

**THE STATE OF TEXAS
COUNTY OF ANDERSON
CITY OF PALESTINE**

The Parks Advisory Board met on Tuesday, July 7, 2015 at 12:00pm in the Parks & Recreation Conference Room, 2000 S Loop 256, Palestine, Texas.

The Following Members Were Present:

John Ballard McDonald	Carla Cubstead
Thelma Holland	Anne Coleman
Mike Kelly	Eric Musil

Others Present:

Roy Crouch
Rob Thames
Danielle Shultz
Tom Mansky

Members Not Present:

Diane Davis

A quorum of the Parks Advisory Board was present.

CALL TO ORDER

John Ballard McDonald called the meeting to order at 12:00pm.

APPROVAL OF MINUTES

Motion was made by Anne, seconded by Mike, to approve the minutes of the June 2, 2015 meeting. Upon vote, motion passed unanimously.

ITEM FOR CONSIDERATION:

Discuss and Give Report on the June Swimming Pool Attendance at the Steven Bennett Park Municipal Swimming Pool

Roy explained that several handouts pertaining to the Steven Bennett Swimming Pool were included in the packet distributed before the meeting began. The first handout explained the Pool Usage so far this year. He explained that the overall numbers began to come in slowly, but have picked up during the 2nd and 4th week. The total Y-Members to use the pool so far equal 2,020. The total number of City Members equals 2,405. The total Paid Users is 326. All of those numbers combined equals a total of 4,751 people who have enjoyed the Steven Bennett Pool so far this year. The Public Swim usage alone equals 2,931 which is close to 62% of the total 4,751 users.

The second handout was Pool Pass Applications, 2015. This paper shows in detail the number of applications that have been received, the total participants that are included in the applications, as well

as the average number of participants per application. These numbers are divided out to show that 67 applications were filled out in May this year, but 415 in June. It shows that there were 260 participants for May, but 2013 for June. It has a total of 482 applications completed (20 Non-Residents), 2273 total participants, and an average of 4.72 participants per application. Roy compared this year's numbers to last year's numbers, and explained that the large difference in numbers in May is due to the fact that applications were not available until May 21st this year. The overall difference in Pool Pass Applications so far this year is 27 less than last year, but the total number of participants is exactly 300 more this year than last. Roy said that we are doing well, but still have the month of July to go. He said that he has driven by the pool several times, and it was packed. An additional copy of the pool schedule and pass information was included in everyone's packets.

Discuss and Give Status Report on the City-Wide Community Garage Sale

Heather Hrebec passed out a sheet with bullet points to help explain the results of the City-Wide Community Yard sale that took place June 20, 2015 at the Civic Center. She said that this event had to be rescheduled from April 25th to June 20th due to rain. She said that of the 17 paid vendors, only 13 arrived to participate. She said that somewhere between 200-300 people attended. The Hot Pepper Festival Executive Committee members ran a booth to sell garage sale items, as well as sell concessions. The booth sold just over \$500 worth of items, and the concession stand made \$186. That is a total of \$686 that was fundraised to help the Hot Pepper Festival. Heather said that she heard several reviews from the vendors that were pleased with the event. She has also received several phone calls from future vendors that are excited to be a part of the next sale. The next City-Wide Community Yard Sale is scheduled for October 3, 2015. It is expected to be held the same day as the Gun Show. The Gun Show will start at 10am and last all day. The City-Wide Community Yard Sale will start at 8am and will end at 2pm.

Discuss and Give Status Report on the 4th of July Special Event

Heather said that this was the third time the Parks & Recreation Department has promoted this event. She had someone report to her that this was the largest crowd that has ever attended this event. Heavily promoting this event has helped keep the citizens of Palestine and all around informed of this event. Posters and flyers were posted everywhere. It was also advertised on the radio and through the newspaper. Heather has received a lot of positive comments concerning this event. She said that people were pleased with the music and sound overall. Tower 1 was stationed in front of Story Elementary School with a large American flag. The Hot Pepper Festival Committee sold concessions at this event. Glow-in-the-dark toys, hamburgers, hotdogs, snowcones, candy and drinks were all sold. \$998 worth of food / merchandise was sold to benefit the Hot Pepper Festival. Carla has been a big help with several events before, as well as this one. Heather exclaimed that she has been a trooper and she hopes Carla will keep coming back.

Discuss Landscape Beautification Project at Reagan Park

Roy said that a packet with pictures of the Reagan Park Beautification Project was included in the packet distributed before this meeting began. He is trying to get this project completed, but weather has slowed down the progress on this development. He said that it is probably close to 90% completed as of today. He is waiting for the landscaping company to come back to Palestine to get some final things done. Roy said that Hydro mulch has been laid. Irrigation has been completed, and has been watering the grass to fill it in. It is looking really nice. Flagstone rocks have been laid to create a path from Pavilion #1 to this landscaping area. He also said that (4) four benches will be placed to help complete this project. Anne exclaimed, "It looks good!"

Discuss and Give Status Report on the Up-Coming Hot Pepper Festival October 24, 2015

Heather began by saying that this festival will be a tribute to the Law Enforcement and Fire Fighters this year. The Hot Pepper Festival Executive Committee Members are currently working on a logo as well as a “catch phrase” for the festival. It has been established that Craig Wayne Boyd, the winner of “The Voice” in 2014 will be the headliner for this event. So far Heather has received 42 vendor applications, and the number is expected to increase as the festival date comes closer. Staff has started promoting the Hot Pepper Festival on 200+ festival and vendor websites. Heather announced that the Farmer’s Market will need to be relocated this year to increase visibility to buyers. The BBQ Cook-Off will also need to be relocated due to the expansion projects that are expected in the Old Town area (The Hollow). The committee is currently scouting locations. “Battle of the Bands” will be taking place Saturday, October 24th during the festival this year rather than the previous Friday nights. The Habanero Stage is gone, and will no longer be available. The City of Palestine has acquired a new website provider, and the staff is working on updating the Hot Pepper page. The Hot Pepper Facebook page is also being updated. Please Like, Share, and Comment on this page as well as comments made to help advertise the event. The Palestine Herald Press did a small article on the festival last week, and they are planning to continue to produce (1) one article each month leading up to the festival. Even though the Hot Pepper Festival is during the same weekend as the popular Texas Country Reporter in Waxahachie, it is expected to be a bigger turnout than last year. Heather was excited to announce that our festival has pulled several vendors from the Texas Country Reporter to the Hot Pepper Festival this year. The Hot Pepper Festival Executive Committee is scheduled to meet tomorrow at the Civic Center at 4pm.

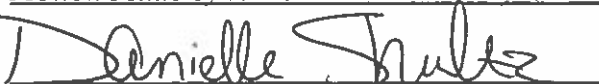
Director’s Report

1. Family Movies in the Park: Saturday, July 18th (Big Hero 6 – Rated PG – At Reagan Park) – Sponsored by the Library and the Parks & Recreation Department – Target audience is the kids!
2. Parks & Recreation Budget Process: Roy finished his (6) six budgets for this year, and is still in process of finalizing it with Wendy and City Council.
3. Roy spoke with Leadership Palestine: June 18th at the UT Tyler Campus in Palestine.
4. Safety Classes / Training: The Parks & Recreation Parks Maintenance Employees will be attending training this week at the Annex.

The next Parks Advisory Board meeting will be August 4, 2015 at noon in the Parks and Recreation Department Conference Room.

ADJOURN

Motion Made by Anne and seconded by Carla to adjourn at 12:40pm.


Danielle Shultz, Administrative Assistant