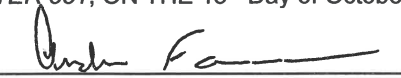




A G E N D A
PARKS AND RECREATION ADVISORY BOARD
REGULAR MEETING
CITY OF HIGHLAND VILLAGE, TEXAS
MONDAY, OCTOBER 19, 2026 at 6:00 PM
HIGHLAND VILLAGE MUNICIPAL COMPLEX
COUNCIL CHAMBERS
1000 HIGHLAND VILLAGE ROAD, HIGHLAND VILLAGE, TEXAS

- 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. Introduction of new Board Members**
- 4. Appointment of Chair and Vice Chair**
- 5. Approve the Minutes from the Regular Meeting of the Parks and Recreation Advisory Board held on August 17, 2026**
- 6. Receive updates on current projects and events**
- 7. Receive information on the department strategic plan for FY 2026 - 27**
- 8. 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.)*
- 9. 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 13th Day of October, 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 4**

MEETING DATE: October 19, 2026

SUBJECT: Appointment of Chair and Vice Chair

PREPARED BY: Phil Lozano, Director of Parks and Recreation

BACKGROUND

Annual appointments of Chair and Vice Chair take place typically in the first meeting of the new budget year.

The board recommends and discusses nominations. After discussion, the board votes for the Chair and Vice Chair.

After the vote, the new Chair conducts the remainder of the meeting.



PARKS AND RECREATION ADVISORY BOARD MEMORANDUM AGENDA ITEM 5

MEETING DATE: October 19, 2026

SUBJECT: Approve Minutes from the Regular Meeting of the Parks and Recreation Advisory Board held on August 17, 2026.

PREPARED BY: Andra Foreman, Assistant Director of Recreation

BACKGROUND

Minutes are approved by a majority vote of the 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 to 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.

RECOMMENDATION

To approve the minutes of the Regular Highland Village Parks and Recreation Advisory Board Meeting held on August 17, 2026



MINUTES
PARKS AND RECREATION ADVISORY BOARD
REGULAR MEETING
CITY OF HIGHLAND VILLAGE, TEXAS
MONDAY AUGUST 17 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 6:05 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
	Laurie Mullens	Director of Marketing & Communications
	Kaylee Amos	Marketing Intern
	Andra Foreman	Assistant Director of Recreation

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 May 18, 2026

Representative Melson moved to approve the May 18, 2026 meeting minutes; Representative Gershenfeld seconded. The motion carried 5-0.

4. Receive a Presentation on the Parks and Recreation Facility and Amenity Marketing Plan.

Director of Marketing and Communications Laurie Mullens introduced Summer Marketing Intern Kaylee Amos and explained that the City has traditionally marketed the parks system, events, and programs generally, but had not specifically marketed individual facilities and revenue-generating amenities. Kaylee was assigned to develop recommendations for marketing parks and

amenities as recreation destinations and places to explore the outdoors, with particular focus on Pilot Knoll Park.

Laurie introduced Kaylee and noted that she recently graduated from Texas Tech with her Master's in Mass Communication with emphasis on Digital Marketing and Social Media.

Kaylee presented the marketing goal of positioning Highland Village as a destination for recreation and outdoor experiences while increasing awareness of City parks, trails, and amenities.

She identified three focus areas:

- **Underutilized facilities** and the focus on increasing use of existing facilities
- **Building an online community** and encouraging visitors to share their experiences and give people a reason to visit,
- **Telling the story of the parks through the website and social media.**

Kaylee reviewed social media analytics and recommendations, noting that Reels perform well on both Facebook and Instagram and reach a large number of non-followers. Recommendations included using Reels to tell park stories, updating the Parks and Recreation social media biography, highlighting the City's 2026 recognition as a best place to explore in Denton County, and adding Instagram highlights for parks, trails, recreation, rentals, and frequently asked questions.

Kaylee also discussed establishing and managing the City's presence on Yelp and Google, encouraging visitor reviews, and using post-reservation emails, City communications, and on-site QR codes to direct visitors to review pages and information about other facilities.

For Pilot Knoll Park, Kaylee recommended improving website information through a digital brochure, an updated campground map with additional site and amenity details, and a link to the existing story map. She presented social media concepts: using reels and an Instagram carousel that would market Pilot Knoll as a convenient local destination and emphasize nature, camping, paddling, and weekend staycation opportunities.

Additional facility recommendations included making rental information easier to find on the redesigned City website, adding calls to action that link directly to rental options, cross-promoting facility rentals at City and business events, using newsletters and on-site signage, and exploring ways to encourage repeat reservations.

Kaylee reported progress on social media videos for Camp Highland Village and neighborhood parks, as well as Yelp and Google listings. Nine facilities were claimed on Yelp. Seventeen parks and facilities had been verified through Google Business, with additional locations still in progress or pending. Verification also allowed staff to correct facility hours, addresses, and closure information. The board congratulated Kaylee and thanked her for her work. Representative Gump discussed the marketing initiatives for Lewisville Paddle

Trail, how successful they were in reaching all the Dallas Metroplex, and thanked Kaylee for her work on it.

Board members discussed how reviews would be monitored and how website recommendations would be implemented. Laurie stated that the Marketing Department would manage review notifications and responses and that the recommendations would be incorporated, where appropriate, into the City's upcoming website redesign.

The board and Laurie discussed the challenge with verifying sites with Google and how complicated it is.

Board members thanked Kaylee and Laurie for their work and praised the presentation and marketing recommendations.

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

Director Lozano provided updates on current Parks and Recreation projects:

- Copperas Branch Park Disc Golf Course - completion is anticipated before the end of the year. Material delays and summer heat have affected the volunteer-led installation schedule.
- Brazos Park and Unity Park athletic field construction - work has been moved to the spring due to project delays and concerns about successful seed germination if construction were forced into the fall schedule.
- Lake Lewisville Paddle Trail - the Highland Village portion is complete, and a ribbon cutting was held July 25. Additional buoys are planned at the sites after October 1.
- Doubletree Ranch Park shade project - the agreement has been signed, with installation anticipated following the ordering and construction period, tentatively by mid- to late October.
- Lower Sellmeyer Park playground - staff is awaiting completion of the agreement by the legal team. Director Lozano confirmed that City Council approved the playground option recommended by the Board, including the alternate.
- Park art project - Marketing is developing options for the City name and theme. The options will be presented to the Board for review and recommendation before being forwarded to City Council.

Representative Gershenfeld asked which Lower Sellmeyer Park playground option City Council selected. Director Lozano confirmed that Council approved the Board's recommended GameTime/Cunningham option at approximately \$151,000 along with the alternate. Board members thanked staff for their work on the project.

6. Adjournment

Representative Tyler Gump adjourned the meeting at 6:42 p.m.

Tyler Gump, Vice Chair

ATTEST

Phil Lozano, Director of Parks and Recreation

DRAFT



PARKS AND RECREATION ADVISORY BOARD MEMORANDUM AGENDA ITEM 6

MEETING DATE: October 19, 2026

SUBJECT: Receive Updates on Current Projects and Events

PREPARED BY: Phil Lozano, Director of Parks and Recreation

BACKGROUND

Receive updates on current projects, including but not limited to:

- Copperas Branch Park Disc Golf project
- Copperas Branch Park asphalt project
- Copperas Branch Park road spike project
- Copperas Branch Park Picnic area equipment update project
- Lower Sellmeyer Park playground replacement project
- Lake Lewisville Blue Paddle Board Trial Buoys
- Unity Park baseball and softball fields scoreboard replacement project
- Unity Park Art Project
- Doubletree Ranch Park shade structure project
- Doubletree Ranch Park Grills
- Pilot Knoll Park RV Campground faucet replacement project
- Illegal boat dock removal project update - USACE

Events Remaining in 2026

- Village Fest 10/17
- TXFallenPD 10/17
- Our Village Glows 11/21
- Christmas at the Ranch 12/12

BUDGETARY IMPACT

RECOMMENDATION



PARKS AND RECREATION ADVISORY BOARD MEMORANDUM AGENDA ITEM 7

MEETING DATE: October 19, 2026

SUBJECT: Receive information on the department's strategic plan for FY 2026 - 27

PREPARED BY: Phil Lozano, Director of Parks and Recreation

BACKGROUND

Increase Usage and Community Engagement Goals

This year, the Parks and Recreation Department will focus on increasing community and regional awareness of our parks, facilities, events, trails, and programs. Our goal is to attract more visitors to rent our facilities, enjoy our parks and trails, and shop and dine locally. We will emphasize marketing, community input, efficient maintenance, project completion, and partnerships that support long-term improvements, while managing costs and making the best use of available staff and resources.

- Increase rentals of available facilities and spaces through targeted promotion.
- Expand marketing of parks, amenities, programs, and events.
- Use community surveys to understand needs, preferences, and satisfaction.
- In conjunction with the Marketing Department, we will develop a new website page to improve access to information, better user experience, and highlight available opportunities.

Improve Operational Efficiency and Cost Management Goals

- Compare program and sports fees with our benchmark and similar communities to inform pricing and cost recovery.
- Develop a tiered park maintenance system that aligns service levels with usage, safety, and available resources.
- Evaluate technologies that can help offset reduced staffing hours and improve efficiency.
- Replace selected irrigation controllers to improve water management, reduce maintenance demands, and provide greater water savings.
- A deeper dive into spending trends for recurring purchases, including janitorial and agricultural supplies, to identify savings.
- Evaluate event overtime needs and adjust staffing plans where practical.

Complete Projects and Plan for Future Improvements Goals

- Complete the public art project.
- Complete the Disc Golf project.
- Develop an opinion of probable construction cost for the Brazos Road median renovation.
- Complete remaining bond-funded projects.



PARKS AND RECREATION ADVISORY BOARD MEMORANDUM AGENDA ITEM 7

- Identify grant opportunities over the next five years and prepare priority park improvement projects for potential funding with the board.

Strengthen Sponsorships and Partnerships Goals

- Update the sponsorship packet and actively seek event sponsors.
- Partner with the Friends of Highland Village Parks Foundation to develop a signature event that raises awareness and funds for park improvements.

BUDGETARY IMPACT

These priorities will guide future budgets by identifying opportunities to increase rental and sponsorship revenue, improve cost recovery, and potentially reduce operating expenses. Maintenance planning, technology, irrigation improvements, and spending reviews will help align services with available staff and funding. The department will evaluate future capital projects and grant opportunities for initial costs, matching requirements, and maintenance demands and will share this with the board for discussion, support, and possible recommendations to City Council.

RECOMMENDATION

N/A



PARKS AND RECREATION ADVISORY BOARD MEMORANDUM AGENDA ITEM 8

MEETING DATE: October 19, 2026

SUBJECT: 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.)

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.