



City of Denton

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

Meeting Agenda

Parks, Recreation and Beautification Board

Monday, February 3, 2025

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, February 3, 2025, 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. [PRB25-001](#) Consider approval of the minutes of January 6, 2025.

Attachments: [Exhibit 1- January 6, 2025](#)

- B. [PRB25-002](#) Receive a report, hold a discussion and give staff input regarding the Athletics Division operations. The athletics division includes youth and adult sports, adapted and inclusive programming, tennis, and the driving range.

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.

CERTIFICATE

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 January 31, 2025, in advance of the 72-hour 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 48 HOURS 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.



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Legislation Text

File #: PRB25-001, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes of January 6, 2025.

City of Denton Parks, Recreation, and Beautification Board
Minutes
January 6, 2025

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, January 6, 2025, at 6:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

Present: Vice-Chair Kwami Koto, Members Amy Pelzel, Grace Martin-Young, and Elinor Lichtenberg

Absent: Chair Frances Punch and Member Richard Villarreal

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

A. PRB24-045: Consider approval of the minutes of December 2, 2024.

The item was presented, and discussion followed.

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

AYES (4): Vice-Chair Koto, Members Pelzel, Martin-Young, and Lichtenberg.

ABSENT (2): Chair Punch, Member Villarreal

NAYS (0): None

B. PRB24-039: Receive a report, hold a discussion, and give staff input regarding Park Planning and Park Maintenance project updates

The item was presented, and discussion followed.

Following discussion, staff was provided the following direction:

- Reach out to Member Lichtenburg to help with any pollinator issues.
- Speak to Spiderweb Salon regarding art opportunities.
- Speak to Member Lichtenburg in the future regarding UNT art.

C. PRB24-040: Receive a report and hold a discussion regarding the Aquatics Division's yearly performance and review operational changes made for the 2024 season

Following discussion, staff was provided no direction.

3. CONCLUDING ITEMS

- None

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

FRANCES PUNCH
CHAIR
CITY OF DENTON, TEXAS

ROBIN HILL
ADMINISTRATIVE ASSISTANT
CITY OF DENTON, TEXAS

MINUTES APPROVED ON: _____



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Legislation Text

File #: PRB25-002, **Version:** 1

AGENDA CAPTION

Receive a report, hold a discussion and give staff input regarding the Athletics Division operations. The athletics division includes youth and adult sports, adapted and inclusive programming, tennis, and the driving range.



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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: February 3, 2025

SUBJECT

Receive a report, hold a discussion and give staff input regarding the Athletics Division operations. The athletics division includes youth and adult sports, adapted and inclusive programming, tennis, and the driving range.

BACKGROUND

The purpose of this agenda item is for the Parks and Recreation Department (PARC) staff to provide an update for the Parks, Recreation and Beautification Board regarding the Athletic Division operations and programs.

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

- Athletics staff introductions
- Current program offerings
- Program numbers and revenue from FY2023-2024
- Challenges
- Needs
- Future plans

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:
Gary Packan
Director of Parks and Recreation

Prepared by:
Jason Barrow
Athletics Manager, Parks and Recreation

ATHLETICS DIVISION UPDATE

UNITE, GROW,
PLAY

Denton Parks and Rec



STAFF INFORMATION



Rachael Burks
Athletics Supervisor
Adult Sports &
Tennis/Pickleball



Jason Barrow
Athletics Manager



Kelsey Stuart
Athletics Supervisor
Youth Sports & Golf



Tiffany Thompson
Adapted and
Inclusive
Coordinator



Bradley Bosquez
Athletics
Coordinator

ADULT SPORTS



CURRENT PROGRAMS:

- Softball - Year Round
- Volleyball - Year Round
- Basketball - Year Round
- Cornhole - Spring and Fall
- Soccer - Summer, Spring, and Fall
- Kickball - Summer, Spring, and Fall



ADULT PROGRAM DATA

Program	Total Teams 2022 -2023	Revenue 2022-2023	Total Teams 2023 -2024	Revenue 2023 -2024
Softball	156	\$47,935	162	\$52,567
Volleyball	42	\$12,900	69	\$21,785
Basketball	43	\$18,550	46	\$20,000
Cornhole	35	\$4,050	27	\$2,765
Soccer	12	\$5,485	17	\$7,770
Kickball	6	\$3,000	7	\$3,500
Totals	294	\$91,920	328	\$108,387

YOUTH SPORTS LEAGUES



CURRENT PROGRAMS:

Volleyball - Spring, Summer, Fall

Basketball - Winter & Summer

Futsal - Winter & Summer

Flag Football – Last Season Spring 2025*

Limitless Futsal – Adapted Sport Coming
Spring 2025

YOUTH LEAGUE PROGRAM DATA

Program	Total Registered 2022 - 2023	Total Teams 2022 - 2023	Revenue 2022 - 2023	Total Registered 2023 - 2024	Total Teams 2023 - 2024	Revenue 2023 - 2024
Volleyball	1,413	157	\$65,175	1,951	216	\$103,450
Basketball	350	53	\$34,350	515	57	\$38,765
Futsal	110	13	\$8,600	263	33	\$14,805
Flag Football	64	10	\$5,850	163	18	\$10,835
Totals	1937	233	\$113,975	2892	324	\$167,855



Bowmen Sports
stay active.

YOUTH CLINICS

- **Stay Ready Basketball**
 - Offers lessons at MLK Jr. Rec Center
- **Homeschool PE**
 - Offers classes at Denia Rec Center
- **Soccer Sparks**
 - Offers lessons at Denia & North Lakes Rec Centers

Needed Programming

- Volleyball Clinic
- Flag Football Clinic
- Alternative Sport Options
- Summer Camps

Updates

- New contractor for multisport summer camp – Jump Start Sports. They are also able to provide other sports clinics during the school year.

YOUTH CLINIC PROGRAM DATA

Program	Total Registered 2022 - 2023	Revenue 2022 - 2023	Total Registered 2023 - 2024	Revenue 2023 - 2024
Homeschool PE	170	\$6,339.50	283	\$14,680
Soccer Sparks	289	\$13,872	329	\$17,718
Stay Ready Basketball	157	\$9,420	106	\$6,590
Totals	616	\$29,631.50	718	\$38,988

YOUTH SPORTS PRAISES & CHALLENGES

PRAISES:

Record-breaking Youth Volleyball Numbers. Teams playing from across Denton County including; Argyle, Krum, Sanger, Pilot Point, Little Elm, and Aubrey.

Hosting 2025 TAAF Region 4/7 Youth Volleyball Tournament



CHALLENGES: GYM SPACE

UNT PEB & Bahnsen Gyms (6 Courts) are used for practices and games for all indoor sports. UNT was paid out \$83,170 for facility use in 2023-2024.

Without the use of the UNT Gyms, we would only have one court to use at McMath Middle School, leaving our indoor programs non-existent.

UNT has raised their rates starting this year from \$75/hr for the Bahnsen Gym and \$150/hr for the PEB Gyms to \$90/hr for the Bahnsen Gym and \$175/hr for the PEB Gyms.



ADAPTED AND INCLUSIVE PROGRAMS



CURRENT PROGRAMS:

- Adapted Art-Weekly
- Adapted Art 2.0--Weekly
- Adapted Open Gym--Weekly
- Adapted Rec Dance Fitness Classes-Weekly
- Adapted Social Connections-Monthly
- Adapted Rec Dances-Monthly
- Adapted Rec Sweetheart Ball-Annually
- Special Olympics*- In progress

Adaptive and Inclusive Recreation (AIR)

Adaptive and Inclusive recreation programs are designed to provide individuals with physical and developmental disabilities a chance to participate in recreation programs with their peers while enhancing their physical, social, and emotional wellbeing.



AIR Terminology

- Adapted: Modifying rule, equipment, facilities, Ect.
- Adaptive: Describes behaviors, skills & functions of a learning, maturation and independence
- Inclusive: Allows people with and without disabilities to participate in the same activity

Types of Disabilities:

- Vision
- Mobility
- Auditory
- Neurological
- Cognitive
- Medical
- Psychological



SPECIAL EVENTS

- **Sensory Friendly**

- Haunted House
- Halloween Harvest
- Valentines Day Dance
- Eggstravaganza



- **Special Olympics**

- Hosted their first Pickleball event at the Tennis and Pickleball center.



AIR PROGRAM DATA

Uniqueness of the program:

AIR is a hands-on, fully involved program area, catering to the diverse needs and accommodations of our participants. Many participants require 1:1 or 5:1 ratio, while engaging in the activities; depending upon their disabilities. Due to North Lakes rec center room capacity, our groups are limited to only 30 participants/caregiver in a room at once. Resulting in missed community opportunities.

As the program continues to grow and evolve there will be a need for additional staff, staff training, building resources and funding to support the continued development of this great program.

Program	Total Attendance 2023-2024
Adapted Rec Dance	282
Adapted Art	510
Adapted Art 2.0	100
Open Gym	49
Social Connections	31
Sweetheart Ball	114
Totals	1086

UPCOMING PROJECTS/ CHALLENGES:

Upcoming projects:

- Special Olympics- Hosted Pickleball tournament- partnering more in the future.
- Adaptive Summer Camps returning*
- Developmental Disability Awareness Month- Host event to educate other about the different disabilities.
- Increase sensory friendly events in more community events



Challenges:

- Community engagement – Increasing partnerships with local community to host Social Connections
- Community involvement: Increase presence in the community activities via marketing
- Registering for events- Assisting in getting correct numbers for attendance and supplies.



TENNIS & PICKLEBALL

- Tennis/Pickleball Programs and Data
- Denton Tennis and Pickleball Center



Denton Tennis and Pickleball Center won USTA Outstanding Facility Award

- Recognizes excellence in construction or renovation
- Only 1 of 12 large public facilities chosen in the U.S. (12 or more tennis courts)
- Voted on based on the following criteria:
 - Overall layout
 - Court surface and lights
 - Ease of maintenance
 - Accommodations for players
 - Overall Amenities
 - Participation in USTA grassroots tennis programs
- Honored at the U.S. Open in New York



TENNIS & PICKLEBALL PROGRAMS

- Contracted programs for all tennis and pickleball classes and private lessons are through Bad Dawg Tennis
 - Revenue is split 80% to Bad Dawg to pay for instructors and the City of Denton retains 20%
- Youth and adult lessons offered for beginner, intermediate, and advanced
- Youth camps during spring and summer
- Pickleball open play and leagues are ran in house
- Tournaments
 - UTSA tournaments are held throughout the year

TENNIS PROGRAM DATA

Program	Total Registered 2022 -2023	Revenue 2022 -2023	Total Registered 2023 -2024	Revenue 2023 -2024
Adult Tennis Cardio	137	\$15,114	139	\$15,320
Adult Tennis 301	14	\$1,531	95	\$10,460
Adult Tennis 201	97	\$10,685	100	\$10,987
Adult Tennis 101	80	\$8,854	82	\$8,981
Elementary Tennis	125	\$13,800	211	\$23,260
Middle School Tennis	114	\$12,583	133	\$14,634
Junior Competitive	170	\$21,667	268	\$34,006
Home School Tennis	64	\$2,660	75	\$8,062
Private Lessons	1,700	\$110,911	2,605	\$155,409
Tennis Tournaments	15	\$33,937	18	\$48,606
Totals	2,514	\$231,742	3,726	\$329,725

PICKLEBALL PROGRAM DATA

Program	Total Registered 2022 -2023	Revenue 2022 -2023	Total Registered 2023 -2024	Revenue 2023 -2024
Adult PB 201	12	\$701	94	\$8,608
Adult PB 101	44	\$3,747	144	\$13,421
Elementary PB	14	\$799	39	\$2,314
Middle School PB	N/A	N/A	0	0
Home School	N/A	N/A	20	\$960
Open Play	N/A	N/A	557	\$2,777
Private Lessons	37	\$2,280	95	\$5,096
Pickleball leagues	N/A	N/A	79 teams	\$7,371
Totals	107	\$7,527	1,028	\$40,547

*From 22-23 to 23-24 we saw an 81% increase in revenue in total for the Denton Tennis & Pickleball Center.



NORTH LAKES DRIVING RANGE

- Golf Programs
- Data
- Upcoming Projects & Challenges/Praises



GOLF PROGRAMS

Contracted Services

- Classes and private lessons through Golfers Academy with professional Joel Van Der Sloot. 80/20 Revenue split on all lessons.
 - Little Rookies & Junior Academy and camps for youth programming
 - Private Lessons for youth, adults, and seniors
 - Homeschool & Senior Classes offered this past year

In House

- Range Baskets - Small & Large
 - \$6/\$12 inside the clubhouse or \$5/\$10 with military, student, senior discount, or using a range card
 - Automatic Ball Dispenser with member cards or pin codes
- Golf Socials – 2 – 3 times a year
- Monthly Golf Scrambles at Robson Ranch
- Denton Open - 18 Hole Tournament at Robson Ranch

GOLF PROGRAM DATA

Program	Total Registered 2022 -2023	Revenue 2022 -2023	Total Registered 2023 -2024	Revenue 2023 -2024
Basket Sales	14,606	\$210,700	19,907	\$259,631
Concessions	2,345	\$3,422	2,921	\$4,324
Little Rookies	86	\$5,160	102	\$6,260
Junior Academy1 & 2	111	\$13,320	69	\$8,490
Private Lessons	123	\$24,200	223	\$31,810
Golf Camps	19	\$4,560	13	\$3,160
Scrambles	76	\$2,280	90	\$3,610
Totals	17,366	\$263,642	23,325	\$317,285

02/03/25

PRB25-002



GOLF, TENNIS & PICKLEBALL UPCOMING PROJECTS, PRAISES, AND CHALLENGES

Praises & Projects

- Won USTA National Award for Outstanding Tennis Facility
- Hosted 18 USTA Tennis Tournaments bringing over 1,000 people to Denton
- Won Best of Denton 2024 for Public Golf by DRC
- Completed new turf installation in May 2024 for hitting bays.
- New turf replaced on the putting greens in Spring 2025.
- Hosted Denton Open – City Championship 18 Hole Tournament with another set to take place this Spring.
- Hosted successful Glow Golf & Glow Pickleball Social in October 2024 as part of the 31 Days of Denton Halloween. Around 400 visitors.

Challenges

- Staying up to date with trends and technologies
 - Possible funding for TopTracer technology
- Weather challenges during extreme heat and cold temperatures
 - Possible funding for misters/heaters with more covered areas
- Field Conditions
 - Rough terrain is wearing down picking equipment faster



COMMUNITY GROUPS & STATE/ NATIONAL ASSOCIATIONS

- **Community Groups**

- Denton Diablos
- Liga Internacional de Denton
- Denton Rugby
- UNT Club Sports
- Denton ISD
- Denton Calvary Academy

- **State & National Associations**

- Texas Amateur Athletic Federation (TAAF)
- U.S Tennis Association (USTA)
- USA Softball



ASSOCIATIONS

- Denton Boys Baseball
- Denton Soccer Association
 - Now covers all outdoor soccer leagues
- Denton County Youth Football League

YOUTH SPORTS ASSOCIATION DATA

Program	Total Registered 2023-2024	Revenue 2023-2024
Denton Boys Baseball	1147	\$19,285
Denton Soccer Association	2218	\$34,030
Denton County Youth Football League	400	\$6,000

FIELD RESERVATIONS & TOURNAMENTS

	Total Registered 2022-2023	Revenue 2022-2023	Total Registered 2023-2024	Revenue 2023-2024
Daily Field Reservations	5,871	\$79,380	6,212	\$84,630
Cricket Grounds Rentals	0	0	990	\$24,750
Softball Tournaments	8	\$28,167	11	\$28,745
Baseball Tournaments	6	\$29,833	*7	\$30,940

	2022-2023	2023-2024
Estimated # of Visitors	45,058	49,083
Tournament Economic Impact	\$1,765,022	\$1,813,050

* Hosted 2024 Texas State Tournament (Even Age Brackets) - 102 Teams

REVENUE TOTALS

Program	FY 2022-2023	FY 2023-2024
Athletic Field Rental	\$138,434	\$155,373
Tennis/Pickleball Court Rentals (*includes 145 memberships)	No Data	\$52,559
Youth Association Fees	\$62,435	\$63,870
Athletics Programs (in-house)	\$306,763	\$361,512*
Tennis & Pickleball Programs	\$262,929	\$423,992*
Golf Programs	\$251,642	\$317,285
Totals	\$1,022,203	\$1,374,590

Overall revenue increased by 34% in FY 2023-2024!

*Totals include additional sources of revenue not reflected by program data



QUESTIONS?