



# City of Pflugerville

## Minutes - Final - Final

### Parks and Recreation Commission

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Thursday, April 19, 2018

7:00 PM

Pflugerville Recreation Center, 400 Immanuel Rd

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#### Regular Meeting

##### Commissioners:

Christie Crouch, Chair

Raul Capetillo, Member

Kimberly Castillo, Member

Scott Langer, Member

Michael Owens, Secretary

Barbara Woodworth

Jayden Black, Student Member

Lisa Ely, Alternate Member

#### 1. Call to Order

Christie Crouch, Chair, called the meeting to order at 7:03 p.m.

Raul Capetillo, Lisa Ely, Scott Langer, Michael Owens, and Kimberly Castillo were in attendance. Barbara Woodworth and Jayden Black were absent. Jim McDonald, City Councilmember, was in attendance. Staff attending: Sheila Wiora, Assistant Parks & Recreation Director; Maggie Holman, Special Events Coordinator; Carly Cox, Parks Admin Tech.

#### 2. Citizens Communication

There was no one present who wished to speak to the Commission.

The Commission welcomes comment on parks and recreation items. Public comment that is

made on an item that is not on the published agenda will only be heard by the Commission. No

formal action, discussion, deliberation, or comment will be made. Each person providing public

comment will be limited to three (3) minutes and will be asked to state his or her name and

address for the public record.

#### 3. Approval of the Minutes

##### 3A. [2018-6726](#)

Discuss and consider action to approve the minutes from the Parks and Recreation Commission March 22, 2018 Regular Meeting.

Mr. Langer made a motion to approve the March 21, 2018 regular meeting minutes as presented. Ms. Castillo seconded the motion. All were in favor. The motion carried.

#### **4. Discuss Only**

##### **4A. [2018-6727](#)**

Director's Updates including information about the Project Status Report, Monthly Departmental Financials and Upcoming Special Events.

Ms. Crouch introduced the topic. Ms. Wiora began with an update on 1849 Park; Phase 1B construction is ongoing and has a late Summer completion date. As of the end of March, the Stone Hill Park Project is substantially complete with all electrical and plumbing working, and the project just needs a last few details checked off before the project is completed and will be opened to the public. Wilbarger Creek Park construction drawings are complete and bidding will open sometime in the Spring. This park has an early 2019 completion date. Gilleland Creek Pool renovation construction is ongoing and should be completed in time to open the pool on Memorial Day weekend. The new Gilleland Creek Gazebo has been installed as well. The Pfluger Park playground replacement is underway and on schedule to be completed in time for Deutschen Pfest. Ms. Wiora also mentioned that funding for the feasibility study for a new recreation center/senior center is no longer available; this topic will be discussed further at the next City Council meeting on Apr. 24. Ms. Holman then informed the group that our final Early Pfarmers Market day is next Tuesday, Apr. 24 and the regular season will pick up the following Tuesday, May 1 and the market will then run weekly, each Tuesday, through the end of October.

##### **4B. [2018-6729](#)**

Staff Report and discussion regarding Parks & Recreation Marketing & Special Events.

Ms. Crouch introduced the topic. Ms. Holman showed the commission a year-long event calendar. Ms. Holman began by letting the commissioners know about our new Aquatics events (pfloating movies, pfurry splash party, etc.) and changes being made to the Music in the Park concert series schedule. The previous concert schedule had an event every other Friday beginning in June and ending in September. Ms. Holman noticed a significant drop in attendance at the Music in the Park concerts in July/August due to the high temperatures & has decided to have Music in the Park events in June & September only, and in July/August we will shift focus to the Aquatics events. Ms. Holman continued on to Chili Pfest, held annually on the 3rd Saturday in October. For 2017's event we had 31 cook teams, 41 vendors, and sold 27, 160 tasting cups. This event was also the first time we used a Snapchat "event geofilter" and it was very successful and got lots of use by attendees. Ms. Holman then briefly spoke about the Pfestival of Lights & Christmas Parade, Spring Pfling and then moved on to Pfirecracker Pfestival. The Pfirecracker Pfestival will be held at the Pfield again this year. The main changes to the event for 2018 is that the event will end after the fireworks show is over, we will double the amount of food vendors present, and will add some activities to the children's area. Ms. Holman then spoke about her marketing tools and techniques. Facebook use and engagement is extremely high in Pflugerville so using Facebook for paid/free content is always very successful.

**5. Discuss and Consider Action**

- 5A.** [2018-6728](#) Discuss and consider action to place items on future Parks & Recreation Commission meeting agendas.

There was a brief discussion about the recommended removal of a large tree in Pfluger Park & the possible need for more public education on tree health/care and why this tree in particular needed to be removed.

**6. Adjourn**

Mr. Capetillo made a motion to adjourn. Mr. Langer seconded the motion. All were in favor. The meeting adjourned at 7:40 p.m.

Approved as \_\_\_\_\_ on April 19, 2018.

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Christie Crouch, Commission Chair