

**State of Texas
County of Denton
City of Lake Dallas**

The Parks, Recreation and Keep Lake Dallas Beautiful Board of the City of Lake Dallas met in a regular meeting on January 23, 2017 at 7:00 PM in the Council Chambers at the Lake Dallas City Hall located at 212 Main Street, with notice of the meeting given as required by Title 5, Chapter 551.041 of the Texas Government Code.

1. Call to Order

The meeting was officially called to order at 7:01 PM by Raymond Daniels

Present: Margaret McCarty, Raymond Daniels, Wayne James, Cheryl McClain, Megan Ray (guest), Summer Schaefer (guest), Andi Nolan (council liaison), Matt Shaffstall (staff) and Lynn Hillis (staff)

2. Receive Public Comment

None

3. Approve Previous Meeting's Minutes

Margaret motioned to approve the minutes from the 07/20/2016 meeting, Raymond seconded. All were in favor.

4. Review Year-To-Date Activity Report

Lynn gave brief synopsis of the Trunk or Treat and Lighting Up The Season events. Trunk or treat went great and crowds were down for Lighting Up The Season, but the weather was very cold and rainy and likely kept the crowd down.

5. Discuss Recent and Upcoming Events/Activities

a) Mardi Gras

Andi asked why Mardi Gras was moved to Friday, per comments from citizens. Matt stated the draw should be better per his conversations with the Chamber and that it was discussed at prior Council meetings. Matt asked why do we have showcase events. Everyone agreed they show off what Lake Dallas has to offer. Andi asked how far out the events are marketed. Lynn stated the events are put in multiple publications and websites within a 75 mile radius of Lake Dallas. Cheryl asked about putting info in LCMUA bills, but Lynn stated they no longer offer that. Wayne asked if there was a way to track where visitors are coming from. Matt suggested having a contest of some sort to encourage people to "vote" and give their zip code. Wayne suggested handing a voter card to attendees, but it was agreed that would be tedious and not guarantee people would submit them. Lynn suggested having a simple "vote" between items and ballots would have a place for zip code. Cheryl asked about adult beverages at the events and Matt explained TABC regulations but stated that Walter's Tavern may offer a "beer garden" on their property during the event. Margaret asked how does the City event benefit from their "beer garden", Matt stated it is a way to showcase a local business. Matt says the Chamber of Commerce is going to be utilized to cross promote and help plan the events better. Cheryl asked if the events will become "Lake Cities events" and Matt stated that it is leaning that way thru use of the Chamber. Margaret asked what they(the Board) could do to help with Mardi Gras. Lynn stated that sponsorship was down and she could use some additional coupons etc from local businesses to hand out to guests. Wayne offered to see what he could come up with. Andi stated she feels there needs to be more free things to do, such as games or cake walks. Matt offered to bring his corn hole set and see what other games we can come up with.

b) Youth Initiative: Roots & Shoots

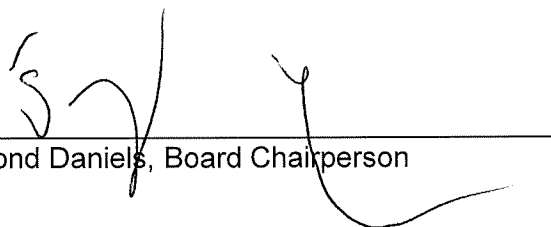
Summer Schaefer gave a presentation of a modified version of Jane Goodall's Roots & Shoots Initiative and how she would like to begin it in Lake Dallas. Margaret asked her if she had already started any of the ideas in Lake Dallas and Summer said "no". Wayne suggested she talk to the Boys & Girls Club to get them involved too. Matt stated people don't join civic organizations like they used to, so this may be something they can "join" and help the community. Megan stated that this program was something that Summer had asked about previously and that it would be good for college applications. Summer's next step is to present to the School Board to see if they want to be involved as well. Board members agreed the program was a good idea and would be beneficial to Lake Dallas.

6. Board to provide direction for board goals/future agenda items

Cheryl stated there were several popped, rusted nails and screws on the fishing pier and that several pieces of the wood were warped at Willow Grove Park. She stated that a trash can needed to be placed closer to the end of the pier. Matt stated these were types of projects that local scouts/groups could do. Cheryl stated she feels there needs to be an access gate at the entry to prevent people from entering the park without paying for it. Matt stated the park rules would be updated regarding permits, closing the showers and/or locking them at night to keep "the homeless" out. Wayne asked if there were any resources available to redirect the vagrants. Matt stated that the Mayor's initiative included creating a resource guide to assist in this. Cheryl said stations and bags needed to be added for picking up pet waste. Matt stated that Public Works would be in attendance at a future meeting to discuss these concerns.

7. Adjournment

Raymond motioned to adjourn the meeting at 8:16 PM, Wayne seconded the motion. All were in favor.



Raymond Daniels, Board Chairperson