

BURLESON PARKS ADVISORY BOARD  
July 14, 2022  
**DRAFT**  
MINUTES

Call to Order – 6:00 PM

Roll Call

Board Members Present

Thomas Fleeger  
Cynthia Plonien  
Sherry Scott  
Michael Massey  
Matthew Quinn

Board Members Absent

Emily Quinn  
Jessie Farris

Staff in Attendance:

Jen Basham (Director of Parks and Recreation)  
David Lopez (Deputy Director, Parks)  
Kerry Montgomery (Senior Administrative Secretary)

Guests

Bill Janusch  
Jessica Reams

**1. Approve the April 14 and June 9, 2022 meeting minutes.**

Michael Massey made a motion to accept the minutes as presented. Sherry Scott seconded the motion. The motion passed 5-0, with Emily Quinn and Jessie Farris being absent.

**2. Citizen Appearances**

Bill Janusch  
Jessica Reams

**3. Receive a report regarding the Parks Performance Fund. (*Staff presenter: Jen Basham, Parks and Recreation Director*)**

In May of 2022, City Council requested additional information regarding the park performance fund and the subsidy of the BRiCK and programs. Staff has researched additional revenue opportunities, as well as benchmarking similar facilities in local municipalities. After reviewing the current market, Burleson is within the 50th percentile. Additional programs and revenue are currently being researched and implemented, as well as improvements to marketing and customer service. Details were presented.

OPTIONS:

- Recommend maintaining current membership structure
- Recommend increasing the memberships and rental by a percentage

The board members present recommended a 5% increase in memberships and rentals

**4. Receive a report regarding monthly programs, revenue, and project updates. (*Staff presenter: Jen Basham, Parks and Recreation Director*)**

The board was briefed in regards to special events, programming, revenue and capital improvement projects for The BRiCk, Golf, Russell Farms, and Parks. A discussion followed

**5. Board Requests for Future Agenda Items or Reports**

**Adjourn**

There being no further business, Chairperson Cynthia Plonien adjourned the meeting.  
Time – 6:49 PM

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Kerry Montgomery, Senior Administrative Secretary