located at the corner of Samuell Boulevard and Winslow Street at Samuell Grand Park, located at 6200 East Grand Avenue with APAC-Texas, Inc. dba Oldcastle Pavement Solutions – Total not to exceed \$138,576 - Financing: Samuell Trust Funds

**BACKGROUND**

On September 22, 2015 a twenty-four month contract for Master Agreement BQ1532 – 2015 Pavement Repairs, Schedule E was authorized, Resolution number 151763. The contract was extended one year on August 23, 2017, Administrative Action number 170908.

The Park and Recreation Department is prepared to issue a notice to proceed for the removal of and replacement of an asphalt parking lot to include new asphalt surfacing, concrete curbs and gutters at the parking lot located at Samuell Grand Park, at the corner of Samuell Boulevard and Winslow Street.

This parking lot serves as the main parking lot for the adjacent soccer field. The current condition of the parking lot makes it difficult for vehicles to navigate and the lack of curbs and gutters does not allow for proper drainage during rain events.

All requests for Samuell Trust Fund disbursements equal to or greater than \$50,000 will require Park and Recreation Board approval.

**FISCAL INFORMATION**

\$138,576 – Samuell Trust Funds

**COMMITTEE ACTION**

The Administration and Finance Committee will consider this item on December 14, 2017. A recommendation will be presented to the Park and Recreation Board on the January 4, 2018.

Authorize the utilization of Samuel Trust Funds to fund the removal and replacement of an asphalt parking lot to include curbs and gutters located at the corner of Samuel Boulevard and Winslow Street at Samuel Grand Park, located at 6200 East Grand Avenue with APAC-Texas, Inc. dba Oldcastle Pavement Solutions – Total not to exceed \$138,576 - Financing: Samuel Trust Funds – PAGE 2

**STAFF RECOMMENDATION**

Staff recommends approval.