



# City of Denton

City Hall  
215 E. McKinney St.  
Denton, Texas 76201  
www.cityofdenton.com

## Parks, Recreation, and Beautification Board Minutes

After determining that a quorum of the City of Denton, Texas, **Parks, Recreation, and Beautification Board** is present, the Chair of the Board thereafter convened into an open meeting on Monday, January 6, 2020, at 6 p.m. in the Civic Center, Denton, Texas.

**Present:** Frances Punch, David Shuck, Kent Boring, George Ferrie, Denona Lee, Alana Presley Taylor, James Emerich

**Absent:** None

**Staff Present:** Gary Packan, Director; Laura Behrens, Assistant Director; Drew Huffman, Parks Superintendent; (Eddie) Ferdinand Valdez, Management Analyst; Heather Gray, Business Manager

**Denton Parks Foundation:** Brooke Moore, Executive Director

**Guests:** John Walker, UNT professor

Chair Punch called the meeting to order at 6 pm.

### 1. ITEMS FOR CONSIDERATION

#### A. Consider approval of the minutes of December 2, 2019.

Punch announced absenteeism for the December 2<sup>nd</sup> meeting.

- Two excused absences from the last meeting.

Punch had a correction on the minutes regarding "Section C". Include the three suggested improvements that was discussed in the December 2<sup>nd</sup> meeting.

- Main Stage at Quakertown Park
- Stage behind the Senior Center
- Emily Flower Library ("The Nook" stage area)

Punch had another correction on the minutes regarding "Concluding Items" under the Eagle/Elm bullet point.

- Punch asked about absence of the lane lines on the road ~~and is difficult to see~~. Punch asked if the lack of the lane lines were caused from the road construction. Packan was going to look into it.

Chair Punch requested a motion to approve the Parks, Recreation and Beautification Board meeting minutes of December 2, 2019 with the corrected changes. Emerich motioned, and Ferrie seconded. Motion passed (7 - 0).

#### B. Consider recommending approval of a resolution of the City of Denton amending the Naming Policy Guidelines for City Buildings, Facilities, Land, or any Portion Thereof; providing a repealer; and declaring an effective date.

Packan gave a brief background of the process of the Naming Policy the past year.

Gray reviewed the amended Naming Policy Guidelines for City Building, Facilities, Land, or any Portion Thereof.

Punch asked what the determining factor of removing the “deceased at least 5 years” in the policy. Gray commented that a few citizens from the public meeting brought up their concerns about the verbiage, and City Council gave feedback they were okay omitting that verbiage.

Shuck wanted clarification regarding the Class A and B misdemeanor that was red lined on the policy. Gray clarifies that the verbiage was changed because some of the citizens from the public meeting gave feedback that the verbiage was too strong to specify the type of crime and Council recommended replacing with “crimes of moral turpitude language.”

Taylor commented that she prefers option B, remove “City Halls” from the policy list, because naming City Hall after a person or group needs to have a name that is neutral for everyone, and the name doesn’t offend anyone. Ferrie also commented that it would be easier for people to Google City Hall instead of naming it after a person or group. Boring mentioned that there should be safeguards for City Council to be able to reject names. The group discussed the advantages and disadvantages of keeping and removing “City Halls” from the policy. Packan commented that the current policy is written that it will need 3/4 vote to get approval from City Council to veto the name. Packan also pointed out that the policy is written as a framework to guide people when a request is made to name a facility.

Emerich suggested the naming policy should come with a theme to provide guidance and direction when choosing a name that represents Denton. Ferrie likes the idea but explained the naming policy is only commemorative and reiterated that City Hall should be left as neutral name, not be included in the Naming Policy, but City facilities can be named after an influential person and/or groups. Packan gave an example on his experience how facilities have been named; such as a water way was named after a creek for example Pecan Creek or Linear Creek Park, historical names who impacted the community, historical event that has happened in the area, or prior land owners. Packan further explained that there are currently four amenities in Denton that are in the queue that will go through the Naming Policy (Carnegie Ridge park area, Razor Ranch park area, and two baseball fields at Evers Park).

Taylor asked if it is common to name City Halls. Walker commented that naming City Halls exist, but it is not common. The group discussed how names of a facility can be renamed due to a trend.

**C. Consider recommending approval of a resolution of the City of Denton amending the acceptance of Sponsorships and Donations Policy; providing a repealer; and declaring an effective date.**

Gray reviewed the amending of the acceptance of Sponsorship and Donations Policy.

Emerich asked about people donating land. Gray commented that there is a stipulation in the Naming Policy regarding City Council that can consider a major contribution. Emerich suggested that there should be verbiage that the naming of the land can be considered when requested from the donator. Emerich explained that this type of verbiage could spark more interest people wanting to donate land if there is consideration the donators can name the land.



Shuck asked the thought process of Option C, “completely remove the sponsor naming in section (VII)” from the policy. Gray commented that removing section VII will remove naming aspect of the policy which would allow the Sponsorships and Donations policy used only for events and programs, and naming will have to go through the naming policy. Ferrie agreed with Option B, stated on the updated PowerPoint, (Remove any reference to “naming” or “naming rights” in the policy and replace with “sponsorship opportunities” for City facilities, amenities, or features) because this will denote the difference between commemorative naming and sponsorships. Brooke asked if this will prevent naming a facility, amenity, and features entirely, and gave an example prevent naming a portion of the dog park such a shade structure. Gray clarified that the verbiage would prevent sponsorships from naming portions of a facility, amenity, and features entirely.

Boring asked staff feedback. Packan commented that Option B can restrict creative opportunities. There was a group discussion regarding advantages and disadvantages for Option A and B. Moore commented that the Master Plan survey suggested that residents requested the option for raising funds through Sponsorships.

There was a group discussion on what could be the financial gain through naming a facility using the “company name” in front of park, or the park name presented by “the company name.” The group gave an example of using Toyota Park versus Park presented by Toyota. Packan commented that it can depend on City Council, and the negotiation between the City and the company of what the cost would be to name a large portion of a park or facility. Taylor asked clarification if one of the verbiages would limit on what companies would be willing to pay for the naming of the park. There was a group discussion that the naming of Toyota park at Lewisville could possibly had a different outcome if the name was Lewisville park presented by Toyota.

Punch pointed out the verbiage in Section IX “The City reserves the right to accept or reject a sponsorship or donation.” Punch wanted clarification what the policy meant by “City.” Gray and Packan explained that since the Policy is City-wide, anyone that works for the City can bring up their concerns to the City Manager, and to City Council for review to accept or reject a sponsorship or donation.

Taylor had a comment regarding the Naming Policy in Section 6, Part C, of the Naming Policy “naming request submitted by a citizen or organization.” Taylor commented if the verbiage for citizen should be changed to resident. Staff gave an example that citizens who live outside the City of Denton will not be able to submit a request to name a facility after a person even though they grew up in Denton, or have family members in Denton.

Punch asked about “The Public Recognition Display Guidelines” on page 6 of the Sponsorship Policy. The sentence in the line item “Terms” section is as follows “Display may be repaired/refurbished in cases of damage, if funding is available.” Punch wanted clarification were the funding is coming from (City, person, etc.). Gray clarified that it doesn’t specify but the City could repair if there is funding.

Punch asked why on page 7 the “Examples of sponsor naming rights” sentence was taken out. Gray explained that the Legal Department redlined that area because they didn’t want people that applied for the sponsorship to feel restricted based on the original verbiage how it was written. In addition, the first sentence of the paragraph was kept because it was more open ended and aligned with the City’s mission and values.



**D. Receive an informal report regarding the facility and trails concept map for future identification, renovation, and expansion of facilities and trails.**

Packan introduced Dr. Walker and discussed the background regarding the facility and trails concept map.

The Parks, Recreation and Beautification Board members and staff grouped around the facility and trails concept map. Packan points out future development, communities, possible expansion of recreation centers, senior centers, facilities, parks and trails on the map.

There was a group discussion about the future of senior centers, the rebranding name of seniors to active adult, and the trend towards multi-generational centers. Walker explained that there is a trend not having a dedicated building for active adults because children will not be able to access the facility.

Packan reviewed what the future cost for future facilities, and bond program estimates. Emerich asked about when the price increase on the park dedication and development fee will take place. Packan confirmed that item will be going to City Council in the near future.

Lee asked for clarification on what the long-term plan of the American Legion Hall if there are plans to incorporate a multi-generational facility at MLK Recreation Center. Packan explained the goal is to eventually incorporate the multi-generational facility to all of the recreation centers, but the ALH will still be a dedicated senior center unless if the future needs of the community changes in the area. Boring asked why ALH is still in the process of improvements and dedicated as a space for seniors, if the future plan is to include multi-generational facilities in the recreation centers. Packan described that this generation of seniors still wants that service of having a dedicated facility, but the next generation may want something different from the current generation.

Boring commented that branding and educating to the current senior center of the bigger picture of future plans is key. Boring gave an example of another City that demolished a senior center. Walker gave an example of seniors that liked the new recreation center at Grapevine.

Walker commented about surveying of what the community wants. Collecting data is key to get insight of what the residents want in their facilities.

Boring asked why there is heavy focus on Southwest Denton and Denia and why not focus closer to North Lakes Park. Packan commented that there is a balance on creating new facilities and renovating current recreation centers. Walker gave an example of communities that would rather go to a private industry over City park facilities. Walker also commented it is important that Park Board members know what their community wants.

Walker reviewed the Park and Recreation Master Plan – Trail Plan PowerPoint and including the size and length of the trails. There was a discussion regarding who would maintain the trails, connection points of different trails, and the mobility plan. Walker commented how it is important the City update their Park Dedication and Development ordinance. Huffman explained the relationship between TxDOT and the City when there are trails and roads. There was a group discussion about trails in flood plains.

Taylor asked about the Razor Ranch and McKenna Loop trail connection point near the roundabout at Bonnie Brae. Packan showed where the possibility of connection could be.

Taylor commented that trails in Denton should be connected and not just trails for different neighborhoods.

There was a group discussion about equestrian trails and the cost to maintain the trails.

**E. Receive a report, hold a discussion, and give staff direction regarding the option to add a tour in the February 2020, Parks, Recreation and Beautification Board meeting.**

Packan explained that new board members are given the opportunity to tour the Parks and Recreation Department to help new Board members get up to speed. The tour started in September 2019.

Punch asked feedback from the board members regarding the tour. The group had a discussion about the advantages and disadvantages moving the tour in May in combination with the Park Tour. Board members decided moving the tour in May will work best with everyone's schedule.

Chair Punch requested a motion to add the tour in combination with the Park Tour in May 2020. Shuck motioned, and Taylor seconded. Motion passed (7 - 0).

**F. Receive an informal report regarding Denton Parks Foundation updates.**

Moore provided updates on the Denton Parks Foundation.

- Galantines
  - February 13.
  - See Moore regarding sponsorship interest.
  - Shirts sponsors already done.
- The Denton Parks Foundation recently joined the National Associations of Parks Foundation to evaluate fundraising strategies, resources, and activities.

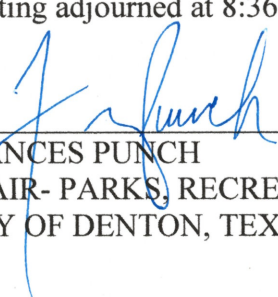
**2. CONCLUDING ITEMS**

Request:

- Taylor requested to include an update regarding the new Dog Park at North Lakes Park at the February Parks, Recreation and Beautification Board meeting.

Chair Punch requested a motion to adjourn the meeting. Ferrie motioned, and Taylor seconded. Motioned passed (7 - 0).

Meeting adjourned at 8:36 pm.

  
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FRANCES PUNCH  
CHAIR- PARKS, RECREATION AND BEAUTIFICATION BOARD  
CITY OF DENTON, TEXAS