



Meeting Minutes

Parks and Recreation Advisory Committee

Wednesday, December 14, 2022

5:30 PM

City Hall - 6th Floor Conference Room

A. Call To Order/Roll Call

Chair Mejia called the meeting to order and a quorum was established with Kellie Summers absent.

B. Public Comment

- Melanie Salinas at 2521 Woodrose Drive
- Adam Rios at 7301 Tangled Ridge Court
- Clent Mericle at 3221 Olson Drive

C. Approval of Minutes

1. [22-2063](#) Regular PRAC Meeting Minutes of November 9, 2022

A motion was made by Robert McNabney to approve the minutes listed above and it was seconded by Vice Chair Stevens. The motion passed.

D. Director's Report - Department Updates

Robert Dodd, Director of Parks and Recreation, presented this item for the record. He reported on City Council items that were approved in November/December; upcoming items to be presented for December/January. He gave an update on the Sherril Park Master Plan/Scope of Work; the upcoming master plan for Commodores Park.

To continue the master planning efforts for Cole/Labonte Park, preliminary action items have been discussed for execution by Dykema/Levy consultants. Similar to the outreach efforts that were done for the 10-year Parks/Rec Master Plan, the following items will be performed:

- Various outreach efforts such as town hall meetings/community surveys
- Outreach with PRAC, City Council, and Visit CC
- Additional meetings will be held with executive leadership team
- Update renderings/landscaping after outreach/surveys
- Provide an executive summary
- Update Opinion of Probable Construction costs

Lastly, a brief presentation was also given by Oliver Amaya, Special Projects Manager, to go over a sample project cycle. He explained that there are typically four phases of a project cycle which are conceive (30 - 60 days), develop (30 - 90 days),

execute (4 - 9 months) and finish (30 days); gave a summary of actions for each phase.

E. Unfinished Business for Discussion or Possible Action

3. [23-0010](#) Joint Resolution (Watershore & Beach Advisory Committee, Marina Advisory Committee, and Island Strategic Action Committee): Erosion Response Plan

A motion was made by Robert McNabney to approve the resolution for item "3" as presented and it was seconded by Hannah Husbey. The motion passed.

4. [23-0012](#) Resolution Approving the Parks and Recreation Advisory Committee's Strategic Action Plan for 2023

A motion was made by Linda Lindsey to approve the resolution as presented for item "4" and it was seconded by Vice Chair Stevens. The motion passed.

F. New Business for Discussion and Possible Action

Addition of an Ex-Officio PRAC Member (Non-Voting) & Possible Amendments to Ch. 2, City Code of Ordinances Regarding Advisory Committees Defining Membership; Terms & Functions.

PRAC discussed both of these items and felt that they needed further explanation on origin/purpose. It was determined that both items would be added to the agenda for the January 2023 PRAC meeting.

5. [23-0013](#) Facility/Venue Opportunities for Sports Tourism: Joey Jewell, Executive Director - Sports Commission, Visit Corpus Christi

Joey Jewell, Executive Director - Sports Commission, with Visit Corpus Christi, presented item "5" for the record as shown above. He gave some background information for the Sports Commission and the state of the industry/2021 summary of economic impacts. He presented a graph of the growing trend for the Sports Commission from 2008 to 2019.

Mr. Jewell gave information on the Huddle Up Group which is a sports tourism industry consulting company. The strategic planning and facility audit project was conducted with the input of three members from the consultant team and included a 6-step process, including, but not limited to the following:

- In-person & phone interviews with Corpus Christi area leaders.
- Electronic survey responses from VCC stakeholders.
- One (1) in-person town hall meeting with local stakeholders.
- Tours of 13 different sites that encapsulate 25 sports and event venues.
- Benchmarking against several high performing venues both regionally & nationally.
- A rating of VCC through the Sports Tourism Index.

Mr. Jewell gave the group's findings of City facilities (anchor/tournament facilities) and their current index score versus the national average score. He proceeded to give the

following summary analysis:

- No anchor facilities
- No Tournament Quality Indoor Facility
- Diamond facilities are below average quality

Tournament Quality Facilities:

- Cabaniss Natatorium
- HEB Tennis Center
- Al Kruse – Pickleball
- American Bank Center
- Bill Witt Soccer Fields
- Henry Tennis Center
- McGee Beach
- Richard M. Borchard Fairgrounds
- Whataburger Field

Next, Mr. Jewell went over the opportunities/recommendations by Huddle Up & the Sports Commission for Baseball/Softball Complex, Indoor Fieldhouse & Bill Witt Park; gave the following overview of the analysis:

- Average to below-average sports facilities
- Community usage AND tourism usage
- Sports facilities as a cost reduction & revenue generation tool
- Opportunities and recommendations are in alignment with Parks and Recreation 10-Year Master Plan

After the presentation concluded, Mr. Jewell took questions/comments from the Committee. Majority of the discussion was regarding how recommendations from the Sports Commission align with the Bill Witt Park Master Plan. Mr. Jewell surmised the next steps would be to obtain PRAC recommendations for Staff's consideration to revisit the Plan, working with the Sports Commission, for minor/significant adjustments or to keep the Plan as is.

G. Committee Reports

- Island Strategic Action Committee (ISAC): Twila Stevens stated they passed the Joint Resolution for the Erosion Response Plan. Signage at Zahn Road will be placed for Packery Channel Park. Community/stakeholder input will be obtained through surveys and a town hall meeting for Commodores Park. Wish list items include tennis/pickle ball courts, baseball/soccer fields, splash pad, dog park, walking trail and a parking lot. She mentioned that a current facility in the hospital district has been suggested as a lease in lieu of a new community center for Commodores Park. An adequate buffer yard on the north side of Commodores Park was also discussed in order to separate single-family residences; discussion regarding funding for widening the walking trail.

- Watershore and Beach Advisory Committee (WBAC): Howard Schauer mentioned the Joint Resolution for the Erosion Response Plan. He said cabanas are being

painted and BBQ grills/pic-nick tables are being installed at Packery Channel Park. He also mentioned presentations were given on artificial intelligence for predicting environmental changes (grant awarded for new degree program at TAMUCC) and the permit process/official use of dredge material in the lower Texas Coastal Bend region. He expressed how stakeholder involvement increases the likelihood of a project's success.

- Rally 4 Neighborhood Parks (R4NP): Linda Lindsey stated the plan for this project is tentatively scheduled to be completed at the end of January 2023 with official kick-off in April (Earth Day).

H. Future Agenda Items for January 11, 2023

- Resolutions for the Erosion Response Plan & PRAC 2023 Strategic Action Plan
- Addition of an Ex-Officio PRAC Member (Non-Voting) & Ch. 2 Possible Amendments
- List of Priority Projects for 2023
- Bill Witt Master Plan Alignment with Sports Commission Recommendations

I. Adjournment

There being no further business to discuss, the meeting adjourned at 7:30 p.m.