

Quality of Life Council Committee

Meeting Record (DRAFT)

Meeting Date: 2-23-2009

Convened: 12:09 p.m.

Adjourned: 1:48 p.m.

Pauline Medrano, Chair
Vonciel Jones Hill, Vice Chair
Sheffie Kadane
David A. Neumann
Carolyn R. Davis
Steve Salazar
Angela Hunt

Briefing Presenters:

-Michael Hellman, Park & Recreation
Department
-Daniel Huerta, Park & Recreation
Department

Staff Present:

Forest Turner, Faye Williams, Andrea
Hawkins, Willis Winters, Sally Rodriguez,
Betty Artis

AGENDA:

1. **Approval of February 9, 2009 minutes**

Presenter(s):

Information Only: _____

Action Taken/Committee Recommendation(s): Motion to approve the
February 9, 2009minutes.

Motion made by: Vonciel Jones Hill

Item passed unanimously: __X__

Item failed unanimously: _____

Motion seconded by: Sheffie Kadane

Item passed on a divided vote: _____

Item failed on a divided vote: _____

2. **Trinity Strand Development Plan Udate**

Presenter(s): Michael Hellman

Information Only: __X__

Action Taken/Committee Recommendation(s):

The Trinity Strand Trail is located on the Old Meanders of the Trinity River and consists of six miles of hard surface trail and two miles of soft surface trail. There will be pedestrian bridges linking both sides of the corridor connecting to the Katy Trail and the Trinity Levee Trail. The Park Development Plan was adopted by the Park Board in July 2004 which was developed with the Friends of the Trinity Strand Trail. The Park Board and City Council dedicated the city owned corridor as official municipal park land in December 2004.

Funding for the Trinity Strand Trail came from the 2003 Bond Program (\$1million), the 2006 Bond Program (\$2.5million) and the North Central Texas Council of Government (\$4.5million). Land acquisition is on-going, the phase I design is in progress and construction is scheduled to begin in 2010-2011. Construction of the Turtle Creek Drive plaza overlook and Hi-Line Drive Plaza overlook are scheduled to begin in March 2009.

Motion made by:

Item passed unanimously: _____

Item failed unanimously: _____

Motion seconded by:

Item passed on a divided vote: _____

Item failed on a divided vote: _____

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3. FY 08-09 Marketing, Public Engagement and Community Relations Overview

Presenter(s): Daniel Huerta

Information Only: X

Action Taken/Committee Recommendation(s):

The purpose of the briefing was to provide information regarding the FY 08-09 Dallas Park and Recreation Department Marketing, Community Relations and Public Engagement Services Plan and highlight sample projects and initiatives. The mission is to engage the general public by providing cost effective internal and external marketing, community relations and communication services using new technology and traditional communication tools to secure positive local, national, and trade news coverage for the department. Current delivery methods used to reach the customer are face to face meetings, media based coverage, internet, neighborhood associations, e-mail messages, reports, special events, staff meetings, attaching information to pay stubs, newsletters, bulletin boards, etc.

Marketing services, public engagement services, 24 hour media relations, executive services, public development submissions, special event planning services, multilingual media, cable programming, media tracking services, advertising services and marketing initiatives are all used to promote information of the departmental and recreational activities.

Motion made by:

Item passed unanimously:

Item failed unanimously:

Motion seconded by:

Item passed on a divided vote:

Item failed on a divided vote:

4. A motion was made to approve and move the upcoming agenda items.

Motion made by: Vonciel Jones Hill

Item passed unanimously: X

Item failed unanimously:

Motion seconded by: Carolyn R. Davis

Item passed on a divided vote:

Item failed on a divided vote:



Pauline Medrano

Chair