



CITY OF JERSEY VILLAGE, TEXAS

PARKS & RECREATION ADVISORY COMMITTEE

NOTICE OF A MEETING

September 4, 2024 at 5:30 p.m.

Civic Center Municipal Center Meeting Room
16327 Lakeview Dr. Jersey Village, TX 77040

AGENDA

1. **Call to Order & Attendance** *Doris Michalak & Maria Thorne*
2. **Approve Minutes from 8-7-24**
3. **Citizen Comments**
Any person who desires to address the Recreation & Events Committee regarding an item on the agenda will be heard at this time. In compliance with the Texas Open Meetings Act, unless the subject matter of the comment is on the agenda, the City staff and Committee Members are not allowed to discuss the subject. Each person is limited to five (5) minutes for comments.
4. **Items for Individual Consideration**
 - a. Brewfest
 - b. Fall Frolic
 - c. Holiday in the Village
 - d. Youth Triathlon
5. **Parks and Recreation Directors Report**
6. **Future Agenda Item Request: Please email all future agenda item requests to mthorne@jerseyvillagetx.com.**
7. **Next Meeting Date October 2, 2024**
8. **Adjournment**

I, Maria Thorne, Parks and Recreation Administrative Assistant, City of Jersey Village, do hereby certify that the foregoing notice was posted in a place convenient to the public at City Hall on the 27th day of August at 3:00pm.

Maria Thorne
Parks and Recreation Administrative Assistant

In compliance with the Americans with Disabilities Act, the City of Jersey Village will provide for reasonable accommodations for persons attending public meetings. Request for accommodations must be made to the Parks Administrative Secretary by calling 713-466-2174 forty-eight (48) hours prior to the meetings.

"Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun."

"Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly."

Notice removed on _____

PARKS AND RECREATION ADVISORY COMMITTEE
MINUTES OF MEETING
8-7-2024

Call to Order

Doris called meeting to order at 5:31 pm.

Edward Lock	<i>present</i>	Karen Fitzgerald	
Robyn Taylor	<i>present</i>	Molly Slaid	
Heather Tuggle		Michelle Mitcham	
Lynda Schubring	<i>present</i>	Isaac Recinos	<i>present</i>
Ashley Brown		Alexander Harris	<i>present</i>
Doris Michalak	<i>present</i>	Sebastian Marquis	
Rachel Beazley	<i>present</i>	Robert Basford	
Thomas Huebner	<i>present</i>	Maria Thorne	

Approval of Minutes from 6-26-24

A motion was made to approve the minutes by Thomas and was seconded by Edward.

Citizens Comments

None

Items for individual consideration

July 4th Event Recap

The 4th of July event was a significant success, drawing an estimated crowd of 10,000 to 12,000 people, according to estimates from police and vendor observations. The parade, while slightly longer than anticipated, was well-received by attendees. The setup for the event, including vendors and the stage, proceeded smoothly, with everything arriving on time. However, there were some logistical challenges, particularly concerning the event's location, which lacked a physical address, making it difficult for some attendees to find. Additionally, there were issues with the shuttle service, leading to long lines and confusion, especially at the end of the night when shuttles were no longer running. As a result, the organizers have decided to use larger, commercial shuttles in the future to improve transportation and reduce wait times.

A critical moment of the event occurred when the rented spider boxes caused electrical equipment to short out, threatening the entire event. Thanks to quick thinking and action by Sebastian, the team managed to resolve the issue just before the event began. This near-cancellation was a valuable learning experience, emphasizing the importance of proper equipment and communication for future events.

The band and music received positive reviews, though the organizers plan to switch things up for next year. The new venue was also well-liked, with its topography and grassy areas providing a comfortable, Miller Outdoor Theater-like atmosphere. However, the large crowd led to long lines for food vendors, suggesting a need for more food trucks in future events. Concerns were also raised about children swimming in the water, prompting a decision to put up no-swimming signs and better monitoring in the future.

The fireworks display was praised, with the fireworks provider expressing interest in bringing larger fireworks next year, now that he is more familiar with the venue. The event's success was somewhat tempered by the fact that the venue was changed at the last minute, just a month before the event. However, the provider has already been booked for next year, ensuring better planning and an even more impressive fireworks display.

Discussions are ongoing about potentially moving the parade to the morning to avoid the heat and improve the flow of the event, which would allow the festival to start later in the day when the temperature is cooler. The idea of rotating the parade route through different parts of the city was also discussed, which could help engage more neighborhoods and provide variety each year. Despite some communication gaps and logistical issues, the event was smoother than the previous year, with staff and volunteers praised for their efforts. Plans for next year include securing a similar stage and exploring new entertainment options, such as booking the "Red Not Chili Peppers" band.

In summary, the 4th of July event was well-received, with high attendance and positive feedback on many aspects. However, several logistical challenges, particularly regarding transportation and communication, highlighted areas for improvement. The team is already planning adjustments for next year, including better shuttle services, more food vendors, and potentially altering the event schedule to enhance the overall experience. The successful resolution of a near-cancellation due to electrical issues also underscored the team's ability to adapt and problem-solve under pressure, ensuring the event's success.

The idea of organizing a city-wide water gun fight for next year was brought up. The concept has precedent in another nearby city, which successfully held a similar event. The suggestion was met with enthusiasm, with several people seeing it as a fun, harmless activity that could be wrapped with parameters to ensure safety and enjoyment. There was discussion about potentially securing sponsorships from water gun companies and organizing it around existing events, like the parade, to maximize participation. While some concerns were raised, such as the potential for children getting upset if hit in the face, the overall sentiment was positive. Suggestions included treating the event like a "National Night Out" where people could set up stations at their houses or in a monitored area. The idea of incorporating water guns into other events, like a lazy day or fun run, was also mentioned. Overall, the idea was well-received, with an interest in exploring it further and making it a possible addition to next year's activities.

Angler Education & Fishing Derby

The Angler Education & Fishing Derby has been developed into two separate but related events, thanks to funding from the Texas Parks and Wildlife Department. The angler education portion is being advertised as a free event to utilize resources provided through their grant. There are around 40 participants for both events, and partnerships with Texas Parks and Wildlife and Fishing's Future have brought in additional volunteers and support.

Two sponsors have been secured, and the event is financially positive, even though the goal wasn't to make money. Participants will receive goodie bags, and prizes will be awarded. The event will feature a mix of educational stations, lunch, and a couple of hours of fishing. Provisions have been made to address concerns about the heat, with plenty of water, Gatorade, ice, and a cooling station available.

Staff will arrive early on Saturday, with the event running smoothly from check-in to cleanup. Minimal logistical challenges are expected, and emails with directions, expectations, and what to wear will be sent out to participants. The event, catering to ages 7-16, will include measures like mandatory water and sunscreen breaks. Overall, the event is seen as a positive community activity, offering a fun and educational experience with minimal costs, largely thanks to Fishing's Future.

End of Pool Season

The discussion about the approaching end of the pool season highlighted that the final regular weekday at the pool is in nine days, after which the pool will only be open on weekends for the next three weekends, ending just before Labor Day. On Labor Day, there will be shortened hours, and a "Doggy Dip Day" event is planned for September 3rd.

Despite weather-related closures in July, which affected income, the pool still managed to surpass its revenue goal by \$10,000. The pool season was considered successful, with only one complaint received about the lifeguards, who were praised for their performance. Most of the pool managers are leaving for school, but the overall sentiment was positive, with the season being described as smooth and quieter than usual, with only three rescues needed.

PlayGuide Update

The discussion about activities for the next "Play Guide" brochure focused on finalizing the content and preparations for its release. The Play Guide will include a variety of new programs and events, such as a summer camp, a new flag football league, and a unique sewing program led by a local resident. The summer camp will run for six weeks, offering a mix of indoor and outdoor activities, including field trips, art opportunities, and water-based outings.

The sewing program is particularly exciting, as participants will complete a project in each session, like making tote bags or pillows. The summer camp aims to be cost-effective and engaging, with field trips planned to places like the Science Museum and Hurricane Harbor.

The Play Guide is set to be proofed and printed soon, with final details on registration and the full program lineup expected in November or December. The goal is to provide new, valuable offerings for the community, with the possibility of expanding if the programs are successful. The discussion also touched on the need to hire more staff, including both lifeguards and camp counselors, to support these new initiatives.

Fall Frolic

The discussion about the upcoming Fall Frolic event focused on the planning and enhancements for this year's event. Key points included:

- Haunted House & Promotion: The haunted house will return, with the ticket price remaining at \$3. Promotions for the event will start soon.
- Trunk-or-Treat: Efforts are being made to secure 50 participating trunks this year, with businesses already being contacted.
- DJ: DJ Kara, who performed well at Founders Day, will return to interact with the kids during the event.
- Dog Costume Competition: There's consideration of adding a dog costume competition, inspired by a successful event at American University, though logistical challenges are noted.
- Location Change: Due to the presidential elections, the event will be moved from the Civic Center to Clark Henry Park. Plans are being made to waterproof the pavilion in case of rain.
- Halloween Decorating Contest: The idea of adding a Halloween house decorating contest, similar to the existing Christmas contest, was discussed. The committee agreed to introduce it, with judging to occur in mid-October. There was also a suggestion to create cute, non-spooky signage for the winning houses.

The overall sentiment was positive, with a focus on expanding offerings and making the event fun and engaging for the community

Parks and Recreation Directors Report

Brew Fest:

Six breweries have confirmed their participation in the Brew Fest. The organizers are finalizing a band for the event, with a decision expected by the end of the week. Promotions for the breweries

and ticket sales will begin soon. The event will use the Champions Forest Church parking lot, with plans to create a crosswalk for attendees.

Acquisition & Facility Move:

There was brief mention of uncertainty around the timing of a facility acquisition. The move will provide opportunities for growth and better community service, particularly for senior groups needing more space.

Parks and Recreation Director's Report:

The report was noted to be detailed, reflecting a busy month. The focus is on expanding offerings and maintaining transparency in communication.

Triathlon Update:

The upcoming event may shift to a duathlon, potentially increasing participation, especially among kids. There was also mention of planning water-related activities for the end of the event.

Future agenda item request

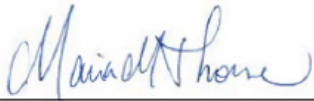
Youth Triathlon
Holiday in the Village

Next Meeting Date

September 4, 2024

Adjournment

A motion was made to adjourn the meeting by Robin and was seconded by Edward.



Maria Thorne, Administrative Assistant



Jersey Village Parks & Recreation

To: Parks and Recreation Advisory Committee
CC: Austin Bless, City Manager
From: Robert Basford, Assistant City Manager
Date: September 4, 2024
Subject: Parks & Recreation Director's Monthly Report

Parks & Recreation Monthly Report

Isaac Recinos

- Worked on the Program SOP document and was able to complete it this month.
- Worked on the Facilities SOP. However, this document is a little more in depth and has taken longer to complete than anticipated.
- Hosted daily meetings with the parks crew leader to discuss Flower Bed maintenance and irrigation issues in the city.
- Met with Husqvarna and did a walk-through tour of all the Robot mowers in the city.
- Play guide was sent into production this month. It should be out to the public early September.
- Met with Andrew Mitcham to discuss updates related to the Brewfest.
- Designed and sent the Lazy Day medal into production.
- Worked with Andrew Mitcham to create a logo for the JV Brewfest.
- We are soliciting trunks for Fall Frolic.
- Attended monthly division managers meeting.
- Secured all food trucks for our Fall Frolic event.
- Created a division 2 trophy for the City-Wide Fantasy Football League.
- Repaired an acid line break at the pool.
- Secured the Toby Keith Tribute for Concert at the Park 2025
- Secured the Red NOT chili Peppers for July 4th 2025
- Met with Michael Suatek to secure Fireworks for 2025
- Secured Mechanical Rides for Founders Day 2025
- Met with Community development to plan a mural unveiling event for Carol Fox Park.
- Attended ICS follow up meeting with Jeff Hardin.
- Helped create a webpage for the Brewfest.
- Coordinated with Facilities staff to assess supply needs.
- Met with Stephanie McIntyre to discuss potentially bringing a sewing class to JV. The class would be for a maximum 15 participants and we are looking to host once a month.
- Did market research related to how many cities near us use contracts for managing landscaping. I have had a discussion with Bellaire, Pearland and Missouri City. I will continue my market study.

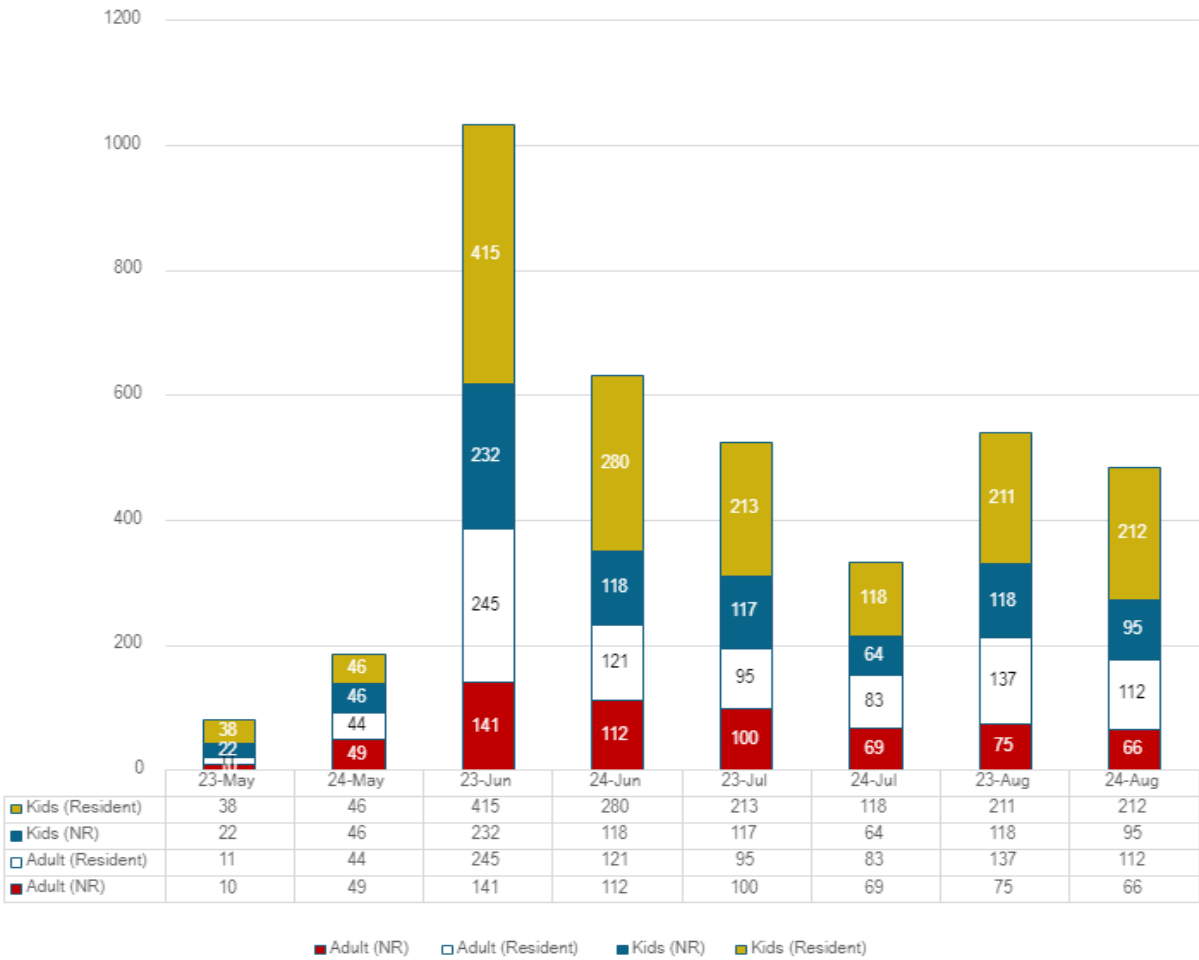
Alexander Harris

- Had final meetings for Angler Education and JV Youth Fishing Derby
 - P&R Manager
 - Sponsors
 - Partners
 - Created email for participants

- Gathered materials for Angler Education and Youth Fishing Derby, bagging swag bags
- Completed Fall-Winter 24-25 Play Guide for proofing
- Met with a potential new program provider for a Sewing program (Stephanie McIntyre)
- Worked to secure music for Brewfest, Founder's Day, and July 4th
- Worked to develop advertising for Brewfest
- Communicated with Senate Ave Brew Co. regarding event partners and timeline for October 5th Brewfest
- Helped to deliver Public Work trucks for inspection
- Directed Angler Education and Youth Fishing Derby- went great!!
- Completed Fall-Winter 24-25 Play Guide- submitted to Minuteman Press
- Worked to secure music for July 4 2025 and JV Brewfest 2024
- Had meeting with Qstar technology about options to reduce pool vandalism and trespassing
- Organized a movie night for kids at the same time as JV Brewfest
- Sought sponsors for JV Brewfest & Fall Frolic
- Transitioned pool into off season and weekend use
 - Scheduled lifeguards to oversee water aerobics extension
- Completed Fall-Winter 24-25 Play Guide- signing proof today (8/22)
- Worked to finalize food truck vendors for both JV Brewfest and Fall Frolic. Almost all secured.
- Worked on budget, maps, and documentation for JV Brewfest and Fall Frolic
- Helped with Lazy Day 1.5K logo, submitted to designer
- Picked up Lifeguard Valor awards, attended city council and helped present awards for Avery Davis and Luke Beasley
- Had EAP meeting regarding JV Brewfest and Fall Frolic with Police and Fire Departments
 - No significant changes recommended
- Had a meeting with Luke Beasley (lifeguard) relating to his project for Eagle Scout Certification. We are going to do a fundraiser and arbor day planting
- Had a meeting with Andrew Mitcham (Senate Ave Brewing) regarding JV Brewfest. Ordered mugs & ironed out some issues
- Worked on advertising/marketing for Doggy Dip Day, Labor Day pool closing, and JV Brewfest
- Had a phone call meeting with Dave Rainey regarding bringing The Lone Star Stampede hosted by the TexasExes alumni association to JV in March- 5K & 10K events
- Worked on planning for Fall Frolic. Sent out emails regarding Trunk or Treat signups
- Created template for Recreation Monthly Impact Report and filled it out for August

Pool analytics (through August 30th)				
August 1-30	2024	2023	2022	Notes
Hours of Operation	168	262	165	Through September 4th
Total Hourly Swimmer Count	2345	2980	2565	
Resident Day Passes Sold (Child)	212	211	84	
Resident Day Passes Sold (Adult)	112	137	65	
Resident Season Passes Sold	0	0	0	
Nonresident Day Passes Sold (Child)	95	118	144	
Nonresident Day Passes Sold (Adult)	66	75	44	
Nonresident Season Passes Sold	0	0	0	
Pool Membership Revenue	\$2,958	\$5,188	\$2,043	

Day Passes Sold



Rentals and Season Pass Sales

