

AGENDA – WORKSHOP OF THE CITY COUNCIL OF THE CITY OF PEARLAND, TEXAS, TO BE HELD ON MONDAY, FEBRUARY 21, 2011, AT 7:00 P.M., IN THE COUNCIL CHAMBERS, CITY HALL, 3519 LIBERTY DRIVE, PEARLAND, TEXAS.

I. CALL TO ORDER

II. PURPOSE OF THE WORKSHOP:

- 1. COUNCIL INPUT AND DISCUSSION:** REGARDING THE RECREATION CENTER AND NATATORIUM SIX (6) MONTH REVIEW. *Ms. Michelle Smith, Director of Parks and Recreation.*
- 2. COUNCIL INPUT AND DISCUSSION:** REGARDING THE COMMISSION FOR ACCREDITATION OF PARKS AND RECREATION AGENCIES (CAPRA) ACCREDITATION. *Ms. Michelle Smith, Director Parks and Recreation.*

III. ADJOURNMENT

This site is accessible to disabled individuals. For special assistance, please call Young Lorfing at 281-652-1840 prior to the meeting so that appropriate arrangements can be made.

Workshop Item No. 1

1. **COUNCIL INPUT AND DISCUSSION:** REGARDING THE RECREATION CENTER AND NATATORIUM SIX (6) MONTH REVIEW. *Ms. Michelle Smith, Director of Parks and Recreation.*

**AGENDA REQUEST
BUSINESS OF THE CITY COUNCIL
CITY OF PEARLAND, TEXAS**

AGENDA OF: 2-21-11	ITEM NO.: Workshop No. 1
DATE SUBMITTED: 2-7-11	DEPARTMENT OF ORIGIN: P&R
PREPARED BY: Julie Diaz/MS	PRESENTOR: Michelle Smith/Staff
REVIEWED BY: Jon R. Branson	REVIEW DATE: February 8, 2011
SUBJECT: Recreation Center and Natatorium Six (6) Month Review	
EXHIBITS:	
EXPENDITURE REQUIRED: AMOUNT AVAILABLE: ACCOUNT NO.:	AMOUNT BUDGETED: \$ PROJECT NO.:
ADDITIONAL APPROPRIATION REQUIRED: ACCOUNT NO.: PROJECT NO.:	
To be completed by Department: <input type="checkbox"/> Finance <input type="checkbox"/> Legal <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution	

EXECUTIVE SUMMARY

On August 7th, 2010, the City of Pearland opened the Recreation Center and Natatorium. From Staff's perspective, the facility has run smoothly since its initial opening. Since we are half of the way into our first year of operation, Staff believes it is necessary to provide Council with an overall view of the first six (6) months of operations.

There are several different areas to consider when reviewing the first six (6) months of operation. One of the most significant areas to focus upon is Memberships and Usage. A review of the number of memberships, revenue generated from those memberships, a snapshot of the type of memberships being sold and a review of the times the building is being utilized will be covered. Another area that will be covered in the presentation includes hours that the facility is open, holidays closed or that have reduced hours, staffing issues and changes that have made to better serve the citizens of Pearland as well as, changes that are currently under consideration at this time.

Budget is a primary concern therefore; Staff will provide a summary of the current budget and the cost recovery expectations. Every facility faces challenges and opportunities during its initial months of operation and Staff will report on those challenges and opportunities. They include resident/non-resident fees, customer access, and membership retention.

With the opening of the facility we have been fortunate enough to grow in regards to partnership, user groups, programs, and services. We have made some key partnerships within the community that not only helps the City, but the community as a whole. We will review a list of partnerships we currently have in place that would not have been possible without the facility. Along with partnerships, we also have a variety of user groups that utilize the facility outside the normal membership usage and those groups will be discussed as well.

Members of the facility are our primary focus. Keeping that focus in mind we have implemented new programs and services that are exclusive to this facility and keep our members coming back. We will review new programs and services that have been created and also touch on the some major events that have occurred during the first six (6) months of the operation at the facility.

RECOMMENDED ACTION

Staff recommends conducting the workshop and reviewing the presentation.

Workshop Item No. 2

2. **COUNCIL INPUT AND DISCUSSION:** REGARDING THE COMMISSION FOR ACCREDITATION OF PARKS AND RECREATION AGENCIES (CAPRA) ACCREDITATION. *Ms. Michelle Smith, Director Parks and Recreation.*

**AGENDA REQUEST
BUSINESS OF THE CITY COUNCIL
CITY OF PEARLAND, TEXAS**

AGENDA OF: 2/21/11	ITEM NO.: Workshop No. 2
DATE SUBMITTED: 2/10/11	DEPARTMENT OF ORIGIN: Parks & Recreation
PREPARED BY: Katy Bower/MS	PRESENTOR: Michelle Smith
REVIEWED BY: Jon R. Branson	REVIEW DATE: February 15, 2011
SUBJECT: Commission for Accreditation of Parks and Recreation Agencies (CAPRA) Accreditation	
EXHIBITS:	
EXPENDITURE REQUIRED: AMOUNT AVAILABLE: ACCOUNT NO.:	AMOUNT BUDGETED: \$ PROJECT NO.:
ADDITIONAL APPROPRIATION REQUIRED: ACCOUNT NO.: PROJECT NO.:	
To be completed by Department: <input type="checkbox"/> Finance <input type="checkbox"/> Legal <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution	

EXECUTIVE SUMMARY

The Parks and Recreation Department is working towards CAPRA (Commission for Accreditation of Parks & Recreation Agencies) Accreditation through the National Parks and Recreation Association (NRPA) as a goal for 2013. The process for accreditation for the department began in 2008 when we researched and decided CAPRA Accreditation was in line with the Vision and Mission of our department.

CAPRA Accreditation provides a set of national standards for Parks and Recreation agencies. Through compliance with the standards of excellence, CAPRA accreditation assures policy makers, department staff, the general public and the tax payers that an accredited park and recreation agency has been independently evaluated against established benchmarks as delivering a high level of quality. This includes extensive self-evaluations of business practices, identifies areas of improvement by comparing against national standards of best practices, creates an environment for regular reviews of operations, policies, procedures and promotes continual improvement as well as provides external validation that the agency meets national standards. CAPRA accreditation is a quality assurance and quality improvement process demonstrating an agency's commitment to its employees, volunteers, patrons and community.

RECOMMENDED ACTION

Staff recommends conducting the workshop and seeks the support of City Council for the Parks and Recreation Department to proceed with the goal of becoming a CAPRA Accredited Department.