



---

## **AGENDA**

### **VIRTUAL MEETING DETAILS**

Due to an imminent threat to public health and safety arising from the COVID-19 pandemic, this meeting of the Board shall be held via teleconference. The members of the Board will participate remotely via telephone. No facility shall be available for the public to attend in person.

Members of the public may participate in the meeting remotely via telephone through the following toll-free phone number:

Phone Number: 1-888-585-9008  
Conference Room Number: 227-883-836

The meeting will be recorded and later posted on the website in the Board's folder at:  
<https://www.gptx.org/city-government/city-secretary/boards-and-commissions/boards-and-commissions-agendas-and-minutes>

Procedural rules: All meeting participants should mute their phone until it is their turn to speak. The Chairman will ask for public comments at the end of each agenda discussion and prior to any vote on the matter. If you wish to do so, please announce your name and wait for the Chairman to call on you to speak. At this time, you must state your name and address for the record. A maximum five (5) minutes is permitted per speaker. After speaking, please remute your phone.

The full agenda has been posted on the city's website, [www.gptx.org](http://www.gptx.org), for those who may want to view this agenda in more detail. Citizens may speak for five minutes on any item on the agenda by following the procedural rules above.

### **CALL TO ORDER**

### **CITIZEN COMMENTS**

*Citizens may speak during Citizen Comments for up to five minutes on any item not on the agenda by stating their name and address when requested by the Chairman.*

### **AGENDA ITEMS**

- 1. [Approval of December 2, 2020 Minutes, Presented by B.J. Nichols](#)**
- 2. [Naming Committee Presentations, Presented by Naming Committee Chairs](#)**

- a. Park Naming Committee Recommendation for Parks, Arts & Recreation Administration Building
- b. Park Naming Committee Recommendation for Prairie Lakes Tournament Pavilion

**3. Report of the Tree Board Report, Presented by Duane Strawn**

**4. Park Board Reports, Presented by The Park Board Members**

- a. Special Events (Malcom Chakery)
- b. Recreation (Mal Earl)
- c. The Summit (John Stewart and Emita Garcia)
- d. Uptown/Market Square (Bryan Parra and Jerry Partain)
- e. Playgrounds (Mal Earl)
- f. Ruthe Jackson Center (Bryan Parra)
- g. Golf (Greg Mullen)
- h. The Epic (John Stewart and Malcom Chakery)
- i. PlayGrand Adventures (Emita Garcia)
- j. Cricket/Rugby (B.J. Nichols)
- k. Lake Parks (VanDella Meniffee and Jerry Partain)
- l. Memorial Gardens (VanDella Meniffee)
- m. Alliance Skate Park (B.J. Nichols)
- n. Pickleball (Greg Mullen)
- o. Sports Association (VanDella Meniffee)

**5. Chairman Presentation, Presented by B.J. Nichols**

- a. 2021 Park Board Schedule
- b. Mi Familia Park
- c. Marketing Report

**6. Director Presentation, Presented by Duane Strawn**

- a. Prairie Lights
- b. EpicCentral
- c. COVID-19

**ADJOURNMENT**

*Certification*

*In accordance with Chapter 551, Subchapter C of the Government Code, V.T.C.A, the Park Board agenda was prepared and posted January 22, 2021.*

Krista Marrs, Administrative Supervisor



**MINUTES  
PARK BOARD MEETING**

The City of Grand Prairie Park Board Committee convened at 6:30 PM on December 2, 2020 via teleconference.

**PARK BOARD MEMBERS PRESENT**

BJ Nichols	Emita Garcia	Malcom Chakery	Bryan Parra
John Stewart	Mal Earl	VanDella Meniffee	Greg Mullen

**PARK BOARD MEMBERS ABSENT**

Jerry Partain

**CITY STAFF PRESENT:**

Duane Strawn  
Krista Marrs

**CITIZEN COMMENTS**

**Item #1: APPROVAL OF October 28, 2020 MINUTES-B.J. Nichols**

Greg Mullen made a motion for approval of the October 28, 2020 minutes and VanDella Meniffee seconded the motion and it passed unanimously.

**Item #2: BUSINESS ITEMS: Developing Naming Committees**

- a. Parks, Arts & Recreation Administration Building  
B.J. Nichols, Park Board Chairman, requested all Park Board members serve on a naming committee to review the naming of Parks, Arts & Recreation Administration Building.  
Mr. Nichols named Jerry Partain as the honorary chairman and John Stewart was named acting chairman for this naming committee. B.J. Nichols, Emita Garcia, Mal Earl, Greg Mullen, Malcom Chakery, VanDella Meniffee, and Bryan Parra have all been nominated to serve on this naming committee. The committee will review the submission to name Parks, Arts & Recreation Administration Building. Their recommendation will be presented at a future Park Board Meeting.
  
- b. Prairie Lakes Tournament Pavilion  
B.J. Nichols, Park Board Chairman, nominated three board members to serve on a naming committee to review the naming of Prairie Lakes Tournament Pavilion.

Mr. Nichols named Greg Mullen as the chairman and Emita Garcia and Malcom Chakery were nominated to serve on this naming committee. The committee will review the submission to name Prairie Lakes Tournament Pavilion. Their recommendation will be presented at a future Park Board Meeting.

Staff has requested the committees bring their recommendations to next meeting.

**Item#3      PARK BOARD CHAIR UPDATES, Presented by B.J. Nichols**

- a. EpicCentral – Deferred to Director Strawn
- b. Cricket – Major League Cricket has approached the city about the former Air Hogs field. City of Grand Prairie has made an agreement with the cricket franchise. This will be the first Cricket major league in the United States. Men's & Women's teams will play in Grand Prairie.

**Item #4      DIRECTOR UPDATES, Presented by Duane Strawn**

- a. COVID-19 Reopening: The Summit and PlayGrand Adventures
  - The Summit
    - Reopening date is now tentatively March 1<sup>st</sup>
    - Renovations have been done to prepare for opening
    - Moved equipment to be spread out – less social and more fitness
  - PlayGrand Adventures
    - Due to increasing cases in the area staff decided to close the park and will reevaluate by March 1<sup>st</sup>
- b. Prairie Lights –
  - The whole event will be a drive thru and there will not be a Holiday Village this year.
  - Jackie Harrison will be doing a drive thru concession
  - Staff has seen double attendance and an uptick in revenue
- c. Epic Central
  - There are some new holiday lights added around EpicCentral: Light archway around board walk by water, lights around trees, and decorations

Adjournment: There being no further business, the Park Board Meeting was adjourned at 6:24 P.M.




---

Krista Marrs, Recording Secretary

## MEMORANDUM

**TO:** Tree Board  
**FROM:** Andrew Snyder Operations Supervisor  
**RE:** December 2020 Tree Related Activities  
**DATE:** Friday, January 22, 2021

The following is a list of tree related activities for Parks, Lake Parks, Golf Courses, and Cemetery Divisions reported for the month of December 2020.

### Parks Maintenance: (North, South, Municipal & Gateway Crews)

- **1,600 Man hours** – Winter Pruning, maintenance, removal, hauling brush.

### Lake Parks: (Lynn Creek Park / Loyd Park)

- **40 Man hours** – Pruning, maintenance, removal, stump grinding, and storm clean up

### Golf Courses: (Prairie Lakes / Tangle Ridge)

- **128 Man hours** – Pruning, maintenance and storm clean up

### Cemetery:

- **5 Man Hours** – Pruning and maintenance

### Totals for Tree Related Activities:

- **1773 - Man hours**

### Tree City USA Update:

We have submitted our Tree City USA application for our 37<sup>th</sup> year. The Texas Forest service has approved our application and we will be accredited from the Arbor Day Foundation in the coming weeks.

### Epic Central Butterfly Garden:

The National Wildlife Foundation has approved the Butterfly Garden as a “Certified Wildlife Habitat” The Garden promotes Food, Water, Shelter, a place to raise young, along with sustainable practices. We have placed a neat plaque in the garden.





## **Park Board Meeting Dates for 2021**

1/27/21

2/24/21

3/24/21

4/28/21

5/26/21

6/23/21

7/28/21 - No Meeting

8/25/21

9/22/21

10/27/21

No Meeting in November (combined Nov. and Dec. Meeting)

12/1/21



# Grand Prairie

T E X A S

## PARKS, ARTS & RECREATION

### Mi Familia Park January 2021



DECEMBER 2020

# MARKETING REPORT



## YOUR MARKETING TEAM



**Kelly Eddlemon**  
Marketing Supervisor



**Nikki Funderburk**  
Marketing Specialist



**Jonathan Thompson**  
Graphic Design Specialist

Follow us, share the news, engage the community by helping us spread our social posts and information to the public!

**Tag your posts with: #GrandFunGP**





# Grand Prairie TEXAS PARKS, ARTS & RECREATION

## DECEMBER 2020 MARKETING HIGHLIGHTS

- Prairie Lights promotions, communications, and media relations
  - New Year billboard design
  - Mi Familia Park signage design
  - Holiday communications on facility hours, closings, etc.
  - Ongoing website updates and content maintenance
  - Ongoing social media campaigns across the department
  - Ongoing monitoring of Google reviews/comments
  - MLK Day t-shirt design
  - January Summit newsletter design
  - Tenors of Comedy show promotions
- 
- Media Coverage
    - o Numerous Prairie Light articles and coverage across a number of news and influencer platforms (full recap on Prairie Lights coming soon!)
    - o Responded to Focus Daily News for an article on The Summit reopening - to be published early January 2021.



DECEMBER 2020

## WEB & SOCIAL MEDIA STATS

### WEBSITE VISITS

GrandFunGP.com	13,001	UptownTheaterGP.com	484
JoinTheEpic.com	4,427	RutheJacksonCenter.com	979
PrairieLights.org	312,880	GrandPrairieMemorialGardens.com	564
PrairieLakesGolf.com	3,385	MainStreetFest.com	84
TangleRidge.com	4,293	PlayGrandAdventures.com	786

### FACEBOOK FOLLOWERS

GrandFunGP	19,335	Loyd Park	11,608
EpicCentral	980	Uptown Theater	6,188
EpicCentral Guardians	0	The Summit 50+ Club	3,233
PlayGrand Adventures	2,431	Lynn Creek Park	11,994
GP PARD Athletics	127	Dalworth Recreation Center	980
The Epic	3,236	Main Street Fest	9,824
Grand Prairie Farmers Market	9,522	Tangle Ridge Golf Course	877
Prairie Lights	35,633	Tony Shotwell Life Center	1,126
Ruthe Jackson Center	2,232	Charley Taylor Recreation Center	588
Prairie Lakes Golf Course	1,062	Kirby Creek Natatorium	1,235

### TWITTER FOLLOWERS

GrandFunGP	4,261
PrairieLakesGC	653
PrairieLights	1,731
RutheJacksonCenter	418
TheEpicGP	219
UptownTheaterGP	784

### INSTAGRAM FOLLOWERS

GrandFunGP	3,201	FarmersMarketGP	1,382
PrairieLights	3,511	EpicCentralGP	354
RutheJacksonCenter	1,352	PlayGrandAdventures	653
JoinTheEpic	1,653	LoydPark	262

### YOUTUBE

/GrandFunGP	
Views	10,500
Subscribers	280

## OVERALL SOCIAL MEDIA STATS



