

Parks and Recreation Advisory Board
Minutes of Meeting Held Wednesday, March 22, 2017 – 6:00pm.
CenterPoint Energy Community Center
7001 Fifth Street, Bellaire, TX 77401

- 1. Call To Order:** by Neil Verma at 6:16pm
Attendance: *Board:* Neil Verma, Sharon Veldman, Travis Crabtree, Julie McNee
Parks & Rec Department: Karl Miller, Cheryl Bright
Visitors: Bellaire Residents; Robert Riquelmy, Jim Burrough
- 2. Announcement of a Quorum** by Neil Verma at 6:16pm
- 3. Approval of Minutes from January 18, 2017**
 - Neil Verma motioned to approve minutes subject to amendment to section 5(a), seconded by Julie McNee.
- 4. Public Comments**
 - The following Bellaire citizens addressed the board.
 - Robert Riquelmy reminded the board that 2017 is an election year and the City desperately needs good, concerned citizens to run for public office.
 - Jim Burrough expressed his concern regarding a recent lack in parking availability at Evergreen Pool due to vehicles using the parking lot. Mr. Burrough's also mentioned that a vehicle has been parked in the lot for several weeks.
- 5. Reports**
 - a.) Reports from Other Boards, Commissions and Committees**
 - Sharon Veldman reported that Patrons of Bellaire are preparing for Wine and Tapas and continuing to work alongside Parks & Recreation on Party at the Pavilion scheduled the first Friday of every month during the summer. Mrs. Veldman encouraged the board to purchase tickets to Wine and Tapas and shared information on the different sponsorship opportunities.
 - b.) Reports from Council Liaison**
 - Liaison not present.
 - c.) Reports from City Staff**
 - Karl Miller provided an overview of the department's monthly report highlighting the various events taking place in April through July. Mr. Miller also mentioned the grand opening of Evelyn's Park scheduled for Saturday, April 22, 2017 and encouraged the board to stop by the event.
 - Cheryl Bright provided additional information regarding the grand opening of Evelyn's Park and mentioned that there will be a farmer's market, kids' activities, fitness demonstrations, and a band and that the opening ceremony will be at 3:00pm. Ms. Bright also stated that the department recently hired a new swim team coach, Sophie McCollum, former Bellaire Aquatics lifeguard and thanked Mr. Crabtree for assisting with the process.
- 6. Review and Discuss Parks, Recreation and Facilities Department's 2017 Service Plan**
 - Karl Miller provided an overview of the Parks, Recreation and Facilities Department's 2017 Service Plan and described roles and services for each

department. Mr. Miller mentioned the Parks Department's daily routines and maintenance such as monthly formal playground inspections allows the division to create work orders and helps provide a safe and clean environment. He also stated that the mosquito fogging program typically runs from May-October on a weekly basis and the larvacide program runs from June-September consisting of approximately 1,700 storm inlets throughout the City to better control the mosquito population by killing the larva before they mature.

- Cheryl Bright discussed the goals and objective for marketing and programming. Ms. Bright stated that one of the Parks Department's goals is to utilize technological resources to improve communication, maximize brand exposure and maintain consistency across all marketing platforms.
- Julie McNee suggested considering developing a strategy to stay accountable for the goals listed on the Service Plan.

7. Review and Discuss Department's Sponsorship Guidelines and Procedures

- Cheryl Bright gave an overview of the department's Sponsorship Guidelines and Procedures. She stated that the City defines sponsorship as a financial or in-kind support from a for-profit entity for a specific program, event, project or site in exchange for tangible and intangible benefits to the sponsor, which may include marketing opportunities and name association.
- Sharon Veldman suggested including time limits on site sponsorships.
- Neil Verma suggested dropping dependent clauses when defining sponsorship.
- Julie McNee asked if there are guidelines for sharing the list of attendees with the sponsor.
- Cheryl Bright addressed Mrs. McNee's question and informed her that the City does not share attendee's information with sponsors.

8. Board Members Comments and Announcements

- Julie McNee mentioned and invited the board to attend Bellaire Little League's Crawfish Boil at Mulberry Park, Saturday, March 25, 3pm-10pm.
- Sharon Veldman reminded board members to purchase Wine and Tapas tickets.
- Karl Miller suggested holding a Parks Board Regular Meeting at Russ Pitman Park and at Evelyn's Park in the near future. Mr. Miller will get back to the board with possible dates/time.

9. Adjournment –Meeting adjourned at 7:12pm.

Respectfully Submitted,

Heysel Renee Zepeda

April 19, 2017: Next Meeting