



Parks and Recreation Advisory Board Meeting Minutes
Wednesday, April 10th, 2013
7:00 p.m.

Rowlett Community Centre, Room D
5300 Main Street, Rowlett TX 75088

PRESENT: Mike DeLatte, Fredrick Bradshaw, Brownie Sherrill, Rick Helfers, Bill Gilbreath, Lonnie Cornwell, Ken Romaine, Rhetta Bowers, John Macatee, Debby Bobbitt, Matt Grubisich

ABSENT: Wayne Baxter

VISTORS:

STAFF: Angie Smith, Recreation Division Manager; Jermel Stevenson, Director of Parks and Recreation; Shelly Monroe, Administrative Assistant

1. The Vice Chairman called the meeting to order at 7:00 pm.
2. Quorum: Chairman select voting alternative if necessary
3. Rick H. motioned to accept the March minutes and Brownie S. seconded the motion. All approved.
4. Baseball Association: Percell Milton is ill therefore unable to attend this meeting.
5. Director's Report: Jermel S. and Collin Koonce with La Terra Studio
 - a. Update on Scenic Point Park plans were discussed while showing slides for a presentation. The spiral bridge will be difficult to fit in the location needed and will be extremely costly therefore this specific plan will not be implemented. Phase 1 will be developing the access to the park.
 - b. Looking at Timber Pedestrian Bridge which will provide a more natural look. Talked about the pros and cons of different posts such as concrete, wood, and composites. Conversed about the flood levels and this is not a concern. Hoping to avoid cutting of any trees if at all possible when building the wooden bridge.
6. Herfurth Park Master Plan – Arti Harcheker, Sr. Planner
 - a. Reviewed history of Realize Rowlett 2020. Phase 1 is completed.
 - b. Discussed Phase 2, the initial focus areas, and strategic downtown plan. Reviewed regulatory plan of downtown. Re-zoning took place last year. Implementation of Form-Based Code has begun and this was reviewed in detail.
 - c. Reviewed Herfurth Park Master Plan. Discussed urban vs. suburban open space. Looking at achieving an enclosed outdoor space. La Terra Studios is working on concepts for this plan and will soon be able to show these plans.
7. Park Sponsorship Program: Jermel S. and Angie S.
 - a. This topic will be presented on the April 16th City Council Work Session regarding options of how to market park sponsorships. There is a sponsorship policy in place for youth baseball and



downtown events. Wet Zone is in process of implementing a sponsorship policy to help with maintenance.

- b. Angie S. introduced the idea of a sponsorship donation catalogue. Persons can visit the city of Rockwall website, click the volunteer and park page and see how their catalogue is designed. Examples in the catalogue could be items our parks need such as a bench or a donation in the name of a person or donate to a swim team or for the maintenance of a ball field. Members like this concept.
 - c. Jermel S. brought up another aspect in regards to the role of PARDNERS. Ken R. voiced utilizing the nonprofit agency is beneficial for the community and members agreed. A meeting is scheduled tomorrow in which PARDNERS is invited.
 - d. Debby B. suggested that a picture of each park be available for the donations so that people know what their donation would look like and that parks get what is needed. Brownie S. mentioned if a specific request for a donation is made and if the process is through PARDNERS there can be some direction as to what is donated and as to where the donated item may be placed.
 - e. Lonnie C. asked about businesses donating and how this can be acknowledged such as banners on the ball field fences. He feels this is a great idea because it helps to keep the money in the city. John M. asked if there was a city ordinance for signs/banners but it was determined this was in relation to the Sports Association. There were several comments made in relation to the ways sponsors can have recognition and how the amount of donation may dictate the type of recognition. Bill G. asked about digital billboard for messages to acknowledge.
 - f. Jermel S. asked members for suggestions on different business types that could be accepted as sponsors. All agree that this can be difficult to determine because there are so many different types of businesses. Lonnie C. asked if the businesses would be limited to those in Rowlett but Matt G. does not feel there are enough to limit at this time. Rhetta B. feels it should be left open to metroplex. Matt G. voiced as long as businesses are not sexually oriented with their services. Mike D. suggested obtaining the City Council's feedback on parameters of sponsors. Rick H. mentioned to view things through the public's eye and what we want the city to represent. Lonnie C. reminded members that it will be impossible to make all citizens happy with the decision. Rhetta B. said the city has already allowed alcohol sales in the city through local businesses so the concept of alcohol is accepted. Mike D. motioned for sponsorship be open to any legal business that is non-sexually explicit. Rhetta B. seconded this motion. All members approved.
8. Eco-Tourism Kiosk at Paddle Point Park: Jermel S. and Angie S.
- a. This will be on the April 16th City Council Work Session. Two pictures of sample styles of signs to direct visitors of the park were presented to members. The signs will include a map. The different styles and how weather conditions may affect the signs were discussed. Bill G. asked who will pay for these signs. Jermel S. said this is not a pre-budgeted item so bringing it to PAB to discuss before presenting to City Council. Members chose the style of sign without the awning.
 - b. Ken R. shared the largest cost is the initial set up of the art work. He also recommended that it will need to be made known who will own the art work because it will make a difference in future expenses and projects.
9. Dan Roberts / ELC Name Change Discussion – Lonnie C.



- a. The ELC is a product of Keep Rowlett Beautiful therefore the name of the learning center can be changed. Lonnie C. and Jermel S. are combining information to present to City Council in May. Brownie S. asked if there will be some sort of plaque to explain who Dan Roberts was and why the learning center is named after him. All agreed this would be a good idea. Bill G. asked if Dan Robert's family is aware of the name change suggestion and how they feel about it. Lonnie C. voiced Dan's wife is aware of the request and supports this action. Lonnie C. made the motion to add Dan Roberts to the name for the Environmental Learning Center. Rhetta B. seconded the motion. All members were in favor.

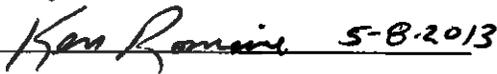
10. Tree The Town Discussion: Matt G. expressed there is no update at this time.

11. Public Announcement. Members of the Board and/or staff may make announcements of local civic events. No member of the board or commission may discuss nor take any action with regard to the announcements.

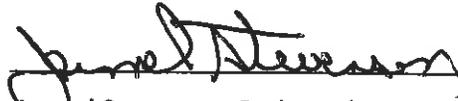
12. Members of the Board may request topics for future agenda meetings. No member of the board or commission may discuss any of the requested subjects until such matters have been properly placed on a posted agenda.

- a. Baseball Association present to a future meeting.

13. Matt G. motioned to adjourn at 8:55 pm. Rhetta B. seconded the motion and the vote was unanimous to adjourn.



Ken Romaine, Vice Chairman



Jermel Stevenson, Parks and Recreation Director