

STATE OF TEXAS :  
COUNTIES OF POTTER :  
AND RANDALL :

On this the 8th day of April 2014, the Parks and Recreation Commission of Amarillo, Texas convened at 1:30 PM in regular session in Room 306, City Hall at 509 E. 7th Avenue, with the following members present:

ATTENDANCE					
	PRESENT TODAY	NO. REGULAR MEETINGS HELD SINCE APPOINTMENT	NO. REGULAR MEETINGS ATTENDED SINCE APPOINTMENT	TERM STARTED	TERM EXPIRES
Mr. Cameron Monroe	Yes	57	46	08/12/08	07/01/14
Ms. Jackie Payne	No	67	53	07/24/07	07/01/15
Mr. Mike Rivera	Yes	26	18	09/13/11	07/01/14
Ms. Renee McCown	Yes	26	18	09/13/11	07/01/14
Mr. David Hudson	Yes	13	12	01/02/13	07/01/16
Mr. Rob Chafin	No	13	9	01/02/13	07/01/16
Mr. Terry Easterling	No	7	4	09/10/13	07/01/16

and the following staff members:

Rod Tweet	Director of Parks & Recreation
Clint Stoddard	Park Superintendent
Pam Cognasi	Recreation Supervisor
Andy Tarkington	Athletic Supervisor
Bryan Shelhamer	Park Development Manager
Rachel Cunningham	Marketing Coordinator
Sherylene Morris	Recording Secretary

There being a quorum established, the meeting was called to order by Chairman, Mr. Cameron Monroe, and the following business was conducted.

**ITEM 1. APPROVAL OF MINUTES FROM MARCH 11, 2014 MEETING**

Mr. Mike Rivera made a MOTION to approve the March 11, 2014 minutes as amended. Ms. Renee McCown seconded the MOTION. MOTION passed by a vote of 4-0.

**ITEM 2. MONTHLY REPORTS**

Bryan Shelhamer, Project Development Manager, temporarily filling in for Rod Tweet who was attending a City Council meeting, stated that four candidates were interviewed for the Assistant Director's job position. A second interview was conducted on April 2<sup>nd</sup> that will result in a final decision soon.

Bryan reminded the Park Commissioners of the upcoming Arbor Day Celebration that will be held at Windsor Elementary School on Friday, April 25<sup>th</sup> at 2:00 PM. A total of 30 trees will be planted at this location.

Bryan also reminded the Park Commissioners of the upcoming 10<sup>th</sup> Annual Tree Care & Safety Workshop will be held on Thursday, April 24<sup>th</sup> from 8 a.m. to 4 p.m. at the Amarillo College Business and Industry Center. This workshop provides hands on training and educational information and updates on various tree care and safety related topics. Various sponsors that help to make this workshop possible are Amarillo College, Texas A&M Forest Service, Amarillo Arborlogical, Pro Chem/Arbor Systems, Vermeer, Amarillo Outdoor Power and Equipment (Stihl), Beef O'Brady's and Xcel Energy as well as help from Brian Scott with the Texas A&M Forest Service.

Clint Stoddard, Park Superintendent, stated that a total of 249 trees have been planted as well as a total of 289 trees have been removed in the city parks since October 2013. Park staff has completed the ten new horseshoe courts at Southeast Park. Landscaping and lighting will be completed at this site at a later date. Park crews continue renovations on the irrigation system at San Jacinto Park, the Longhorn exhibit at the

zoo and Eastridge School Park. This project includes removal of the wading pool that will be replaced by a splashpad funded by a Community Development Block Grant. Athletic crews have marked fields and set goals for Kids Inc. and ASA for the spring soccer season. Park staff continued landscaping on the islands at Rick Klein Sports Complex as well as around the playground area at Ellwood Park. Barrier nets have been installed along the outfield fence at Martin Road Complex in order to prevent fly balls from the adult leagues hitting the meat-packing plant across the street from field #2 at the complex. The zoo hosted Mardi-Growl in early March. The zoo also prepped for the arrival of Sasquatch on April 1<sup>st</sup>. The zoo staff did an excellent job of marketing this event which brought media attention to the zoo as this turned out to be an April Fools' joke with someone dressing up in a Sasquatch costume. Zoo revenue for the month of March was \$28,530.53 with our year to date total at \$86,709.14 as compared to the same time last year's amount of \$91,070.78.

Chairman Cameron Monroe commented on a national news report to be aware of a current trend where people are gluing straight edge razor blades to park playgrounds.

Pam Cognasi, Recreation Supervisor, stated that Recreation and Aquatics staff are still in the hiring process for the upcoming summer season. Bids are out for the pool and zoo concessions and will open on April 17<sup>th</sup>. Recreation and Tennis staff is searching for an instructor to teach the tennis camps this summer at the recreation sites. The spring break Science Camp was a success with 11 in attendance. Photos from this event are posted on the Parks website photo gallery.

Andy Tarkington, Athletic Supervisor, stated that adult volleyball leagues would be ending for the regular spring season this week with playoffs on the following week. The registration deadline for the summer volleyball league is April 28<sup>th</sup> which will include newly offered sand volleyball. The adult softball leagues began on March 21<sup>st</sup>. The first city St. Patrick's Day Weekend Spring Smash Softball Tournament was held on March 14<sup>th</sup> – 16<sup>th</sup> with a total of 51 teams participating. The next adult soft ball tournament will be the Budweiser Memorial Day Weekend Tournament held on May 23<sup>rd</sup> – 25<sup>th</sup>. Two sports associations, Panhandle Flag Football and Amarillo Soccer Association began their league play in March. West Texas Youth Baseball has already held two tournaments this season with the first one being in February.

Bryan Shelhamer, Project Development Manager, stated that Kraftsman is currently constructing new splashpads at Eastridge School Park and City View Park. Other improvements at Eastridge include a lighted walking trail around the park. Volleyball courts will be installed at Ellwood Park.

### **ITEM 3. MARKETING PLAN**

Marketing Coordinator, Rachel Cunningham, started out as a part-time employee and just recently became fulltime. She is currently working on the Parks & Recreation Park Guide as well as other marketing items for the Parks Department. She stated that the Parks Department is currently using new marketing techniques that will help to benefit Parks & Recreation programs throughout the year such as: mobile, text, email marketing, website and social media that includes Facebook and Twitter. She mentioned a few statistics she learned from a marketing conference stating that by the year 2015 more people will be accessing the internet on their phone than on their PC. Facebook and Twitter are also being utilized on a mobile device. She also explained that the Parks Department has purchased a year's contract with TAP TAP which will enable us to send out text messages to customers that opt in to receive our text messages concerning important dates, cancellations, etc. 79% of email is being processed on mobile devices rather than making a phone call. Social media is being used through the City of Amarillo Facebook and Twitter to promote our programs. Park websites provide people details on programs offered by the Department. The Park Guide will have a new look this year. It will be smaller and in full color. Live remotes will also be at various Parks & Recreation programs throughout this coming season.

### **ITEM 4. WATER WISE PRACTICES**

Clint Stoddard, Park Superintendent, presented a PowerPoint presentation on water wise practices/programs within the park system. He explained how the Parks Department is currently implementing water saving practices that help to reduce water consumption in our parks and help increase our watering efficiency and effectiveness. These practices go along with the City of Amarillo's water conservation program that was adopted in 2003. Guidelines were set for the Parks Department on how we were going to manage watering the parks in the future to conserve water. 2003 was a dry year and approximately 629 million gallons of water was used in our park system due to the watering of cool season grasses at that time. Over the next few years this amount was reduced tremendously. Cool season grasses were converted to warm season grasses. Clint showed several photos of some of the projects throughout the city where grasses have been converted to lower usage of water. Trees, that are planted in the parks, which require little water and are recommended for this

area are Red Cedar, Lace Bark Elm, Cedar Elm, Pinon Pine, Red Oak, Chinese Pastiche, Burr Oak, Eldarica Pine and Shademaster Locust. Clint also stated that a Sentinel Irrigation Control System has been installed in several of our parks that can shut off irrigation systems when watering if and when we do get rain. The rest of the parks not on the control system will have to be shut off manually. You can use an iPhone or a computer to shut off the irrigation system. This system can also detect if there is a leak which will shut down the system immediately and then send an alert to let you know that there is a leak.

**ITEM 5. PUBLIC FORUM**

Ken Graham of 3007 Harmony, representing member of Share the Road, asked the Parks Department for help in moving along on updating of the City of Amarillo Hike & Bike Trail Master Plan. He voiced his concern for cyclists/pedestrians safety on roads throughout the city.

Jerry Bird, Traffic Engineer, stated that he is researching various safety programs that would better help cyclists on city roads.

**ITEM 6. PARK COMMISSION COMMENTS**

No comments from the Park Commissioners.

**ITEM 7. ANNOUNCEMENT – NEXT MEETING DATE**

May 13, 2014

**ITEM 8. ADJOURN**

Meeting adjourned at 2:56 PM.

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Rod Tweet,  
Director of Parks and Recreation