



PARKS & BEAUTIFICATION COMMITTEE REGULAR MEETING

May 15, 2024 at 6:00 PM

**Hewitt Community Services-Conference Room
103 N. Hewitt Dr, Hewitt, TX 76643**

MINUTES

Members: Jerry Snider, Casey Lowrey, Vernon Bailey, Ryan A. NeGron, Nathan Rusterholtz, Tyler Green, Vacancy

Attendee Name	Absent	Present	Arrived
Jerry Snider	☐	☒	6:20 pm
Casey Lowery	☐	☒	6:00 pm
Vernon Bailey	☐	☒	5:58 pm
Ryan NeGron	☒	☐	
Nathan Rusterholtz	☐	☒	5:54 pm
Tyler Green	☐	☒	5:55 pm
Vacancy	☐	☐	

CALL TO ORDER

Mr. Lowery motioned to call the meeting to order at 6:07 pm. Mr. Rusterholtz seconded the motion. All members present in favor. Motion passed.

REGULAR AGENDA ITEMS

1. Consider approval of minutes for the April 17, 2024 Parks and Beautification regular meeting. Mr. Green requested to change a typo in the minutes on the last line in the Adjournment section to read Mr. Snider seconded the motion. All members present in favor of the requested change. Mr. Lowery made a motion to approve the minutes for the April 17th, 2024, Parks and Beautification regular meeting pending the requested typo is corrected at 6:10 pm. Mr. Rusterholtz seconded the motion. Motion passed.
2. Discussion of park updates.
Mr. Coleman recapped the agenda items from last month's meeting, including the completion of the construction of the new Pavilion at Warren Park pending running of electricity and

utilities. He summarized the update to increase future park fees pending council approval and the location of a new bridge in Hewitt Park.

Mr. Coleman discussed an update to the parks, which is the recent delivery of the new picnic tables and benches for Warren Park. He mentioned that they would be assembled and taken to the new pavilion within the next week. This concludes all park updates at this time.

3. Discussion and possible action of park bylaws and appointing board positions.
All members present agreed to hold off discussing appointing any positions until a later date. Mr. Coleman mentioned that corrections are in the process and would be passed along to the City Secretary to review and would be disclosed to the board once complete.
4. Discussion of a kite festival fundraiser.
Mr. Bailey discussed holding the kite festival on the weekend before Earth Day, which is Saturday, April 19th, 2025. He suggested inviting the Master Gardeners, local 4H clubs to include the schools, the Greater Hewitt Chamber of Commerce, local garden centers, Atwoods, and Walmart to participate or donate items. Mr. Bailey discussed having snack items available, such as muffins and orange juice. Mr. Bailey mentioned having Allen Samuels bring vehicles to have on display for the public and possibly asking the Fire Department and Police Department if they would like to attend as well. Mr. Bailey discussed having the kites donated for the event and possibly having a kite decorating contest. Mr. Lowery mentioned having a guest panel as judges for the kites. Mr. Bailey suggested giving the revenue made from this event away as scholarships. Mr. Lowery asked for clarification on the use of the funds received during the event if they were solely going to be used as scholarships or to raise funds to use towards the parks. Mr. Bailey answered that the funds could be used towards the parks, and he is up for any suggestions since they were still in the planning phase.

Mr. Coleman suggested combining ideas and partnering with the Chamber to help bring this idea to light. Mr. Coleman mentioned how the city has used them in the past and has been successful in doing so. He discussed how the chamber can help by assisting in organizing and handling any sponsorship with their packages, which include a portion of any revenue made during an event being written out in a check back to the city and a portion they would retain for their part in assisting in an event. He mentioned that the Chamber has many contacts and a larger platform for advertising.

Mr. Coleman asked the board for clarification on the donation of kites from a sponsor, if the board would need to purchase and provide the kites, or if it would be a bring-your-own kite. Mr. Bailey suggested having a sponsor donate the kites for the event. Mr. Rusterholtz suggested using a company such as Oriental Trading to custom print and putting together a quote for a certain number of kites to then approach a company/sponsor about how much it would be to sponsor the kites. Mr. Lowery asked how to go about obtaining sponsors. Mr. Coleman discussed the process of soliciting sponsors. He mentioned if the board were to partner with the Chamber, then the Chamber would handle all sponsors. He discussed if the board were to handle sponsors, then the request would need to be placed on a letterhead as a request to any possible sponsors. Mr. Bailey requested clarification from Mr. Rusterholtz about his suggestion to get a quote. Mr. Rusterholtz explained that it would not be a good idea to solicit a company without having a ballpark number requesting a sponsor. He mentioned that

the board would have better success approaching a sponsor with the actual amount it would be to sponsor a particular item for the kite festival versus asking them to just donate, for example, the kites. A company would more than likely agree to sponsor an item if the legwork of obtaining a quote is already complete.

Mr. Green mentioned that part of the STEM aspect could be a station where the attendees could assemble the kites during the festival. The board agreed. Mr. Coleman mentioned if the Chamber is involved, they have the means to reach out to food trucks and various companies that have had success at donating items or sponsoring. Mr. Snider described how he has partnered with the Chamber to help with his past events and has had great success. Mr. Bailey asked if the board would charge for vendors. Mr. Snider mentioned that a part of how revenue would be made is sponsors and vendor fees. Mr. Lowery suggested that Mr. Bailey put together a list of possible vendors and chambers ready for the next meeting to discuss options. Mr. Coleman suggested having the list of vendors and a more solid plan before approaching the Chamber which can be discussed during the next meeting. Mr. Bailey agreed and suggested using the next three parks meetings to discuss and put together a plan for the kite festival and then possibly requesting assistance from the Chamber.

Mr. Snider and Mr. Rusterholtz suggested looking into the five-year plan and promoting the kite fundraiser as raising funds for a specific amenity for the parks. Mr. Green and Mr. Bailey agreed. The board will continue to discuss options at the next parks meeting.

5. Discussion of public park interest form.

Mr. Coleman discussed the draft public park interest form. He mentioned the draft was a sample and asked the board for any suggestions. Mr. Green mentioned that he approved of the draft and suggested a change in the verbiage "per month" to read "per week" on the first question. All members present in favor. An updated draft will be presented during the next park meeting.

6. Discussion of future agenda items.

Mr. Green requested to discuss the design and placement of the bridge in Hewitt Park. Mr. Bailey would like to continue the discussion of the kite festival. Mr. Lowery would like to discuss the park interest form.

ADJOURNMENT

Mr. Lowery made a motion to adjourn the meeting at 6:53 pm and Mr. Bailey seconded the motion. Motion passed.

Date Approved: July 17, 2024

Attest



Linda Fish, Administrative Assistant
General Services