



MINUTES

Parks and Open Space Board Meeting

November 15, 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 (*arrived at 6:34 pm*)
Member Pam Poteete
Alternate Member Laura Giles
Alternate Member John Elliott

Staff Present:

City Manager Joni Clarke
Assistant City Manager Kent Souriyasak
CIP Manager Patrick Hubbard

City Council Liaison Present:

Councilmember Tim Baney

Regular Agenda

1. **Consider appointing the Chair and Vice-Chair of the Lucas Farmers Market Committee to serve for a period of two years beginning January 1, 2023, to December 31, 2024.**

MOTION: A motion was made by Member Poteete, seconded by Alternate Member Elliott to appoint Bill Esposito as Chair of the Lucas Farmers Market Committee to serve for a period of two years beginning January 1, 2023 to December 31, 2024. The motion passed unanimously by a 5 to 0 vote.

MOTION: A motion was made by Vice-Chair Esposito, seconded by Alternate Member Elliott to appoint Laura Giles as Vice-Chair of the Lucas Farmers Market Committee to serve for a period of two years beginning January 1, 2023 to December 31, 2024. The motion passed unanimously by a 5 to 0 vote.

2. **Discuss marketing plans for the 2023 Lucas Farmers Market season.**

Vice-Chairman Esposito discussed the need to prepare a marketing budget for next year and suggested ideas including refrigerator magnets with the special events schedule.

The Parks Board discussed distributing farmers market business cards and other marketing materials to different neighborhoods, cities, and local businesses. Vice-Chairman Esposito indicated a need to redistribute marketing in June and July during slow summer months to increase attendance.

The Parks Board discussed various marketing materials and outlets such as mailers, signage, reception table during markets, and t-shirts. The Parks Board agreed to shut down the separate Lucas Farmers Market website and redirect people to the City's Lucas Farmers Market webpage to avoid confusion.

Vice-Chairman Esposito recommended holding a workshop focused on strategic marketing and planning.

The Parks Board agreed to hold a workshop on Monday, December 12, 2022, at 5:30 pm.

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

The Parks Board reviewed last year's special events and discussed proposed special events for the 2023 Lucas Farmers Market season. The Parks Board brainstormed various special event ideas including the following:

- Sidewalk Chalk Art
- Hot Air Balloons
- Student Performances (Choir, Band, Drill Team)
- Fine Arts
- School Robotics Competition
- Pet Costume Parade
- Chili Cook-Off
- Fun Runs
- Karate and Self-Defense
- Plant Sale and Gardening
- Backyard Chickens
- Jail and Bail Fundraiser
- Memorial Day Picnic
- Ice Cream Crank-Off
- July 4th Celebration
- Blackland Prairie Raptor Center and How to Build a Birdhouse
- Chef Demonstration
- Back-to-School Event
- Texas Parks and Wildlife Presentation
- Lucas Fire-Rescue and 9/11 Ceremony
- Bee Demonstration
- Pumpkin Decorating
- Holiday Market

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

4. Provide updates regarding special events and programs:

- A. Arbor Day and Recycling Event**
- B. Holiday Donation Drive**
- C. Country Christmas**

Assistant City Manager Kent Souriyasak provided a recap of the Arbor Day and Recycling Event that was held on Saturday, November 5, 2022. Mr. Souriyasak thanked the Legacy 4-H Club for giving away 200 tree saplings and bags of mulch during the Arbor Day event. Mr. Souriyasak indicated that 2,155 pounds of electronics were collected, and 5,400 pounds of paper was shredded at the recycling event.

Mr. Souriyasak indicated donations for the Holiday Donation Drive will be accepted between November 7 and December 2, 2022, at City Hall. Mr. Souriyasak explained this year's donations will benefit Collin County Toys for Tots, All Community Outreach, The Samaritan Inn, Lucas Veterinary Hospital, and the Senior Angels at Sparks Loving Care Home.

Mr. Souriyasak discussed the upcoming Country Christmas event on Friday, December 9, 2022, from 6 pm to 9 pm at the Community Park. Mr. Souriyasak indicated the event will include the holiday tree lighting ceremony, ice skating, holiday market, food trucks, movie in the park featuring "Frozen", winter wonderland, and Santa's Workshop. Mr. Souriyasak indicated all public parking and shuttle services will be located at Hart Elementary School and Willow Springs Middle School.

5. Provide updates on acquiring trail easements from the North Texas Municipal Water District for the purpose of creating the Trinity Trail Connect in the City's Trails Master Plan.

CIP Manager Patrick Hubbard provided an update on acquiring trail easements from the North Texas Municipal Water District that could lead to creating the Trinity Trail Connect to the East Winningkoff Trailhead as included in the City's Trails Master Plan. Mr. Hubbard indicated the trail would provide the public with access to recreational trails and improved connectivity to the Trinity Trail. Mr. Hubbard explained he will be following up with the North Texas Municipal Water District regarding the next steps of acquiring the trail easements.

6. Discuss the next steps regarding the possible creation of a parks survey and recommendation to City Council.

Assistant City Manager Kent Souriyasak provided a recap of previous discussions and meetings related to the Parks Board's recommendation to create a parks survey. Mr. Souriyasak indicated the Parks Board memorandum was sent to City Council and there has been no feedback regarding the memorandum. Staff would like feedback from the Parks Board regarding the next steps.

The Parks Board discussed potential ways to pursue a parks survey including reaching out to nearby universities and students on conducting an external survey. Staff indicated they will reach out to the University of North Texas Master of Public Administration program for more information.

7. **Consider approval of the minutes of the September 27, 2022 Parks and Open Space Board meeting.**

MOTION: A motion was made by Alternate Member Giles, seconded by Member Patterson to approve the minutes of the September 27, 2022 Parks and Open Space Board meeting. The motion passed unanimously by a 5 to 0 vote.

8. **Adjournment.**

MOTION: A motion was made by Vice-Chairman Esposito, seconded by Alternate Member Giles to adjourn the meeting at 8:29 pm. The motion passed unanimously by a 5 to 0 vote.

APPROVE:



Bill Esposito, Vice-Chairman

ATTEST:



Kent Souriyasak, Assistant City Manager