



A G E N D A

**PARKS AND RECREATION ADVISORY BOARD
REGULAR MEETING
CITY OF HIGHLAND VILLAGE, TEXAS
MONDAY, AUGUST 17, 2026 at 6:00 PM
HIGHLAND VILLAGE MUNICIPAL COMPLEX
COUNCIL CHAMBERS
1000 HIGHLAND VILLAGE ROAD, HIGHLAND VILLAGE, TEXAS**

- 1. Call to Order & Roll Call for Parks and Recreation Advisory Board**
- 2. Visitors Comments** *(Anyone wishing to address the Parks and Recreation Advisory board must complete a Speaker's Request form and return it to the Administrative Assistant. In accordance with the Texas Open Meetings Act, the Parks and Recreation Advisory Board is restricted in discussing or taking action on items not posted on the agenda. Action on your statement can only be taken at a future meeting. In order to expedite the flow of business and to provide all visitors the opportunity to speak, the Chairperson may impose a three (3) minute limitation on any person addressing the Board.)*
- 3. Approve the Minutes from the Regular Meeting of the Parks and Recreation Advisory Board held on May 18, 2026**
- 4. Receive a Presentation on The Parks and Recreation Facility and Amenity Marketing Plan**
- 5. Status Reports on Current Projects and Discussion on Future Agenda Items** *(A Board member may inquire about a subject of which notice has not been given. A statement of specific information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.)*
- 6. Adjournment**

I HEREBY CERTIFY THAT THIS NOTICE OF MEETING WAS POSTED ON THE PUBLIC BULLETIN BOARD AT THE MUNICIPAL COMPLEX, 1000 HIGHLAND VILLAGE ROAD, HIGHLAND VILLAGE, TEXAS IN ACCORDANCE WITH THE TEXAS GOVERNMENT CODE, CHAPTER 551, ON THE 11th Day of August, 2026 before 5:00 p.m.


Andra Foreman
Assistant Director of Recreation

This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact the City Secretary's Office at (972) 899-5132 for additional information.

Removed from posting on the _____ day of _____, 2026, at ____:____

By _____



PARKS AND RECREATION ADVISORY BOARD MEMORANDUM AGENDA ITEM 3

MEETING DATE: August 17, 2026

SUBJECT: Consider approval of the Regular Minutes for the Parks and Recreation Advisory Board held on May 18, 2026

PREPARED BY: Andra Foreman, Assistant Director of Recreation

BACKGROUND

Minutes are approved by a majority vote of Parks and Recreation Advisory Board and listed on the Agenda. The Board is encouraged to contact the Administrative Assistant prior to the meeting if there are any suggested changes. Upon doing so, staff can make suggested changes and the minutes in order to contribute to a time efficient meeting. If the change is substantial in nature, a copy of the suggested change will be provided to the Board for consideration prior to the vote, or could be moved to a future meeting for approval.

The Board should review and consider approval of the minutes. The Board's vote and approval of the minutes reflect agreement with the accuracy of the minutes.

BUDGETARY IMPACT

N/A

RECOMMENDATION

To approve minutes of the Regular Highland Village Parks and Recreation Advisory Board Meeting held on May 18, 2026



MINUTES
PARKS AND RECREATION ADVISORY BOARD
REGULAR MEETING
CITY OF HIGHLAND VILLAGE, TEXAS
MONDAY MAY 18 2026, at 6:00 p.m.
HIGHLAND VILLAGE MUNICIPAL COMPLEX
COUNCIL CHAMBERS
1000 HIGHLAND VILLAGE ROAD, HIGHLAND VILLAGE, TEXAS

1. Call to Order & Roll Call for Parks and Recreation Advisory Board.

The meeting was called to order at 6:00 p.m.

Present:

Tyler Gump	Citizen Representative, Vice Chair
Ryan Melson	Citizen Representative, Place 5
Kevin Pearson	Citizen Representative, Place 4
Steve Tawadrous	Citizen Representative, Alternate 1
Janet Gershenfeld	Citizen Representative, Alternate 2

Staff Members:

Phil Lozano	Parks and Recreation Director
Pat Kuykendall	Administrative Assistant

2. Visitors Comments *(Anyone wishing to address the Parks and Recreation Advisory board must complete a Speaker's Request form and return it to the Administrative Assistant. In accordance with the Texas Open Meetings Act, the Parks and Recreation Advisory Board is restricted in discussing or taking action on items not posted on the agenda. Action on your statement can only be taken at a future meeting. In order to expedite the flow of business and to provide all visitors the opportunity to speak, the Chairperson may impose a three (3) minute limitation on any person addressing the Board.)*

No visitor comments.

3. Approval the Minutes from the Regular Meeting of the Parks and Recreation Advisory Board held on February 16, 2026 and April 20, 2026

Representative Gump stated that there were two sets of minutes to approve by motion: the February 16, 2026 and April 20, 2026. Representative Gershenfeld moved to accept the meeting minutes; Representative Tawadrous seconded. The motion carried 5-0.

4. Receive Information on Recognition by DFWChild Magazine as the Best Place to Explore Nature in Denton County.

Director Lozano announced that the City of Highland Village received a “Best Family Award” from the DFW Magazine, for being one of the “Best Places to Explore” in Denton County. Director Lozano noted that the award highlighted the City’s trails system.

Representative Gump congratulated Director Lozano, the maintenance crew, and everyone else involved who maintain the trails.

5. Staff will present the results of the Lower Sellmeyer Park Playground Survey for discussion and seek a recommendation from the Board on which playground option(s) to present to the City Council for consideration and approval.

Director Lozano started by reminding the Board of information they received at the February 16 Regular Board meeting. This included the public engagement results for Lower Sellmeyer Park based on the community responses and noted that the highest-ranked need was overwhelmingly for a new playground. Director Lozano noted that staff contacted two experienced playground vendors and requested renderings based on the community’s input and cost estimates for installing the new playgrounds. At the April 20 Regular Board meeting, the Board received information from the staff on the playground options. At the meeting, the Board recommended eliminating one of the Kraftsman playgrounds due to its high cost of \$170,314.50. The remaining five (5) options were included in the public survey that was posted and made available from April 23 through May 11.

Director Lozano presented how the Playground Options Survey results were shared with the community

- The May edition of The Villager
- City and Parks social media
- City Website
- The May edition of City Connections (Utility bill insert)
- Signs at the Lower Sellmeyer Park with the QR code

Director Lozano noted the number of surveys received during the survey period was 235 responses. Director Lozano noted that the Board had given him a directive to go slightly above the \$140,000 budget, knowing that there was some capacity in the bond to go above the budgeted amount. Director Lozano shared the survey questions with the board, which included a request for contact information to keep respondents informed.

Director Lozano presented the playground options

- **Option A** - Gametime/Cunningham
Cost \$120,638.74.
Play elements for 2-12 years old
- **Option B** – Kraftsman
Cost: \$128,103.15
Play elements for 2-12 years old
Musical instruments will be replaced with some other play feature.
- **Option C** – Gametime/Cunningham
Cost: \$129,560.90
Play elements 2-12 years old
- **Option D** - Kraftsman

- Cost: \$140,368.19
Play elements for 2-12 years old
- **Option E** – Gametime/Cunningham
Cost: \$151,009.25
Play elements for 2-12 years old
Includes the swing

Director Lozano reviewed the warranty options provided by the playground vendors.

Director Lozano reviewed data from the community survey, including City and neighborhood boundary maps, the number of responses, and ranking for each playground option. The Board discussed the ranking for each option for both All Respondents (235) and Respondents Within Walking Distance (85).

Representative Tawadrous noted that the 85 respondents within walking distance had the highest ranking of 49%

Director Lozano presented the Alternate, which included an ADA access from the playground to the picnic area, a new picnic table, and grill. The cost range is \$12,581 to \$13,527.

Director Lozano requested that the board make a recommendation on which option to bring to the City Council for consideration. After reviewing the playground options, warranties, and discussion, the Board noted that Gametime Cunningham's 15-year turf warranty (compared to Kraftsman's 8-year warranty), along with the adult swing and benches, were good options. Director Lozano stated that the grill at Lower Sellmeyer Park had been replaced and it would be removed from the alternate bid item.

Representative Tawadrous asked Director Lozano what flexibility the council has regarding the budget if the project cost exceeds it and how to justify it. Director Lozano explained that costs since the original bond was issued have increased by 45% to 60% and noted that it is the council's decision whether to increase the project budget.

Representative Gump made a motion to forward the following options to the City Council for Consideration:

- Option E – Nature Playground; and
 - Alternate / Option C - grill
- Motion carried 5-0

6. Status Reports on Current Projects and Discussion on Future Agenda Items

Director Lozano provided updates on events, projects, and other items

- Movies In-The-Park Attendance
- Dragon Boating Festival Event on June 27 at Copperas Branch Park
- Celebrate Highland Village at Doubletree Ranch Park
- New pontoon boat vendor at Copperas Branch Park

- Village Park forest clean-up
- New chessboard shade structure at Doubletree Ranch Park
- Doubletree Ranch trellis project
- 2499 trail amenity station project
- Copperas Branch Park Disc Golf project
- Wichita Forest Trail sign
- Splash Pad opening May 22

Representative Gump spoke about Citizen Dan and his efforts in helping keep the trails maintained at Wichita Forest Nature Preserve.

Director Lozano spoke to the two open board positions and provided information on how to contact the City Secretary if anyone is interested in serving on the board.

7. Adjournment

Representative Tyler Gump adjourned the meeting at 6:54 p.m.

Tyler Gump, Vice Chair

ATTEST

Phil Lozano, Director of Parks and Recreation



PARKS AND RECREATION ADVISORY BOARD MEMORANDUM AGENDA ITEM 4

MEETING DATE: August 17, 2026

SUBJECT: Receive a Presentation on The Parks and Recreation Facility and Amenity Marketing Plan

PREPARED BY: Laurie Mullens, Marketing & Communication Director
Kaylee Amos, Marketing Intern

BACKGROUND

This summer, we had the opportunity to hire an intern to focus on, among other things, promoting our parks and creating a marketing plan to position the City as a destination for recreation and outdoor experiences through social media, Google, and Yelp. We have the opportunity to increase awareness, usage, and ultimately reservations for many of our park facilities.

Kaylee Amos, our summer intern, was well positioned to complete this project, as she just graduated from Texas Tech with her Master's in Mass Communication with a concentration on Digital and Social Media. Her Bachelor's degree was in Advertising and PR.

The presentation will showcase our goals and vision, where we are today, the progress we have made during her time with us, and recommendations for the future.



PARKS AND RECREATION ADVISORY BOARD MEMORANDUM AGENDA ITEM 5

MEETING DATE: August 17, 2026

SUBJECT: Status Reports on Current Projects and Discussion on Future Agenda Items

PREPARED BY: Phil Lozano, Director of Parks and Recreation

BACKGROUND

This item is on the agenda to allow a board member to inquire about a subject of which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.

BUDGETARY IMPACT

N/A

RECOMMENDATION

N/A