



MINUTES

Parks and Open Space Board Meeting

September 27, 2022 | 6:30 pm

Council Chambers

City Hall | 665 Country Club Road, Lucas Texas

Call to Order

The meeting was called to order at 6:30 pm. A quorum was determined to be present, and the Pledge of Allegiance was conducted.

Parks Board Members Present:

Chairman David Rhoads
Vice-Chairman Bill Esposito
Member Kenneth Patterson
Member Christel Parish
Member Pam Poteete
Alternate Member Laura Giles
Alternate Member John Elliott

Staff Present:

Assistant City Manager Kent Souriyasak
Management Analyst Patrick Hubbard
Development Services Director Joe Hilbourn

City Council Liaison Present:

Councilmember Tim Baney

Regular Agenda

1. Discuss market dates for the 2023 Lucas Farmers Market season and the frequency of markets throughout the season.

The Parks and Open Space Board discussed the proposed market dates for the 2023 season and ideas for possible additional markets.

Kathrin Esposito, 13 North Star Road in Lucas, is the Vendor Coordinator for the Lucas Farmers Market and indicated the need to move forward with the proposed dates to post the application.

The Parks and Open Space Board agreed to move forward with the 2023 market dates in order to launch the vendor application to begin recruitment.

There was no motion or action taken on this agenda item.

2. Discuss the creation of a marketing subcommittee for the Lucas Farmers Market.

Vice-Chairman Bill Esposito discussed the need to develop a marketing budget plan and to create a marketing subcommittee of three people to assist with marketing.

The Parks and Open Space Board discussed holding a workshop to focus on developing a marketing plan for the 2023 season. The Parks and Open Space Board agreed to hold the workshop at 4:00 pm on Tuesday, October 11, 2022.

There was no motion or action taken on this agenda item.

3. Discuss the vendor application process and recruitment strategies for the Lucas Farmers Market.

The Parks and Open Space Board provided the following recommendations to the vendor application:

- Add social media handles
- Add check box for Go Texan certified vendors
- Add language that all selected dates would be pending approval from the Lucas Farmers Market Committee

There was no motion or action taken on this agenda item.

4. Discuss the vendor application process and programs for youth at the Lucas Farmers Market.

The Parks and Open Space Board discussed the participation of youth vendors, the application process, and that all non-Lucas youth vendors should pay the vendor fee per the established master fee schedule. The Parks and Open Space Board further discussed limiting the type of products in excess at markets and that youth vendors would want to be located next to their parent vendors.

There was no motion or action taken on this agenda item.

5. Discuss potential special events that can be held in conjunction with the 2023 Lucas Farmers Market season, establishing a calendar, and assigning coordinators for each special event.

Vice-Chairman Bill Esposito indicated the next regular meeting will be focused on discussing special events for each farmers market. Mr. Esposito indicated a need to assign two to three special events per member. Mr. Esposito indicated there will be a Go Texan market next year and there can be fun activities associated with it.

There was no motion or action taken on this agenda item.

6. Discuss the Lucas Farmers Market rules for the 2023 season.

Vice-Chairman Bill Esposito provided recommendations to update the rules and regulations for the 2023 season. This included clarifying information related to marketing and appointing a vendor advisory council of one vendor per category. Mr. Esposito suggested conducting a vendor survey for feedback to see our strengths and weaknesses. Mr. Esposito asked if there is still a need to address operating with COVID-19 regulations and it could just be general language for emergency planning.

The Parks and Open Space Board discussed rainy day changes and indicated there are current rules related to strong winds and severe weather.

Member Pam Poteete provided recommended changes to the rules and regulations which included updating language related to the areas of responsibility, member roles of the Lucas Farmers Market Committee, and establishing annual community volunteers in good standing to work at least six markets.

There was no motion or action taken on this agenda item.

7. Discuss the Lucas Farmers Market budget for Fiscal Year 2022/23.

The Parks and Open Space Board reviewed the Lucas Farmers Market budget for the 2023 season and indicated a need for developing a marketing plan.

There was no motion or action taken on this agenda item.

8. Discuss important milestones and deadlines for the 2023 Lucas Farmers Market season.

The Parks and Open Space Board reviewed the milestones and deadlines for the 2023 season which included that all recommended changes to the vendor application and rules are due to staff by September 30, 2022, with a goal of posting the updated documents on October 3, 2022.

There was no motion or action taken on this agenda item.

9. Consider approval of the minutes of the:

- A. July 26, 2022, Parks and Open Space Board Meeting; and**
- B. August 30, 2022, Parks and Open Space Board Workshop.**

MOTION: A motion was made by Vice-Chairman Bill Esposito, seconded by Member Kenneth Patterson to approve the minutes as presented. The motion passed unanimously by a 5 to 0 vote.

8. Adjournment.

MOTION: A motion was made by Alternate Member Laura Giles, seconded by Alternate Member John Elliott to adjourn the meeting at 8:12 pm. The motion passed unanimously by a 5 to 0 vote.

APPROVE:

ATTEST:



David Rhoads, Chairman



Kent Souriyasak, Assistant City Manager