



City of Lake Dallas
Keep Lake Dallas Beautiful Meeting
Conducted by Video Conference
Tuesday January 19, 2021 at 7:00 p.m.
Agenda

Pursuant to Governor Greg Abbott's temporary suspension of various provisions of the Texas Open Meetings Act, and in an effort to protect the health and safety of the public, this meeting is being conducted by video conference. Members of the public who desire to only listen to proceedings of the meeting may dial the following toll-free number and, when prompted, enter the following Meeting ID #, beginning at 6:45 p.m. to join the meeting. Any person wishing to view the video conference may go to the Internet link shown below and enter the password shown.

Toll Free Number: 877 853 5257

Meeting ID#: 886 6361 6226

Video Conference: <https://us02web.zoom.us/j/88663616226?pwd=dDZCb3FFSkJTWUw1L041VTcreDNjdz09>

Password: 973212

Members of the public are entitled to participate remotely via Videoconference. To speak remotely at the Keep Lake Dallas Beautiful Meeting, speakers must:

- Register with the City Secretary by either email cdelcambre@lakedallas.com or calling 940-497-2226 ext. 102 by 3:00 p.m. on Tuesday, January 19, 2021.
- Registered speakers will receive an email or phone call providing the meeting link and/or telephone number to call on the date of the meeting.
- Speakers must call not later than 6:45 p.m. on the date of the meeting in order to be allowed to speak. Late callers will not be accepted and will not be allowed to speak.
- Registered speakers will not be allowed to speak until recognized by the Chairperson and unmuted by the City Secretary.
- Speakers will be limited to 5 minutes each.
- Handouts or other information that a member of the public desires to provide to the Board must be emailed to cdelcambre@lakedallas.com by 3:00 p.m. on Tuesday, January 19, 2021.
- Any person wishing to provide only written comments during the Citizen Agenda & Public Comment, or on any other matter to be considered on this agenda, should email such comments to the City Secretary at cdelcambre@lakedallas.com by 3:00 p.m. on Tuesday, January 19, 2021.

1. Call to Order & Determination of Quorum

2. Citizen Public Comment – An opportunity for citizens to address the Keep Lake Dallas Beautiful Committee on matters which are not scheduled for consideration by the Committee. The Texas Open Meeting Act prohibits deliberation by the Committee of any subject which is not on the posted agenda, therefore the Committee will not be able to discuss or take any action on items brought up during the citizen presentations. Citizen presentation will be limited to five (5) minutes per person.

3. Approve Minutes from October 20, 2020

4. Director's Report

- a. Receive Update on Willow Grove Camping
- b. Receive Update on the Adopt-A-Spot Program
- c. Receive Report on Yard of the Month Concept
- d. Receive Report on Community Park Bird Boxes
- e. Receive Report on Stepping Stones at Flutterby Garden
- f. Receive Report on Rock Garden at Thousand Oaks Park

5. Announcements of future agenda items

6. Adjournment

I certify that the above notice of this meeting posted on the bulletin board at City Hall of the City of Lake Dallas, Texas on January 15, 2021 at 5:00 p.m.



Codi Delcambre, City Secretary

If you plan to attend this public meeting and you have a disability that requires special arrangements at this meeting, please contact City Secretary's Office at (940) 497-2226 ext. 102 or fax (940) 497-4485 at least two (2) working days prior to the meeting so that appropriate arrangements can be made.

Keep Lake Dallas Beautiful Meeting Minutes

From: Tuesday, October 20, 2020

At 7:00p.m. at City Hall Council Chambers

212 Main Street, Lake Dallas, Tx 75065

1. The City of Lake Dallas Keep Lake Dallas Beautiful Committee met in a regular meeting on October 20th, 2020 in the Lake Dallas City Hall, 212 main Street, with notice of the meeting given, as required by Title 5, Chapter 551.041 of the Texas Government Code. Lester Raborn called the meeting to order at **7:00p.m**

Daniel Rusnak conducted roll call. The following members were present:

Lester Raborn – Chair Kristy Gilbert – Vice Chair

Paul Forgey – Member Dan Nolan – Member Jayme Potter – Member

Absent- None

2. **Citizen Public Comment** – None.

3. **Approve Minutes from August 18, 2020:**

Member Jayme Potter made a motion to approve the minutes. Paul Forgey seconds the motion.

Ayes: Lester Raborn, Kristy Gilbert, Paul Forgey, Jayme Potter, Dan Nolan

Noes: None

Motion passed 5-0

4. **Director's Report**

- a. Receive Update on the Adopt-A-Spot Program
 - Adopt-a-spot updates given, 4 clean-ups for October
 - 2 spots still currently open
- b. Receive Update on Willow Grove Camping:
 - August revenue up 32%, September revenue up 48%
 - Occupancy data also now being provided
 - Paul Forgey voices concern for names being used on placards. Daniel Rusnak says he will review.
 - Dan Nolan asks about payments made when boat launch is closed. Daniel Rusnak says sign placed whenever closed at entrance so visitors don't pay
 - Jayme Potter asks about possibility of extra RV slips, Layne Cline says Corps of Eng. would need to be involved. 1 or 2 spots maybe possible. Can be discussed as actionable item in future agenda
- c. Receive Update on Willow Grove Tree Planting Event
 - Daniel Rusnak gives info. on tree planting events and quick facts on specimens being planted
- d. Receive Update on Community and City Park Tree purchases

e. Receive Update on Flutterby Garden project

- Planted 9/18/2020
- Adopted by City Council
- Salvia may need to be replaced

5. Announcements of future agenda items:

- John Cabrales provides information on dinner being hosted for board at Walter's Tavern 10/29/2020

6. Adjournment- **8:37p.m.**

7. Minutes submitted by:

Print: _____

Signature: _____

8. Minutes approved by:

Print: _____

Signature: _____



Keep Lake Dallas Beautiful
AGENDA MEMO

Prepared By: Daniel Rusnak, Code Compliance Officer

January 19, 2021

Willow Grove Camping & Kiosk Revenue

DESCRIPTION:

Receive a report and hold a discussion on updates regarding Willow Grove camping revenue, occupancy, kiosk revenue and information on billboard advertising.

BACKGROUND INFORMATION:

Camping - December 2020 camping revenue was down over 2019 \$7,485 vs \$7,667, a decrease of 2%. December RV occupancy was 67.3% down from 75.3% 2019. December Tent occupancy was 2.8% up from .7%. Calendar 2020 revenue finished at \$85,434 up 24% over 2019. Staff will transition to a fiscal calendar (October thru September) to align with other reporting.

Kiosk – December revenue was up over 2019, \$596 vs \$630 a decrease of 5%. Revenue for January 2020 is \$545. As of 1/4/21 already have \$85 on the books. Calendar 2020 revenue finished at \$40,947 an increase of 85% over 2019. Staff will transition to a fiscal calendar (October thru September) to align with other reporting.

Billboards – City staff worked with Sullivan Billboards in December to update the creative content on the billboard located on I-35 in Ardmore, Oklahoma. New creative content featured increased and bolded font as well as a simplified background to make it more appealing and eye catching to passersby. Unique URL www.lakedallas.com/camping is being tracked to monitor traffic and gauge effectiveness of advertising.

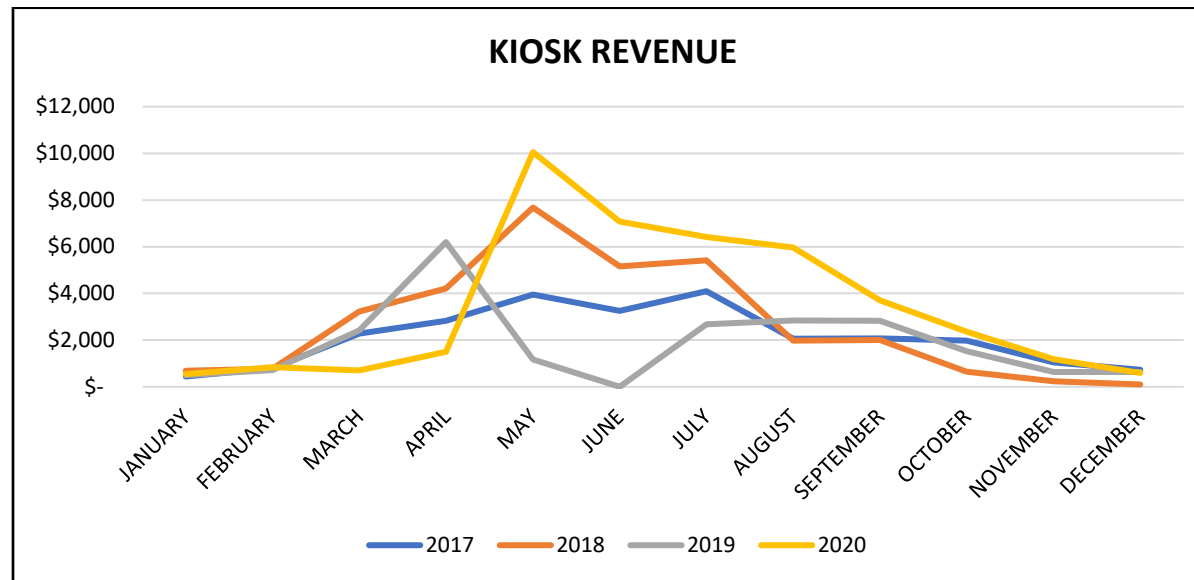
RECOMMENDED MOTIONS:

None. Receive a report only.

ATTACHMENT(S):

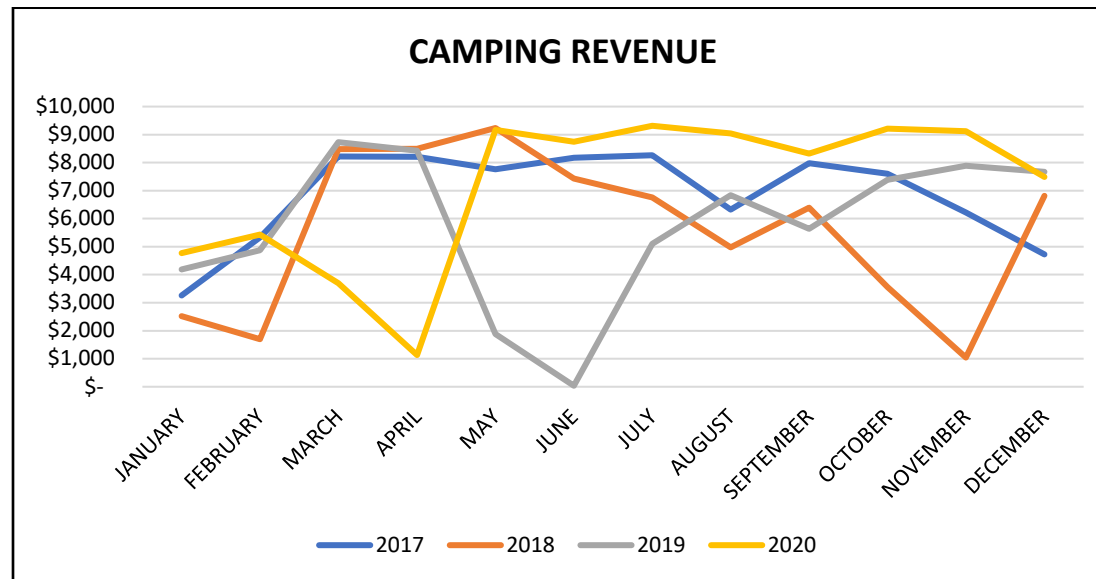
KIOSK REVENUE

YEAR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
2017	\$ 441	\$ 800	\$ 2,274	\$ 2,827	\$ 3,947	\$ 3,250	\$ 4,095	\$ 2,063	\$ 2,074	\$ 1,974	\$ 1,045	\$ 735	\$25,525
2018	\$ 684	\$ 768	\$ 3,231	\$ 4,218	\$ 7,678	\$ 5,154	\$ 5,423	\$ 1,971	\$ 2,007	\$ 647	\$ 230	\$ 100	\$32,111
2019	\$ 495	\$ 720	\$ 2,418	\$ 6,197	\$ 1,165	\$ 1	\$ 2,682	\$ 2,836	\$ 2,831	\$ 1,521	\$ 640	\$ 630	\$22,136
2020	\$ 545	\$ 845	\$ 705	\$ 1,503	\$ 10,051	\$ 7,075	\$ 6,412	\$ 5,960	\$ 3,705	\$ 2,365	\$ 1,185	\$ 596	\$40,947
INC/DEC	10%	17%	-71%	-76%	763%	7075%	139%	110%	31%	55%	85%	-5%	85%



CAMPING REVENUE

YEAR	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL
2017	\$ 3,258	\$ 5,330	\$8,218	\$8,207	\$7,766	\$8,173	\$8,263	\$ 6,328	\$ 7,982	\$ 7,599	\$ 6,215	\$ 4,724	\$82,063
2018	\$ 2,516	\$ 1,702	\$8,481	\$8,497	\$9,235	\$7,427	\$6,763	\$ 4,980	\$ 6,391	\$ 3,563	\$ 1,042	\$ 6,820	\$67,417
2019	\$ 4,192	\$ 4,875	\$8,730	\$8,429	\$1,877	\$ 36	\$5,096	\$ 6,842	\$ 5,636	\$ 7,381	\$ 7,889	\$ 7,667	\$68,650
2020	\$ 4,769	\$ 5,437	\$3,691	\$1,131	\$9,170	\$8,743	\$9,315	\$ 9,038	\$ 8,322	\$ 9,208	\$ 9,123	\$ 7,485	\$85,434
INC/DEC VS LY	14%	12%	-58%	-87%	389%	24185%	83%	32%	48%	25%	16%	-2%	24%



OCCUPANCY

RV	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2018								38.3%	55.6%	34.2%	8.4%	59.4%
2019								53.3%	48.9%	67.7%	75.1%	75.3%
2020								76.6%	65.1%	70.8%	75.3%	67.3%
PRIMITIVE	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2018								6.9%	9.3%	4.3%	0.2%	3.9%
2019								12.9%	8.9%	6.2%	2.9%	0.7%
2020								13.3%	21.6%	22.4%	13.8%	2.8%



Keep Lake Dallas Beautiful

AGENDA MEMO

Prepared By: Hayden Scarnato, Code Compliance Coordinator, Management Assistant January 19, 2021

Adopt-A-Spot Program

AGENDA ITEM: B

Formatted: Font: 10 pt

DESCRIPTION:

Receive a report and hold a discussion regarding updates and activities related to the Keep Lake Dallas Beautiful Adopt-A-Spot Program.

BACKGROUND INFORMATION:

Staff has begun issuing and gathering 2021 Agreement Forms to prepare for the New Year. Alternate projects have been offered to some groups who are looking for ways to socially distance but still clean/beautify their adopted spot. We welcome the Flores Family to our network of adopters, who have adopted Overly Dr.

FINANCIAL CONSIDERATION:

None.

RECOMMENDED MOTIONS:

None. Receive a report only.

ATTACHMENT(S):

None.



Keep Lake Dallas Beautiful Committee
AGENDA MEMO

Prepared By: Hayden Scarnato, Code Compl. Coord. / Management Asst.

January 19, 2021

Yard of the Month Campaign Discussion

DESCRIPTION:

Receive a report, hold a discussion and provide staff direction regarding the initiation of a Yard of the Month campaign and on how to roll-out to the public.

BACKGROUND INFORMATION:

The Yard of the Month campaign will be a new Keep Lake Dallas Beautiful initiative where residents who meet certain criteria are recognized for their beautification efforts monthly. Criteria includes maintaining a visually appealing lawn free of litter or clutter with well-maintained flower beds including native plants, and more.

Goals of the initiative include: City-wide promotion of best practices/sustainability, such as low water native plants or weed-free lawns, increased beautification and increased awareness of the Keep Lake Dallas Beautiful program.

FINANCIAL IMPACT:

There is no immediate financial impact to the taxpayers of Lake Dallas. Any signage purchased as part of this initiative will come out of the Keep Lake Dallas Beautiful Budget.

RECOMMENDED MOTIONS:

There is no action required as part of this item. After discussion, staff requests the Board provide recommendations on this campaign's timeframe (each month year-round vs. seasonally) and on scoring criteria.

ATTACHMENT(S):

None



AGENDA ITEM: D

Keep Lake Dallas Beautiful Committee
AGENDA MEMO

Prepared By: Hayden Scarnato, Code Compl. Coord. / Management Asst.

January 19, 2021

BIRD BOXES PROJECT

DESCRIPTION:

Receive a report and hold a discussion regarding the installation of bird boxes at Community Park. The bird boxes will be built by Girl Scout Troop 6218 currently adopting the park.

BACKGROUND INFORMATION:

The plan to construct and install bird boxes at Community Park was developed with the assistance of Ms. Lesa Walker, the troop's leader, in order to create an alternative project to traditional cleanups. The project will benefit both the park and the troop, who will also use this project to obtain woodworking badges. The bird boxes will attract and house local or migratory bird populations and allow visitors the opportunity to observe and learn from our natural environment. Benefits may also include increased flower pollination, weed control and greater bird habitat conservation.

City Staff will supply Ms. Walker with materials necessary for bird box construction and will be able to assist with the installation process if needed.

FINANCIAL IMPACT:

There is no financial impact to the taxpayers of Lake Dallas.

RECOMMENDED MOTIONS:

This item is for informational purposes only, there is no motion required. Staff would like to inform the Keep Lake Dallas Beautiful Committee of this project and offer the opportunity to help install the bird boxes when complete.

ATTACHMENT(S):

None



Songbird Essentials Bluebird House Kit

Spend quality time building and celebrating the natural world with your child using this Songbird Essentials Bluebird House Kit. This DIY package provides virtually all you need to help your child build a fantastic bluebird house. A wealth of pre-cut, cedar panels forms a durable roost, and the exterior may be painted for a personalized look. Step-by-step instructions on the back of the package ensure a straightforward project, and the included nails help the house remain intact for many seasons. Its 1.5" diameter entry hole is perfect for bluebirds, while the overhanging top protects the roost from the elements. A ventilation slot beneath the roof overhang helps regulate the home's internal temperature, and the front panel may be opened seasonally for nest checks. The extended back panel with predrilled hole allows you to place this home on a post easily, and the cedar construction provides durability. Help your scouting group or the kids in your classroom appreciate bluebirds with this Bluebird House Kit. Assembly required. Made in the USA.

Opening: 1.5" dia.

Dimensions: 6"W x 7.75"D x 12"H

Mounting: post mount

Construction: cedar

Brand: [Songbird Essentials](#)

Item Number: SOE-SESC00605

Availability: 91 in Stock. Ships from OH

Shipping Weight: 4 lbs

Reg: \$23.99

Your Price: \$19.99

Free Shipping Over \$75



Made In USA!

Enter Qty:

Shipping Cost: To see the shipping cost for an item, click "order item" to add it to your cart. For expedited or international shipping costs, you must begin checkout and enter address information.



Keep Lake Dallas Beautiful Committee
AGENDA MEMO

Prepared By: Hayden Scarnato, Code Compl. Coord. / Management Asst.

January 19, 2021

Flutterby Garden Stepping Stones

DESCRIPTION:

Receive a report and hold a discussion on a partnership between Keep Lake Dallas Beautiful and Lake Dallas Middle School (LDMS) art students who are designing stepping stones to be used at Flutterby Garden.

BACKGROUND INFORMATION:

In an effort to keep Flutterby Garden community-driven, City Staff met with the LDMS Art Department to discuss the plan to have the garden's stepping stones hand painted and installed. LDMS will be selecting the students who will be painting the stones and purchase painting supplies. City Staff will purchase and supply twenty (20) stones.

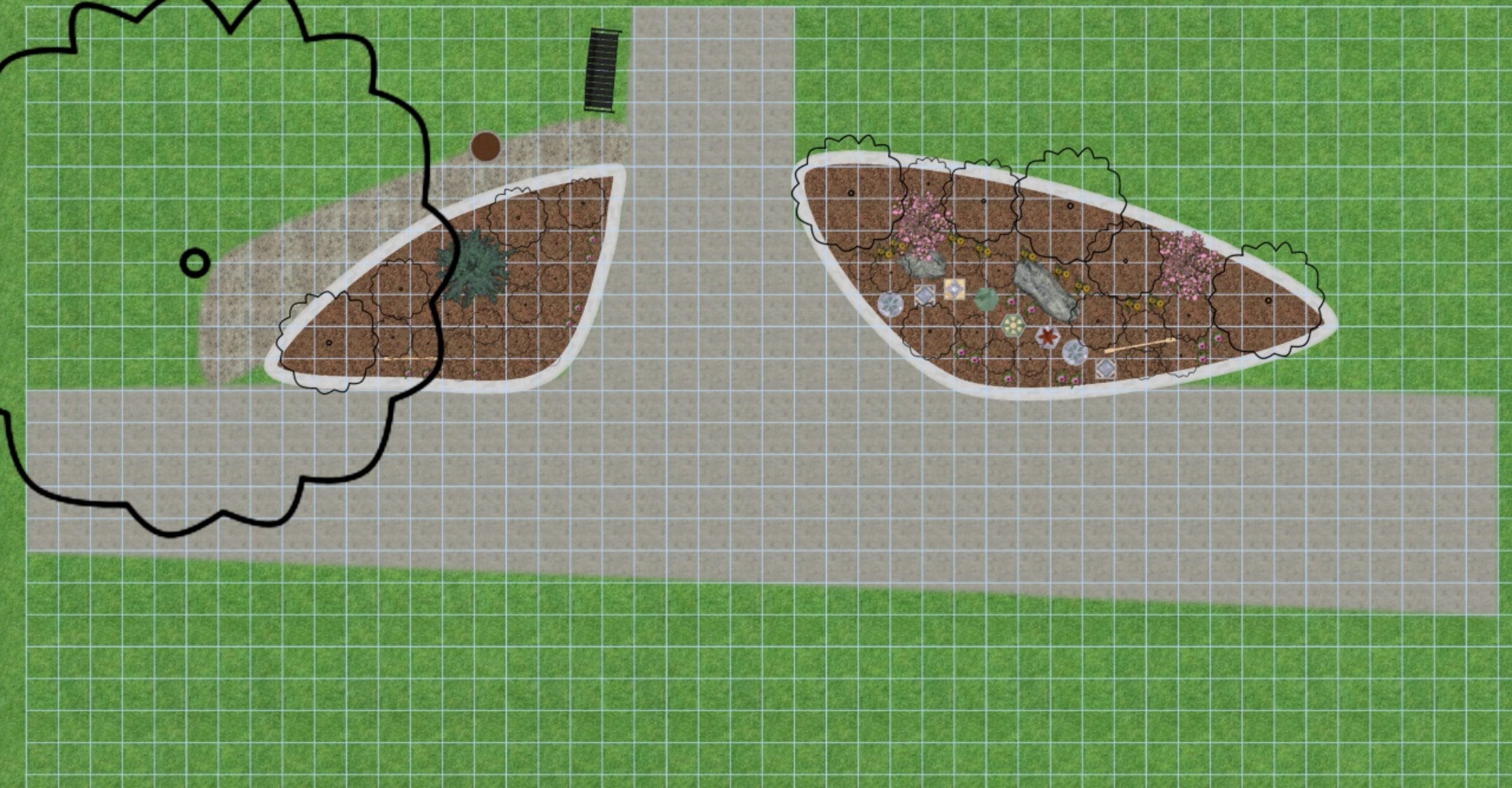
This will complement the new sign being installed at Flutterby Garden so visitors can scan the QR code and see background information on all plant species as they walk through the garden.

RECOMMENDED MOTIONS:

There is no motion required as part of this item. Staff would like to simply inform the Keep Lake Dallas Beautiful Committee of this project and offer this as an opportunity to attend and support the students when they install the stones.

ATTACHMENT(S):

None







Keep Lake Dallas Beautiful Committee
AGENDA MEMO

Prepared By: Hayden Scarnato, Code Compl. Coord. / Management Asst.

January 19, 2021

Thousand Oaks Park Rock Garden

DESCRIPTION:

Receive a report and hold a discussion on a partnership with the Lake Dallas Middle School (LDMS) Student Council assisting with the creation of a rock garden at Thousand Oaks Park.

BACKGROUND INFORMATION:

A Thousand Oaks neighborhood resident has created a rock garden in a median on Winding Oak Bend. It includes hand-painted rocks that were once tracked on an app. that is no longer active. City Staff made contact with the resident and asked if she'd like to relocate the project from a City-managed median to Thousand Oaks Park, for both safety and increased visibility. The resident agreed to relocating the rock garden and the Lake Dallas Middle School Student Council, who has adopted this spot, will lead in the design of the new garden.

The goal of this rock garden is to create an interactive art component at the park for visitors, where anyone can admire, and even take a rock or leave others behind. A new app to track the rocks will be needed.

FINANCIAL IMPACT:

There is no financial impact to the taxpayers of Lake Dallas as part of this project.

RECOMMENDED MOTIONS:

There is no motion required as part of this item. Staff would like to inform the Keep Lake Dallas Beautiful Committee of the project and offer this as an opportunity to help with the creation of the garden.

ATTACHMENT(S):

None

welcome
TO OUR
KINDNESS ROCK GARDEN
created in 2018 by
RCOE Adult Life Skills Program

THANK YOU FOR YOUR DONATIONS:

PAINTED EARTH POTTERY & ART STUDIO FOR THE WOODEN BOARD	SO CAL MULCH MENIFEE FOR THE RIVERROCKS	RMC CHARITABLE FOUNDATION ANTI BULLYING INSTITUTE FOR THE PAINTY	CRYSTAL MCFARLIN ARTIST FOR PAINTING THE SIGN
---	---	--	---

LOOK
BUT PLEASE DON'T
DISTURB

