

MINUTES

On March 20, 2019, the Parks and Recreation Board met at 1:30 p.m. in City Hall at 601 S Buchanan Street, Room 306 for a Regular Meeting.

VOTING MEMBERS	PRESENT	NO. MEETINGS HELD SINCE APPOINTMENT	NO. OF MEETINGS ATTENDED
Mr. Rob Chafin	Yes	51	39
Mr. Terry Easterling	Yes	45	38
Mr. George DeCoux	No	35	29
Mr. John Ingerson	Yes	19	14
Ms. Terry Price	Yes	19	14
Mr. Bob Altman	Yes	2	2
Mr. Matt Sanders	Yes	11	10
Mr. Gerald Malkuch	No	11	9
Mr. George Veloz II	No	11	8
Mr. Mubashir Subhani	No	11	7
Mr. Luke Austin	Yes	11	7

Also in attendance were:

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| MICHAEL KASHUBA | DIRECTOR OF PARKS AND RECREATION |
| PAT WESTBROOK | ASSISTANT DIRECTOR OF PARKS AND RECREATION |
| KEVIN WILDE | PARK SUPERINTENDENT |
| JOSLYN HARNEY | SENIOR SERVICES COORDINATOR |
| LINDA PITNER | FORMER SENIOR SERVICES COORDINATOR |
| CHARLES HUDSON | ATHLETIC SUPERVISOR |
| SHELLEY GALLAGHER | RECREATION SUPERVISOR |
| GEORGE PRIOLO | GM OF GOLF OPERATIONS |
| KRISTEN WOLBACH | MARKETING COORDINATOR |
| KELSEY SARGENT | SPECIAL EVENTS COORDINATOR |
| BRYAN McWILLIAMS | CITY ATTORNEY |
| SHERYLENE MORRIS | RECORDING SECRETARY |

ITEM 1: Public Comments. No public comments.

ITEM 2: Call to Order and Approval of Minutes from Meeting held January 16, 2018. Chairman, Mr. Terry Easterling, established a quorum and called the regularly scheduled meeting of the Parks and Recreation Board to order at 1:30 p.m. Motion was made by Mr. Rob Chafin, seconded by Mrs. Terry Price and unanimously carried to approve such minutes as written.

ITEM 3: The Parks and Recreation Board Will Discuss or Receive Reports on the Following Current Matters or Projects. Michael Kashuba, Director of Parks and Recreation, stated that in future meetings there will be a recommendation from the Golf Task Force and that our Parks Department is looking to rebrand our department and the parks fee schedule. Park Board would like an update on the Thompson Pool and Parkland Dedication for a future agenda item.

ITEM 4: Present and Discuss the City of Amarillo Parks and Recreation Department Center Without Walls Branding and Marketing Plan (RFQ 2-19). Joslyn Harney, Senior Services Coordinator stated that Mary Coyne Marketing Communications was chosen as the consultant for the branding and marketing plan for the Center Without Walls. A PowerPoint presentation was presented with the following: Scope of Work is to proceed with naming options, branding strategy, messaging, marketing plan for annual implementation and program launch campaign and event planning. The next steps would be to get a Park Board volunteer committee to provide input into decisions for naming and branding elements and meet as a group with Mary Coyne and Senior Services as necessary. Copy of this PowerPoint presentation is on file with the City Parks and Recreation Department.

ITEM 5: Present, Discuss and Consider Action on the Mission Statement for the Parks and Recreation Department. The Parks & Recreation staff is looking to update our mission statement. The current mission statement is "Enhance the quality of life for Amarillo citizens through Parks, Programs and People." The new proposed mission statement is "Building our community through parks and programs by encouraging health and wellness, creating positive economic benefits, and enhancing the community's ecological systems." Motion was made by Mr. Matt Sanders and seconded by Mr. Luke Austin to approve the new Mission Statement for the Parks and Recreation Department. Copy of this action is on file with the City Parks and Recreation Department.

ITEM 6: Present, Discuss and Consider Appointing Two Board Members to Serve on the Master Plan Selection Committee. The goal is to start working on the Parks Master Plan in June. Parks staff is looking to form a committee by requesting (2) Park Board volunteers along with (3) city staff members, (2) from parks staff and (1) from another department, to review and evaluate the (6) RFQ's for a proposal and a recommendation to the Parks Board and then to the City Council for approval. Rob Chafin and Matt Sanders volunteered to be on this committee. Motion was made by Mr. John Ingerson and seconded by Mrs. Terry Price to accept these volunteers to help city staff in reviewing, evaluating and recommending the consultants from the RFQ's for the Park Master Plan. Copy of this action is on file with the City Parks and Recreation Department.

ITEM 7: Present and Discuss the Implementation of a Member Handbook for the Warford Activity Center. Linda Pitner, former Senior Services Coordinator updated the Park Board on the creation of a Member Handbook for the Warford Activity Center. This handbook draft includes: hours of operation, rules and policies, afterschool programs, membership information, services and rentals. Copy of this presentation is on file with the City Parks and Recreation Department.

ITEM 8: Adjournment. There, being no further business, Motion was made by Mr. Rob Chafin and seconded by Mr. Matt Sanders to adjourn the meeting at 2:14 p.m. This meeting was recorded and all comments are on file with the City Parks and Recreation Department.


Terry Easterling, Chairman

ATTEST:


Sherylene Morris, Board Secretary