

**CITY OF WIMBERLEY PARKS BOARD  
MINUTES, DECEMBER 14, 2011  
WIMBERLEY CITY HALL  
221 STILLWATER, WIMBERLEY, TEXAS**

Present: Thad Nance, Cathy Flocke, Dell Hood, M.F. Johnson; Don Ferguson, Doug Carter  
Absent: Mark Bursiel, Jan Fulkerson, Vance Smith.

Meeting called to order by Board President Thad Nance at 5:13 p.m.

1. Minutes of Board meeting of October 19, 2011 were accepted as submitted.
2. Citizen communications: None.
3. Staff reports

a. Blue Hole Regional Park: City Administrator Don Ferguson reported progress on development in the Park. He estimates Phase II construction may be completed by early spring, weather permitting. Friends of Blue Hole is continuing its fund raising work; The Meadows Foundation of Houston will announce a donation of \$150,000 toward the Park tomorrow (Dec. 15).

b. Old Kyle Road pocket park: Bert Ray has completed some design proposals for the park which will be circulated to the Parks Board and Rotary Club for their comments. Although the park is quite small (less than an acre), development will be in three phases as funding is available from Rotary and the community.

4. Discussion and possible action

a. Possible concession opportunities at Blue Hole Regional Park:

Don said City has an RFP ready which will seek interested operators for a shaved ice and drinks stand in the Park. The concessionaire will be asked to provide service at both the upper and lower levels. The concession will be a removable trailer-type operation, not a permanent installation. City envisions an initial contract for two or three years to see how it works and then to evaluate the potential for continuing the service.

Board discussed the proposal at length and expressed the following concerns: City should do all possible to seek a local provider; the concession facility should be designed in keeping with the overall ambiance and look of Blue Hole; the operation should stress recyclable materials and strong anti-littering management; and the operation should not be near the swimming hole to prevent trash in Cypress Creek.

Dell moved that the Parks Board approve the proposal by City staff to issue a Request for Proposal for a shaved ice/soft drinks concession at Blue Hole Regional Park as presented, with the condition that the award be given to a local provider if at all possible. Cathy seconded the motion which was approved by unanimous vote.

b. Proposed fees and a VIP program for Blue Hole Regional Park:

Don presented a proposed fee schedule for the Park for 2012 and a suggestion to create a VIP program which for higher fees would offer additional benefits.

Board discussed the proposed fee schedule for 2012, which increases the daily admission fee for all age groups by one dollar but keeps all the prices for season and ten-punch passes the same as for 2011. New fee schedule will be:

Children 0-3: Free  
Youth 4-12: \$4  
Junior 13-17: \$8  
Adult 18-59: \$8  
Senior 60+: \$4  
Non-transferable Season Pass for Youth and Seniors: \$30  
Non-transferable Season Pass for Juniors and Adults: \$50  
Transferable 10-punch Pass for Youth and Seniors: \$24  
Transferable 10-punch Pass for Juniors and Adults: \$56.

Dell moved that the Board approve the 2012 fee schedule for Blue Hole Regional Park as presented; MF Johnson seconded and the motion was approved by unanimous vote.

Don said the proposal for a special extra-benefits package is designed to generate income over the long term and to help create a wider base of supporters for the park who will be given extra benefits for higher levels of support. He will discuss it with Friends of Blue Hole to ensure it does not compete with their programs for Park donors. Board discussed possible names for the special package and benefits to be included, such as VIP seating at concerts in the park, a meet-the-artists program, special admission privileges, adding a coupon booklet for items such as recreation bags, tee shirts, and concessions; and special arrangements for rental of park facilities.

Don will develop the proposal further and suggest some price levels for presentation to a future Board meeting.

5. Board member reports: None.

6. Adjournment: Meeting adjourned at 6:45 p.m.

Recorded by Dell J. Hood *DJH*  
*Accepted May 16, 2012*