



City of Denton

City Hall
215 E. McKinney St.
Denton, Texas 76201
www.cityofdenton.com

Meeting Agenda

Parks, Recreation and Beautification Board

Monday, July 6, 2026

6:00 PM

Civic Center Community Room

After determining that a quorum is present, the Parks, Recreation and Beautification Board of the City of Denton, Texas will convene in a Regular Meeting on Monday, July 6, 2026 at 6:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas, at which the following items will be considered:

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

This section of the agenda permits a person to make comments regarding public business on items not listed on the agenda. This is limited to two speakers per meeting with each speaker allowed a maximum of four (4) minutes. Such person(s) shall have filed a "Blue Card" requesting to speak during this period prior to the calling of this agenda item.

2. ITEMS FOR CONSIDERATION

- A. [PRB26-020](#) Consider approval of the minutes of the May 4, 2026, and June 1, 2026, meetings.

Attachments: [Exhibit 1- May 4, 2026 Minutes](#)
[Exhibit 2- June 1, 2026 Minutes](#)

- B. [PRB26-012](#) Receive a report and hold a discussion regarding an update on the Beautification, Education & Event Services Division.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
[Exhibit 2- Presentation](#)

- C. [PRB26-019](#) Receive a report, hold a discussion, and give staff direction on the proposed improvements for the newly acquired neighborhood park called Congress Street Park.

Attachments: [Exhibit 1- Agenda Information Sheet](#)
[Exhibit 2- Presentation](#)

3. CONCLUDING ITEMS

A. Under Section 551.042 of the Texas Open Meetings Act, respond to inquiries from the Parks, Recreation and Beautification Board or the public with specific factual information or recitation of policy, or accept a proposal to place the matter on the agenda for an upcoming meeting AND Under Section 551.0415 of the Texas Open Meetings Act, provide reports about items of community interest regarding which no action will be taken, to include: expressions of thanks, congratulations, or condolence; information regarding holiday schedules; an honorary or salutary recognition of a public official, public employee, or other citizen; a reminder about an upcoming event organized or sponsored by the governing body; information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality; or an announcement involving an imminent threat to the public health and safety of people in the municipality that has arisen after the posting of the agenda.

NOTE: The Parks, Recreation and Beautification Board reserves the right to adjourn into a Closed Meeting on any item on its Open Meeting agenda consistent with Chapter 551 of the Texas Government Code, as amended, or as otherwise allowed by law.

C E R T I F I C A T E

I certify that the above notice of meeting was posted on the official website (<https://tx-denton.civicplus.com/242/Public-Meetings-Agendas>) and bulletin board at City Hall, 215 E. McKinney Street, Denton, Texas, on June 29, 2026, in advance of the three (3) business day posting deadline, as applicable, and in accordance with Chapter 551 of the Texas Government Code.

OFFICE OF THE CITY SECRETARY

NOTE: THE CITY OF DENTON'S DESIGNATED PUBLIC MEETING FACILITIES ARE ACCESSIBLE IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT. THE CITY WILL PROVIDE ACCOMMODATION, SUCH AS SIGN LANGUAGE INTERPRETERS FOR THE HEARING IMPAIRED, IF REQUESTED AT LEAST TWO (2) BUSINESS DAYS IN ADVANCE OF THE SCHEDULED MEETING. PLEASE CALL THE CITY SECRETARY'S OFFICE AT 940-349-8309 OR USE TELECOMMUNICATIONS DEVICES FOR THE DEAF (TDD) BY CALLING 1-800-RELAY-TX SO THAT REASONABLE ACCOMMODATION CAN BE ARRANGED.

City of Denton Parks, Recreation, and Beautification Board

Minutes May 4, 2026

After determining that a quorum of the City of Denton, Texas, Parks, Recreation, and Beautification Board was present, the Board convened in a Regular Meeting on Monday, May 4, 2026, at 6:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

Present: Chair Joshua Taylor, Vice-Chair Elinor Lichtenberg, Members Bob Tickner, Amy Pelzel, and Keri Caruthers.

Absent: Members Richard Villarreal and Kady Finley

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- Citizens' comments are listed on Exhibit A.

2. ITEMS FOR CONSIDERATION

A. PRB26-010: Consider approval of the minutes of April 6, 2026

The item was presented, and discussion followed.

Following discussion, Vice-Chair Lichtenberg moved to adopt the item as presented; Member Caruthers seconded. Motion carried.

AYES (5): Chair Taylor, Vice-Chair Lichtenberg, Members Tickner, Pelzel, and Caruthers.

ABSENT (2): Members Finley and Villarreal

NAYS (0):

B. PRB26-011: Receive a report, hold a discussion, and give input to staff regarding the results of 2025 Denton Halloween and upcoming preparations for 2026.

The item was presented, and discussion followed.

Following discussion staff was provided the following direction;

- Board requested money set aside for art also go towards musicians and other performance artists.
- Board requested staff speak to Peterbilt about hayrides.
- Board requested staff speak to local bike shops about pedicabs.
- Board requested staff consider increasing handicap parking around the square.
- Board requested staff consider adding one full music day.

C. PRB26-009: Consider recommending adoption of an ordinance of the City of Denton temporarily amending Chapter 25 streets, sidewalks and public places, Article V Special Events, adding Division 6, neighborhood block parties section 25-252 through 25-256 to create a one-year pilot program to establish application and permitting processes for the implementation of a streamlined process for neighborhood block parties commencing June 1, 2026 and expiring June 1, 2027; providing a savings clause; providing a severability clause; providing codification; and providing an effective date.

The item was presented, and discussion followed.

Following discussion, Member Tickner moved to adopt the item as presented; Member Caruthers seconded. Motion carried.

AYES (5): Chair Taylor, Vice-Chair Lichtenberg, Members Tickner, Pelzel, and Caruthers.

ABSENT (2): Members Finley and Villarreal

NAYS (0):

- D. PRB26-014: Receive a report, hold a discussion, and take action regarding the naming applications for parks submitted by Denton Parks and Recreation.

The item was presented and discussion followed.

The item was presented, and discussion followed.

Following discussion, Member Tickner moved to adopt the naming of the Hercules and Congress St. properties; Vice-Chair Lichtenberg seconded. Motion carried.

AYES (5): Chair Taylor, Vice-Chair Lichtenberg, Members Tickner, Pelzel, and Caruthers.

ABSENT (2): Members Finley and Villarreal

NAYS (0):

Member Pelzel moved to deny the renaming of the G. Roland Vela Soccer Complex soccer field; Member Tickner seconded. Motion carried.

AYES (5): Chair Taylor, Vice-Chair Lichtenberg, Members Tickner, Pelzel, and Caruthers.

ABSENT (2): Members Finley and Villarreal

NAYS (0):

Member Tickner moved to deny the renaming of the Fred Moore Park softball field; Member Caruthers seconded. Motion carried.

AYES (5): Chair Taylor, Vice-Chair Lichtenberg, Members Tickner, Pelzel, and Caruthers.

ABSENT (2): Members Finley and Villarreal

NAYS (0):

- E. PRB26-015: Receive a report, hold a discussion, and give staff direction regarding a Texas Historic Commission Subject Marker by the Scouting America Troop 65 to be placed near the Troop's Scout Hut at Evers Park.

The item was presented, and discussion followed.

Following discussion, Member Tickner moved to adopt the item as presented; Member Pelzel seconded. Motion carried.

AYES (5): Chair Taylor, Vice-Chair Lichtenberg, Members Tickner, Pelzel, and Caruthers.

ABSENT (2): Members Finley and Villarreal

NAYS (0):

- F. PRB26-016: Consider recommending adoption of an ordinance of the City of Denton authorizing the city manager to enter into a development agreement between the City of Denton and TG Duchess Denton, LLC for the dedication of park land for a city park; authorizing the acceptance of land; and providing an effective date.

The item was presented, and discussion followed.

Following discussion, Member Tickner moved to adopt the item as presented; Member Caruthers seconded. Motion carried.

AYES (5): Chair Taylor, Vice-Chair Lichtenberg, Members Tickner, Pelzel, and Caruthers.

ABSENT (2): Members Finley and Villarreal

NAYS (0):

3. CONCLUDING ITEMS

- Security cameras did not work during park attack.
- Park Tour will be held during next month's meeting.

With no further business, the meeting was adjourned at 7:51 pm.

JOSHUA TAYLOR
CHAIR
CITY OF DENTON, TEXAS

ROBIN HILL
ADMINISTRATIVE ASSISTANT
CITY OF DENTON, TEXAS

MINUTES APPROVED ON: _____

May 4, 2026 Park Board Meeting- Exhibit A

Speaker Commentaries/Registration Online, Email, In-Person, Phone

Name	Address	Agenda Item	Position	Method	Comments
Marcella Franichal	317 Mill St. Denton, TX 76205	PRB26-014	Opposition	In-Person	Spoke against renaming field at Fred Moore Park.
Donald McDade	926 E. Prairie, Denton, TX 76205	PRB26-014	Support	In-Person	Spoke in favor of renaming field at Fred Moore Park.
Cynthia Cochran	2420 E. McKinney, Denton, TX 76209	PRB26-014	Support	In-Person	Spoke in favor of renaming field at Fred Moore Park.

City of Denton Parks, Recreation, and Beautification Board

Minutes

June 1, 2026

After determining that a quorum of the City of Denton, Texas, Parks, Recreation, and Beautification Board was present, the Board convened in a Regular Meeting on Monday, June 1, 2026, at 6:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

Present: Chair Joshua Taylor, Vice-Chair Elinor Lichtenberg, Members Bob Tickner, Amy Pelzel and Keri Caruthers,

Absent: Members Richard Villarreal and Kady Finley

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

- A. PRB26-017: Receive a report, hold a discussion, and give staff direction regarding planned signage at the Forever Friends Memorial at North Lakes Dog Park.

The item was presented, and discussion followed.

Following discussion, Member Tickner moved to adopt the item as presented; Vice-Chair Lichtenberg seconded. Motion carried.

AYES (5): Chair Taylor, Vice-Chair Lichtenberg, Members Tickner, Pelzel, and Caruthers.

ABSENT (2): Members Finley and Villarreal

NAYS (0):

- B. PRB26-018: Receive a report on the following sites that will be visited during the park tour: Villages of Carmel, Briercliff Park, Bowling Green Park, Denia Park, Borman Elementary Site, Denton Senior Center, and Potential sites for new Active Adult Center.

No direction was provided as the item was presented for informational purposes only.

3. CONCLUDING ITEMS

- No concluding items.

With no further business, the meeting was adjourned at 7:15pm.

JOSHUA TAYLOR
CHAIR
CITY OF DENTON, TEXAS

ROBIN HILL
ADMINISTRATIVE ASSISTANT
CITY OF DENTON, TEXAS

MINUTES APPROVED ON: _____



City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: July 6, 2026

SUBJECT

Receive a report and hold a discussion regarding an update on the Beautification, Education & Event Services Division.

BACKGROUND

The purpose of this agenda item is for the Parks and Recreation Department (PARD) staff to provide an update for the Parks, Recreation and Beautification Board regarding Beautification, Education & Event Services (BEES) Division.

Updates will be given to the Parks, Recreation and Beautification Board regarding:

- Division staff team
- Current program offerings
- Metrics from the last 2 years
- Challenges
- Needs
- Future plans

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:
Allison Wing
Interim Director of Parks and Recreation

Prepared by:
Juan Cabrera
Quakertown Civic Center Supervisor, Parks and Recreation

BEES Division Update

July 2026



BEES Team

Beautification, Education & Event Services (BEES) Division



Vacant
Program &
Events
Manager



Zoë Bernal,
Customer
Service
Coordinator



Juan
Cabrera,
Civic Center
Supervisor



Meredith
(Jones)
Mensching,
Special Events
Coordinator



Vacant,
Special
Events
Supervisor



Jazmin Mejia,
Special Events
Coordinator
(temp/seasonal)



Vacant,
Keep Denton
Beautiful
Coordinator



City-Hosted Special Events

Month	2019 Events	2023 Events	2024 Events	2025 Events
January	0	0	0	0
February	1	1	1	1
March	1	1	2	1
April	1	3	2	1
May	1	2	2	1
June	1	1	2	1
July	2	3	1	0
August	0	0	0	0
September	1	2	2	0
October	1	1	2	3
November	0	1	1	0
December	1	2	3	0
TOTAL	10	17	18	8



2025 BEES Internal Special Events & Programs

Event	Attendance
• My Little Valentine Dance	400
• Great American Cleanup	1,300
• Easter Eggstravaganza	3,000
• Redbud Festival	2,500
• Yankee Doodle Parade	1,600
• Pumpkin Drop	2,000
• Fall Movies in the Park	500
• Community Tree Giveaway	700

2025
8 Events
12,200 Participants

City-Hosted Special Event Challenges

- Staff Vacancies
 - Reduced outreach activity
 - Loss of institutional knowledge
 - Shortened planning timelines
- Cancellation of Internal Special Events
 - Spring Movies in the Park Series
- Third-Party Event Competition
 - Increase in the amount of external events
 - Staff time reallocated to permitting processes
- Budget & Co-Sponsored Events
 - Decreased financial support for community partnerships (negative public perception)



City-Hosted Special Event Improvements

- Prioritize strategic hiring plan for critical roles
- Create a minimum outreach engagement plan per quarter
- Explore sponsorships and other community partnerships to help sustain programming (volunteer support models for lower-risk events)
- Provide consistent messaging to reduce the spread of misinformation
- Increase visibility of successful events and outcomes



Third-Party Special Events

Month	2022 Events	2023 Events	2024 Events	2025 Events
January	2	2	3	4
February	1	1	1	1
March	3	5	5	15
April	2	10	9	5
May	3	5	15	20
June	8	5	13	6
July	3	5	4	3
August	3	4	4	3
September	4	6	6	7
October	12	20	19	6
November	6	7	6	1
December	6	8	6	1
TOTAL	53	78	91	72

Third-Party Special Event Challenges

- Resistance from event organizers unfamiliar with the new permitting process
- Pushback from long-term event organizers accustomed to previous procedures
- Transition to a fully digital system creating barriers for less tech savvy users
- Increased permit fees raising cost concerns, particularly for non-profits
- Limited staff capacity to ensure compliance with approved event permits
- Occasional events proceeding without the required permits



Third-Party Special Event Improvements

- Explore additional staff support during peak event seasons
- Create clearer communication about why the permitting process exists (safety, compliance, equity)
- Host short permitting sessions and virtual workshops for event organizers
- Develop a risk-based system to prioritize monitoring of higher-impact events
- Implement a post-event evaluation to capture documentation of actual event execution vs. approved plan



Special Events Strategic Plan

Strategy 1 | Strengthen our capacity to support special events

- Strategic Initiative 1.1 Identify opportunities to strengthen festivals and events as a source of fun and value creation.
- Strategic Initiative 1.2 Enhance and solidify existing special events support.
- Strategic Initiative 1.3 Educate special event partners on the City's processes to improve efficiency.
- Strategic Initiative 1.4.2 Create a value stream analysis to identify pain points in event support.
- Strategic Initiative 1.4.3 Develop an outdoor performance venue that will reinforce Denton's position as a "music-friendly" city.



Quakertown Civic Center

- Designed and constructed by O'Neil Ford in 1966
- O'Neil Ford Civic Complex (Quakertown Park) Historic Landmark
- Renamed Quakertown Civic Center Feb. 2026
- 9,000 square foot Rotunda Space
- 2 meeting spaces, Staff Offices, Covered Plaza, Catering Kitchen
- Walking Track (14 laps=1 mile); Included in Rec Pass





Civic Center Usage

- Parks and Recreation Customer Service Hub
- Event Venue:
 - (2) meeting spaces
 - Rotunda
 - Plaza
 - Kitchen
- Offices for all BEES staff
- Special Events & Keep Denton Beautiful headquarters
- Denton County Early & General Voting Location

Civic Center Staff Duties

Recreation Leaders

- Provides Direct Customer Service
- Building Attendant for rentals
- Assist Special Events and KDB as needed
- Daily Cash Handling Tasks
- Liaison to other divisions in PARD

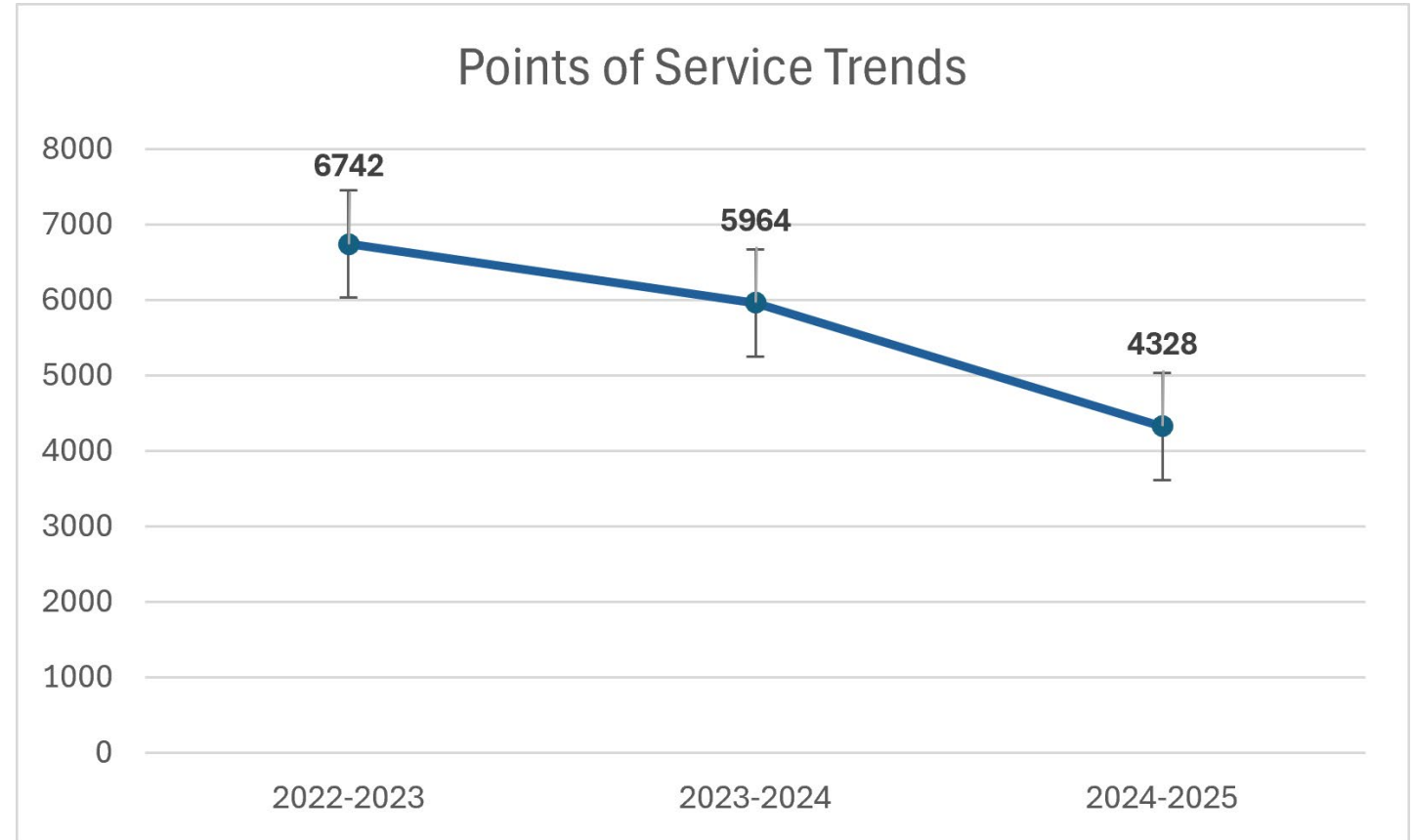
Customer Service Coordinator

- Directly responsible for all rental inquiries & bookings
- Assists with Customer Service Training
- Assists with Cemeteries
- Assists with Pavilion Reservations
- Lead Coordinator for PARD Scholarship Program

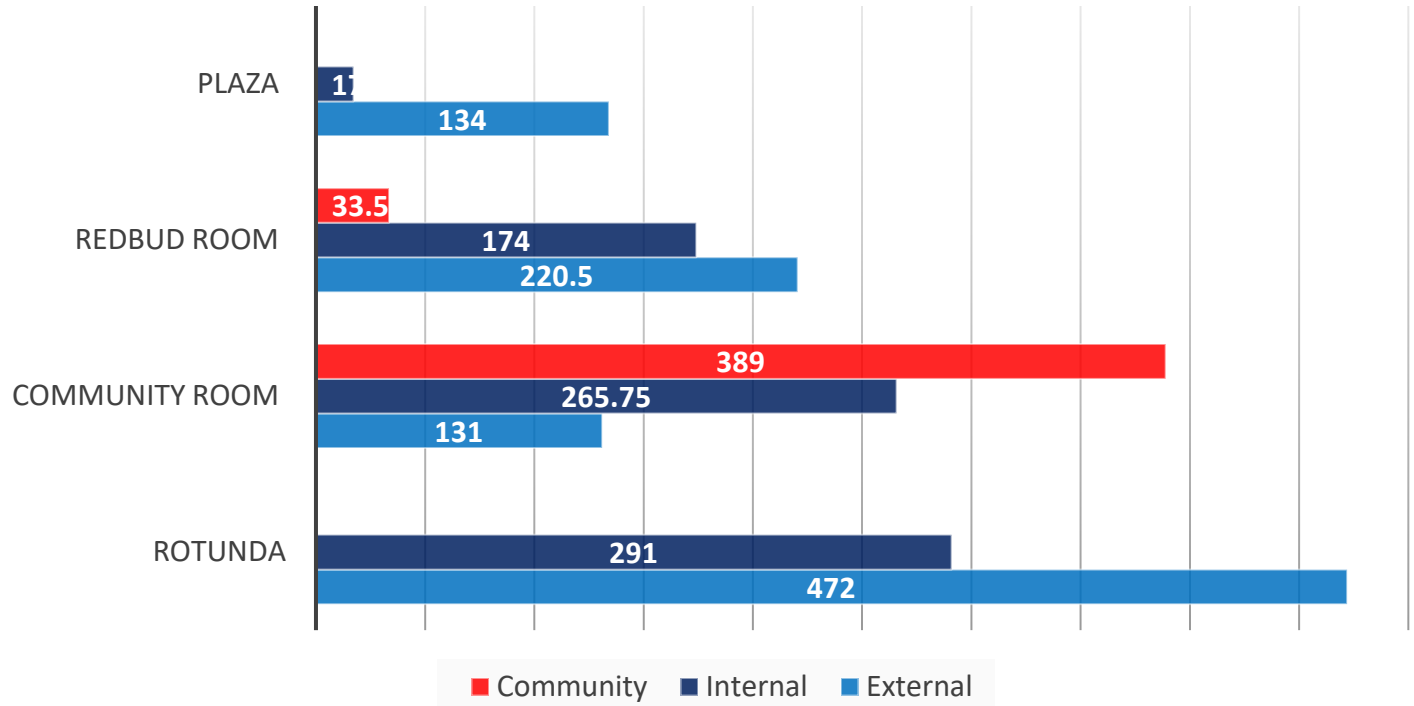


Top Customer Service Needs

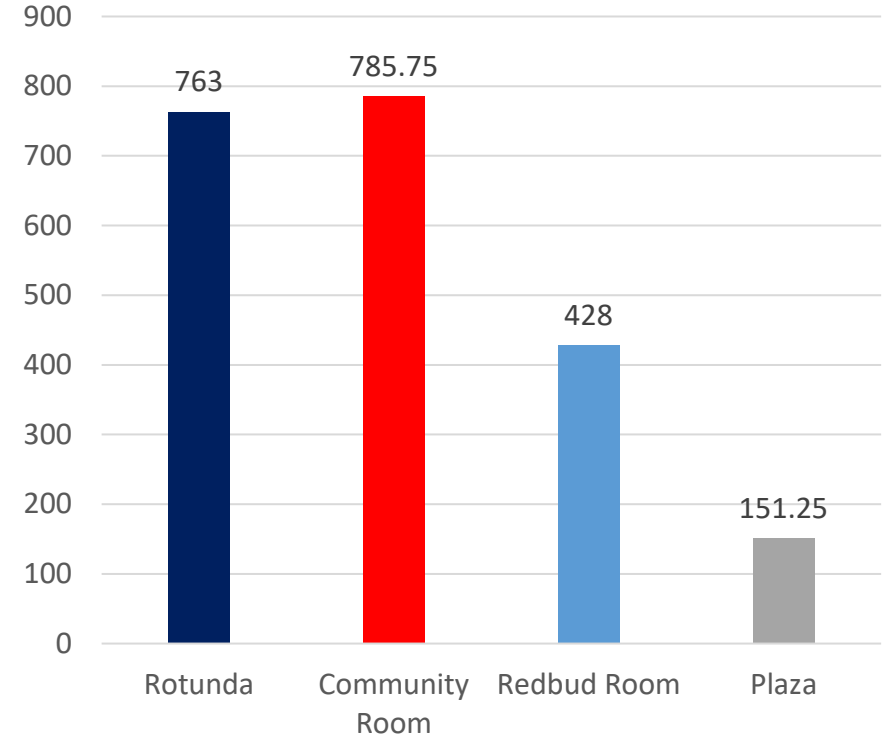
1. Recreational Care
2. Athletics
3. Civic Center
4. General Customer Service
5. Pavilions
6. Aquatics
7. Parks
8. Special Events



Rentals By Type Per Hour FY 24-25



Total Rental Hours by Space FY 24-25



Challenges

Civic Center

- Competition
 - Aging Building
 - Size and Availability of Space & Equipment
 - Pricing
- Identity of the Civic Center
- Resources to meet Civic Center goals
- Service vs. Revenue
 - Budget constraint with growing demands
 - Balance of public good and revenue generation
- Storage and space issues



Other Challenges

- Departmental Customer Service
- Cemeteries
 - Record Retention
 - Time – research vs. permitting

Future Goals

Civic Center Strategic Goals

- Beautification, Restoration, & Space Upgrades
- Furniture Upgrades
- Facility Awareness for Cleaning/Upkeep
- Historical Building Preservation and Maintenance Plan
- Trendsetting & Staying Competitive
- Cost Recovery and increased Revenue Generation
- Resources for Historical Tours, Community Knowledge
- Renovation



Other Goals

- Improve Guest Services department-wide to create efficiencies
- Continued review/implementation of efficient processes

Questions?

Juan Cabrera
Civic Center Supervisor
Parks and Recreation

Juan.Cabrera@cityofdenton.com

Meredith Jones
Special Events Coordinator
Parks and Recreation

Meredith.Jones@cityofdenton.com





City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: July 6, 2026

SUBJECT

Receive a report, hold a discussion, and give staff direction on the proposed improvements for the newly acquired neighborhood park called Congress Street Park.

BACKGROUND

- In March 2026, DISD and City of Denton finalized a land exchange for the running track at South Lakes Park near McMath Middle School and land at the old Calhoun Middle School.
- The two parcels at the old Calhoun Middle School (Congress Street Park) have now converted to municipal park land and contain amenities that require rehabilitation for public use.
 - Parcel #1 – 1.160 acres with four (4) concrete tennis courts and a small parking lot
 - Parcel #2 – 2.273 acres with existing running track, open space, and parking lot
- On April 13, 2026, City of Denton staff met with John B Denton Neighborhood Association to discuss plans for the neighborhood park and solicit public input.
- An online engagement survey for park improvements began on April 13, 2026 and concluded on May 31, 2026.

OPTIONS

Proposed improvements include the following:

Tennis Court Area

- Two (2) sport courts lined for basketball and FUTSAL
- Two (2) sport courts lined for tennis and pickleball
- Benches, trash receptacles, pet waste stations, and drinking fountains
- Concrete repairs
- Park signage

Track and Field Area

- Track repairs
- Fence removal along parking lot
- Football goal post removal
- Benches, trash receptacles, pet waste stations, and drinking fountains
- Park signage

RECOMMENDATION

Staff recommend approval of the proposed improvements.

PRIOR ACTION/REVIEW (Council, Boards, Commissions)

No prior action or review.

FISCAL INFORMATION

The estimated cost for the above-listed park improvements is approximately \$250,000 to be paid through fees collected by the Parkland Dedication and Development Ordinances.

EXHIBITS

1. Exhibit 1- Agenda Information Sheet
2. Exhibit 2- Presentation

Respectfully submitted:
Allison Wing
Interim Director of Parks and Recreation

Prepared by:
Ziad Kharrat
Assistant Director of Parks and Recreation



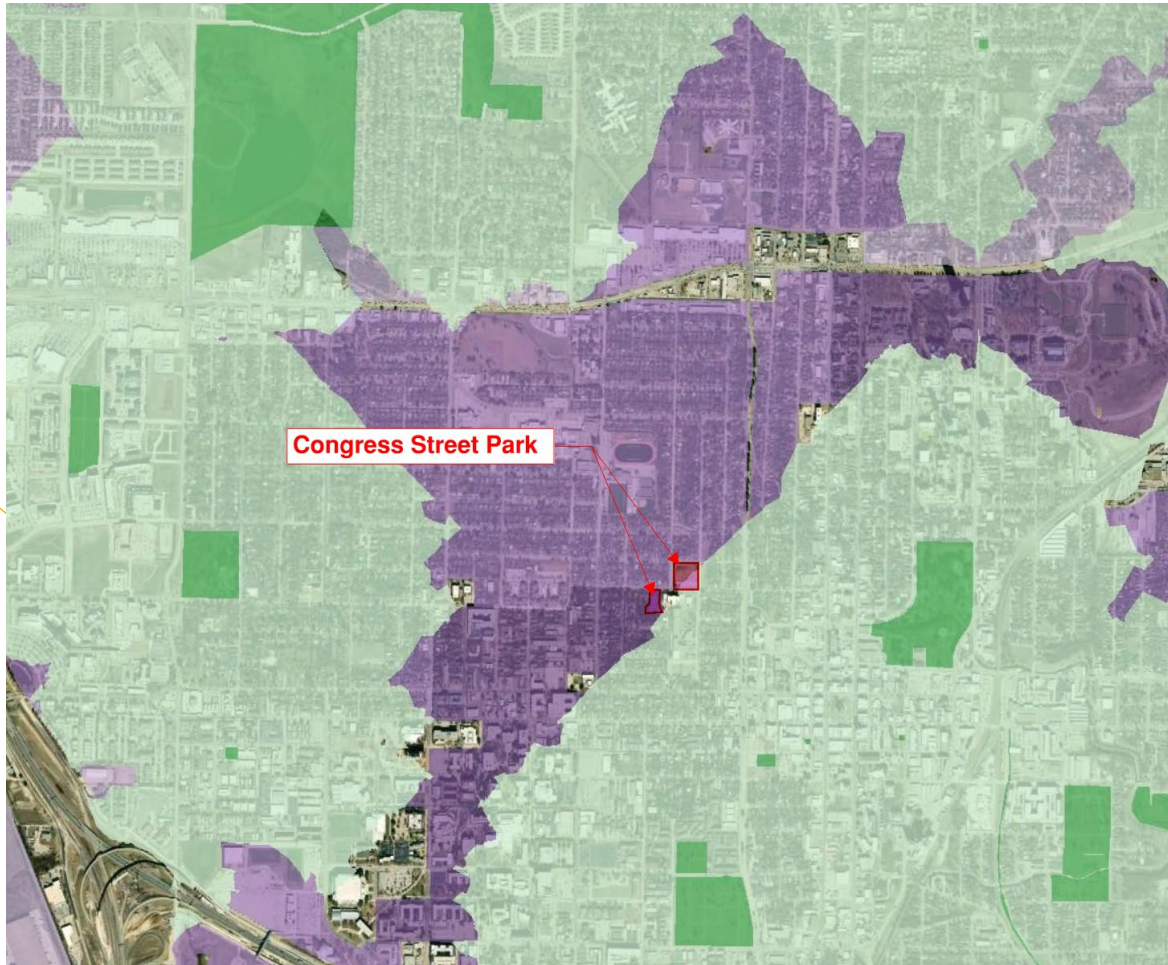
Congress Street Park Update

City of Denton
Parks and Recreation

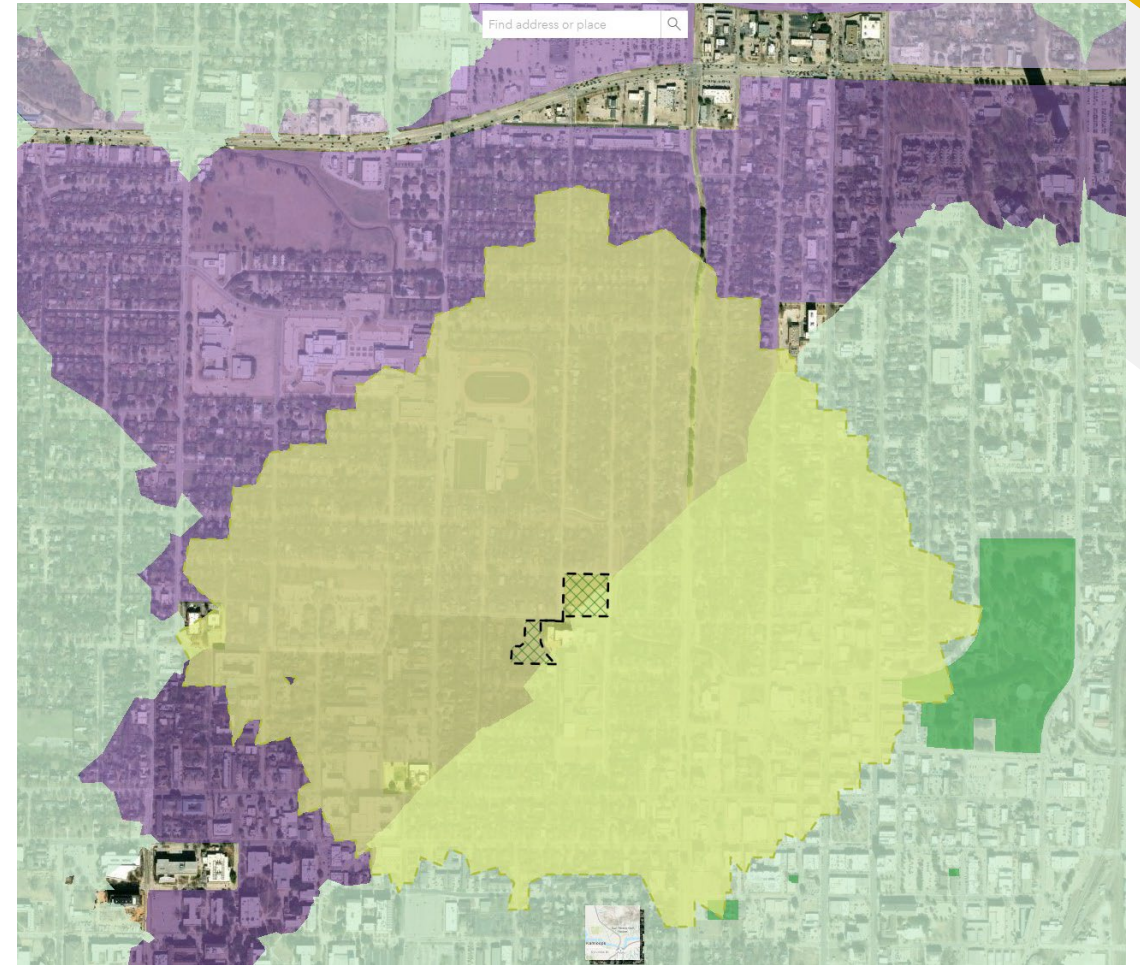
Background

- In March 2026, DISD and City of Denton finalized a land exchange for property at South Lakes Park near McMath Middle School and land at the old Calhoun Middle School.
- The two parcels at the old Calhoun Middle School (Congress Street Park) become a municipal park and contain amenities that require rehabilitation for public use.
 - Parcel #1 – 1.160 acres with four (4) concrete tennis courts and a small parking lot
 - Parcel #2 – 2.273 acres with existing running track, open space, and parking lot
- In April 2026, City of Denton staff met with John B Denton Neighborhood Association to discuss plans for the neighborhood park and solicit public input.
- An online engagement survey for park improvements began on April 13, 2026 and concluded on May 31, 2026.

Park Service Area



Location within the pre-acquisition service area



Service area changes after acquisition

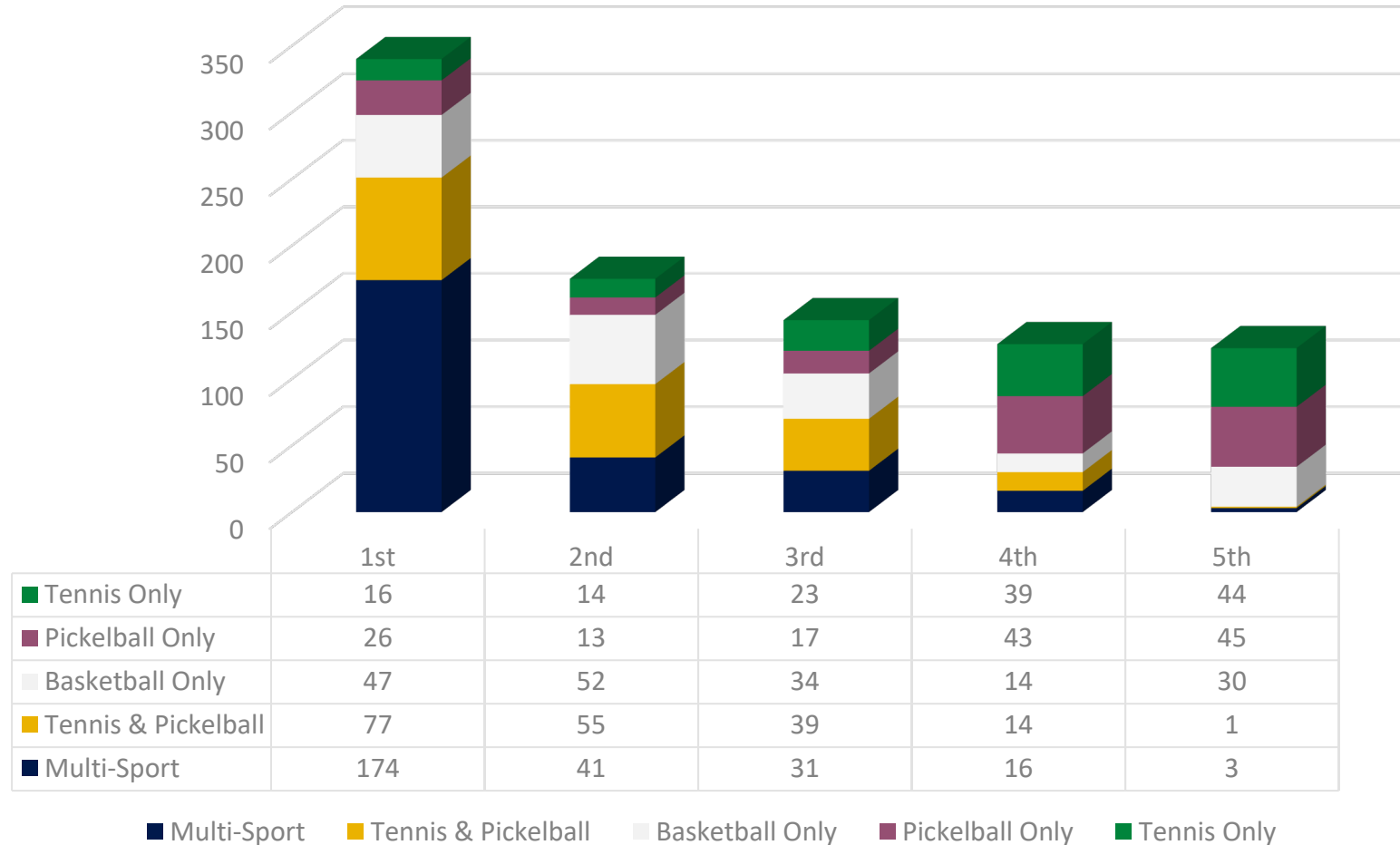
Aerial Map

- Parcel #1 – 1.160 acres
- Parcel #2 – 2.273 acres



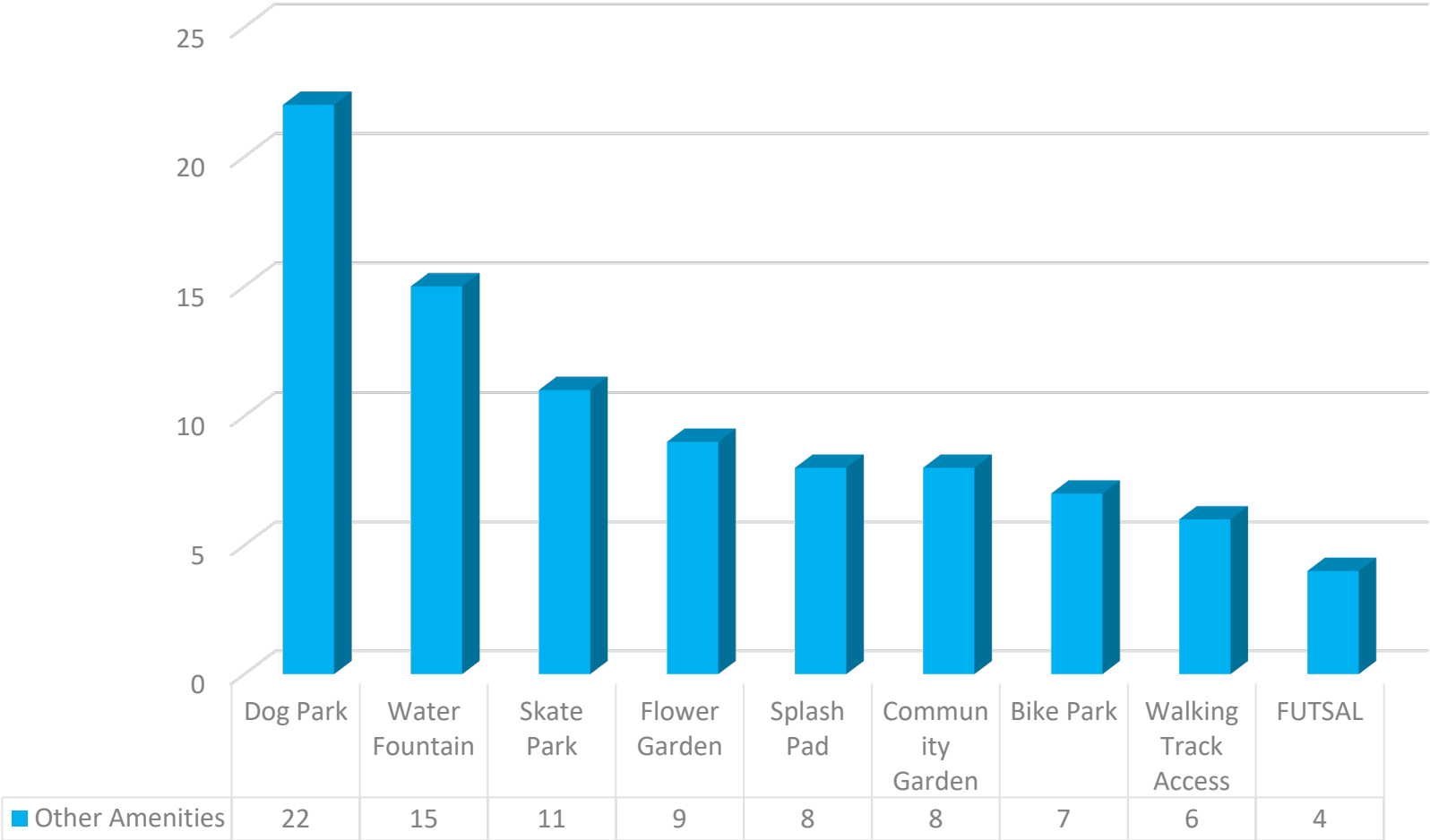
Survey Results

Q1: What amenities would you like to see in the FORMER TENNIS COURT AREA of the park?



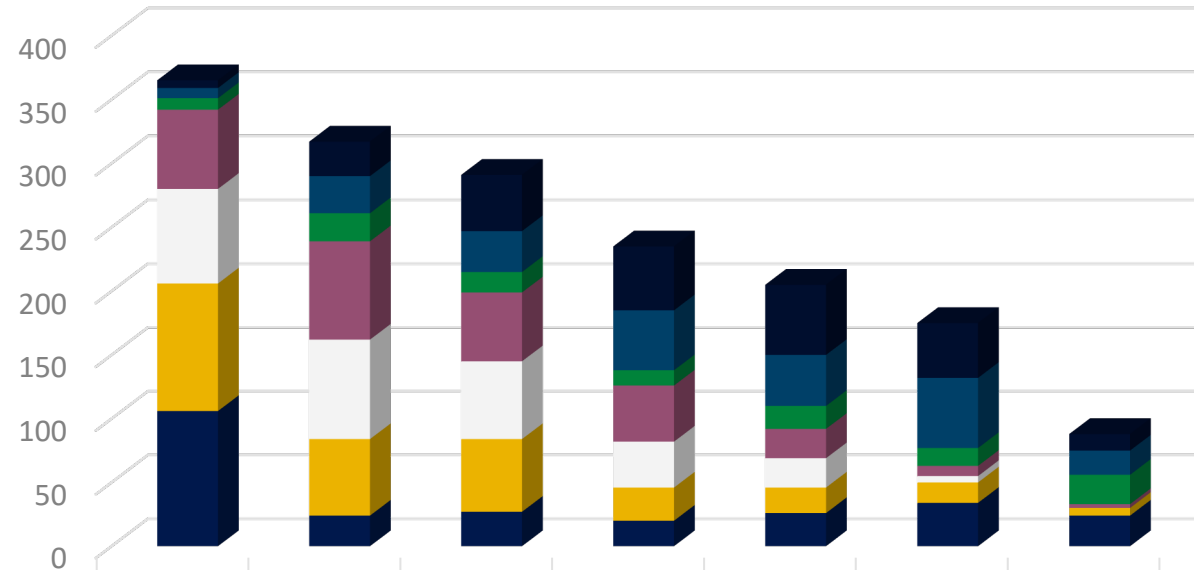
Survey Results

Are there any other amenities not listed that you'd like to see in the FORMER TENNIS COURT AREA of the park?



Survey Results

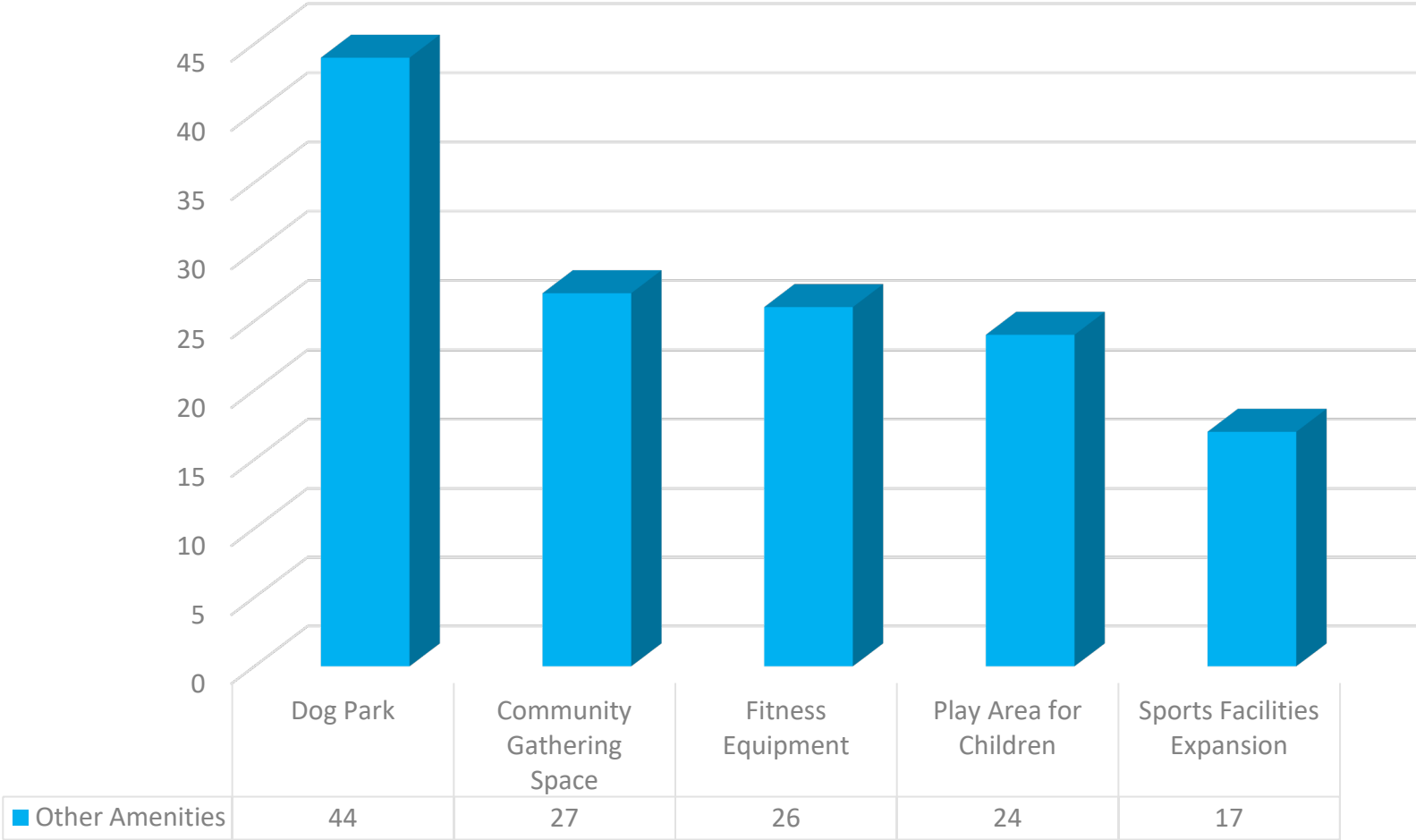
Q2: What amenities would you like to see in the FORMER TRACK AND FIELD portion of the park?



	1st	2nd	3rd	4th	5th	6th	7th
Seating	6	27	44	50	55	43	13
Public Art	8	29	32	47	40	55	19
Fitness Station	9	22	16	12	18	14	23
Shade Pavilion and Picnic Tables	62	77	54	44	23	8	3
Greenspace	74	78	61	36	23	5	0
Playground	100	60	57	26	20	16	6
Refurbished Track Surface	106	24	27	20	26	34	24

Survey Results

Are there any other amenities not listed that you'd like to see in the FORMER TRACK AND FIELD AREA of the park?



Proposed Improvements

Tennis Court Area

- Two (2) sport courts lined for basketball and FUTSAL
- Two (2) sport courts lined for tennis and pickleball
- Benches, trash receptacles, pet waste stations, and drinking fountains
- Concrete repairs
- Park signage

Track and Field Area

- Track repairs
- Fence removal along parking lot
- Goal post removal
- Benches, trash receptacles, pet waste stations, and drinking fountains
- Park signage

Next Steps

1. Finalize list of improvements
2. Identify associated costs
3. Procurement
4. Construction
5. Completion



Questions?

