

Park Board Meeting Minutes  
Regular Meeting of August 14, 2024

| PLACE | NAME             | P/A | PLACE | NAME             | P/A |
|-------|------------------|-----|-------|------------------|-----|
| 1     | Angela Lewallen  | P   | 6     | *Blake Wyne      | P   |
| 2     | Elizabeth Flores | P   | 7     | John Brooks      | A   |
| 3     | Chery Brennan    | P   | 8     | Jim Domer        | P   |
| 4     | Kyle Bertsch     | P   | 9     | Elaine Borchardt | P   |
| 5     | Julia Sykes      | P   |       |                  |     |

A. Call Meeting to Order and Announce Quorum is Present:

The August Park Board Meeting was called to order by Blake Wyne, Park Board Chair at 6:00 p.m.

B. Visitors: 0

C. Approval of Park Board Minutes:

Elaine motioned to approve the Park Board Minutes of the July 10, 2024 meeting as written. The motion was seconded by Chery and the vote was unanimous.

D. New business:

- a. FSSS Phase 1 Presentation & Discussion – Stacie Anaya, Jose Marines, Erika Tang
- Angela: Percent of activities met column – can you explain what goes into that?
- Jose: Based on total activities, the number of activities that met the goal in that segment determines the percentage “met”
- Stacie: Please note, we came to a compromise based on the pushback on Herring having their own membership rate by offering the Herring membership free to Thrive members for its first operating year; the Drop-in Monitored Access Rate at Herring was impacted by that. And the eventual goal is 100% cost recovery rate for Herring.
- Erika: We’ve had staff overseeing the Active Adult program. Lots of free Lunch and Learn activities. The increase in number of programs has factored into that recovery rate.
- Blake: Rentals - how do you get the word out on rentable spaces?
- Erika: Webpages, LEAF, pushes on social media. Mostly on our channels, and word of mouth is huge especially at Thrive
- Blake: Which FY will we see this?
- Stacie: First analysis in FY27
- Stacie: I’m thinking about adding back (to the presentation) the number of programs that contribute toward the percentages; it would be useful to understand the impacts. We have cost recovery demands and expectations we have to meet. Youth sports organizations had to be retooled, if you remember. When you’re hosting tournaments for mostly participants that are from outside Lewisville, you have to pay more.
- Eliz: I’m curious how Miranda’s stuff gets price points set. Maybe developing the price points will help.
- Stacie: It’s a combination of what it’s going to take to offer the program (contracts, supplies), market, participation, sponsorship support opportunities. We work around some of these goals by having a sponsorship catalog to underwrite costs. It’s a reason we were so dogmatic about getting LPA set up. That helps us continue to offer things.

- Kyle: How often is this evaluation done?
- Stacie: Every 3 yrs we do the formal one, but annually we close the books for the fiscal year, are audited through November, and our goal is December 31. January 30<sup>th</sup> latest. It has to be ready by March for the budget discussion. We will have to raise the membership rates at Thrive at some point – we can only be so good at being efficient. We took a lot of flak when we increased non-resident fees. There's going to be a time we have to raise resident fees.
- Julia: We'll have the data to back that up, though
- Stacie: Yes and we're already starting to roll back the "everything is free" programming at Thrive. We have to offer fee-based programming. Some loss-leaders will still be there, we've accepted that.
- Elizabeth: Website updated with Glory Park – it needs to be added to the map with the other parks
- Angela: KLB cleanup this Saturday at 7:30. FYI: We don't need to have a formal signup for supply pickup. Little free library donated a unit for Glory Park (\$300 if bought on website). I put together a cost estimate (\$80) and I thought maybe we could have an event for painting and installation. We'd want to reach out to the apartments nearby to let them know and maybe buy some popsicles or something for kiddos. Open to other ideas.
- Chery: Where in the park are we going to put it?
- Angela: I'm getting with Charles on that
- Blake: On Saturday we can look at spots and in October/November we can install. Any interest from the Glory Park Guardians?
- Stacie: With the DePLOWments and other engagements, we expect interest. Also from Texas Master Naturalists, they're committed to do interpretive programs out there for grant support. Would be nice to have them out there at the same time as cleanups.
- Charles: The weed pickup area from last month is still looking a lot better
- Stacie: You need jobs?
- Blake: Just turn off irrigation Friday night
- Charles: Yeah the clay was a problem and getting the bags into the dumpster
- Elaine: The committees for the evaluations?
- Charles: The assignments are in my report and those leaders have your names, not your phone numbers til the groups are all filled. In the next week or two you'll be reached out to, set up the training, and then you'll get together to score and such.
- Jose: In response to Elizabeth's comment for Glory Park – it's on the site but you might have to delete cookies/cache. If you go to the website and haven't refreshed some of the info isn't there. It's in park listings and on the map
- Elizabeth: I was just looking for the address the week after the event

**E. Report:**

- a. Director's Report - written.
- b. Preserve and Greenbelt Manager's Report – written.
- c. Programs Manager's Report – written.
- d. Park Operations Manager's Report – written.
- e. CIP Manager Report – written.
- f. Volunteer Opportunities – written.

**B. Round Table:**

- Angela Lewallen –

- Elizabeth Flores –
- Chery Brennan –
- Kyle Bertsch –
- Julia Sykes –
- Blake Wyne –
- John Brooks -
- Jim Domer –
- Elaine Borchardt –

H. Adjournment:

A motion was made by Chery to adjourn the meeting at 6:56 p.m., was seconded by Elaine and the vote was unanimous.



Stacie Anaya, Director



Blake Wyne, Park Board Chair