



TOWN OF TROPHY CLUB

1 Trophy Wood Drive
Trophy Club, Texas 76262

MEETING AGENDA

PARKS & RECREATION BOARD/TREE BOARD

May 19, 2025

6:00 PM

Council Chambers

CALL TO ORDER AND ANNOUNCE A QUORUM

PUBLIC COMMENT(S)

This is an opportunity for citizens to address the Board/Commission on any matter pursuant to Texas Government Code Sec. 551.007. The Board/Commission is not permitted to discuss or take action on any presentations made concerning matters that are not listed on the agenda. Presentations are limited to matters over which the Board/Commission has authority. Speakers have up to three (3) minutes or the time limit determined by the Presiding Officer. Each speaker must have submitted their request to speak by completing the Speaker's Form or may email dwilson@trophyclub.org

ANNOUNCEMENTS AND REPORTS

1. Department Update (Chase Ellis, Director of Parks & Recreation)
 - a) Touch A Truck
 - b) Masterplan Updates
 - c) Summer Programs and Facilities
2. Introduction of Marissia Nibarger, Recreation Coordinator of Community Events. (Chase Ellis, Director of Parks & Recreation)

REGULAR ITEMS

3. Consider approval of the April 21, 2025, Parks & Recreation Board Meeting minutes. (Daniel Wilson, Senior Administrative Assistant)

ADJOURN

The Board/Commission may convene into executive session to discuss posted items as allowed by Texas Government Code Sections 551.071 through 551.076 and Section 551.087.

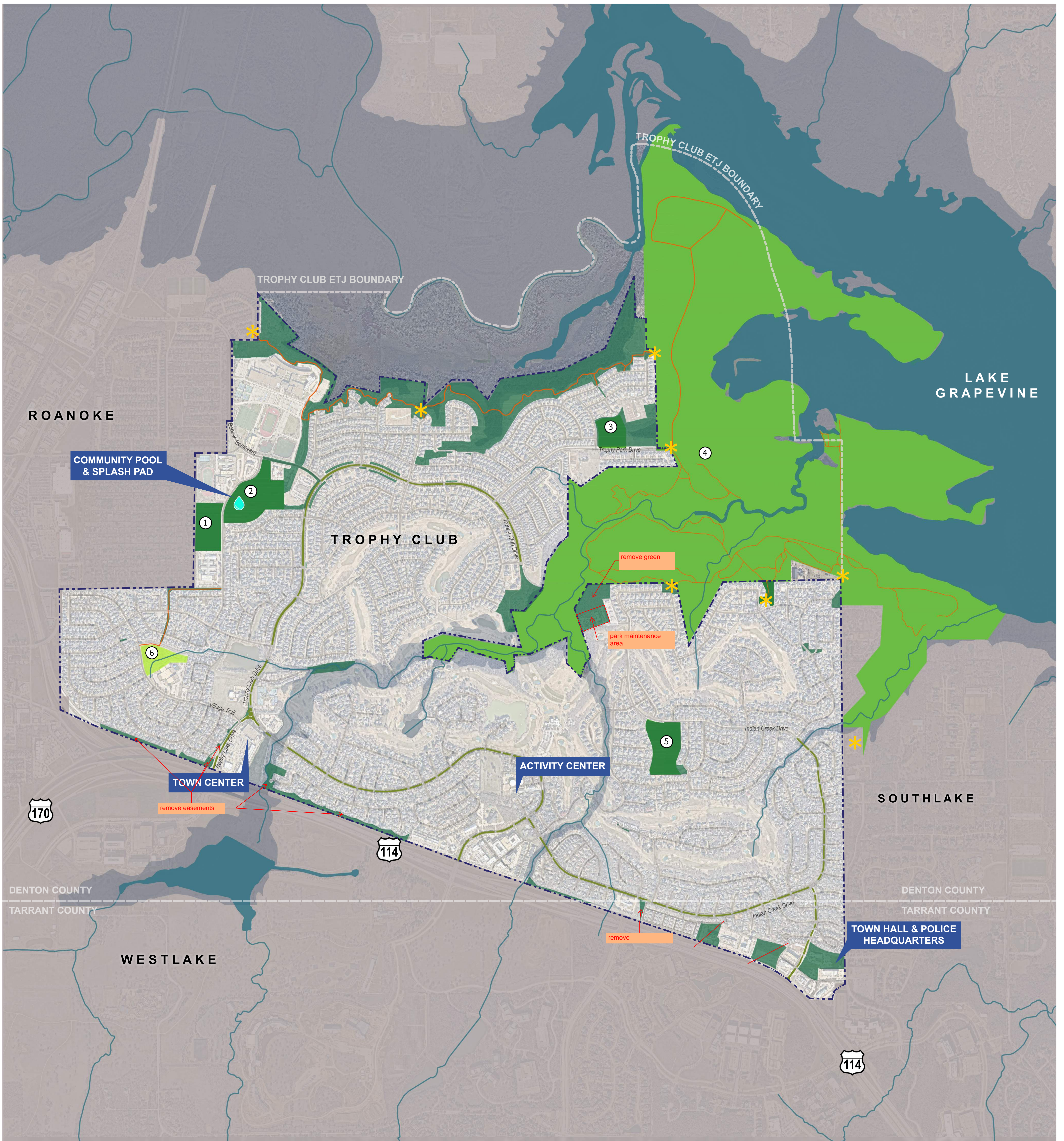
Notice is hereby given that a quorum of the Town of Trophy Club Town Council may be in attendance at this meeting. The Town Council will not deliberate or take any action.

CERTIFICATION

I do hereby certify that the Notice of Meeting was posted on the bulletin board at the Town Hall for the Town of Trophy Club, Texas, in a place convenient and readily accessible to the general public at all times on the following date and time: May 16, 2025, at 3:15 PM, and said Notice of Meeting was also posted concurrently on the Town's website in accordance with Texas Government Code Ch. 551 at least 72 hours prior to the scheduled time of said meeting.

Daniel Wilson
Senior Administrative Assistant

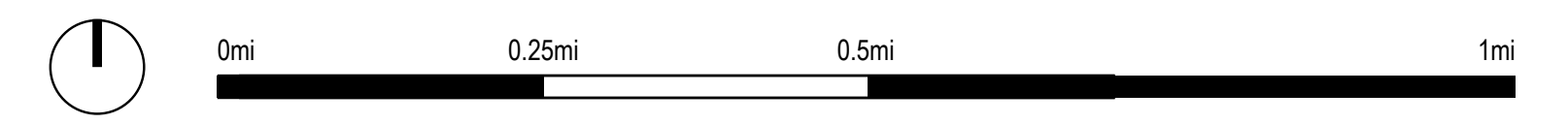
If you plan to attend this public meeting and have a disability that requires special needs, please contact the Town Secretary's Office at 6822372900, 48 hours in advance, and reasonable accommodations will be made to assist you.

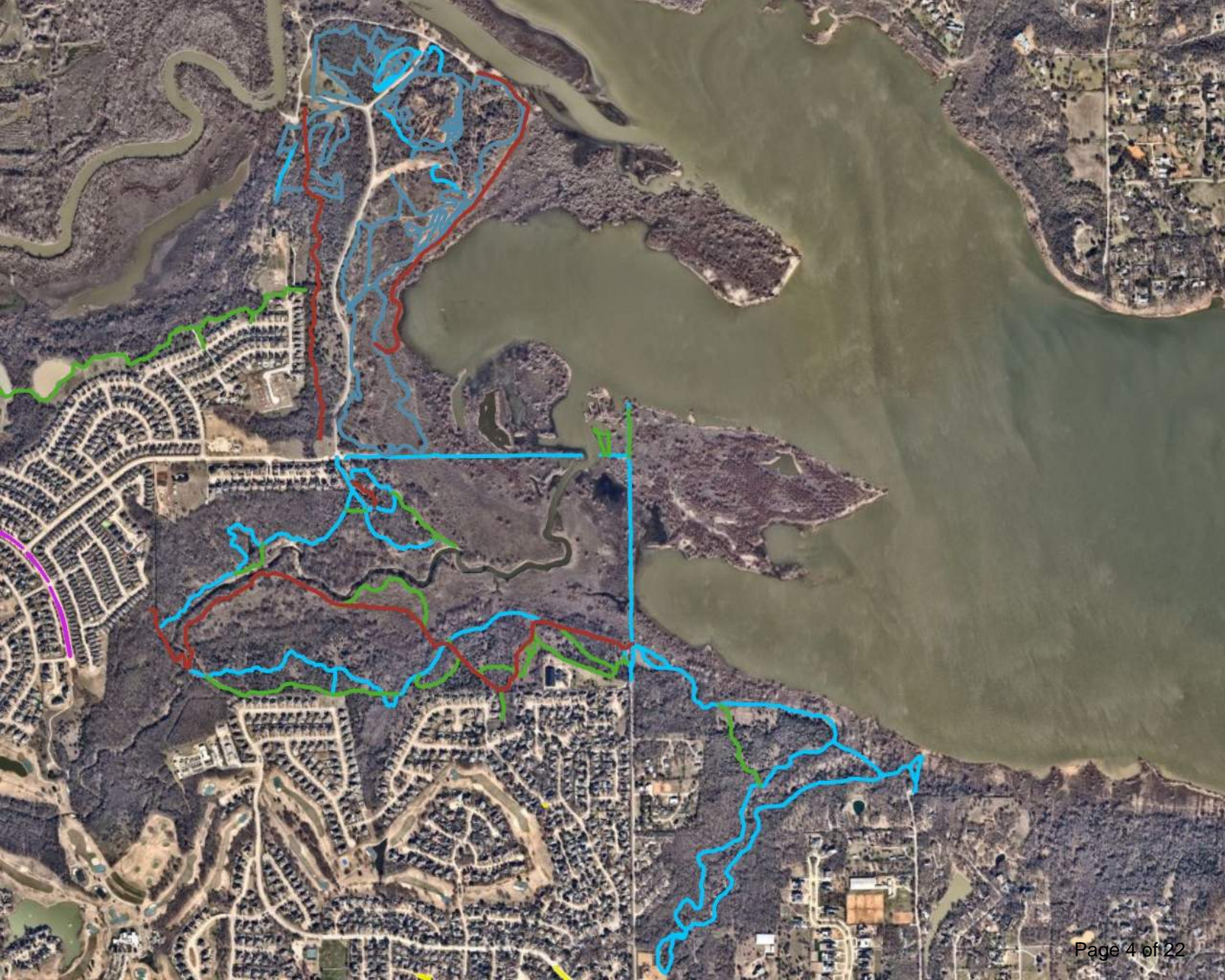


LEGEND & KEY PARKS

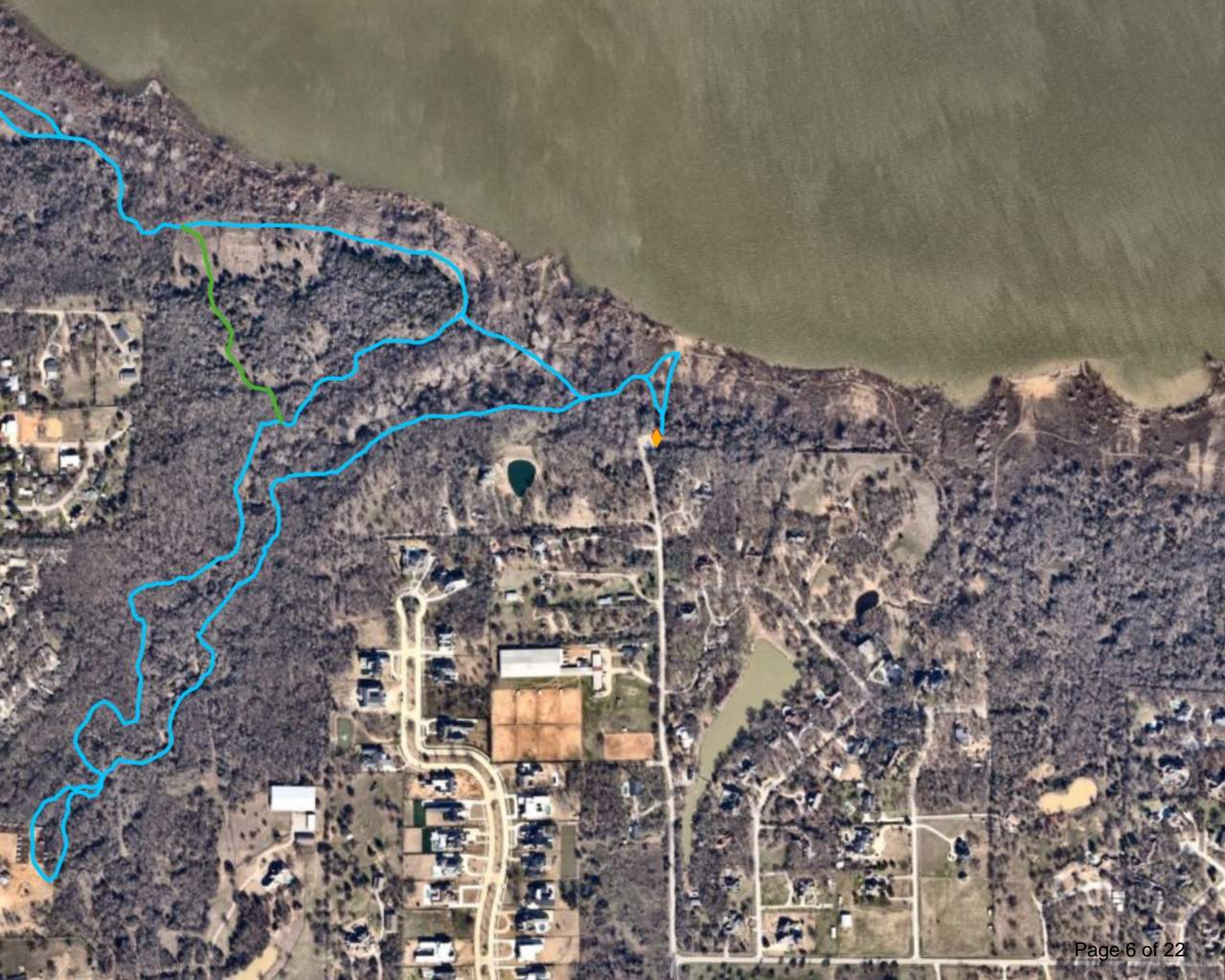
- Trailheads
- Trails
- Town Maintained Medians
- Town-Owned Park Land
- Parkland Under Shared Use Agreement
- Parks
- Floodplain
- Trophy Club Extraterritorial Jurisdiction Boundary
- Trophy Club Town Limits
- County Lines

- ① Independence Park West
- ② Independence Park East
- ③ Freedom Dog Park
- ④ Trophy Club Park
- ⑤ Harmony Park
- ⑥ Lakeview Park











MEETING MINUTES

PROJECT NAME: Trophy Club Parks & Recreation Master Plan

PROJECT NO.: 43855.24

DATE: April 29, 2025

TIME: 3:00pm

LOCATION: Virtual Meeting

BY: Parkhill

The following minutes summarize the discussion regarding the referenced subject. The items are not necessarily in order of discussion. Please notify Parkhill within 2 days with any corrections.

Attendees:

Parkhill: James Williams, Xie Tracz, Elizabeth Moore

Town of Trophy Club (ToTC): Daniel Wilson, Madison Seil, Chase Ellis

Meeting Minutes:

➤ Review Community Engagement

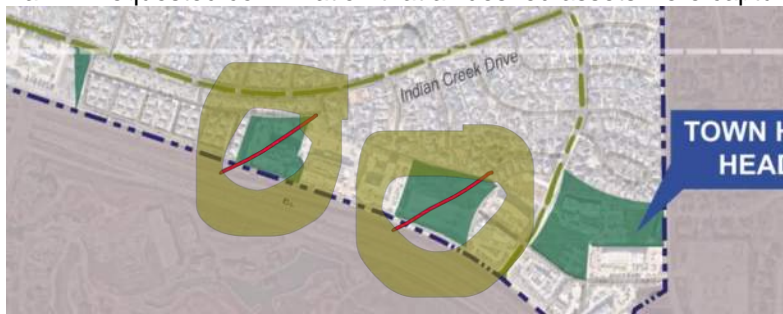
- EGGstravaganza & Tom Thumb
 - Parkhill noted that there was a good turnout at both events.
 - Parkhill commented that each event engaged a different segment of the community.
 - ToTC reported receiving positive feedback regarding the Tom Thumb event location.
 - ToTC noted positive feedback from Town Council regarding the presentation of data and community engagement efforts.
- Town-wide Survey
 - Parkhill reported that the survey had received 410 responses to date, exceeding the original goal of 377 responses set by CB.
 - ToTC requested that the survey remain open until May 16th.
 - Parkhill reviewed preliminary survey data, noting the following:
 - Comments supported a community center, though not overwhelmingly.
 - High prioritization of the arts and cultural events.
 - Parkhill will send ToTC a preliminary report of the survey data.

➤ Review of 110% Site Tour + Workshop

- Parkhill inquired on whether ToTC had selected a model from Farrell (110%).
 - ToTC responded that no decision had been made at this time.
- ToTC noted positive feedback from Town Council regarding the 110% presentation.

➤ Site Inventory / Analysis

- Map Review
 - Parkhill requested confirmation that all desired assets were captured on the maps.



- Parkhill asked if the above green areas should remain on the map.

- ToTC responded that the central area was town-owned but classified as “Undeveloped Town Property,” not parkland, and requested their removal.
- ToTC also noted that the area on the left was not town-owned and needed have the green highlight removed.
- ToTC also requested that the easements behind the hospital and parking lot which are maintained by Parks and Recreation be removed to avoid public confusion with official parkland.



- ToTC requested that the area located behind Parks and Recreation Maintenance Center be removed to avoid public confusion with official parkland as it has no public access.
- HOA Parks Update
 - Parkhill asked whether ToTC wanted to include HOA-owned parkland to the map.
 - ToTC stated that they do not want to show HOA land as part of the ToTC Parks System to avoid the wrong impression.
 - Overall consensus regarding what is to be shown on the Existing Facilities map was to show Town-Owned designated park land (developed and undeveloped) and known areas where Parks are maintained (medians, etc).
- Parkhill to send maps to ToTC for review.

➤ **Statistically Valid Survey (SVS) Approach**

- Promo Funds
 - Parkhill suggested allocating remaining promo funds (approx.. \$1600) in CivicBrand’s contract towards creative marketing (e.g., flyers) for the SVS.
 - ToTC agreed to use promo funds for this purpose.
- Method of Delivery
 - Parkhill asked about the best method to distribute the SVS.
 - ToTC noted that in the past they have utilized utility billing channels.
 - Parkhill asked if ToTC preferred to distribute the SVS directly.
 - ToTC indicated they typically do not and would prefer that CB/Parkhill distribute.
 - Parkhill will review the list of groups to receive the SVS with ToTC before distribution.
- SVS Questions
 - Parkhill asked if the SVS should be weighted by specific demographics.
 - ToTC responded that they were not worried about weighting questions...The goal was broad town-wide coverage, ensuring representation across quadrants and income levels.
 - Parkhill asked which method ToTC preferred to use regarding questions.

- ToTC noted the same (or similar) to the community wide survey so that the two surveys support each other. ToTC noted that the SVS questions would need to be slightly reworded to differentiate them from the town-wide survey.
- Content (Online v. Mailer)
 - Parkhill asked whether ToTC preferred the SVS distributed online, by mail, or both.
 - ToTC requested both formats to accommodate multi-generational participation.

➤ **Questions/ Comments/ Discussion**

- Parks & Recreation Board Presentation
 - Parkhill asked about the Quarterly Update presentation to the Board on May 19th.
 - ToTC noted that they would like to postpone the Quarterly Update until the June 16th Parks & Recreation Board Meeting.
- Benchmark/ Peer City Comparisons
 - ToTC requested the following cities be added to the current list: Roanoke, Euless, Grapevine and Flower Mound.
 - Parkhill will look into what information is available from these additional cities.
- CIP Improvements for June 2025 Budget Retreat
 - Parkhill asked about providing a list of CIP Improvements for the upcoming June 2025 Budget Retreat.
 - ToTC responded that discussions about CIP improvements would occur following the adoption of the master plan (adoption anticipated in December 2025) and look to begin incorporating those in the Town's 2026 Budget.

➤ **May Look Ahead**

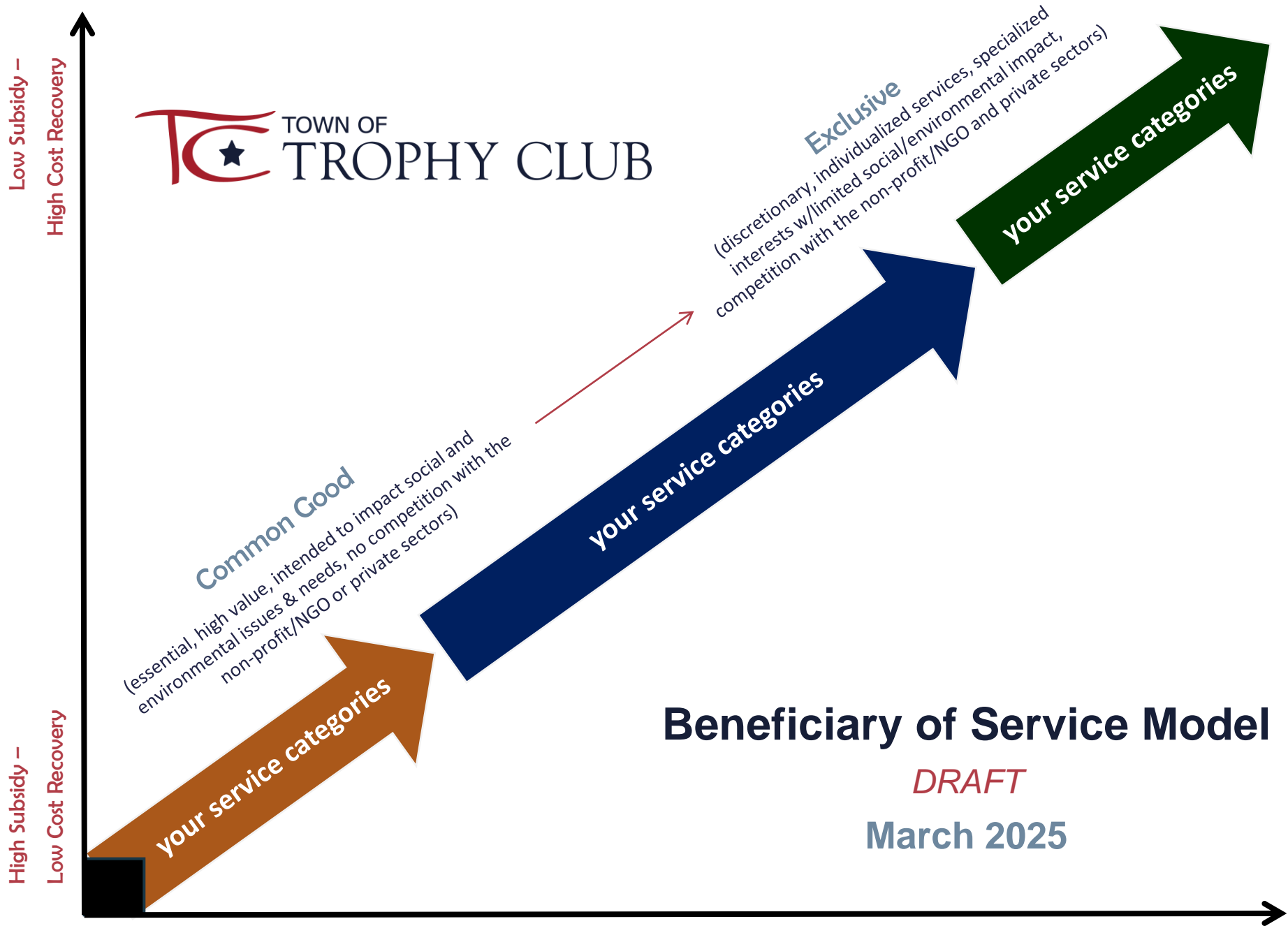
- Keep the Survey open until May 16th.
- Continue Peer City Review.
- Continue categorizing medians and develop Median Design Guidelines.
- Parkhill will start looking at providing concepts for re-imagining Trophy Club Park.
- Parkhill and Farrell to continue developing the Draft Outline and research investigative tools to assess the need for a sports facility.

➤ **Action Items**

- **Parkhill** to send ToTC
 - Preliminary report on town-wide survey data.
 - Existing parks and trails map.
 - Images of Trophy Club Park trails.
- **Parkhill** to review additional Peer Cities.
- **Parkhill** and **CB** to deliver a report on stakeholder and community engagement, parks, and a quarterly look-ahead to ToTC by the June 16th presentation.
- **ToTC** to review/provide feedback and send back to Parkhill
 - Existing parks and trails map.
 - Images of Trophy Club Park Trail verification and data collection.



Financial Sustainability Continuum



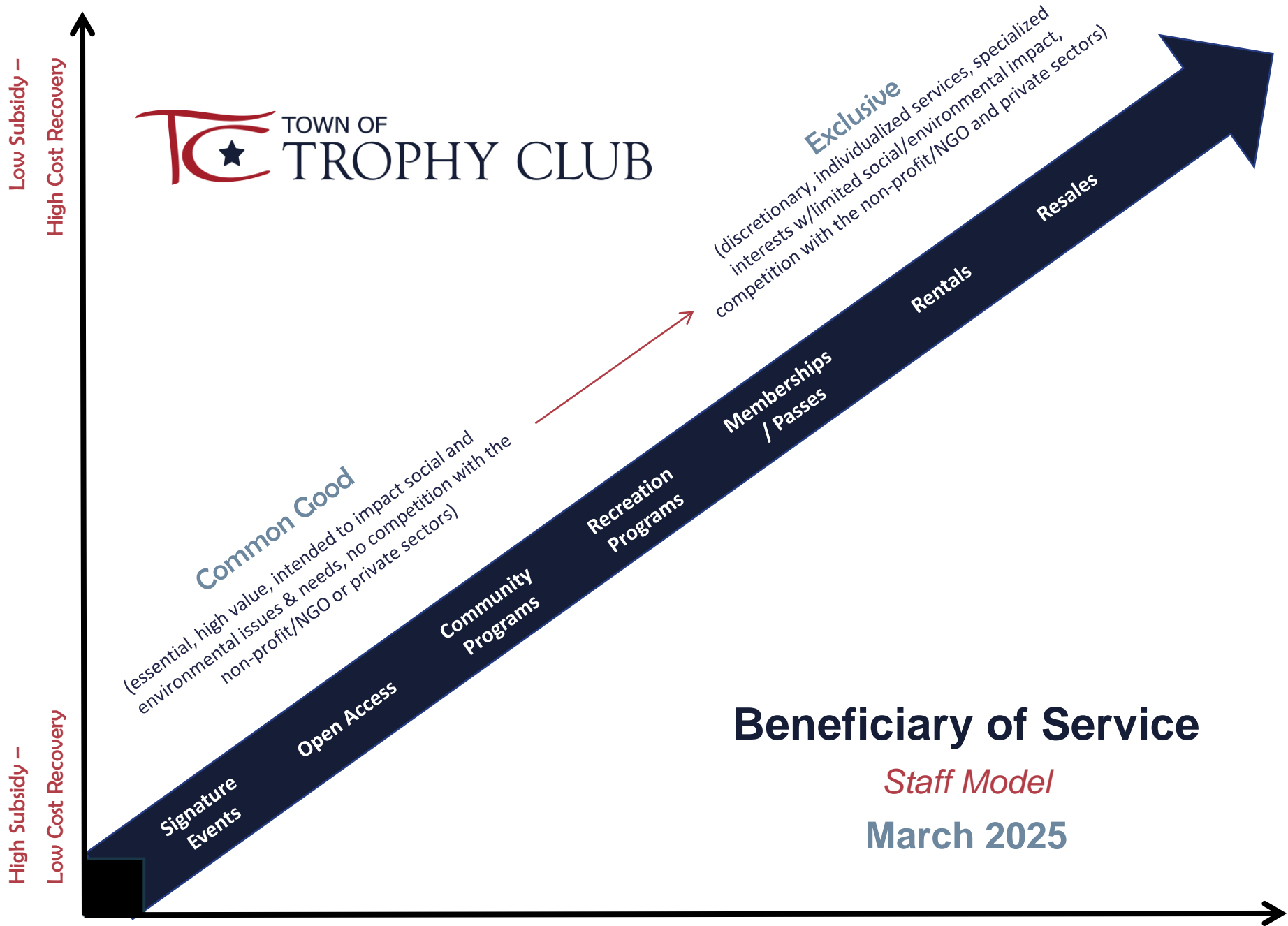
Common Good

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Exclusive Page 11 of 22



Financial Sustainability Continuum



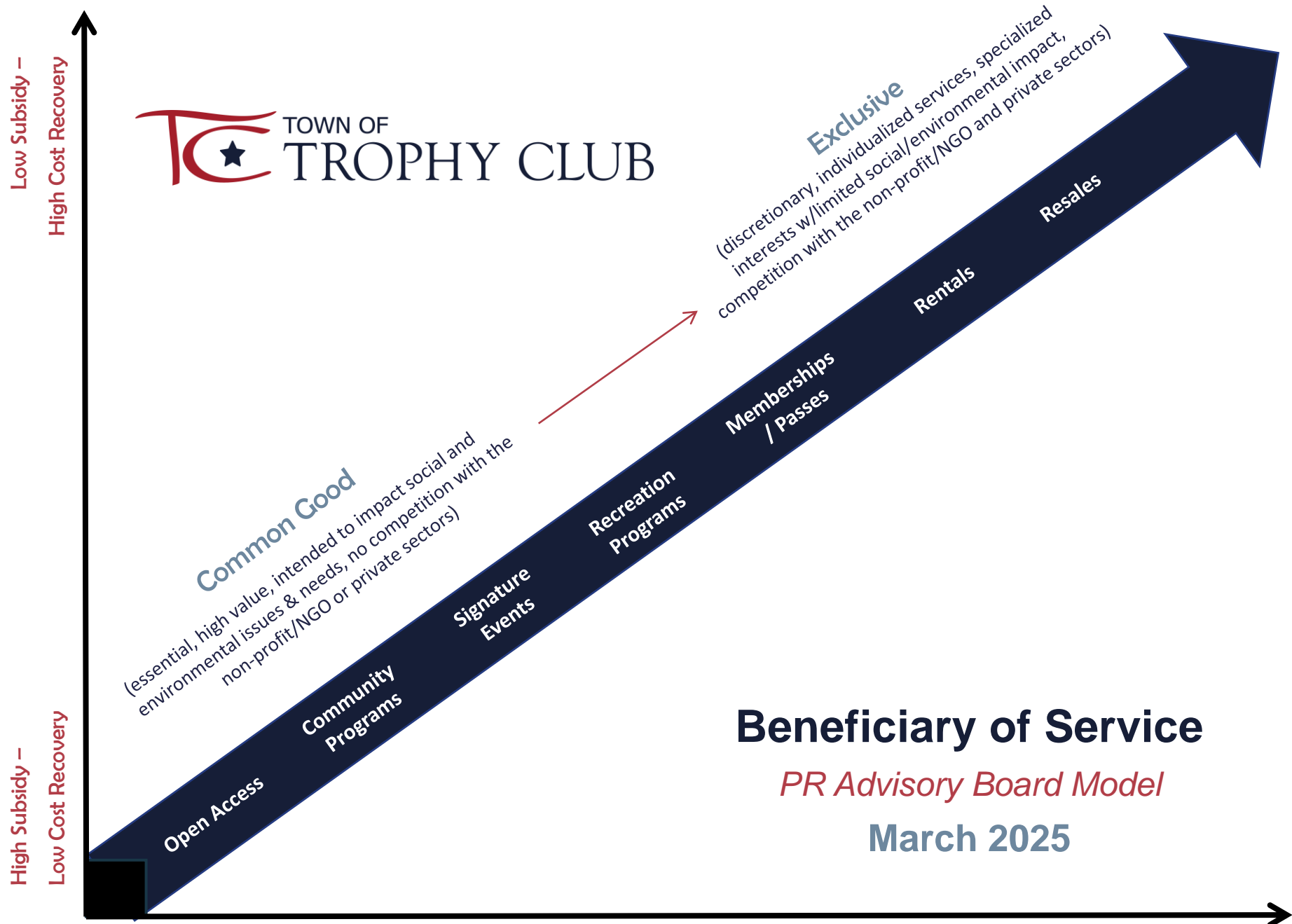
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Exclusive Page 12 of 22



Financial Sustainability Continuum



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Exclusive Page 13 of 22



Financial Sustainability Continuum



Beneficiary of Service

Meeting Attendee Model

March 2025

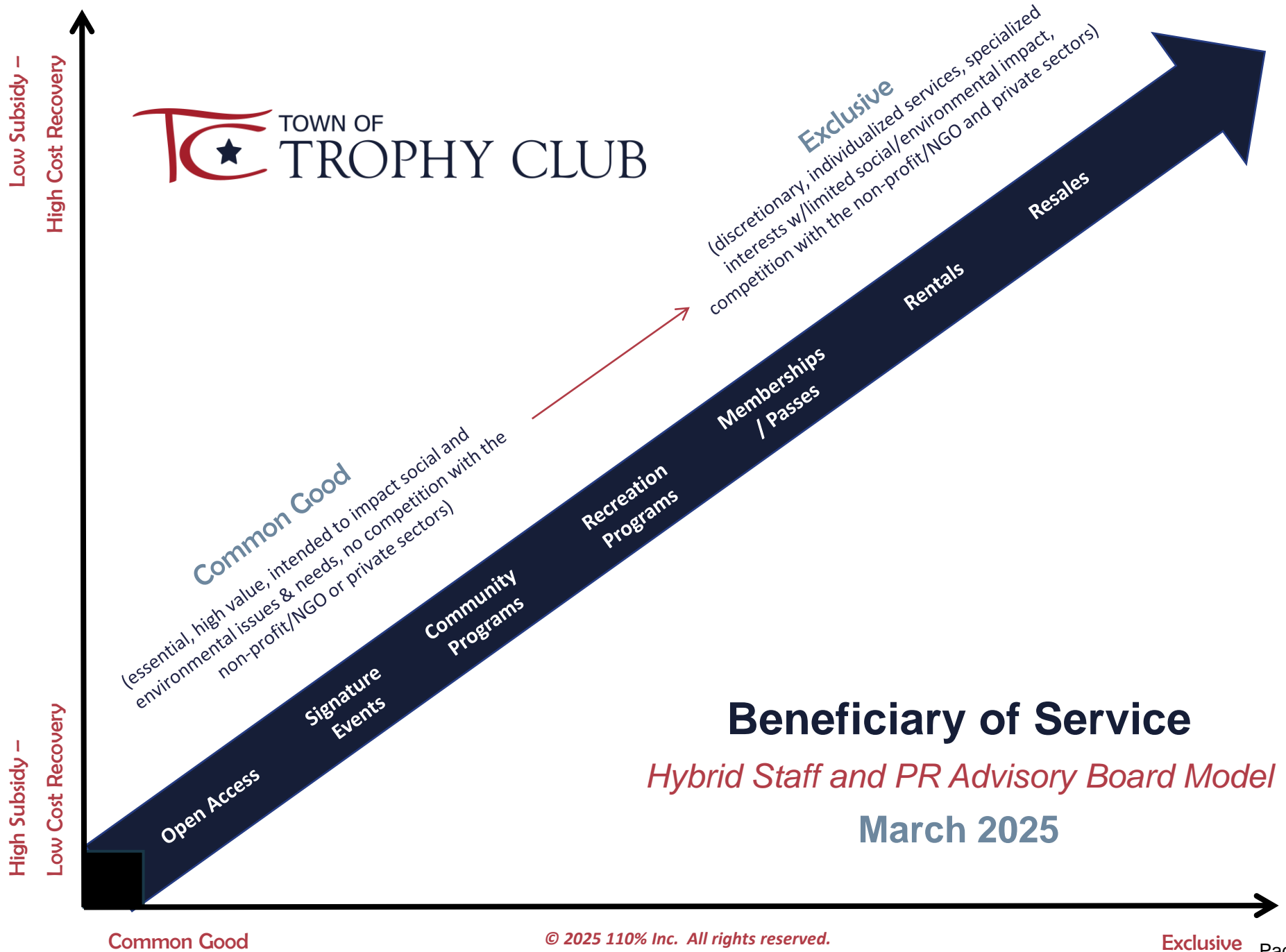
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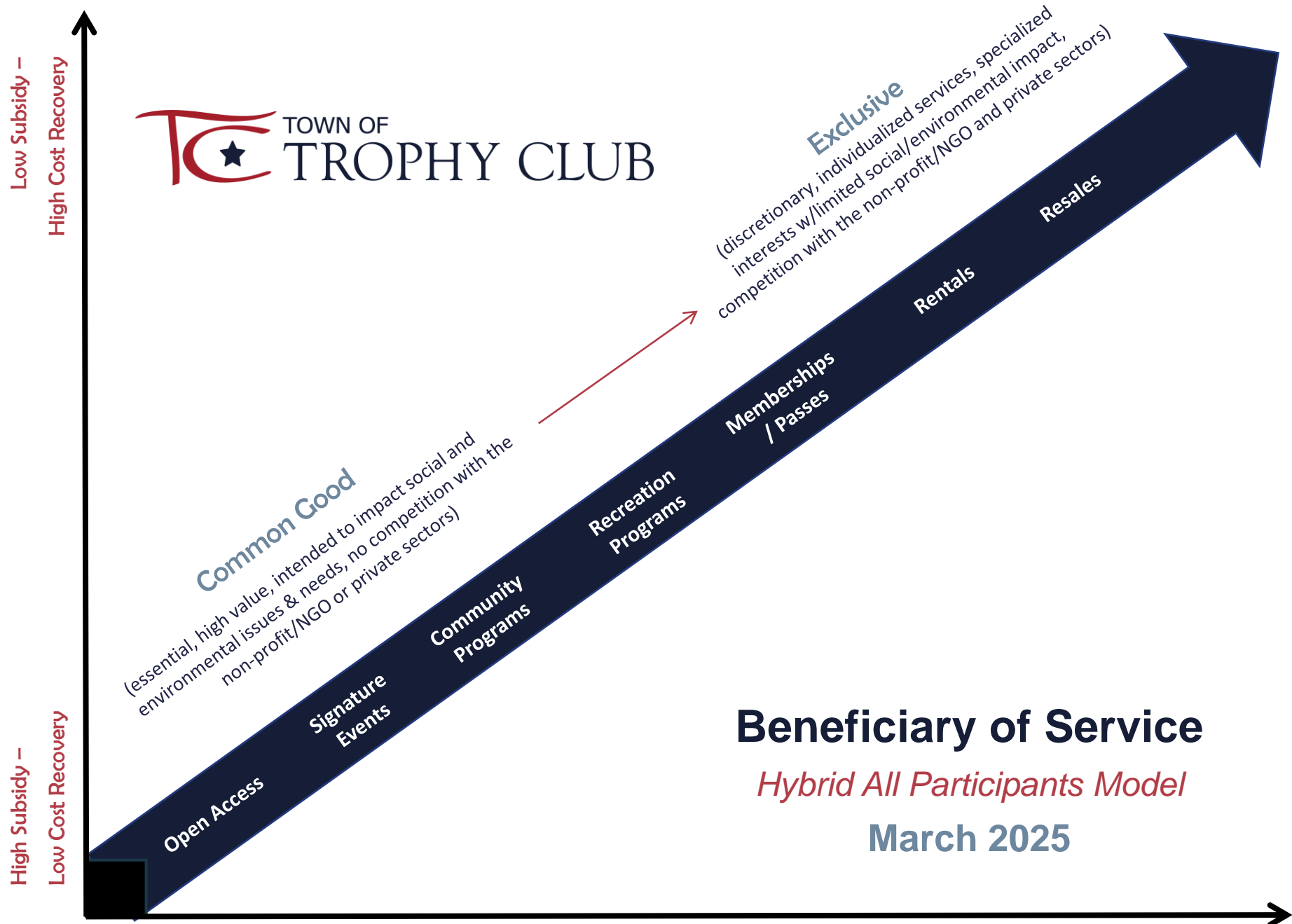


Financial Sustainability Continuum





Financial Sustainability Continuum



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Exclusive Page 16 of 22









**PARKS & RECREATION BOARD/TREE BOARD
COMMUNICATION**

MEETING DATE: May 19, 2025

FROM: Daniel Wilson, Admin Assistant

AGENDA ITEM: Consider approval of the April 21, 2025, Parks & Recreation Board Meeting minutes. (Daniel Wilson, Senior Administrative Assistant)

BACKGROUND/SUMMARY: A Parks & Recreation Board Meeting was held on April 21, 2025.

BOARD REVIEW/CITIZEN FEEDBACK: N/A

FISCAL IMPACT: N/A

LEGAL REVIEW: N/A

ATTACHMENTS:

1. 25.04.21 Minutes

ACTIONS/OPTIONS:

Staff recommends that the Parks & Recreation Board move to approve the April 21, 2025, Parks & Recreation Board Meeting minutes.

**TOWN OF TROPHY CLUB
PARKS AND RECREATION BOARD MINUTES
MONDAY, APRIL 21, 2025; 6:00 PM**

The Trophy Club Parks and Recreation Board met in a Regular Session on Monday, April 21, 2025. The meeting was held at Town Hall, 1 Trophy Wood Drive in the Council Chambers.

BOARD MEMBERS PRESENT:

Jennifer Kashner	Chairperson
Patrick Schrein	Board Member
Bob Ferguson	Board Member
Gary Packan	Board Member
Steve Ford	Board Member
Dana Kizer	Board Member

BOARD MEMBERS ABSENT:

Jeffrey Eason	Vice Chairperson
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STAFF PRESENT:

Brandon Wright	Town Manager
Chase Ellis	Director of Parks and Recreation
Daniel Wilson	Senior Administrative Assistant for Parks and Recreation

CALL TO ORDER AND ANNOUNCE A QUORUM

Chairperson Kashner called the meeting to order at 6:00 PM and noted a quorum.

PUBLIC COMMENTS

No Public Comments were made.

REGULAR SESSION

- 1. Consider approval of the December 16, 2024, and the February 17, 2025, Parks & Recreation Board regular meeting minutes.**

Board member Shrien motioned to approve the December 16, 2024, and the February 17, 2025, Parks & Recreation Board regular meeting minutes. Board member Packan seconded the motion. Chairperson Kashner called for a vote. The motion passed unanimously.

- 2. Presentation and discussion on financial sustainability in relation to the Parks & Recreation Master Plan project.**

Director Ellis introduced Farrell Buller from 110% who is creating a Financial Sustainability Plan and Cost Recovery Model to be included as a part of the ongoing Parks & Recreation Master Plan. Buller provided an overview of what the Financial Sustainability Plan would represent and how the data for the plan has been collected and analyzed.

Buller guided the Parks & Recreation Board and the meeting's audience through an exercise to identify a

ranking of priority of the beneficiary of services provided by the Parks & Recreation Department. Buller explained that these rankings would be compiled and used to create a Beneficiary of Service Model to be included in the overall plan.

No actions were taken.

ADJOURN

Adjourned at 6:59 PM.

Jennifer Kashner, Chairperson
Parks and Recreation Board
Town of Trophy Club, TX

Daniel Wilson, Senior Administrative Assistant
Parks and Recreation Department
Town of Trophy Club, TX