



City of South Padre Island  
Parks, Recreation and Beautification Committee

## **REGULAR MEETING**

Wednesday, May 21, 2014  
9:00 A.M. AT THE MUNICIPAL BUILDING,  
CITY COUNCIL CHAMBERS, 2ND FLOOR  
4601 PADRE BOULEVARD, SOUTH PADRE ISLAND, TEXAS

Jody Hughes, Chairman

Wanda Ballou, Vice Chairman

Kathy Grebb

Debbie Huffman

Robert Weiss

Lori Alaniva

Kerry Schwartz

Questions regarding this agenda should be directed to the South Padre Island Convention & Visitors Bureau Staff at 956-761-3000. This facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodations of interpretive services must be made 48 hours prior to this meeting. Please contact building official, Jay Mitchim; ADA designated responsible party at (956) 761-8103.

**NOTICE OF REGULAR MEETING**  
**THE CITY OF SOUTH PADRE ISLAND**  
**PARKS, RECREATION AND BEAUTIFICATION COMMITTEE**  
**May 21, 2014**

Notice is hereby given that the Parks, Recreation and Beautification Committee of the City of South Padre Island, Texas will hold a **Regular Meeting on Wednesday, May 21, 2014 at 9:00a.m., in the Municipal Building Joyce H. Adams Board Room, 2<sup>nd</sup> Floor, 4601 Padre Boulevard,** South Padre Island, Texas.

**AGENDA**

1. Call to order.
2. Pledge of Allegiance.
3. Public announcements and comments: *This is an opportunity for citizens to speak to the Parks, Recreation and Beautification Committee relating to agenda or non-agenda items. Speakers are required to address the Parks, Recreation and Beautification Committee at the podium and give their name before addressing their concerns. (Note: State law will not permit the Parks, Recreation and Beautification Committee to discuss, debate or consider items that are not on the agenda. Citizen comments may be referred to Convention and Visitors Bureau staff or may be placed on the agenda of a future Parks, Recreation and Beautification Committee meeting.)*
4. Consent agenda.
  - A. Approval of minutes of April 9, 2014.
5. Discussion regarding the scope of The Parks, Recreation and Beautification Committee. (Hughes)
6. Discussion and action regarding discontinuing the SPI Bookmark promotion.(Huffman)
7. Discussion and action regarding the possible new budget projections for events on the annual event calendar. (Hughes/Hancock)
8. Discussion and action regarding the Grand Re-opening of Water Tower Park.(Hughes)
9. Discussion and action regarding 4<sup>th</sup> of July Beach Parade. (Huffman)
10. Update on the progress of the SPI City Park Plan. (Hughes)
11. Set new meeting date/agenda items for next meeting.
12. Adjourn.

Dated this, the 16<sup>th</sup> day of May 2014.

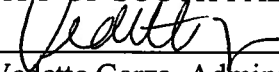
CITY OF SOUTH PADRE ISLAND

  
\_\_\_\_\_  
Vedette Garza, Administrative Assistant

I, the undersigned authority, do hereby certify that the above Notice of Meeting of the South Padre Island Parks, Recreation and Beautification Committee is a true and correct copy of said Notice on the bulletin board at the City Hall of said City of South Padre Island, Texas on May 16<sup>th</sup>, 2014 at 10:30 and it remained so posted continuously for at least 72 hours preceding the scheduled time of said Meeting.



CITY OF SOUTH PADRE ISLAND

  
\_\_\_\_\_  
Vedette Garza, Administrative Assistant

NOTE: This facility is wheelchair accessible and accessible parking spaces are available. Requests for accommodations or interpretive services must be made 48 hours prior to this meeting. Please contact Jay Mitchim, ADA designated responsible party, at (956) 761-1025.

**NOTE: There may be one or more members of the South Padre Island City Council attending this meeting, and if so, this statement satisfies the requirements of the OPEN MEETINGS ACT.**

**CITY OF SOUTH PADRE ISLAND  
PARKS, RECREATION AND  
BEAUTIFICATION COMMITTEE  
AGENDA REQUEST FORM**

**MEETING DATE:** May 21, 2014

**NAME & TITLE:** Vedette Garza, Administrative Assistant

**DEPARTMENT:** Parks, Recreation and Beautification Committee

**ITEM**

- a. Approve minutes of April 9, 2014 Regular Meeting

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**

**Approve Minutes**

**MINUTES  
CITY OF SOUTH PADRE ISLAND  
PARKS, RECREATION AND BEAUTIFICATION COMMITTEE  
WEDNESDAY, April 9, 2014**

**I. CALL TO ORDER.**

The Parks, Recreation and Beautification Committee of the City of South Padre Island, Texas held a Regular Meeting on Wednesday, April 9, 2014 at the Municipal Complex Building, 2<sup>nd</sup> Floor, and 4601 Padre Boulevard, South Padre Island Texas. Chairman Hughes called the meeting to order at 9:00 a.m. A quorum was present: Chairman Jody Hughes, Vice – Chairman Wanda Ballou and committee members Debbie Huffman, Kathy Grebb, Robert Weiss, Lori Alaniva and Kerry Schwartz were all present.

City staff members present were Administrative Assistant Vedette Garza, CVB Special Events Manager, Mary K. Hancock and City Manager, William DiLibero.

**II. PLEDGE OF ALLEGIANCE.**

Chairman Hughes led the Pledge of Allegiance.

**III. PUBLIC ANNOUNCEMENTS AND COMMENTS:**

Public comments and announcements were given at this time.

**IV. APPROVE CONSENT AGENDA.**

Parks, Recreation and Beautification Committee Vice-Chairman Ballou made a motion, seconded by Committee Member Weiss to approve the Consent Agenda. Motion carried unanimously.

**V. DISCUSSION AND ACTION TO RECOMMEND A NAME FOR THE NEW CITY PARK**

Chairman Hughes made a motion to name the New City Park S.P.I. City Park for the purposes of drawings, rendering and further discussion, second by Committee Member Huffman.

**VI. DISCUSSION AND ACTION REGARDING CONDITION OF WATER TOWER PARK AND OTHER CITY PARKS**

No action was taken. Chairman Hughes would like to keep on as an ongoing discussion on the upcoming agenda.

**VII. DISCUSSION, REVIEW AND POSSIBLE ACTION REGARDING UPCOMING EVENTS ON SOUTH PADRE ISLAND AND UPDATING THE 2014/2015 CALENDAR.**

Discussion was made to add grand reopening at Water Tower Park on the 2014/2015 calendar for May.

**VIII. UPDATING REGARDING 2014/2015 BUDGET.**

Chairman Hughes formed a budget sub-committee to go over budget for the upcoming fiscal year. They will meet on the 16<sup>th</sup> of April at Yummies Bistro twelve noon. The sub-committee members will included Chairman Hughes, Committee Members Huffman and Schwartz.

**IX. UPDATING BOOKMARKS**

Committee Member Huffman mentioned the April/May Bookmarks have been delivered. Discussion was to see if the bookmark is an effective tool. Committee would like to see it on next month agenda.

**X. SET NEW MEETING DATE/AGENDA ITEMS FOR NEXT MEETING**

Next meeting was set for May 21, 2014 at 9:00am.

**XI. ADJOURN**

Meeting was adjourned by Committee member Schwartz at 10:16am.

**CITY OF SOUTH PADRE ISLAND  
PARKS, RECREATION AND  
BEAUTIFICATION COMMITTEE  
AGENDA REQUEST FORM**

**MEETING DATE:** May 21, 2014

**NAME & TITLE:** Jody Hughes, Chairman

**DEPARTMENT:** Parks, Recreation and Beautification Committee

**ITEM**

Discussion regarding the scope of The Parks, Recreation and Beautification Committee

**ITEM BACKGROUND**

RESOLUTION NO. 2010-25

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Approved by Legal:                YES: \_\_\_\_\_                      NO: \_\_\_\_\_

Comments:

**RECOMMENDATIONS/COMMENTS**



RESOLUTION NO. 2010-25

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SOUTH PADRE ISLAND, TEXAS, CREATING THE PARKS, RECREATION & BEAUTIFICATION COMMITTEE**

**WHEREAS**, it is generally recognized that creating a committee referred to as the Parks, Recreation & Beautification Committee would be beneficial to the South Padre Island community; and

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SOUTH PADRE ISLAND, TEXAS:**

**Section 1:** The City Council supports and approves the creation of the Parks, Recreation & Beautification Committee.

**Section 2:** The Parks, Recreation & Beautification Committee shall conduct all its meetings ~~at~~ in a public setting preferably at City Hall and shall follow all of the procedures required by the Open Meetings Act.

**Section 3:** The City Council may appoint seven (7) members to serve on the Parks, Recreation & Beautification Committee. The Committee members will have two year staggered terms with the Chairman and Vice-Chairman elected annually by the Committee. Staggered terms will expire on the 30<sup>th</sup> of September each year. For the initial terms the appointed committee members will draw for term lengths, three of the terms will be for one (1) year and four (4) of the terms will be for two (2) years.

**Section 4:** The Parks, Recreation & Beautification Committee will establish goals annually including the following general objectives:

- Make programmatic recommendations to enhance the beauty and overall appearance of the City of South Padre Island
- Recommend policy to the City Council to protect and preserve the natural beauty of the City of South Padre Island and to ensure its ecological vitality for the future.



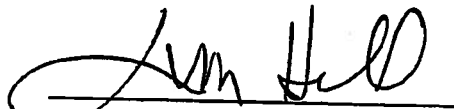
- Educate and engage SPI residents and visitors to take responsibility for improving the community environment.
- Work on creating community events that support a high quality of life for the residents of the City of South Padre Island which will create a sense of community.
- Maintain a community park system for the enjoyment of residents and visitors.

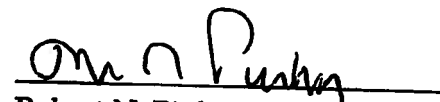
**Section 5:** The Parks, Recreation & Beautification Committee will strive to educate the public regarding the importance of keeping South Padre Island beautiful for the public's enjoyment.

**PASSED, APPROVED AND ADOPTED** on this the 15th day of September, 2010.

ATTEST:

CITY OF SOUTH PADRE ISLAND, TEXAS

  
\_\_\_\_\_  
Susan M. Hill, City Secretary

  
\_\_\_\_\_  
Robert N. Pinkerton, Jr., Mayor



**CITY OF SOUTH PADRE ISLAND  
PARKS, RECREATION AND  
BEAUTIFICATION COMMITTEE  
AGENDA REQUEST FORM**

**MEETING DATE:** May 21, 2014

**NAME & TITLE:** Debbie Huffman, Committee Member

**DEPARTMENT:** Parks, Recreation and Beautification Committee

**ITEM**

Discussion and action regarding discontinuing the SPI Bookmark promotion.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

Sent to Legal:                      YES: \_\_\_\_\_                      NO: \_\_\_\_\_

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Comments:

**RECOMMENDATIONS/COMMENTS**

**CITY OF SOUTH PADRE ISLAND  
PARKS, RECREATION AND  
BEAUTIFICATION COMMITTEE  
AGENDA REQUEST FORM**

**MEETING DATE:** May 21, 2014

**NAME & TITLE:** Jody Hughes, Chairman and Mary K. Hancock, Special Events Manager

**DEPARTMENT:** Parks, Recreation and Beautification Committee

**ITEM**

Discussion and action regarding the possible new budget projections for events on the annual event calendar.

**ITEM BACKGROUND**

Event Calendar for the New Budget Year 2014/15

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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**RECOMMENDATIONS/COMMENTS**

## **Parks & Rec. & Beautification**

### **Committee is requesting \$15,000 Budget for 2014/15**

#### **Events Calendar for the New Budget Year 2014/15**

The Committee has decided to discontinue the bookmark program due to increased use of personal devices being used to track events.

Events Calendar has been refined with a total of 6 events for the new budget year.

#### **Nov. \$1500**

Veterans Day Concert @ Hilton Inn / Tuesday Nov. 11 / FREE event  
\$500 Talent, \$500 Ads (Coastal Current and Parade), \$500 misc.

#### **Dec. \$6000**

12+ Days of Xmas (includes Xmas Parade, Breakfast with Santa, Kids New Year's Eve and 12+ Days promotions) \$1500 Ads, Breakfast \$500, Parade Awards \$2500, Misc. \$1500 (FREE events)

#### **Jan. \$2500**

Senior Prom @ La Quinta Inn & Suites / Sat. Jan. 24, 2015  
\$1000 Ads, \$500 Band, Misc. \$1000 (Redesigning Event in 2015 to attract more people)

(\$432 income from ticket sales in 2014)

#### **June \$1000**

Children's Event at the Park (New Event TBD)

#### **July \$2000**

4<sup>th</sup> July Beach Parade / \$1000 Ads, \$250 Median Banner, Misc. \$750

#### **September \$500**

Causeway Memorial Event 2015 (SPI every other year)

**\$600** Port-a-can annual expense for Farmer's Market

**TOTAL \$13,100 for event expenses in new budget year.**

**Committee requests \$900 in added funds for unplanned expenses or event.**

**South Padre Island Parks, Recreation & Beautification Committee**  
**Event Schedule for May 2014 - September 2015**

**May 2014**

**May 28, 2014 (Wednesday) – Grand Reopening at Water Tower Park 6:00 – 7:30**

**July 2014**

**July 4<sup>th</sup> – “Fourth (4<sup>th</sup>) of July Beach Parade” on SPI on Beach Access 22-17 (5th year)**

**November 2013**

**November 11, 2013 – Veteran’s Day Concert with Leslie Blasing at La Quinta (3rd year)**

**December 2013**

**December 12 – January 1<sup>st</sup> - 12+ Days of Christmas ( 20+) Events throughout the Island)  
(4<sup>th</sup> year)**

**Other December Events**

**(\*Port Isabel Lighted Boat Parade is Sat. Dec.)**

**(\*Martini Party is Sat. Dec.)**

**December (12) – Holiday Parade on Padre Blvd. (26<sup>th</sup> year – 5<sup>th</sup> year for Parks)**

**December (13) – Breakfast with Santa at Schlitterbahn Water Park 10:00-Noon**

**December (16) – Awards Ceremony on the Steps of SPI City Hall 6:30-7:30 pm**

**December (31) – Kid’s New Year’s Eve Party at Water Tower Park 11:00-1:00 pm**

**January 2015**

**January 24, 2015 (Saturday) – SPI Senior Prom at La Quinta Inn & Suites 7:00-11:00 pm**

**May or June 2015 – Children’s Event at the Park**

**(September 2015 (Sunday) - Causeway Memorial (City of SPI turn to Host)**

**CITY OF SOUTH PADRE ISLAND  
PARKS, RECREATION AND  
BEAUTIFICATION COMMITTEE  
AGENDA REQUEST FORM**

**MEETING DATE:** May 21, 2014

**NAME & TITLE:** Jody Hughes, Chairman

**DEPARTMENT:** Parks, Recreation and Beautification Committee

**ITEM**

Discussion and action regarding the Grand Re – opening of Water Tower Park.

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

**LEGAL REVIEW**

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**CITY OF SOUTH PADRE ISLAND  
PARKS, RECREATION AND  
BEAUTIFICATION COMMITTEE  
AGENDA REQUEST FORM**

**MEETING DATE:** May 21, 2014

**NAME & TITLE:** Debbie Huffman, Committee Member

**DEPARTMENT:** Parks, Recreation and Beautification Committee

**ITEM**

Discussion and action regarding 4<sup>th</sup> of July Beach Parade

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

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**CITY OF SOUTH PADRE ISLAND  
PARKS, RECREATION AND  
BEAUTIFICATION COMMITTEE  
AGENDA REQUEST FORM**

**MEETING DATE:** May 21, 2014

**NAME & TITLE:** Jody Hughes, Chairman

**DEPARTMENT:** Parks, Recreation and Beautification Committee

**ITEM**

Update on the Progress of the SPI City Park Plan

**ITEM BACKGROUND**

**BUDGET/FINANCIAL SUMMARY**

**COMPREHENSIVE PLAN GOAL**

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**RECOMMENDATIONS/COMMENTS**