



PARK BOARD MEETING
PARKS, ARTS & RECREATION ADMINISTRATION BUILDING - HALL
OF FAME CONFERENCE ROOM, 400 COLLEGE STREET
WEDNESDAY, JUNE 22, 2022 AT 6:30 PM

AGENDA

CALL TO ORDER

CITIZEN COMMENTS

Citizens may speak during Citizen Comments for up to five minutes on any item not on the agenda by completing and submitting a speaker card.

AGENDA ITEMS

1. Minutes of the May 25, 2022, Park Board Meeting
2. Employee Recognition Committee Awards
3. The Epic Presentation on the activities and membership status
4. Epic Waters Presentation on the activities and events at the waterpark
5. Tree Board Report to review tree-related activities for Parks Maintenance, Lake Parks, Golf Courses and Cemetery during the month of May 2022
6. Chairman Report on activities and upcoming events in the department
7. Appoint Interim Chair & Vice Chair
8. Director Report on activities and upcoming events in the department
9. Park Board Members Recognition

ADJOURNMENT

This meeting location is wheelchair accessible. If you plan to attend this public meeting and you have a disability that requires special arrangements, please call 972-237-8107 at least 24 hours in advance. Reasonable accommodations will be made to assist your needs.

Certification

In accordance with Chapter 551, Subchapter C of the Government Code, V.T.C.A, the Park Board agenda was prepared and posted June 17, 2022.



Krista Marrs, Administrative Supervisor



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022

REQUESTER: Krista Marrs

PRESENTER: B.J. Nichols, Park Board Chairman

TITLE: Minutes of the May 25, 2022, Park Board Meeting

RECOMMENDED ACTION: Approve



PARK BOARD MEETING
RICK HEROLD ADMINISTRATION BLDG. - HALL OF FAME CONF.
RM., 400 COLLEGE ST.
WEDNESDAY, MAY 25, 2022 AT 6:30 PM

MINUTES

CALL TO ORDER

PRESENT

- Chairman B.J. Nichols
- Board Member Greg Mullen
- Board Member Mal Earl
- Board Member Bryan Parra
- Board Member Angela Luckey-Vaughn
- Board Member Tracy Aldridge
- Board Member Warren Landrum

ABSENT

- Co-Chairman John Stewart
- Board Member Malcom Chakery

CITIZEN COMMENTS

Citizens may speak during Citizen Comments for up to five minutes on any item not on the agenda by completing and submitting a speaker card.

No comments.

AGENDA ITEMS

Approval of April 27, 2022 Minutes, Presented by B.J. Nichols

Motion made by Board Member Parra, Seconded by Board Member Earl.
Voting Yea: Chairman Nichols, Board Member Mullen, Board Member Earl, Board Member Parra, Board Member Luckey-Vaughn

Warren Landrum and Tracy Aldridge were late and missed the vote.

Awards Presentation, Presented by Duane Strawn & B.J. Nichols

Partnership Award:

- February: City of Grand Prairie - Streets
- March: Con-Real
- April: Dubiski Interns

Teamwork Award:

- February: Lake Parks
- March: Parks Maintenance

April: Athletics Crew

Exemplary Employee Award:

April: Naomi Alexander

Volunteer Award:

April: Jane Coffey

Employee Recognition Committee was unable to confirm all recipients before the meeting. The only awards presented were:

Teamwork Award:

March: Parks Maintenance

April: Athletics Crew

The other awards will be presented at a future meeting.

Recreation Presentations, Presented by Venue Supervisors

Charley Taylor Recreation Center - Halima Baquedano

Dalworth Recreation Center - Monte Whetstone

Tony Shotwell Life Center & Athletics - Rod Hayes

Aquatics - Joey Sanchez

Presented

Tree Board Report, Presented by Duane Strawn

Presented

Park Board Reports, Presented by Park Board Members

PlayGrand Adventures - Mal Earl & Tracy Aldridge

Alliance Skate Park - B.J. Nichols

Recreation - Malcom Chakery

The Uptown Theater - Bryan Parra

Farmers Market - John Stewart

Special Events - Greg Mullen & Tracy Aldridge

The Epic - John Stewart

Epic Waters - Malcom Chakery

The Summit - Greg Mullen

Ruthe Jackson Center - Bryan Parra & Angela Luckey-Vaughn

Lake Parks - Mal Earl & Warren Landrum

Park Maintenance - B.J. Nichols & Angela Luckey-Vaughn

Golf - Greg Mullen & Warren Landrum

Sports Leagues - Malcom Chakery

Presented

John Stewart and Malcom Chakery were not present. Erin Hart provided a report on Farmers Market, Chris Ginapp provided a reports on The Epic & Sports Leagues, and Gary Yakesch provided a report on Epic Waters.

Chairman Report, Presented by B.J. Nichols
Memorial Day
Main Street Fest Ad Hoc Committee
Cricket

Presented

Director Report, Presented by Duane Strawn
Loyd Park
CAPRA

Presented

ADJOURNMENT

No further business, the Park Board Meeting was adjourned by Chairman Nichols at 7:49 P.M.



Krista Marrs, Administrative Supervisor



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022

REQUESTER: Krista Marrs

PRESENTER: B.J. Nichols, Park Board Chairman and Duane Strawn, Director of Parks Arts & Recreation

TITLE: Employee Recognition Committee Awards

RECOMMENDED ACTION: None

Exemplary Employee of the Month - April: Naomi Alexander

Exemplary Employee of the Month - May: Dewayne Robertson

Teamwork Award: Epic Arts Team



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022
REQUESTER: Krista Marrs
PRESENTER: Chris Ginapp, Interim General Manager of The Epic
TITLE: The Epic Presentation on the activities and membership status
RECOMMENDED ACTION: Presentation Only

ANALYSIS:

Presentation on the activities and membership status at The Epic.

FINANCIAL CONSIDERATION:

None

The Epic

the

Memberships

- March 2020 Pre-Covid-11,332 Members
- January 2022- 6,867 Members
- February 2022- 7,016 Members
- March 2022- 7,087 Members
- April 2022- 7,482 Members
- May 2022 – 7,822 Members

SUMMER SAVINGS
5/31/22 – 6/4/22
15% OFF
ANNUAL MEMBERSHIPS

Excludes Combo Pass with Epic Waters & The Epic.
Available in-person at The Epic only.

The Epic
May 20 · 🌐

☀️ Sizzle into Summer Savings with The E... See M...

Fine Arts Programs

- Summer Art Camp –World Adventures
- Culinary Camp –July



Epic Theater

- February-Make it to Main Street (Band Competition)
- March-Quamon Fowler (Jazz)
- April-Havana NRG (Dance/Cuban/Salsa)
- May-Monica Saldivar (Pop/Tejano)
- June-September Moon (Country)
- July-Theresa Grayson-(Jazz)
- July-Dallas Black Dance Theater
- August-Brave Combo (Polka)





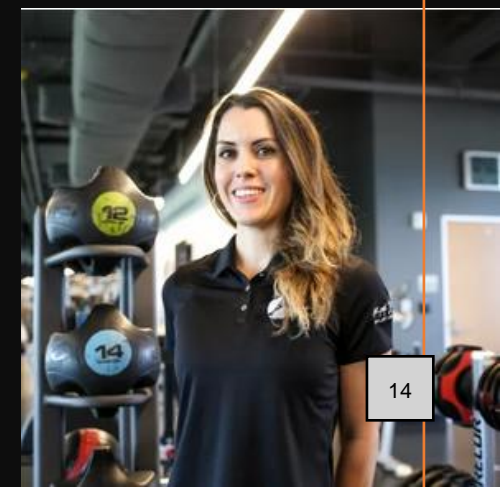
Youth Programs

- Summer Camp Registration Sold out in 1 Day!
- Averaging 110 campers per week
- A+ Dance Class Returns to The Epic
- Parent's Night Out Programs



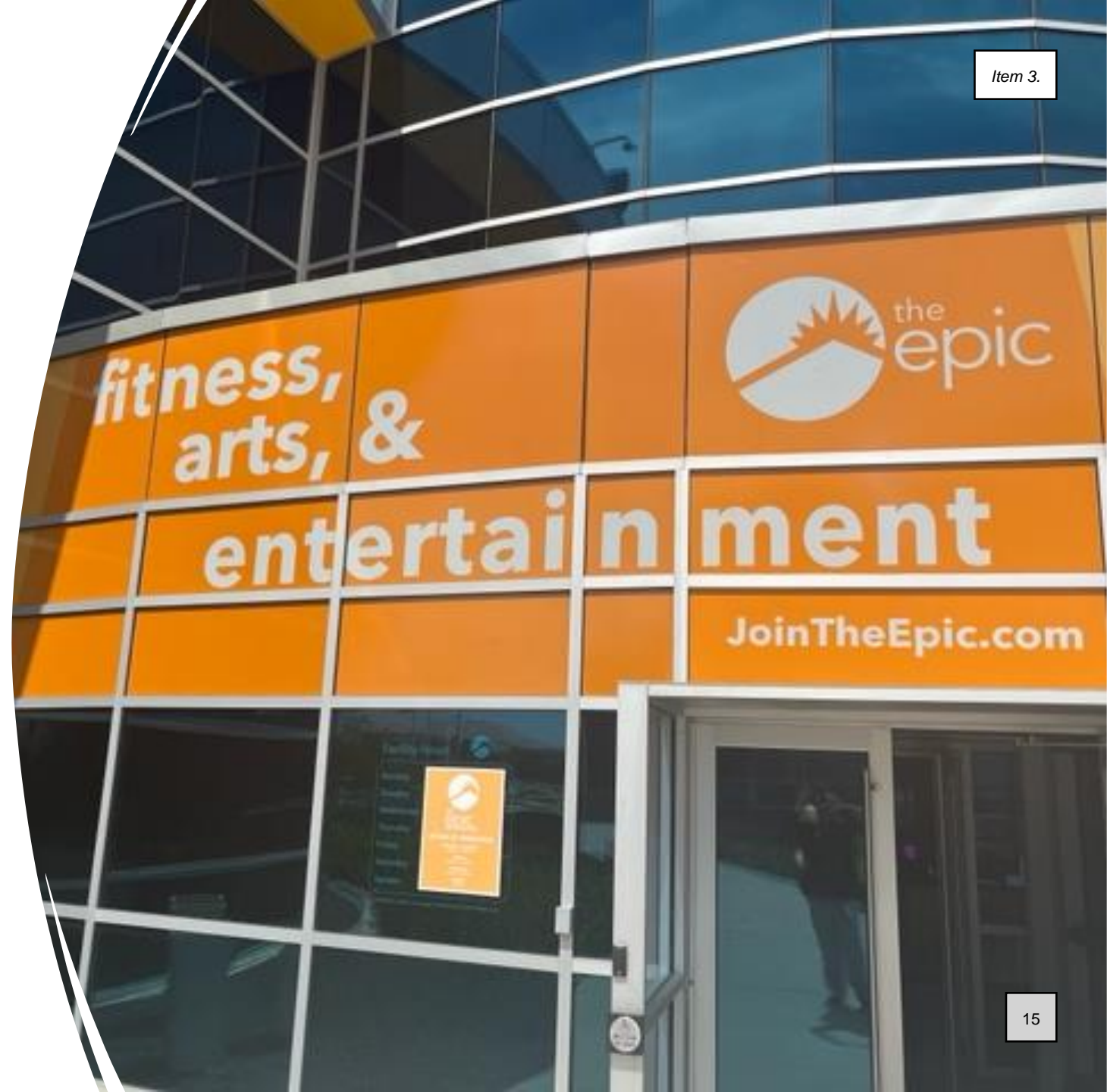
Fitness

- Hosted “The Murph Challenge” Saturday May 28th
- Hosted “Funky Town Weight Lifting Challenge” Saturday June 4th
- Hosted Muay Thai Regional Championship Saturday 4/16



Marketing/Promotions/Advertising

- Virtual 360 tour of the facility
- Branded Promotional Items
- Radio Advertising
- Boosted Posts on Social Media
- Billboards
- Every Door Direct Mail
- Search Engine Marketing
- Branded Entry Mats, Kiosks, Table Covers
- Updating Podcast Booth
- Branded Light Pole Banners Epic/Epic Waters Parking Lot
- Branded Bollard Covers



COUNCILMAN EZEONU'S

**EPIC 20
22
SHOW
DOWN**

**TEAM EPIC
VS GPPD**

Saturday, July 9

Doors Open at 6pm • Tip-Off at 6:30pm

**Free Food, Music,
Giveaways, & Prizes!**

Celebrity Guests!

Item 3.

**FREE
EVENT!**

JoinTheEpic.com





**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022
REQUESTER: Krista Marrs
PRESENTER: Michael Hays, General Manager of Epic Waters
TITLE: Epic Waters Presentation on the activities and events at the waterpark
RECOMMENDED ACTION: Presentation Only

ANALYSIS:
Presentation on the activities and events at the waterpark

FINANCIAL CONSIDERATION:
None





Record fiscal revenue in 2021 by 21%

Introduction of additional dynamic pricing strategies to maximize revenue during high demand dates.

-Increased group sales increases that were not experienced in 2020.

-Remains affordable for Grand Prairie residents

-All 50 states have visited Epic Waters this year along with 11 different countries

How was this accomplished?

- Brand built on trust and safety.
- Pent up demand for group activities
- Identify regional “Staycation” markets
- Managing staffing demands



Since May 2021

Across all social platforms: **20.62%**

Facebook: **20.51%**

Instagram: **34%**

TikTok: **4,500 followers**

How was this accomplished?

- Moving towards to more video content including Reels and TikTok.
- Staying ahead of current trends
- Variety of content



Introduction of new activities

- Epic Mermaids
- Street Team Activities
- Live Music and Entertainment
- Heritage Days

How was this accomplished?

- Ahead of industry trends that encompass entertainment outside of what is expected
- Taking Epic Waters outside the confines of the waterpark
- Working with new partnerships to bring exciting experiences to the park



Santa Cop

- Title Sponsor for Epic Blue Hawaiian Live Auction \$36,000
- Donated 22 bikes and helmets in December – up from 13 in 2020

Stuff the Bus

- Partnered with GPISD
- Donated 2 pallets of school supplies

Holiday Canned Food Drive

- Donated 3 pallets of non-perishable food to Lifeline Shelter



Adopt a Street

- Keeping Arkansas Ln to Great Southwest clean for 4 years running

Epic Sock Drive

- Donated over 200 pairs of socks to Lifeline Shelter
- Had to eat a mayo sandwich

Epic Plunge

- 100+ plungers in the middle of February
- \$4500 raised for PlayGrand Adventures



FlowTour Stop: World's Championship

- Flowapalooza: 3-day music/entertainment festival
- The world's best flowriders
- Biggest Event of the year at Epic Waters



How was this accomplished?

- Previously hosted in 2021: Flowapalooza voted as the best stop on the tour by their flowriders
- DFW allows for easy travel for riders across the U.S. as well as those riders from overseas.
- A great event for guests both inside the waterpark as well as those enjoying festivities outside.
- Epic Central gains more exposure as a park entertainment venue with multiple activations throughout the park.



Staying EPIC!



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022

REQUESTER: Krista Marrs

PRESENTER: Duane Strawn, Director of Parks, Arts and Recreation

TITLE: Tree Board Report to review tree-related activities for Parks Maintenance, Lake Parks, Golf Courses and Cemetery during the month of May 2022

RECOMMENDED ACTION: None

MEMORANDUM**TO:** Tree Board**FROM:** Nathan Wilson, Operation Supervisor**RE:** May 2022 Tree-Related Activities**DATE:** 6-16-2022

The following is a list of tree-related activities for Parks Maintenance, Lake Parks, Golf Courses, and Cemetery Divisions reported for May 2022.

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

- 600 Man hours – Pruning/maintenance, tree removal, hauling brush.

Lake Parks: (Lynn Creek Park / Loyd Park)

- 240 Man hours – Pruning, maintenance, tree removal.

Golf Courses: (Prairie Lakes / Tangle Ridge)

- 210 Man hours – Pruning/maintenance.

Cemetery:

- 15 Man Hours – Pruning/maintenance.

Totals for Tree-Related Activities:

- 1,065 - Man hours



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022

REQUESTER: Krista Marrs

PRESENTER: B.J. Nichols, Chairman of Park Board

TITLE: Chairman Report on activities and upcoming events in the department

RECOMMENDED ACTION: None



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022

REQUESTER: Krista Marrs

PRESENTER: B.J. Nichols, Chairman of Park Board

TITLE: Appoint Interim Chair & Vice Chair

RECOMMENDED ACTION: Approve



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022

REQUESTER: Krista Marrs

PRESENTER: Duane Strawn, Director of Parks, Arts and Recreation

TITLE: Director Report on activities and upcoming events in the department

RECOMMENDED ACTION: None



**CITY OF GRAND PRAIRIE
COMMUNICATION**

MEETING DATE: 6/22/2022

REQUESTER: Krista Marrs

PRESENTER: Duane Strawn, Director of Parks, Arts and Recreation

TITLE: Park Board Members Recognition

RECOMMENDED ACTION: None
