

**AGENDA – WORKSHOP OF THE CITY COUNCIL OF THE CITY OF PEARLAND, TEXAS, TO BE HELD ON MONDAY, MARCH 7, 2011, AT 6:45 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 2011 CITIZEN SURVEY AND COMPARISON WITH THE 2009 CITIZEN SURVEY. *Ms. Claire Bogard, Director of Finance.*
- 2. COUNCIL INPUT AND DISCUSSION:** REGARDING THE RECREATION CENTER AND NATATORIUM SIX (6) MONTH REVIEW. *Ms. Michelle Smith, Director of Parks and Recreation.*
- 3. COUNCIL INPUT AND DISCUSSION:** REGARDING THE COMMISSION FOR ACCREDITATION OF PARKS AND RECREATION AGENCIES (CAPRA) ACCREDITATION. *Ms. Michelle Smith, Director Parks and Recreation.*
- 4. COUNCIL INPUT AND DISCUSSION:** REGARDING THE CREATION OF A CULTURAL ARTS PLAN. *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 2011 CITIZEN SURVEY AND COMPARISON WITH 2009 CITIZEN SURVEY. *Ms. Claire Bogard, Director of Finance.*

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

<b>AGENDA OF:</b> 3/7/11	<b>ITEM NO.:</b> Workshop Item No. 1
<b>DATE SUBMITTED:</b> 3/2/11	<b>DEPARTMENT OF ORIGIN:</b> Finance
<b>PREPARED BY:</b> Claire Bogard	<b>PRESENTOR:</b> Claire Bogard
<b>REVIEWED BY:</b> Bill Eisen	<b>REVIEW DATE:</b> 3/2/11
<b>SUBJECT:</b> 2011 Citizen Survey and Comparison with 2009 Citizen Survey	
<b>EXHIBITS:</b> Full Report of Citizen Survey – Hard copy to be delivered Powerpoint Presentation – Hard copy to be delivered	
<b>EXPENDITURE REQUIRED:</b> N/A <b>AMOUNT AVAILABLE:</b> <b>ACCOUNT NO.:</b>	<b>AMOUNT BUDGETED:</b> <b>PROJECT NO.:</b>
<b>ADDITIONAL APPROPRIATION REQUIRED:</b> <b>ACCOUNT NO.:</b> <b>PROJECT NO.:</b>	
<b>To be completed by Department:</b> <input checked="" type="checkbox"/> Finance <input type="checkbox"/> Legal <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution	

**EXECUTIVE SUMMARY**

The fiscal year 2011 budget included funding to conduct a survey of citizens of the City of Pearland. This is the second citizen survey completed within the last two years. The last survey was completed during fiscal year 2009. The 2011 survey was conducted between November and December 2010 and was based on a random sampling of 400 telephone interviews. Upon completion of the survey, Creative Consumer Research (CCR) analyzed the data and provided a full report of the survey results that included tables and charts, comparisons to 2009 and identified major changes from the 2009 survey.

The consultant was provided city addresses which allowed the City to be broken up into five different geographical areas in order to segregate responses/issues in each part of town: West, North, Northeast, South and Southeast. The results of this survey will provide the City the opportunity to understand how well the City is providing the necessary services to meet the needs of the community, as well as changes in citizens' responses from the 2009 survey. The results of this survey will also allow the City to incorporate any needs into the upcoming budget process.

**RECOMMENDED ACTION**

City Council to receive final report of the citizen survey and presentation by Creative Consumer Research (CCR), including a general overview and key highlights of the survey results.

# **WORKSHOP ITEM NO. 1**

Information on this item should be available by Friday March 4, 2011 and will be delivered to each Councilmember's home.

# Workshop Item No. 2

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

# Workshop Item No. 1

1. **COUNCIL INPUT AND DISCUSSION:** REGARDING THE 2011 CITIZEN SURVEY AND COMPARISON WITH 2009 CITIZEN SURVEY. *Ms. Claire Bogard, Director of Finance.*

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

<b>AGENDA OF: 03-07-2011</b>	<b>ITEM NO.:</b> Workshop Item No. 2
<b>DATE SUBMITTED: 2-7-11</b>	<b>DEPARTMENT OF ORIGIN: P&amp;R</b>
<b>PREPARED BY: Julie Diaz/MS</b>	<b>PRESENTOR: Michelle Smith/Staff</b>
<b>REVIEWED BY: Jon R. Branson</b>	<b>REVIEW DATE: February 8, 2011</b>
<b>SUBJECT: Recreation Center and Natatorium Six (6) Month Review</b>	
<b>EXHIBITS:</b>	
<b>EXPENDITURE REQUIRED: AMOUNT AVAILABLE: ACCOUNT NO.:</b>	<b>AMOUNT BUDGETED: \$ PROJECT NO.:</b>
<b>ADDITIONAL APPROPRIATION REQUIRED: ACCOUNT NO.: PROJECT NO.:</b>	
<b>To be completed by Department:</b> <input type="checkbox"/> Finance <input type="checkbox"/> Legal <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution	

**EXECUTIVE SUMMARY**

On August 7<sup>th</sup>, 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.3

3. **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**

<b>AGENDA OF:</b> 2/21/11	<b>ITEM NO.:</b> Workshop Item No. 3
<b>DATE SUBMITTED:</b> 2/10/11	<b>DEPARTMENT OF ORIGIN:</b> Parks & Recreation
<b>PREPARED BY:</b> Katy Bower/MS	<b>PRESENTOR:</b> Michelle Smith
<b>REVIEWED BY:</b> Jon R. Branson	<b>REVIEW DATE:</b> February 15, 2011
<b>SUBJECT:</b> Commission for Accreditation of Parks and Recreation Agencies (CAPRA) Accreditation	
<b>EXHIBITS:</b>	
<b>EXPENDITURE REQUIRED:</b> <b>AMOUNT AVAILABLE:</b> <b>ACCOUNT NO.:</b>	<b>AMOUNT BUDGETED: \$</b> <b>PROJECT NO.:</b>
<b>ADDITIONAL APPROPRIATION REQUIRED:</b> <b>ACCOUNT NO.:</b> <b>PROJECT NO.:</b>	
<b>To be completed by Department:</b> <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.

# Workshop Item No.4

4. **COUNCIL INPUT AND DISCUSSION:** REGARDING THE CREATION OF A CULTURAL ARTS PLAN. *Ms. Michelle Smith, Director Parks and Recreation.*

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

<b>AGENDA OF:</b> March 7, 2011	<b>ITEM NO.:</b> Workshop Item No. 4
<b>DATE SUBMITTED:</b> 2-18-11	<b>DEPARTMENT OF ORIGIN:</b> P & R
<b>PREPARED BY:</b> Michelle Smith	<b>PRESENTOR:</b> Michelle Smith
<b>REVIEWED BY:</b> Jon R. Branson	<b>REVIEW DATE:</b> February 28, 2011
<b>SUBJECT:</b> Creation of a Cultural Arts Plan	
<b>EXHIBITS:</b>	
<b>EXPENDITURE REQUIRED:</b>	<b>AMOUNT BUDGETED:</b> \$
<b>AMOUNT AVAILABLE:</b>	<b>PROJECT NO.:</b>
<b>ACCOUNT NO.:</b>	
<b>ADDITIONAL APPROPRIATION REQUIRED:</b>	
<b>ACCOUNT NO.:</b>	
<b>PROJECT NO.:</b>	
<b>To be completed by Department:</b>	
<input type="checkbox"/> Finance <input type="checkbox"/> Legal <input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution	

**EXECUTIVE SUMMARY**

In August of 2009, I sent Mr. Eisen a memo regarding my desire to create a Cultural Arts Plan for the City of Pearland. I had requested the creation of the plan be a project of the Parks & Recreation Department and I committed to writing the RFP and seeking funding for the project.

Based on direction given, I have done some research, compiled information from various sources and have written the RFP for the plan. In addition to completing the RFP, I am have also compiled a list of possible consultants to send the RFP to when it is formally put out for bid. To provide some background I have included excerpts from the RFP so as to help better understand the plan itself.

**Introduction of RFP**

*The City of Pearland Parks & Recreation Department (PARD) is soliciting written proposals from professionally qualified contractors to develop the City of Pearland's first cultural plan. All proposals should clearly state how the contractor would work with the PARD to establish priorities and strategies for advancing arts and culture that support the City's broader goals of increasing tourism to the community and enhancing the quality of life for the*

*citizens within the community. The process should be broadly participatory in nature and inclusive of the City's citizens, organizations and leaders.*

### **Purpose as stated in RFP**

*The City of Pearland Cultural Plan will present a long range framework, and an achievable 3-5 year course of action that reflects the cultural preferences and priorities of Pearland citizens and results in opportunities for increased promotion of tourism and the hotel industry within the City. The plan will assess the current provisions of cultural activities in Pearland and identify opportunities for future growth and change. It will include a policy framework together with specific strategies, structures, and funding requirements for implementation. The planning process will be designed to ensure broad community participation in its development as well as widespread understanding and support for its recommendations.*

### **Areas of concentration identified in the RFP**

Access and Participation: Identify the kinds of cultural activities and amenities preferred by a broad range of stakeholders, and evaluate how they align with existing programs/services as well as with the civic goals.

Organizational structure and administration: Identify current structure of cultural arts administration and provide recommendations for potential organizational structure to meet the current and future cultural needs of the community.

Cultural Facilities: Assess unmet community cultural facility needs and recommend options.

Cultural Funding: Assess current public and private funding mechanisms and identify specific models for future support, both monetary and non-monetary.

Based on the focus and intent of the plan to ultimately increase tourism, Darrin has confirmed that he feels comfortable that money can be used from Hotel/Motel tax (HOT) fund to pay for the creation of this plan.

The RFP calls for the budget for plan development to be \$30-\$50K. We are allowed to spend 15% per year on art related activity (which amounts to about \$75K a year) I would recommend to use the HOT funds for this project. The RFP is complete, the HOT money is available, and it is just a matter of how to proceed with allocating the money.

Up to this point staff has been doing the background leg work for this project and Council has not been aware of this particular project. Because of the potential dollar amount of the contract and potential recommendations that could evolve in the creation of the plan we wanted to bring the item to Council's attention before the project progresses further.

## **RECOMMENDED ACTION**

Staff recommends that we conduct the Workshop on this item.