



City of Denton

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

Meeting Agenda

Parks, Recreation and Beautification Board

Monday, March 4, 2024

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, March 4, 2024, 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. [PRB24-006](#) Consider approval of the minutes of February 5, 2024.

Attachments: [Exhibit 1- February 5, 2024 Minutes](#)

- B. [PRB24-007](#) Receive a hold a discussion and give staff direction regarding the May 6, 2024, Parks, Recreation and Beautification Board meeting and scheduled tour.

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

- C. [PRB24-008](#) Receive a report and hold a discussion regarding fitness programming, group exercise classes and fitness memberships.

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

- D. [PRB24-009](#) Receive a report and hold a discussion regarding recreation center programming.

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 February 29, 2024, 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



City of Denton

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Legislation Text

File #: PRB24-006, **Version:** 1

AGENDA CAPTION

Consider approval of the minutes of February 5, 2024.

City of Denton Parks, Recreation, and Beautification Board

Minutes

February 5, 2024

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, February 5, 2024, at 6:00 p.m. in the Civic Center Community Room at 321 E. McKinney Street, Denton, Texas.

Present: Chair George Ferrie, Vice-Chair Frances Punch, Members Robert Aughtry, Kwami Koto, and Grace Martin-Young

Absent: Member Jerry Dooley

1. PRESENTATIONS FROM MEMBERS OF THE PUBLIC

- None

2. ITEMS FOR CONSIDERATION

- A. PRB24-001: Consider approval of the minutes of the December 4, 2023, Meeting and December 5, 2023, Joint Meeting with City Council and Planning and Zoning.

The item was presented, and discussion followed.

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

AYES (5): Chair Ferrie, Vice-Chair Punch, Members Aughtry, Martin-Young and Koto

ABSENT (1): Member Dooley

NAYS (0): None

- B. PRB24-004: Receive a report, hold a discussion, and take action regarding a naming application for trails located at South Lakes Park

Following discussion, Member Koto moved to approve the application from Gus Dorrell; Member Martin- Young seconded. Motion carried.

AYES (5): Chair Ferrie, Vice-Chair Punch, Members Aughtry, Martin-Young and Koto

ABSENT (1): Member Dooley

NAYS (0): None

Following discussion, Member Punch moved to deny the application from Brent Boswell; Member Koto seconded. Motion carried.

AYES (5): Chair Ferrie, Vice-Chair Punch, Members Aughtry, Martin-Young and Koto

ABSENT (1): Member Dooley

NAYS (0): None

- C. PRB23-053: Receive a report and hold a discussion on the possible 2023 Park Bond projects.

The item was presented, and discussion followed.

Following discussion, staff was provided the following direction:

- Prioritize searching for minority artists for bond project art.

D. PRB24-002: Receive a report, hold a discussion and receive updates regarding the Athletics Division operations. The athletics division includes youth and adult sports, tennis, and the driving range.

The item was presented, and discussion followed.

Following discussion, staff was provided the following direction:

- Bring Luis Valdez in to speak to staff.
- Consider adjusting prices to make tennis more affordable.
- Consider unique pricing options when renewing contracts with pros.

E. PRB24-003: Receive a report, hold a discussion regarding Denton Civic Center and Denton Parks and Recreation Department Customer Service updates.

The item was presented, and discussion followed.

Following discussion, staff was provided no direction.

F. PRB24-005: Receive a report, hold a discussion and give staff input regarding the Parks and Recreation “Year in Review” annual report.

The item was presented, and discussion followed.

Following discussion, staff was provided no direction.

3. CONCLUDING ITEMS

- Goldfield public engagement meeting will take place soon.

With no further business, the meeting was adjourned at 8:26pm.

GEORGE FERRIE
CHAIR
CITY OF DENTON, TEXAS

ROBIN HILL
ADMINISTRATIVE ASSISTANT
CITY OF DENTON, TEXAS

MINUTES APPROVED ON: _____



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Legislation Text

File #: PRB24-007, **Version:** 1

AGENDA CAPTION

Receive a hold a discussion and give staff direction regarding the May 6, 2024, Parks, Recreation and Beautification Board meeting and scheduled tour.



City of Denton

City Hall
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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: March 4, 2024

SUBJECT

Hold a discussion and give staff direction regarding the May 6, 2024, Parks, Recreation and Beautification Board meeting and scheduled tour.

BACKGROUND

Traditionally, the Parks and Recreation Department (PARC) provides an annual tour of parks and facilities for the Parks, Recreation and Beautification Board. The annual tour of park facilities is scheduled for May 6, 2024. Staff is seeking feedback if the board would rather visit parks in Denton or new park projects outside of Denton. Once feedback is received staff will provide a schedule for approval at the April meeting.

EXHIBITS

Exhibit 1- Agenda Information Sheet

Respectfully submitted:
Gary Packan, Parks and Recreation

Prepared by:
Caroline Seward, Parks and Recreation



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Legislation Text

File #: PRB24-008, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding fitness programming, group exercise classes and fitness memberships.



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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: March 4, 2024

SUBJECT

Receive a report and hold a discussion regarding fitness programming, group exercise classes and fitness memberships.

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 fitness programs.

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

- Fitness team introductions
- Current program offerings
- Metrics from the last 3 years
- Challenges
- Needs
- Future plans

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:
Gary Packan
Director of Parks and Recreation

Prepared by:
Megan Thomas
Program Area Manager, Parks and Recreation

UNITE, GROW,



Denton Parks and Rec

**Fitness
Update**



Fitness Staff

- ▶ Alicia McDaniel, Recreation Supervisor
- ▶ Brad Groves, Recreation Coordinator
- ▶ Vacant, Recreation Coordinator



Thank you!

for voting us **Best Health & Fitness Club!**

North Lakes Recreation Center
 2001 W. Windsor Dr.
 Denton, TX 76207
 Phone: (940) 349-8287

2022 BEST OF DENTON WINNER

**UNITE, GROW,
PLAY!**



**LES MILLS
BODYPUMP**



Fitness Operations

Gym Membership

Group Exercise Membership

Senior Fitness

Personal Training

Insurance Programs

Specialty Fitness

Gym Membership

One membership, 5 locations!

- ▶ North Lakes Rec Center
- ▶ Denia Rec Center
- ▶ MLK Jr. Rec Center
- ▶ Denton Senior Center
- ▶ American Legion Hall Senior Center





Group Exercise Membership

Suitable for any age and fitness level and adaptable to all abilities.

- ▶ Cardio
- ▶ Strength
- ▶ Flexibility
- ▶ Dance
- ▶ Senior Fitness



<https://youtu.be/JkcXJECfqyM?si=I2fiF7MHsnt-4tL8>

Senior Fitness

Focus on Longevity

- ▶ SilverSneakers®
- ▶ Classically Fit
- ▶ Chair Yoga
- ▶ Beginner Mat Yoga
- ▶ Total Fit
- ▶ Zumba Gold
- ▶ Dementia Friendly Walks
- ▶ Insurance Programs



Personal Training

- ▶ Smart Start
- ▶ Gym Refresh
- ▶ Fitness Assessment
- ▶ Personal Training Packages



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WEIGHT ROOM ORIENTATION AT
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UNITE, GROW,
PLAY
Denton Parks and Rec

Insurance Fitness Programs

- ▶ **Tivity Health**
 - ▶ SilverSneakers
 - ▶ Prime Fitness
 - ▶ Well on Target
- ▶ **Optum**
 - ▶ Renew Active
 - ▶ One Pass
- ▶ **American Specialty Health**
 - ▶ Silver&Fit
 - ▶ Active&Fit

JUMP-START YOUR FITNESS JOURNEY

SilverSneakers offered here



[SilverSneakers.com](https://www.silversneakers.com)



Specialty Fitness Programs



Couch To 5K

Train for your first 5K in an open accepting social environment.



X-Treme Hip Hop

Step aerobics with hip-hop dance fitness moves.



Tai Chi

Slow, fluid movements for stress reduction, mental awareness, and physical fluidity.



Les Mills GRIT

High-intensity interval training (HIIT).

Fitness Revenue



Program	Program Revenue 2020-21	Program Revenue 2021-22	Program Revenue 2022-23
Gym Membership	\$65,001	\$97,244	\$121,435
Associate Gym Membership	\$1,285	\$1,150	\$2,881
Group Ex Membership	\$26,732	\$37,329	\$57,559
Insurance Memberships	\$18,657	\$32,024	\$42,068
Specialty Fitness	\$13,266	\$19,279	\$24,851
Personal Training	\$0	\$600	\$1,500
TOTALS	\$124,194	\$187,626	\$250,294

Challenges

Staffing

Space

Needs

Additional
indoor fitness
space

Outdoor
fitness space

Future Plans

- ▶ Gain access to additional facility space to expand senior fitness classes
- ▶ Expand fitness programming to outdoor spaces
- ▶ Add additional on-trend fitness programming
- ▶ Invest in staff development
- ▶ Expand personal training services to focus on seniors
- ▶ Offer fitness-specific special events
- ▶ Facility expansion with dedicated fitness spaces
- ▶ Increase Adapted fitness programming



Questions?



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Legislation Text

File #: PRB24-009, **Version:** 1

AGENDA CAPTION

Receive a report and hold a discussion regarding recreation center programming.



City of Denton

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AGENDA INFORMATION SHEET

DEPARTMENT: Parks and Recreation

ACM: Christine Taylor, Assistant City Manager

DATE: March 4, 2023

SUBJECT

Receive a report and hold a discussion regarding recreation center programming.

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 recreation center programs.

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

- Recreation Center staff introductions
- Current program offerings
- Metrics from the last 3 years
- Challenges
- Needs
- Future plans

EXHIBITS

Exhibit 1- Agenda Information Sheet

Exhibit 2- Presentation

Respectfully submitted:
Gary Packan
Director of Parks and Recreation

Prepared by:
Megan Thomas
Program Area Manager, Parks and Recreation

Recreation Programs Update

March 2024



Cheylon Brown Recreation Supervisor MLK Jr. Rec Center

- ▶ Employed with the City for 7 years of service
- ▶ UNT Graduate
- ▶ Fun Fact: Cheylon is a motivational speaker
- ▶ I believe in the Native American Proverb: “Someone made a circle to keep me out, so I made a larger circle to include us all.”



Robbie Johnson Recreation Supervisor Denia Recreation Center

- ▶ Employed with City of Denton for 25 years of service
- ▶ Worked at all 3 Rec Centers
- ▶ Completed the MLM Program
- ▶ Robbie served 7.5 years in the military
- ▶ Fun Fact: Robbie is a poet, photographer and loves working for the City



Alicia McDaniel Recreation Supervisor North Lakes Rec Center

- ▶ Employed with City of Denton for 15 years of service
- ▶ Alicia is an Arkansas State alumna
- ▶ Alicia is a Personal Trainer
- ▶ Loves promoting health and wellness all things fitness
- ▶ Fun Fact: Alicia loves traveling to Disney with family and she is a Star Wars fan.

Recreation Coordinators



Jane Riddle
MLK Jr. Rec Center



Yosselin Muller
MLK Jr. Rec. Center



Jodi McClaren
Denia Rec Center

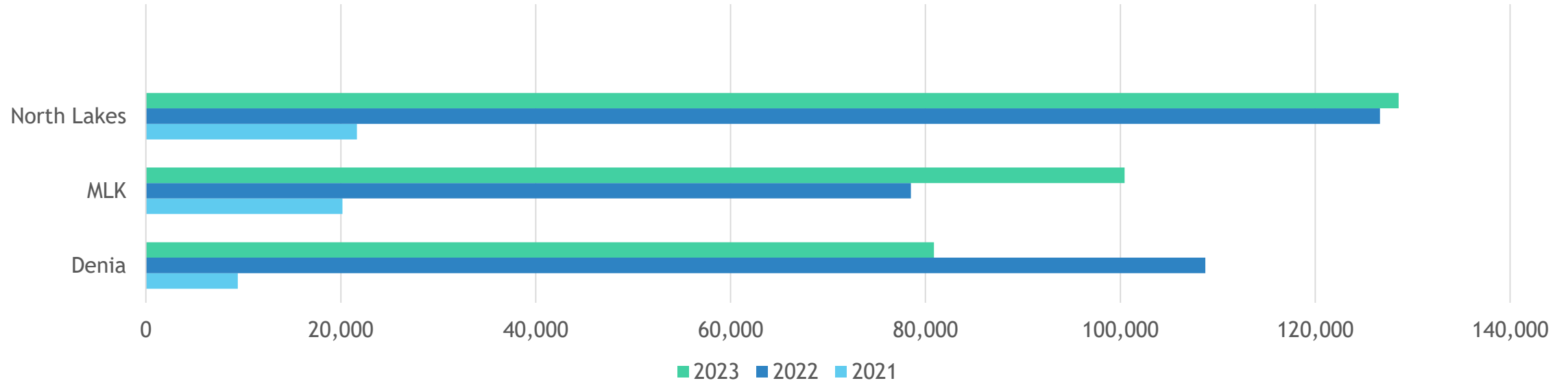


Brad Groves
North Lakes Rec Center

Programs

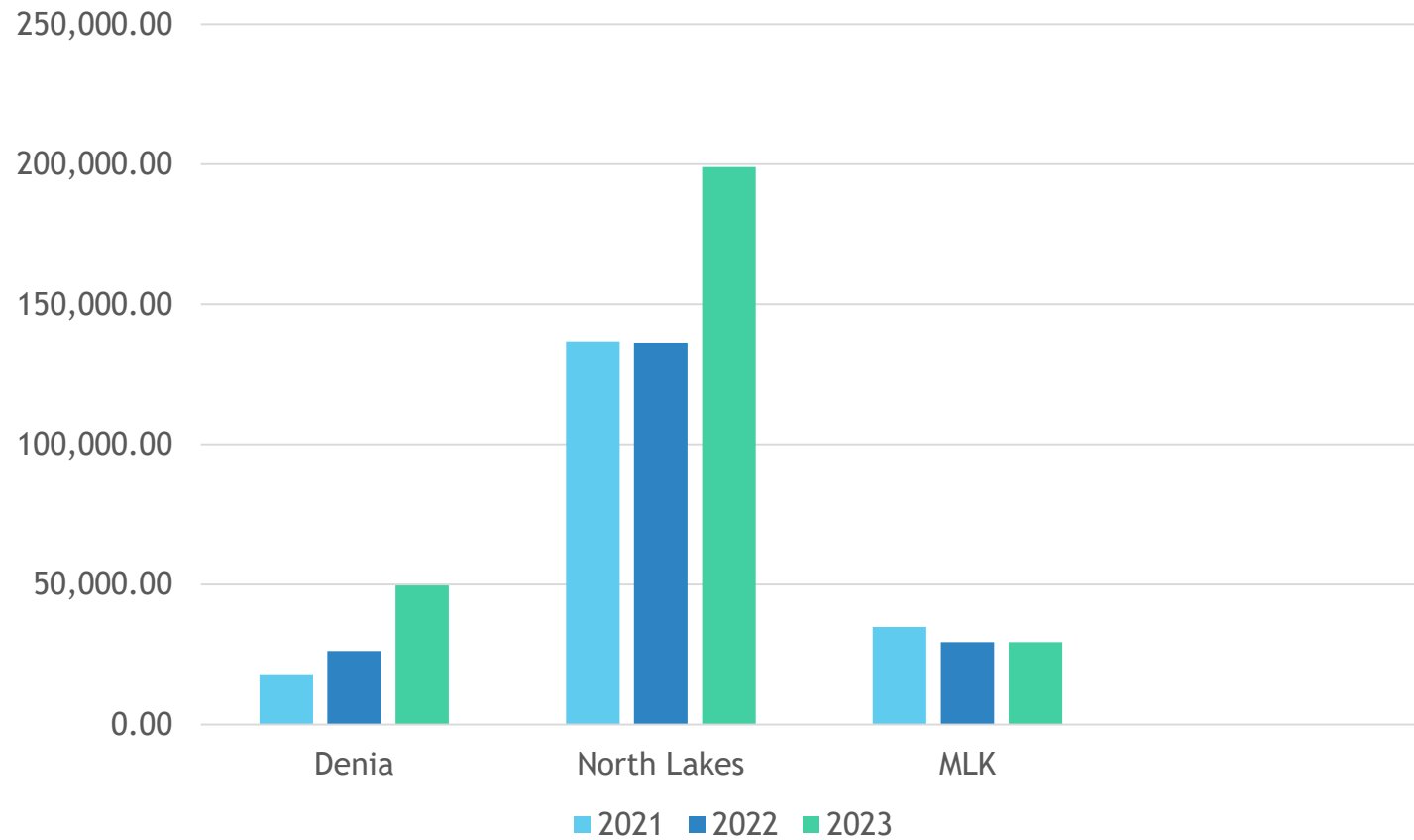
Type	Denia	MLK	North Lakes
Beg./Intro Activities	Youth Archery/Messy Art	Xtreme Hip Hop	Ballet/Pottery
Community Events	Halloween Harvest/Cookies & Cocoa	Cultural Series	Social Connections
Enrichment Activities	Rock Climbing	Game Nights/Tot Open Gym	Fitness/Sports Skills
Equity Service		GED Classes/ESL	Adaptive Rec
Intermediate - Competitive Level Activities	Archery	Karate	Red Tiger Karate/Specialized fitness classes
Monitored/Drop-In Access	Rec Pass/Open Gym	Rec Pass/Open Gym	Rec Pass/Open Gym
Open Access	Denia Playground	MLK Playground	Disc Golf
Special Events	Letters from Santa	Haunted House, Breakfast with the Grinch	Sweetheart Ball
Community Outreach	Teen Council	Health Fair/Back to School Party	Juneteenth Virtual Workout

Door Counter Visits



Participation

Revenue Over 3 Years





Denia Recreation Center Programs

- ▶ Archery
- ▶ E Sports
- ▶ Fitness Classes
 - ▶ Silver Sneakers
 - ▶ Bolly X
- ▶ Halloween Harvest
- ▶ Messy Art
- ▶ Pickleball
- ▶ Teen Council
- ▶ Teen Twilight Egg Hunt
- ▶ Wize Academy Tech Camp

MLK Jr. Recreation Center Programs

- ▶ College & Career Fair
- ▶ Health Fair
- ▶ Game Nights
- ▶ GED & ESL Classes
- ▶ Haunted House
- ▶ Karate & Self Defense
- ▶ Refrigerator Art
- ▶ Safe at Home & Safe Sitter
- ▶ Xtreme Hip Hop
- ▶ Youth Tech, Inc. Camp
- ▶ Cultural Series
 - ▶ Hispanic Heritage Celebration
 - ▶ Black History Celebration
 - ▶ Women's History Celebration
 - ▶ Asian Heritage Celebration



North Lakes Recreation Center Programs

- ▶ Fitness Programs & Memberships
- ▶ Sports Skills Classes
- ▶ Ballet
- ▶ Creating Pottery
- ▶ Red Tiger Karate
- ▶ American Red Cross Adult & Pediatric CPR/AED/First Aid
- ▶ Adapted Recreation

3/4/24 PRB24-009



Opportunities for Growth

Denia

- Increase overall participation
- Enhance group exercise offerings
- Increase youth and teen programs

MLK

- Increase contracted instructor program offerings
- Increase specialty camps
- Increase partnerships

North Lakes

- Maximizing indoor space
- Expand programming outside into North Lakes Park

Future Plans

MLK Jr. Rec. Center

- ▶ Additional Specialty Camps
- ▶ Seasonal Preschool Camps
- ▶ Additional Cultural Celebrations
- ▶ Adapted Recreation Programs
- ▶ Enhance Partnership with Goodwill
 - ▶ Job Readiness Course
 - ▶ Microsoft Office Certification Course
 - ▶ Spanish Computer Classes
- ▶ Enhance Safe Sitter Course offerings

North Lakes

- ▶ Expand Facility
- ▶ Expand Programming
(to keep up with demand)

Denia

- ▶ Add Toddler Classes
- ▶ Add ESL Classes
- ▶ Add Teen Classes and Programs
- ▶ Sponsor Teen Council Summit



Challenges

Denia Rec. Center

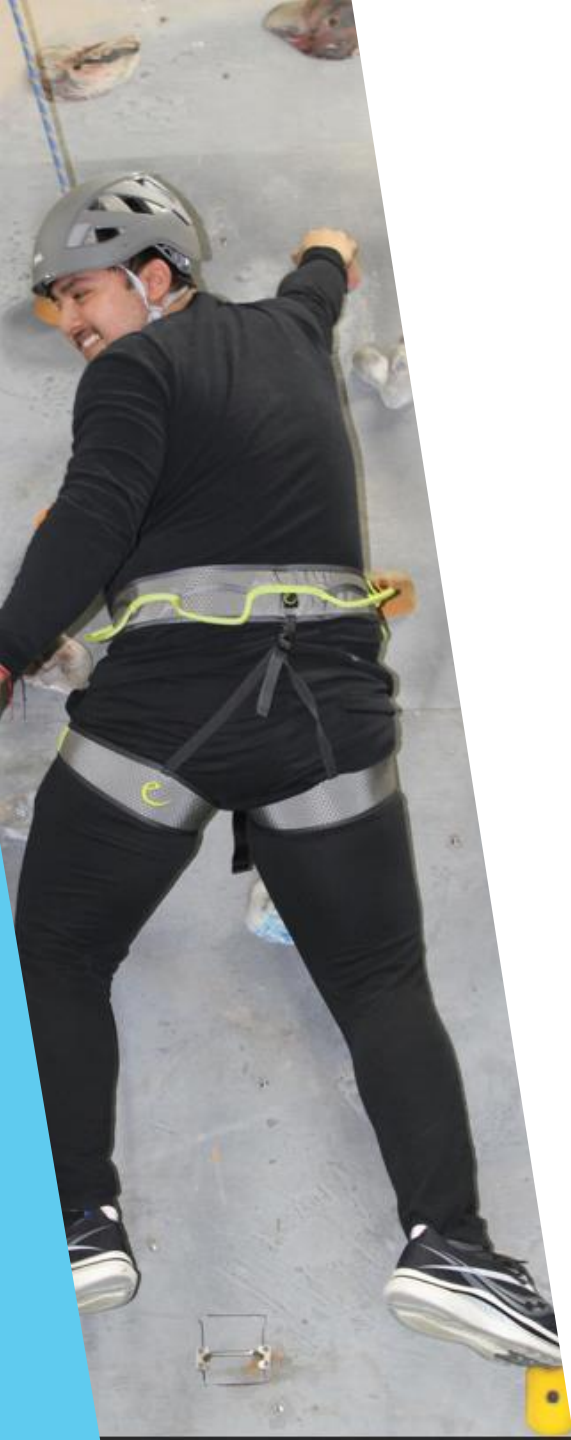
- Location
- Limited Storage
- Community Involvement
- Staff Retention

MLK Jr. Rec. Center

- Increase Participation (in programs and events)
- Community Programs
- Limited Storage

North Lakes Rec. Center

- Space
- Add Additional Staff
- Limited Storage



Upcoming Events

- ▶ Women's History Month Celebration, March 23
- ▶ Teen Twilight Egg Hunt, March 28
- ▶ College, Career & Health Fair, April 6
- ▶ Asian Heritage Month Celebration, May 18
- ▶ Preschool Summer Camp, May 28 - August 2
- ▶ Teen Summer Camp, May 28 - August 2
- ▶ Teen Court Camp, June 16-21





Questions?

Denia Rec. Center

Robbie Johnson, Supervisor
(940) 349-8285

Martin L. King, Jr. Rec. Center

Cheyron Brown, Supervisor
(940) 349-8576

North Lakes Rec. Center

Alicia McDaniel, Supervisor
(940) 349-8287