



## BOARD OF PARKS AND RECREATION

May 12, 2014

5:30 p.m. Conference Room  
Pat O'Rourke Recreation Center  
901 N. Virginia El Paso Texas

### MINUTES

Members Present: 6

Mayor – Jennifer Barr-Ardovino  
District 2 – Adam Gurrola  
District 3 – Deanna A. De La Cruz  
District 4 – Roy Gilyard  
District 5 – Theresa Welch Fordham  
District 7 – Sylvia Carreon  
District 8 – Ana P. Roush

Members Absent: 3

District 1 – David Turner  
District 6 – Francoise A. Feliberti

City Staff Present:

*Parks & Recreation*

Tracy Novak, Director  
Paula Powell, Interim Assistant Director  
Wayne Thornton – Public Relations Manager  
Joe Rodriguez, Special Programs Manager  
Dennis Elengold, Sport Coordinator  
Maggie Binkley, Administrative Assistant

*General Services*

Victor Rivera, Facilities Superintendent

*City Planning*

Carlos Gallinar, Deputy Director

*County Health*

Mr. Lewis Garcia, El Paso County Health

*City Attorney*

Lauren Ferris, Assistant City Attorney

Public in Attendance:

STAR Members: Caitlin Stanley, Evangelina Espinoza, Holly Abdel-Jaber  
Cielo Vista Macy's Department Store: Rhonda Lawrence, VPSM  
Texas A & M AgriLife Extension: Denise Rodriguez, Extension Horticulturist  
Charles Wakeem, Coronado Neighborhood Association President  
Doug Echlin, Coronado Neighborhood Association Vice President

1. Agenda Item #1. Meeting Called to Order  
Jennifer Barr-Ardovino, Vice-Chair, called the meeting to order at 5:32 p.m.
2. Agenda Item #2. Approval of Minutes: March 10, 2014  
Motion by Theresa Welch Fordham to approve minutes as written. Second by Deanna De La Cruz  
Motion carried (unanimous).
3. Agenda Item #3. Call to the Public (for items not on the agenda)

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### 4. Agenda Item #4. Parks and Recreation Calendar and Newsletter

Tracy Novak, Parks and Recreation Director, highlighted the following calendar and newsletter items included in the agenda packet:

- Memorial Day Parent/Child Tournament – Seville Recreation Center, May 22, 2014
- Youth Scholarships – received additional funds for this year
- Braden Aboud Foundation – Donation for After School Program

### 5. Agenda Item #5 Presentation: Macy’s “Heart Your Park” Donation – Marci Tuck, Open Space, Trails and Parks Coordinator.

In March, the National Recreation and Park Association partnered with Macy’s Department stores to raise awareness and support for community parks. The donation “Heart Your Park” Program partners included CieloVista and Sunland Park Mall. Donations and matching funds were distributed as follows:

Cielo Vista Mall – selected Ponder Park, total donation \$438.00

Sunland Park Mall – selected Memorial Park Rose Garden, total donation \$313.00

Marci Tuck, Open Space, Trails and Parks Coordinator presented Rhonda Lawrence, VPSM Macy’s Department Store representative with a certificate of appreciation and recognition for their Donation.

Denise Rodriguez, Extension Horticulturist for Texas A & M AgriLife Extension, explained how the Memorial Park Rose Garden donation would benefit the park by replacing the roses lost during the freeze of 2011.

*(photo session with receipient, Director and Park Board – Wayne Thornton photographer)*

### 6. Agenda Item #5. Subcommittee:

#### a. Park Naming Subcommittee

1. Discussion and Action: Recommendation to name Rio Grande Trail North Park located along the Rio Grande River From Country Club to Borderland as “Step Toward a River (STAR) Park.”

Theresa Welch Fordham, Chair Person for the Park Naming Subcommittee, reported that the committee’s recommendation was to recommend to name Rio Grande Trail North Park as the “Step Toward a River (STAR) Park.”

Marci Tuck, Open Space, Trails and Parks Coordinator presented the Board with a PowerPoint overview of the proposed site. She also introduced the STAR Group; Coronado students Caitlin Stanley, Evangelina Espinoza, and Holly Abdel-Jaber. The group briefed the Board on the project and their objectives.

Motion by Theresa Welch Fordham to forward a recommendation to City Council to name the park located along the Rio Grande River from Country Club to Borderland as “Step Toward a River (STAR) Park.” Second by Adam Gurrola. Motion carried (unanimous).

2. Discussion and Action: Recommendation to name Fiesta Balboa Park Located on 6200 Fiesta Drive as “James Schwitters Family Park.”

Theresa Welch Fordham, Chair Person for the Park Naming Subcommittee, reported that the committee’s recommendation was to recommend to name Fiesta Balboa Park located on 6200 Fiesta Drive as “James Schwitters Family Park.”

Marci Tuck, Open Space, Trails and Parks Coordinator presented the Board with a PowerPoint of the current park and its amenities and introduced the members of the Coronado Neighborhood Association.

President Charlie Wakeem and Vice President Doug Echlin, gave a brief history on the development and proposed name recommendation.

Motion by Theresa Welch Fordham to forward a recommendation to City Council to rename the Fiesta Balboa Park located at 6200 Fiesta Drive as “James Schwitters Family Park.” Second by Sylvia Carreon. Motion carried (unanimous).

7. Agenda Item #7. Discussion and Action: Parkland Dedication Ordinance – Carlos Gallinar, Deputy Director Planning

Carlos Gallinar, Deputy Director of Planning, gave a brief overview of the Parkland Dedication Ordinance amending Title 19. Discussion ensued on the acceptance of park land, pocket parks and changes to the ordinance. Mr. Gallinar also explained the Plan El Paso Comprehensive Plan and providing communities with different types of parks.

Motion by Jennifer Barr-Ardovino to change Agenda Item #7 from “Discussion and Action” to “Update Only.” Second by Sylvia Carreon. Motion carried (unanimous).

8. Agenda Item #8. Update and Discussion: General Services Park Maintenance Activities – Victor Rivera, Facilities Manager Superintendent.

Victor Rivera, Facilities Manager Superintendent reported on the following items:

- All AC’s up and running
- Polly Harris building repaired – some one ran into the building
- Power restored to Paul Harvey – line break in ground

9. Agenda Item #9. Discussion: Board of Parks and Recreation Dutes – Lauren Ferris, Assistant City Attorney

Lauren Ferris, Assistant City Attorney, reviewed the Board Duties pursuant to Ordinance No. 017124. Discussion followed on the role of the Parks and Recreation Advisory Board and the procedure in making recommendations to City Council. She explained the voting and that agenda items may be amended within the 72 hour posting.

Jennifer Barr-Ardovino reminded members of the Park Board they are the contact to their City Representatives.

Lauren Ferris advised the board that meetings and hearings are posted publicly and staff was not obligated to inform members of schedules.

Discussion ensued regarding FY15 Parks and Recreation Budget. Tracy Novak, Parks and Recreation Director, stated that when the proposed budget is published, it will be presented to the Board and the members may attend the budget process as it goes to City Council.

10. Agenda Item #10. Presentation: Senior Center Nutrition Program – Joe Rodriguez, Special Programs Manager

Joe Rodriguez, Special Programs Manager, reviewed the Senior Center Nutrition Program and activities at the Senior Centers. Mr. Rodriguez distributed the “EL PASO CITY- COUNTY NUTRITION PROGRAM HOUSE RULES” and introduced Lewis Garcia of the El Paso City County Health. (Handout)

Mr. Lewis Garcia explained the components of the program and the structure within the organization. Discussion ensued on the quality and quantity of the processed food and restrictions on participants. Mr. Garcia reported on the different agencies that partner with the county to provide services for the seniors. He also detailed the nutrition program assessment process and volunteers employed to assist with providing meals.

*Lauren Ferris leaves the meeting 7:40 p.m.*

Theresa Welch Fordham expressed her dissatisfaction with the program. She informed Mr. Garcia that the food was bland, volunteers were bossy, and instructions given were very vague. Very confusing.

Mr. Garcia addressed the Boards concerns and explained the requirements of the County Nutrition Program.

11. Agenda Item #11. Presentation and Discussion: Parks and Recreation Summer Programs – Joe Rodriguez Special Programs Manager, and Dennis Elengold, Sports and Recreation Manager

Joe Rodriguez, Special Programs Manager, presented the Board with a PowerPoint on the summer activities including:

- Youth activities
- Midnite Basketball
- Club Rec
- Childhood Enrichment Programs
- Senior Center Activities (handout)

Dennis Elengold, Sports and Recreation Manager, continued the PowerPoint presentation and explained the following sport activities and procedures:

- Tournaments
- Practice Permits
- Independent Leagues
- City Youth Sports
- City Adult Sports

Adam Gurrola requested clarification on the practice of using “cleats.” Mr. Elengold reported that the Commissioner of the leagues now prohibit the use of cleats and monitored field use. He also explained the fees associated with rentals and use of the fields.

12. Agenda Item #12. Presentation and Discussion: 2012 Master Plan Scorecard – Marci Tuck, Open Space, Trails and Parks Coordinator

Marci Tuck, Open Space, Trails and Parks Coordinator, presented the Board with a PowerPoint presentation on the Master Plan update and the creation of a scorecard. She explained how staff has identified the needed updating and approved recommendations. The scorecard created is an interactive measuring tool that was requested by City Council.

13. Agenda Item #13. Reports on Recent Activity

- a. Recent City Council Agenda Items List
- b. Upcoming Committee Meetings List
- c. Land Acquisition List
- d. Parks and recreation Construction Projects List

The reports on recent activity referenced above are included in the packet and are also public record on the city’s website.

14. Agenda Item #14. Discussion and Action: Subcommittee Assignments (as needed)  
No action necessary.
15. Agenda Item #15. Discussion: Identify Items for Future Agendas
- Increase members on the subcommittees
  - Friday afternoon extended hours (pools, etc.)
  - BOAC Meeting
  - Review Park Naming Guidelines
16. Agenda Item #16. Adjournment.  
Meeting adjourned at 8:30 p.m.

Minutes submitted by Maggie Binkley, Administrative Assistant