



MINUTES

Parks and Open Space Board Workshop

February 2, 2024 | 11:30 AM

Council Chambers

City Hall | 665 Country Club Road, Lucas, Texas

Call to Order

The meeting was called to order at 11:30 am. A quorum was determined to be present.

Parks Board Members Present:

Chairman Bill Esposito
Vice-Chairman John Elliott
Member Laura Giles
Member Joan Phillips
Member Christel Parish
Alternate Member Lynne Dodson
Alternate Member Bryan Bellows

Staff Present:

City Manager Joni Clarke
Assistant City Manager Kent Souriyasak
Communications Specialist Joshua Menhennett

Lucas Farmers Market Committee Present:

Vendor Coordinator Kathrin Esposito
Patricia Ewing
Michelle Miller

Agenda

1. Consider selecting vendors to participate in the 2024 Lucas Farmers Market season.

Vendor Coordinator Kathrin Esposito presented the current applicants for the 2024 Lucas Farmers Market season. The Board looked through the materials of the applicants and made selections based on market demand and space availability. Ms. Esposito advised that applications can still be submitted and will be forwarded for approval when received and verified.

2. Discuss finalizing special events to be held during the 2024 Lucas Farmers Market season, establish a calendar, and assign coordinators for each special event.

The Board discussed the calendar of special events for the season. Individual Board members volunteered responsibility for special event dates and will be responsible for the organization, planning, and coordinating of any volunteers, supplies, or items needed, including City staff.

3. Discuss marketing strategies for the 2024 Lucas Farmers Market season.

Member Giles provided City staff materials that have been used for social media marketing in the past.

The following marketing strategies were discussed for consideration:

- Advertising on City of Lucas Facebook account
- Lucas Farmers Market business cards
- Vendor profiles on City website and social media
- Messages on City Hall digital sign

4. Discuss 2024 Lucas Farmers Market volunteer participation and appoint a Volunteer Coordinator.

Chairman Esposito reminded the Board of the importance of keeping up with volunteers and following up with them after participation to keep them included in the planning and implementation process.

The Parks Board selected Joan Phillips to serve as the Volunteer Coordinator for the 2024 season.

5. Adjournment.

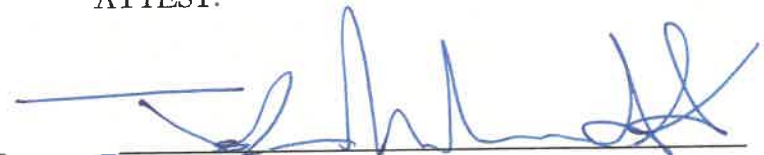
MOTION: A motion was made by Member Giles, seconded by Vice-Chairman Elliott to adjourn the meeting at 1:48 pm. The motion passed unanimously by a 7 to 0 vote.

APPROVE:

ATTEST:



~~John Elliott, Vice Chairman~~



Joshua Menhennett, Communications Specialist

Bill Esposito, Chairman