

CITY OF DENTON CITY COUNCIL MINUTES

February 5, 2018

After determining that a quorum was present, the City Council convened in a Work Session on Monday, February 5, 2018 at 11:30 a.m. in the Meeting Room at Emily Fowler Central Library, 502 Oakland Street, Denton, Texas at which the following items were considered.

PRESENT: Council Member Hudspeth, Council Member Briggs, Council Member Duff, Council Member Ryan, Council Member Gregory, Mayor Pro Tem Bagheri, and Mayor Watts.

ABSENT: None.

1. Work Session Reports

A. ID 18-121 Receive a report, hold a discussion, and give staff direction regarding the Denton Public Library's annual report for FY 2016-2017, an update on the 2017-2020 Strategic Plan, and the future direction of library operations for the City of Denton.

Jennifer Bekker, Director of Libraries, stated that the Denton Public Library created an annual report for the public in order to foster transparency in government and promote library services to the community. She stated that the Customer Satisfaction Rating for the Library was 92%.

Highlights from FY206-2017 included – Denton Public Library launched a new user-friendly catalog and redesigned the library website in the summer of 2017. The Seed Library was launched at Emily Fowler Central Library in March of 2017. The 2017 ELEVATE Conference Celebrating Women in Business had 125 attendees. A new quiet room and a teen area were created at South Branch Library. Special Collections was remodeled at Emily Fowler Central Library. The Forge was remodeled at North Branch Library.

Education efforts included – Denton read 2.3 million minutes this past summer. 6,805 people took the Summer Reading Challenge in 2017. Lynda.com had 5,332 logins-an average of more than 14 logins per day.

Community interactions included – items checked out: 1,183,208; library visits: 503,818; attendance at classes and events: 49,206; items in collection: 280,650; volunteer hours: 9,471.5; public computer logins: 86,396; questions answered: 160,157; new card holders: 8,749.

Resources included – On average, each Denton resident checked out almost 10 items and each library item was checked out almost 5 times.

Bekker shared some highlights from the Strategic Plan update. Education efforts included monthly Spanish Story Time at Emily Fowler; age appropriate learning and activity areas; classes and event registration featured on Library website; updated iPads at all branches; completed implementation of Bibliocommons catalog tool; developed standardized procedures for collection management and maintenance; uploaded digital copies of oral histories and linked them to the library catalog; DISD Adult Ed class presentations and Adult instruction classes.

Community efforts included unified DPL2Go outreach services; concentrated marketing promotion; Library resources promotion on COD HUB; and working with HR to develop curriculum support resource lists.

Resource efforts included Library staff mentoring program; staff training; and increased funding for downloadable and streaming content.

Bekker stated that upcoming efforts included updated youth areas at Emily Fowler Central Library and North Branch Library; the Legacy Lab; improved metrics and analysis of library services and resources; integrated program planning process and more family and multi-age classes and events; online registration and tracking for reading programs; online Library Card signup; online donations; Discovery Kits; TechSoup software donation service for public PCs; and Music Mania Story Time performance at 2018 Arts & Jazz Festival.

Council Member Briggs asked about a children's library.

Bekker replied that staff was looking into that concept.

Council Member Duff asked that staff look into coordinating with the Robson Ranch library regarding their needs.

- B. ID 18-088 Receive a report, hold a discussion, and give staff direction regarding the adoption of an ordinance to allow signage on athletic fields and formally establish the City's contractual relationship with youth sports associations.

Laura Behrens, Interim Director of Parks and Recreation, introduced Jason Barrow and Chris Escoto, Parks and Recreation Department employees. Behrens stated that the City had Facility Utilization Agreements in place with three youth sports associations: Denton Boys Baseball, Denton Soccer Association and Denton All-Star Youth Football League. The agreement outlined regulations and requirements for the use of PARD's playing fields as well as the allocation of field use. It was reviewed, updated, and signed annually by the City and each association. Historically, the agreements were signed and executed by PARD staff, but the City Council had not formally authorized staff to enter into the agreements.

Behrens stated that the City had a mutually beneficial relationship with the youth sports associations. The associations managed registrations, practices and games including tournaments. They also purchased and provided uniforms, equipment and other supplies related to league operations. In exchange, PARD provided scheduling assistance, allocated field time for the association's sole use, and ensured proper maintenance of the facilities. Without the agreements, PARD would become responsible for league operations including those currently managed by the association. It would also include operating concessions and purchasing all related equipment resulting in an increase to personnel and funding.

Behrens stated that all three associations were non-profit agencies. A common fund raising practice of sport associations was to sell and display sponsorship signs. Revenue collected from sponsorship signs was used towards scholarships, league equipment, field improvements and the purchase of league supplies. The signs were placed on the outfield fences of the playing fields at

Evers and Mack Baseball Complexes and the North Lakes Football Complex. In May of 2017, it was brought to PARD's attention that the sign ordinance was being violated by allowing the placement of sponsor signs on City fields. Also, the perception of providing a gift was also raised as a concern. PARD suspended all further activities related to the signs until the practice could be evaluated.

Behrens stated that staff had conducted a review of the practice and consulted with the Legal Department and Risk Management. Four primary concerns were identified: compliance with the sign ordinance, regulations for sponsorship signs, ratification of the current Facility Utilization Agreements with each association, and authorization to enter into future field use agreements. Staff also surveyed various Metroplex cities to understand how these arrangements were performed in these communities.

Staff was recommending that the City Council approve an ordinance amending the definition of signs to include sponsorship signs on athletic fields and providing authority to the City Manager or his designee to enter into future Field Utilization Agreements. The ordinance also provided for the ratification of the 2018 Field Utilization Agreements including an amendment outlining the requirements for the placement of sponsorship signs on athletic fields. The proposed amendment to the Field Utilization Agreement ensured compliance with the provisions of the adopted sign ordinance, established a nominal fee for the activity to satisfy constitutional requirements against gifting, and reinforced the association's stated intended purpose for the revenue.

General consensus of the Council was to move forward with staff's recommendations.

2. Concluding Items

- A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the City Council or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

Council Member Briggs stated that there was a lot of trash in the right-of-way at Mingo and 380 and asked if the City or property owner was responsible for picking up the trash.

Mayor Pro Tem Bagheri stated that a right-of-way brush truck had been clearing up a lot of overhanging trees in her neighborhood and had damaged the trees. She inquired if there was a way to address how this was done in the future.

Mayor Pro Tem Bagheri asked for a work session on the DCTA board membership and what the requirements were to be on the board.

Mayor Pro Tem Bagheri requested an Informal Staff Report on how the Energy Cost Adjustment was calculated for the electric bills.

Council Member Hudspeth asked for information on the bicycle rider hit at McKinney and Bell last week.

With no further business, the meeting was adjourned at 12:42 p.m.

CHRIS WATTS
MAYOR
CITY OF DENTON, TEXAS

JANE RICHARDSON
ASSISTANT CITY SECRETARY
CITY OF DENTON, TEXAS