

PARK BOARD TELECONFERENCE WEDNESDAY, JANUARY 27, 2021 AT 6:30 PM

AGENDA

VIRTUAL MEETING DETAILS

Due to an imminent threat to public health and safety arising from the COVID-19 pandemic, this meeting of the Board shall be held via teleconference. The members of the Board will participate remotely via telephone. No facility shall be available for the public to attend in person.

Members of the public may participate in the meeting remotely via telephone through the following tollfree phone number:

> Phone Number: 1-888-585-9008 Conference Room Number: 227-883-836

The meeting will be recorded and later posted on the website in the Board's folder at: https://www.gptx.org/city-government/city-secretary/boards-and-commissions/boards-andcommissions-agendas-and-minutes

Procedural rules: All meeting participants should mute their phone until it is their turn to speak. The Chairman will ask for public comments at the end of each agenda discussion and prior to any vote on the matter. If you wish to do so, please announce your name and wait for the Chairman to call on you to speak. At this time, you must state your name and address for the record. A maximum five (5) minutes is permitted per speaker. After speaking, please remute your phone.

The full agenda has been posted on the city's website, www.gptx.org, for those who may want to view this agenda in more detail. Citizens may speak for five minutes on any item on the agenda by following the procedural rules above.

CALL TO ORDER

CITIZEN COMMENTS

Citizens may speak during Citizen Comments for up to five minutes on any item not on the agenda by stating their name and address when requested by the Chairman.

AGENDA ITEMS

- **<u>1.</u>** Approval of December 2, 2020 Minutes, Presented by B.J. Nichols
- 2. Naming Committee Presentations, Presented by Naming Committee Chairs

a. Park Naming Committee Recommendation for Parks, Arts & Recreation Administration Building

b. Park Naming Committee Recommendation for Prairie Lakes Tournament Pavilion

3. Report of the Tree Board Report, Presented by Duane Strawn

4. Park Board Reports, Presented by The Park Board Members

- a. Special Events (Malcom Chakery)
- b. Recreation (Mal Earl)
- c. The Summit (John Stewart and Emita Garcia)
- d. Uptown/Market Square (Bryan Parra and Jerry Partain)
- e. Playgrounds (Mal Earl)
- f. Ruthe Jackson Center (Bryan Parra)
- g. Golf (Greg Mullen)
- h. The Epic (John Stewart and Malcom Chakery)
- i. PlayGrand Adventures (Emita Garcia)
- j. Cricket/Rugby (B.J. Nichols)
- k. Lake Parks (VanDella Menifee and Jerry Partain)
- 1. Memorial Gardens (VanDella Menifee)
- m. Alliance Skate Park (B.J. Nichols)
- n. Pickleball (Greg Mullen)
- o. Sports Association (VanDella Menifee)

5. Chairman Presentation, Presented by B.J. Nichols

- a. 2021 Park Board Schedule
- b. Mi Familia Park
- c. Marketing Report

6. Director Presentation, Presented by Duane Strawn

- a. Prairie Lights
- b. EpicCentral
- c. COVID-19

ADJOURNMENT

Certification

In accordance with Chapter 551, Subchapter C of the Government Code, V.T.C.A, the Park Board agenda was prepared and posted January 22, 2021.

Krista Marrs, Administrative Supervisor



MINUTES PARK BOARD MEETING

The City of Grand Prairie Park Board Committee convened at 6:30 PM on December 2, 2020 via teleconference.

PARK BOARD MEMBERS PRESENTBJ NicholsEmita GarciaJohn StewartMal Earl

Malcom Chakery VanDella Menifee Bryan Parra Greg Mullen

PARK BOARD MEMERS ABSENT Jerry Partain

<u>CITY STAFF PRESENT:</u> Duane Strawn Krista Marrs

CITIZEN COMMENTS

Item #1: APPROVAL OF October 28, 2020 MINUTES-B.J. Nichols

Greg Mullen made a motion for approval of the October 28, 2020 minutes and VanDella Menifee seconded the motion and it passed unanimously.

Item #2: BUSINESS ITEMS: Developing Naming Committees

a. Parks, Arts & Recreation Administration Building
B.J. Nichols, Park Board Chairman, requested all Park Board members serve on a naming committee to review the naming of Parks, Arts & Recreation
Administration Building.
Mr. Nichols named Jerry Partain as the honorary chairman and John Stewart was named acting chairman for this naming committee. B.J. Nichols, Emita Garcia,
Mal Earl, Greg Mullen, Malcom Chakery, VanDella Menifee, and Bryan Parra have all been nominated to serve on this naming committee. The committee will

review the submission to name Parks, Arts & Recreation Administration Building. Their recommendation will be presented at a future Park Board Meeting.

b. Prairie Lakes Tournament Pavilion

B.J. Nichols, Park Board Chairman, nominated three board members to serve on a naming committee to review the naming of Prairie Lakes Tournament Pavilion.

Mr. Nichols named Greg Mullen as the chairman and Emita Garcia and Malcom Chakery were nominated to serve on this naming committee. The committee will review the submission to name Prairie Lakes Tournament Pavilion. Their recommendation will be presented at a future Park Board Meeting.

Staff has requested the committees bring their recommendations to next meeting.

Item#3

PARK BOARD CHAIR UPDATES, Presented by B.J. Nichols

- a. EpicCentral Deferred to Director Strawn
- b. Cricket Major League Cricket has approached the city about the former Air Hogs field. City of Grand Prairie has made an agreement with the cricket franchise. This will be the first Cricket major league in the United States. Men's & Women's teams will play in Grand Prairie.

Item #4 **DIRECTOR UPDATES, Presented by Duane Strawn**

- a. COVID-19 Reopening: The Summit and PlayGrand Adventures
 - The Summit
 - Reopening date is now tentatively March 1st
 - Renovations have been done to prepare for opening
 - Moved equipment to be spread out less social and more fitness
 - **PlayGrand Adventures**
 - Due to increasing cases in the area staff decided to close the park and will reevaluate by March 1st
- b. Prairie Lights
 - The whole event will be a drive thru and there will not be a Holiday Village this year.
 - Jackie Harrison will be doing a drive thru concession
 - Staff has seen double attendance and an uptick in revenue
- c. Epic Central
 - There are some new holiday lights added around EpicCentral: Light archway around board walk by water, lights around trees, and decorations

Adjournment: There being no further business, the Park Board Meeting was adjourned at 6:24 P.M.

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Krista Marrs, Recording Secretary

MEMORANDUM

TO:	Tree Board
FROM:	Andrew Snyder Operations Supervisor
RE:	December 2020 Tree Related Activities
DATE:	Friday, January 22, 2021

The following is a list of tree related activities for Parks, Lake Parks, Golf Courses, and Cemetery Divisions reported for the month of December 2020.

Parks Maintenance: (North, South, Municipal & Gateway Crews)

• **1,600 Man hours –** Winter Pruning, maintenance, removal, hauling brush.

Lake Parks: (Lynn Creek Park / Loyd Park)

• 40 Man hours – Pruning, maintenance, removal, stump grinding, and storm clean up

Golf Courses: (Prairie Lakes / Tangle Ridge)

• 128 Man hours – Pruning, maintenance and storm clean up

Cemetery:

• 5 Man Hours – Pruning and maintenance

Totals for Tree Related Activities:

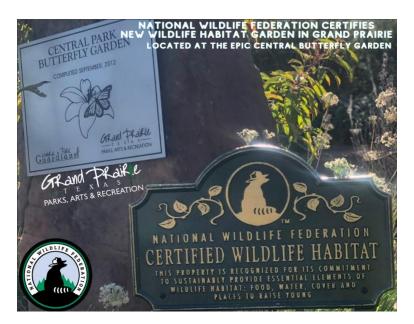
• 1773 - Man hours

Tree City USA Update:

We have submitted our Tree City USA application for our 37th year. The Texas Forest service has approved our application and we will be accredited form the Arbor Day Foundation in the coming weeks.

Epic Central Butterfly Garden:

The National Wildlife Foundation has approved the Butterfly Garden as a "Certified Wildlife Habitat" The Garden promotes Food, Water, Shelter, a place to raise young, along with sustainable practices. We have placed a neat plaque in the garden.





Park Board Meeting Dates for 2021

1/27/21 2/24/21 3/24/21 4/28/21 5/26/21 5/26/21 6/23/21 7/28/21 - No Meeting 8/25/21 9/22/21 10/27/21

No Meeting in November (combined Nov. and Dec. Meeting) 12/1/21



Mi Familia Park January 2021





DECEMBER 2020 MARKETING REPORT GRAND RAKE PARKS, ARTS & RECREATION

YOUR MARKETING TEAM



Kelly Eddlemon Marketing Supervisor



Nikki Funderburk Marketing Specialist



Jonathan Thompson Graphic Design Specialist

Follow us, share the news, engage the community by helping us spread our social posts and information to the public! **Tag your posts with: #GrandFunGP**





DECEMBER 2020 MARKETING HIGHLIGHTS

- Prairie Lights promotions, communications, and media relations
- New Year billboard design
- Mi Familia Park signage design
- Holiday communications on facility hours, closings, etc.
- Ongoing website updates and content maintenance
- Ongoing social media campaigns across the department
- Ongoing monitoring of Google reviews/comments
- MLK Day t-shirt design
- January Summit newsletter design
- Tenors of Comedy show promotions



- Media Coverage
 - Numerous Prairie Light articles and coverage across a number of news and influencer platforms (full recap on Prairie Lights coming soon!)
 Responded to Focus Daily News for an article on The Summit reopening to be published early January 2021.





DECEMBER 2020 WEB & SOCIAL MEDIA STATS



WEBSITE VISITS

GrandFunGP.com	13,001	UptownTheaterGP.com	484
JoinTheEpic.com	4,427	RutheJacksonCenter.com	979
PrairieLights.org	312,880	GrandPrairieMemorialGardens.com	564
PrairieLakesGolf.com	3,385	MainStreetFest.com	84
TangleRidge.com	4,293	PlayGrandAdventures.com	786



FACEBOOK FOLLOWERS

GrandFunGP	19,335	Loyd Park
EpicCentral	980	Uptown Theater
EpicCentral Guardians	0	The Summit 50+ Club
PlayGrand Adventures	2,431	Lynn Creek Park
GP PARD Athletics	127	Dalworth Recreation Center
The Epic	3,236	Main Street Fest
Grand Prairie Farmers Market	9,522	Tangle Ridge Golf Course
Prairie Lights	35,633	Tony Shotwell Life Center
Ruthe Jackson Center	2,232	Charley Taylor Recreation Center
Prairie Lakes Golf Course	1,062	Kirby Creek Natatorium

O INSTAGRAM FOLLOWERS

GrandFunGP	3,201	FarmersM
PrairieLights	3,511	EpicCentra
RutheJacksonCenter	1,352	PlayGrand
JoinTheEpic	1,653	LoydPark

FarmersMarketGP	1,382
EpicCentralGP	354
PlayGrandAdventures	653



GrandFunGP	4,261
PrairieLakesGC	653
PrairieLights	1,731
RutheJacksonCenter	418
TheEpicGP	219
UptownTheaterGP	784



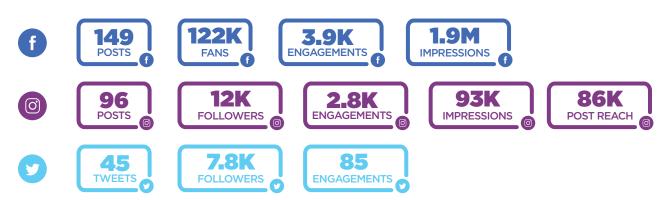
11,608 6,188 3,233 11,994 980 9,824 877 1,126 588

1,235

262

/GrandFunGP	
Views	10,500
Subscribers	280

OVERALL SOCIAL MEDIA STATS







GrandFunGP.com