

PARKS AND RECREATION COMMISSION MEETING

MINUTES

June 12, 2024

CALL TO ORDER – Roll Call and Determination of a Quorum

The Parks and Recreation Commission met on the above date at the Parker City Hall, located at 5700 E. Parker Road, Parker, Texas 75002. The meeting was open to the public.

Chairperson DaCosta called the meeting to order at 5:00 p.m. He noted that there was not a quorum at this time. Richard was enacted as a voting member resulting in a quorum. Cherie and Donna were delayed and arrived shortly after the meeting started. The meeting was open to the public.

<u>Parks and Recreation Commissioners</u>		
✓	1.	Frank DaCosta (Chairperson)
✓	2.	Cherie Ware (Vice Chairperson)
✓	3.	Donna DaCosta (Treasurer)
✓	4.	Pier Burgess (Secretary)
x	5.	Cyndy Lane
<u>Parks and Recreation Alternates</u>		
✓	1.	Richard Pratt
x	2.	Wendy Clark
✓	3.	Shauna Warmbrodt
<u>Public Attendees</u>		

✓	1.	Lee Pettie (Mayor)
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PUBLIC COMMENTS

No public comments were made.

INDIVIDUAL CONSIDERATION ITEMS

1. WELCOMED NEW ALTERNATES

Mayor Lee Pettie swore in the new alternate commission members before the start of the meeting. They were congratulated by all.

2. APPROVAL OF MINUTES

May minutes were reviewed. Cherie motioned to accept the minutes for the month of May 2024. Richard seconded the motion. The motion passed 4-0.

3. WILD FLOWER GARDEN STATUS

There is nothing new regarding the wild flower garden. The flowers are mostly done blooming and there has been enough time to seed. We are done for another season. It is time to mow. Cherie will inform Gary Machado when the mowing should be done.

Cherie mentioned that in regards to the landscaping, maintenance is needed due to the heavy rains and the storm. It was noted that there are a couple of large trees that came down and water is still spilling over the walkway in one area. Debris from the high winds and rushing water that has gathered in some areas needs to be cleaned out. Cherie will send some photos to Gary.

4. OTHER POSSIBLE EVENTS

The concert in the Preserve was enjoyed by all those who attended. The audience was basically made up of friends of the band and the commissioners, maybe only 3 members of the public. It was agreed that the concert was not advertised enough ahead of time and that the concert signage was competing against the signs advertising the candidates for office.

A strategy for marketing and advertising must be defined for future events. The success of Parkerfest is due to its advertising and marketing efforts. A similar

strategy should be used for other events. Social media, websites, homeowner associations and signage are some good ways to gain public attention. Lee is trying to reinstate the newsletter in electronic form. We would be able to advertise there.

The thought of doing a concert series was discussed. 3 band events scheduled a week apart would create more public awareness. The advertising and promotion for the 3 would be done at the same time.

Cherie suggested we survey the community. Lee said the city could create a survey monkey through the city and attach links to other websites, if the commission provides the questions. Cherie motioned that we create a survey for the city to send to all residents to gain information about their interests that P&R can pursue. Pier seconded the motion. Motion passes 4-0. Pier and Cherie will meet in the coming weeks to try and create questions for the survey.

Richard offered to put together a calendar of all the events of the neighboring cities so we can make better decisions about the timing of our own events.

The commission feels that at this time, the window of opportunity to do any more concerts this year has passed. The commission will continue to discuss it the coming year. Someone needs to champion it.

5. PARKERFEST PLANNING

Frank reached out to Taylor Pendleton regarding her services of obtaining and managing vendors for Parkerfest. Frank is waiting for a copy of their contract for further discussion. It was decided that for this year we might have enough potential vendors for the festival. PCW is hosting an event, Sip N Shop on June 9th. There might be several vendors attending that might like to participate in Parkerfest.

Frank created a business sized advertising card that he circulated and asked for comments. It was suggested that we add some of the activities happening at the festival to the card. He will send out an updated version.

Pier contacted some food trucks and sent out emails and fliers to last year's vendors and some new vendors that we could not accommodate last year. She has not researched bands yet.

We need to find reliable sources of adult volunteers for Parkerfest. Possible sources might be the churches or active senior communities might have a group that might consider helping.

Lee or Grant can create a document that states we are a not-for-profit organization to help apply for donation applications such as in Walmart. Frank will draft a letter for them.

Richard says fundraising emails are ready to go. Michael George says the cars show is a go. He may have a people's choice or some type of judging competition associated with it. Also, there was a request to save some parking for the cars. Some didn't want their cars parked on the grass.

A thought was to have QR codes at the entry. It could be used as a tool for counting attendance and where people are coming from.

The stuffed pony toy was researched and was pretty expensive. We'll look at something else to sell.

Shauna talked to LeAnn and she would like to do the rock painting booth this year. We all would be glad to have her participate again.

Melanie will contact Pier with a list of vendors participating in the Sip N Shop event, so we can ask them to participate in Parkerfest.

Shauna looked into HEB as a sponsor. They now have a portal for their applications. They also need the not-for-profit certificate. Shauna mentioned that we can get a certificate from the IRS. Frank will create a draft letter for the city to ask the IRS for the designation.

ROUTINE ITEMS

1. FUTURE AGENDA ITEMS

ParkerFest Preparation for 2024

Future Preserve events – Spring and Summer events – 2025 Calendar

Possible project may be distance markers along the pathway or creating plant and tree identification tags.

2. OUTSTANDING ITEMS FROM PREVIOUS MEETINGS

Continue to monitor expenses

3. ADJOURN

The next meeting of the Parks and Recreation Commission will be July 10, 2024 at 5:00 pm. at Parker City Hall.

The next Parkerfest Committee meeting TBD.

Chairperson DaCosta adjourned the meeting at 5.59 pm.

Minutes Approved on 10th day of July, 2024.


Chairperson Frank DaCosta


Secretary Pier Burgess

Attest:

City Secretary Patti Scott Grey

