



FARMERS  
BRANCH

**CITY OF FARMERS BRANCH  
AGENDA  
REGULAR MEETING  
HISTORICAL PRESERVATION AND RESTORATION BOARD  
TUESDAY, AUGUST 23, 2016  
FARMERS BRANCH HISTORICAL PARK  
2540 FARMERS BRANCH LANE, FARMERS BRANCH, TEXAS  
7:00 P.M.**

- I. CALL TO ORDER**
- II. APPROVAL OF MINUTES FOR JULY 12, 2016 SPECIAL CALLED MEETING**
- III. MASTER TRAIL PROGRAM**
- IV. CONSIDER EXCUSING THE ABSENCES OF GRETCHEN CASH AND KAY LYNN LYON FROM THE JULY 12, 2016 SPECIAL CALLED MEETING**
- V. DISCUSS EMERITUS POSITIONS AND RECOGNITION OF BOARD MEMBERS AND TAKE APPROPRIATE ACTION**
- VI. DISCUSS BOARD TRAINING, PROCEDURES AND DINNER AND TAKE APPROPRIATE ACTION**
- VII. DISCUSS CHARGING FOR NON FARMERS BRANCH SCHOOL TOURS AND TAKE APPROPRIATE ACTION**
- VIII. DISCUSS DMOPROZ REPORT AND TAKE APPROPRIATE ACTION**
- IX. DISCUSS UPCOMING EVENTS**
- X. REPORTS:**
  - A. COLLECTIONS**
  - B. PLANNING/EDUCATION CENTER**
  - C. FRIENDS OF THE HISTORICAL PARK/FUNDRAISING**
  - D. ORAL HISTORY**
  - E. MUSEUM EDUCATION/VOLUNTEERS**
  - F. MUSEUM STORE**
- XI. DISCUSS DIRECTOR'S REPORT AS IT RELATES TO ACTIVITIES AT THE SENIOR CENTER, RECREATION CENTER, HISTORICAL PARK, AND VARIOUS PARK FACILITIES**
- XII. ADJOURNMENT**

AMERICANS WITH DISABILITIES ACT, TITLE II

*The Farmers Branch Historical Park is wheelchair accessible. Specially marked parking spaces are located in the parking area off Farmers Branch Lane. The Dodson House is accessible on the north side of the house. Persons with disabilities planning to attend this meeting who are deaf, hearing impaired or may need auxiliary aids such as sign interpreters or large print, are required to contact the City Secretary at 972-919-2503 at least 72 hours prior to the meeting.*

I certify that the above notice of this meeting was posted at least 72 hours prior to the scheduled meeting time, in accordance with the Open Meetings Act, on the bulletin board at City Hall.

Approved to Post: *[Signature]*  
City Secretary

Stamp:



Posted by: *[Signature]*

Date Posted: 8/10/16

**MINUTES  
HISTORICAL PRESERVATION AND RESTORATION BOARD  
REGULAR MEETING  
TUESDAY, JULY 12, 2016**

<b>PRESENT:</b>	Scott Ames Ann Christman Clare Connally Marjorie Cutler Carol Dingman Kellie Gallop Connie Hardy Bitsy Laney Beth Wood	<b>STAFF:</b>	Derrick Birdsall Historical Park Supt.  Danielle Brisette Museum Educator  Kim Jolly Chapman Historical Park Admin.
<b>ABSENT:</b>	Gretchen Cash Kay Lynn Lyon		

The meeting was called to order at 9:10 A.M.

**NOMINATING COMMITTEE REPORT:** Kellie Gallop presented the following slate of officers in Gretchen Cash's absence:

Chair – Clare Connally  
Vice Chair – Beth Wood  
Secretary – Gretchen Cash

After discussion, Marjorie Cutler moved to accept the slate of officers as presented. Anne Christman seconded. Motion carried unanimously.

**APPROVED MINUTES:** Connie Hardy moved to approve the minutes of the May 24, 2016 Board meeting. Ann seconded. Motion carried unanimously.

**CONSIDER EXCUSING THE ABSENCES OF SCOTT AMES AND KELLIE GALLOP:**

Following the lead of City Council, Board absences will need to be excused at the following meeting by the members of the Board present. Carol Dingman moved to excuse the absences of Scott and Kellie. Marjorie seconded. Motion carried unanimously.

**DMOPROZ REPORT:** Board Chair Clare Connally opened up the discussion about the DMOPROZ report, asking for opinions from the Board. Scott Ames asked if the Board should consider a modest admission fee at events such as Bloomin' Bluegrass; and mentioned that it was going to be of utmost importance to always discuss ROI when partaking in future planning for the Park. Connie Hardy asked if there was a way to charge non-residents of the City more than residents. Carol Dingman stated that according to the report, the Farmers Branch hotels are content with current levels of Hotel/Motel spending. Carol said it was key to figure out how to balance special events with weddings and other Park activities. In addition, Carol asked if charging for school tours was something the Park needed to look at as well. She said that according to the report, a visitor center is not needed, a museum is.

Kellie said she would like to re-open the discussion on a potential name change for the Historical Park. Kim Jolly Chapman and Danielle Brissette discussed the potential benefit of adding the word “museum” to the Park’s name in some fashion. Marjorie Cutler suggested that a name change would be a good step towards getting the other items for the Park that the Board would like to see. Carol asked about the timing of a name change for the Historical Park. Connie asked staff to place the name change on a future meeting’s agenda.

Connie moved to establish a committee to go over the report in detail and bring key points back to the Board for further discussion. Marjorie seconded. Motion carried unanimously. The members of the committee will be Ann, Carol and Marjorie.

**ADJOURNMENT:** The meeting was adjourned at 11:35 A.M.

RESPECTFULLY SUBMITTED:

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Derrick Birdsall

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Clare Connally, Board Chair



**FARMERS  
BRANCH**

# **MEMORANDUM**

## **PARKS & RECREATION**

**TO:** Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

**FROM:** Derrick Birdsall, Historical Park Supt.

**DATE:** August 10, 2016

**SUBJECT:** Master Trail Program

The Board requested an update on the Master Trail Program and how the Historical Park fits into the trail. Mitzi Davis, Program Manager, will be present to update the Board and answer questions.



# **MEMORANDUM**

## **PARKS & RECREATION**

**TO:** Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

**FROM:** Derrick Birdsall, Historical Park Supt.

**DATE:** August 10, 2016

**SUBJECT:** Board Attendance

Consider excusing the absences of Board members Gretchen Cash and Kay Lynn Lyon from the July 12, 2016 special called meeting and take appropriate action.

Adhering to the new Attendance Policy under the Ethics Policy City Council has adopted, the Historical Preservation and Restoration Board shall decide by vote at this meeting whether Gretchen's and/or Kay Lynn's absence were for good cause or not.

As a matter of practice, the Board has excused the absence of a Board member when a member has a pre-notified excusable absence. By excusing the absence, the Board member is not penalized with using one of three unexcused absences allowed in the Charter.

**Actions:**

- 1) Motion to approve the excused absences of Board members Gretchen Cash and/or Kay Lynn Lyon from the July 12, 2016 special called meeting.
- 2) Motion to deny approval of the excused absences of Board members Gretchen Cash and/or Kay Lynn Lyon.
- 3) Motion to modify to meet the needs of the Board.
- 4) Motion to table the issue for further study or take no action.



**FARMERS  
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# **MEMORANDUM**

## **PARKS & RECREATION**

**TO:** Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

**FROM:** Derrick Birdsall, Historical Park Supt.

**DATE:** August 10, 2016

**SUBJECT:** Board Emeritus

City Ordinance 2668 (see attached), passed in 2002, states:

*To be qualified to be appointed as a Board Member Emeritus an individual must be a resident of Farmers Branch, have a cumulative total of at least fifteen (15) years of dedicated and distinguished service to the Farmers Branch boards and commissions; may be recommended to City Council by a Farmers Branch board or commission; and must be appointed as a Board Member Emeritus by action of the City Council.*

Two former Historical Preservation and Restoration Board members, Ron Doerler and Patsy Mayo meet this requirement. In the past, the Board has had several Emeritus members: Jerry Wilcox, Betty Thacker, Dean Nichols – as well as Glenna Grimmer, who is currently an Emeritus.



ORDINANCE NO. 2668

AN ORDINANCE OF THE CITY OF FARMERS BRANCH, TEXAS,  
AMENDING CHAPTER 2, ARTICLE II, ADMINISTRATION, OF THE FARMERS  
BRANCH CODE OF ORDINANCES, CREATING THE POSITION OF BOARD  
MEMBER EMERITUS FOR CERTAIN BOARDS OF THE CITY.

WHEREAS, boards and board members provide a vital service to the continuing success of Farmers Branch; and

WHEREAS, long time board members have made significant contributions to the community and are a wealth of valuable knowledge; and

WHEREAS, after years of service some board members may desire to retire from service but are still willing and able to contribute and provide valuable assistance; and

WHEREAS, creating the honorary title of Board Member Emeritus will allow long-time board members of certain boards to step down from a regular board position but still be an active, non-voting supporter of the respective board.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS:

- SECTION 1. The honorary position of Board Member Emeritus is hereby created for designated City of Farmers Branch boards including the Library Board, the Parks and Recreation Board, the Historical Preservation and Restoration Board, the Housing Finance Corporation Board, the Industrial Development Corporation Board and the Senior Advisory Board.
- SECTION 2. City Council may, at their discretion, appoint individuals to become a Board Member Emeritus for certain designated City boards.
- SECTION 3. To be qualified to be appointed as a Board Member Emeritus an individual must be a resident of Farmers Branch, have a cumulative total of at least fifteen (15) years of dedicated and distinguished service to the Farmers Branch boards and commissions; may be recommended to City Council by a Farmers Branch board or commission; and must be appointed as a Board Member Emeritus by action of the City Council.
- SECTION 4. An individual appointed as a Board Member Emeritus is an honorary non-voting board member; shall receive all information that regular board members of the respective board receive; may attend all board functions of the appointed board,

may participate in all discussions related to board matters; may serve on committees; shall not be a voting member of the board nor of any committee of the board; shall not fill in as a voting board member when other members are absent; and shall abide by the provisions of the Ethics Ordinance as applicable to regular board members.

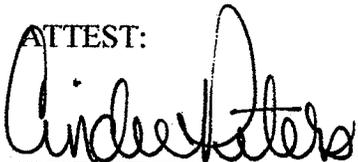
SECTION 5. A Board Member Emeritus shall continue as a resident of Farmers Branch in order to maintain the title of Board Member Emeritus.

SECTION 6. Attendance of a Board Member Emeritus at a board meeting shall not be counted toward completing a quorum of the board nor toward completing a quorum on any committee of the board; attendance at board meetings for a Board Member Emeritus is optional to the Emeritus Member.

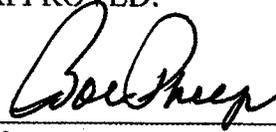
SECTION 7. Due to the legal nature of the business conducted by certain boards and commissions of the City of Farmers Branch, this ordinance shall be applicable only to the Library Board, the Parks and Recreation Board, the Historical Preservation and Restoration Board, the Housing Finance Corporation Board, the Industrial Development Corporation Board and the Senior Advisory Board.

DULY PASSED BY THE CITY COUNCIL OF THE CITY OF FARMERS BRANCH, TEXAS, ON THE 22 OF July, 2002.

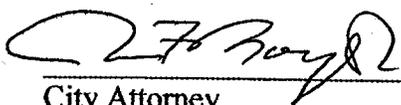
ATTEST:

  
\_\_\_\_\_  
City Secretary

APPROVED:

  
\_\_\_\_\_  
Mayor

APPROVED AS TO FORM:

  
\_\_\_\_\_  
City Attorney



# **MEMORANDUM**

## **PARKS & RECREATION**

**TO:** Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

**FROM:** Derrick Birdsall, Historical Park Supt.

**DATE:** August 10, 2016

**SUBJECT:** Board Training, Procedures and Dinner

On September 13, the Historical Park will host a day of training for Board members and volunteers. Topics covered for the Board, among other things, will be Board and Historical Park procedures, job duties of the Historical Park staff and current programming levels. Each Board member is invited to attend.

In addition to training for the Board, there will be volunteer training throughout the rest of the day. The Board is also invited to attend.

Scott Ames has requested that the Board discuss meals at future Board meetings as well.

The schedule for September 13 is as follows:

8 - 10 am	Board training
10 am - 12 pm	oral history training
12 - 1 pm	lunch
1 - 3 pm	school tour training
3 - 4 pm	special event or transcription training



**FARMERS  
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# **MEMORANDUM**

## **PARKS & RECREATION**

**TO:** Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

**FROM:** Derrick Birdsall, Historical Park Supt.

**DATE:** August 10, 2016

**SUBJECT:** School Tours

Discuss charging for non Farmers Branch school tours and take appropriate action. Staff recommends charging \$3 per child for non CFB tours and for private schools that are not located in FB. Implementation would start January 1.



**FARMERS  
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# **MEMORANDUM**

## **PARKS & RECREATION**

**TO:** Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

**FROM:** Derrick Birdsall, Historical Park Supt.

**DATE:** August 10, 2016

**SUBJECT:** DMOPROZ Report

The DMOPROZ committee consisting of Ann Christman, Marjorie Cutler and Carol Dingman would like to present their ideas for moving forward with the report. Please find attached DMOPROZ Report - An Opportunity to Grow.

August 5, 2016

To: Historical Park Board members

From: DOMPROZ Report Committee - Carol Dingman, Chrm., Marj Cutler, & Ann Christman

Your Committee met with Clare Connally to produce a first draft of the an outline to guide the discussion and eventual implementation of the DOMPROZ Report on the highest and best use of Farmers Branch Hotel Tax. The Hotel Tax is the only source of revenue for the Park, other than small amounts of rent and contributions. When the draft outline was completed, Park staff also gave their input.

After examining the Report's recommendations, your Committee saw this Report as an opportunity to take the Park to the next level by more fully addressing the Mission which is " to collect, preserve and interpret the history of the United States and Texas with an emphasis on Peters Colony and Farmers Branch." The attached discussion outline serves as a guide for the Historical Park Board to accomplishing this task.

We are an Advisory Board to the City Council. It is our job to become citizen experts on the Park and focus on the Park's needs that require understanding, dedication and vision. Basically we are the Park's lobbyists. As such, we need to be well informed, not only about the Park needs, but what will benefit our citizens and enhance our community's image and profile in the North Texas area. We also need to know our Council members and how they think about the Park.

The DOMPROZ Report emphasizes the importance and uniqueness of the Park and makes recommendations to build on what is here. Our job is to figure out the best way to implement those recommendations, carry out the park's mission and then convince the City Council to do it. Obviously, the last task is most important.

We are asking each of you to be on a committee dealing with a recommendation of the Report and to come up with a well thought out plan that will convince Council to do it. This may require extra some time and effort rather than one meeting/month. But each of us were driven to this Board by our interest in the park.

If we embrace this opportunity, come up with an exciting sensible plan and commit to doing our part to move the Park to the next level, we can convince the City Council to implement the plan. We will have spent our time well and left our mark for future generations to enjoy the Park. This can be fun, so let's get to work!

Thank you for your service.

Carol Dingman

## **DMOPROZ Report - An Opportunity to Grow**

City Management recently issued a Request for Proposals to firms experienced in Destination Marketing and Texas Hotel Occupancy Tax law to perform an analysis of the City's past deployment of the revenues from this tax, given the restrictions the State has placed upon its use. The question that powered the RFP was "what is the highest and best use of these revenues?"

### **I. Purpose of this Discussion**

1. Produce a Plan of Action based on the DOMPROZ Report for the City Council
2. To make the plan so compelling, visionary and exciting that the City Council will implement it.
3. To fulfill the mission of the Historical Park through increased staffing, programming, facilities and revenue.

### **II. DMOPROZ Report Discussion**

**The DOMPROZ Report is the analysis, findings and recommendations for the Highest and best use of the Hotel Occupancy Tax in Farmers Branch.**

#### **Main Points Report made about Historical Park (HP)**

1. Historical sites are usually not destination attractions
2. HP Receives 49% of Hotel Tax (HOT) and no money from the General Fund
3. HP is Understaffed
4. City and attractions Isn't marketed effectively
5. City should add a "destination" marketing person for special events, sponsorships, content and social media (We want to support this at the upcoming budget hearing and notify the council that we are working on a plan to implement the recommendations of the DOMPROZ study))
6. Bloomin'Bluegrass is the only successful destination event. Should add 2 -3 more or the next 5+ years

#### **Specific HP Recommendations**

1. Need new revenue streams - find ways to increase funding from the general fund and the private sector
2. Make a stand in weddings - someone to run the weddings
3. Programming needs to expand - i.e. more costumed docents on the weekends
4. Consider entrance and use fees for festivals events, school tours etc.
5. There is no need for a visitor center
6. A museum telling the story of North Texas should be pursued as it would be beneficial to attracting destination visitors.

**III. Hotel Tax Budget vis-a-vis the HP (Proposed HOT Revenue = \$2,810,000 for 2015 -16)**

1. HOT Budget = \$1,119,600 goes to HP, \$1,422,428 goes to Econ Dev & Tourism, Fund Balance ~ \$500,
2. Park & Rec dept. budget = \$9,811,700 from the General Fund (HP is part of the Park & Rec Dept.)
3. HP budget = \$1,119,600 includes \$275,000 for special events all from HOT, no General Fund \$\$ HP donations = \$9,000 fund balance = \$10,092 partly designated
4. HP rentals - \$15,000
5. Christmas Teas - cost \$6,200, revenue \$5,300
6. Grants = \$750 General Store
7. HP Fixed assets = \$0

**IV. Historical Park Mission Statement**

**The mission of the Historical Park is to collect, preserve and interpret the history of the United States and Texas with an emphasis on Peters Colony and Farmers Branch.**  
(mission appears lost, park seen only as special events venue)

**Concerns**

1. No marketing of the Park
2. HP is understaffed
3. Insufficient storage for archival materials
4. The mission is being effectively accomplished at this point
5. Major conflicts with special events scheduled at the park and park programming
6. Future expansion of the Park's exhibits i.e. Native American culture, Hispanic culture
7. Other?

**V. Form Board committees to Discuss and Research DOMPROZ's HP Recommendations and Other HP Concerns**

**New Revenue Development (Carol Dingman)**

Need new revenue streams - find ways to increase funding from the general fund and the private sector

Consider entrance and use fees for festivals events, school tours etc.

**Weddings**

Make a stand in weddings

**Programming & Special Events (Ann Christman)**

Programming needs to expand - i.e. more costumed docents on the weekends  
Special Events , their character and impact on the Park

## **Weddings**

Make a stand in weddings

## **Programming & Special Events** (Ann Christman)

Programming needs to expand - i.e. more costumed docents on the weekends  
Special Events , their character and impact on the Park

## **Museum** (Marj Cutler)

A museum telling the story of North Texas should be pursued as it would be beneficial  
to attracting destination visitors

**City should add a "destination" marketing person for special events, sponsorships,  
content and social media**

## **Other concerns**

## **VI. Board Committees bring back research and Recommendations to full Board**

1. pick a topic you're interested in, know something about or would be excited to work on
2. Think outside the box; brainstorm; do the "vision thing"
3. each committee meet with staff to get background, resources etc.
4. research what other similar venues do
5. don't discard any idea because you think "They" might not like it
6. Zero in on you top priorities to explore further
7. Use attached resource list
8. Talk with community members, school people, nonprofits, business people , Park staff or anyone you might think helpful and/or have good ideas
9. Include staffing, facility and cost/funding requirements to the best of your ability
10. Write up your best ideas to present to the full Board
11. Get to know your city council person
12. Have fun

## **VII. Prepare, Detail and Prioritize Historical Park Board Recommendations to Implement DOMPROZ Proposal and other HP concerns**

1. Board looks at all committee reports and makes them into a comprehensive plan
2. Plan should reflect, advance and enhance the mission of the Park
3. Original committee writes up the plan
4. Board Approves the Plan
5. Board members get to know their council person even better
6. Plan is presented to The City Council

## VIII. Report to the City Council

Approximate deadline is April 2017 or before so we can influence the 2017 -18 budget

### \*\* Resources for Committee Research

- DMOZPROS Report in last Board packet
- City Marketing Report by Pyro - city website Council agenda packet June 21, 2016  
<https://farmersbranch.legistar.com/LegislationDetail.aspx?ID=2761179&GUID=E215AA8F-0D2F-4076-BEFC-54F70562F4E7>
- 2016 - 17 City Budget - city website left column on homepage
- HP Master Plan - HP staff
- Museum presentation to bond committee - HP staff
- HP staff and past HP board members
- Other city staff
- Similar venues
- Historical societies
- theknot.com and other wedding resources
- community organizations
- CFBISD & Brookhaven College
- other



# **MEMORANDUM**

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## **PARKS & RECREATION**

TO: Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

FROM: Derrick Birdsall, Historical Park Supt.

DATE: August 10, 2016

SUBJECT: Upcoming Events

- 8/23 (Tuesday) Board meeting (7:00 pm)
- 9/5 (Monday) Labor Day (Park open 8:00 am – 5:00 pm)
- 9/6 (Tuesday) Star Party (dusk – 9:00 pm); alternate date 9/8
- 9/10 (Saturday) Pickups-N-Panels of North Texas Classic Car-Truck Shootout (10:00 am)
- 9/11 (Sunday) Demonstrations: Gilbert House, Log House and Queen Anne Victorian Cottage (1:00 – 4:00 pm)
- 9/13 (Wednesday) Board and Volunteer Training (8 am – 4 pm)
- 9/16-17 (Friday & Saturday) Encounters from the Past at Farmers Branch Keenan Cemetery (7:00 – 9:00 pm)
- 9/17-18 (Saturday & Sunday) CUB Experience
- 9/21 (Wednesday) Vintage Base Ball practice (5:30 – 7:30 pm)
- 9/24 (Saturday) Vintage Base Ball match at the Perry Homestead Date Night (5:30 pm)
- 9/25 (Sunday) Lawn Games (12:30 – 5:30 pm)  
Demonstration: Service Station (1:00 – 4:00 pm)
- 9/27 (Tuesday) Board meeting (7:00 pm)

- 9/28 (Wednesday) Vintage Base Ball practice (5:30 – 7:30 pm)  
 10/1 (Saturday) Demonstration: Gilbert House (1:00 – 4:00 pm)
- 10/2 (Sunday) Demonstration: School House (1:00 – 4:00 pm)
- 10/4 (Tuesday) Star Party (dusk – 9:00 pm); alternate date 10/6
- 10/14-15 (Friday and Saturday) Bloomin' Bluegrass Festival
- 10/23 (Sunday) Lawn Games (12:30 – 5:30 pm)  
 Demonstration: Service Station (1:00 – 4:00 pm)
- 10/25 (Tuesday) Board meeting (7:00 pm)
- 10/27-28 (Thursday & Friday) Victorian Murders & Mayhem Tours (5:00 – 7:30 pm)
- 10/29 (Saturday) Halloween in the Park (5:00 pm)
- 11/1 (Tuesday) Star Party (dusk – 9:00 pm); alternate date 11/3
- 11/6 (Saturday) Demonstration: Gilbert House (1:00 – 4:00 pm)
- 11/8 (Tuesday) Owl Prowl: Family & Kids with Critterman; RSVP required  
 (7:00 pm)
- 11/10 (Thursday) Owl Prowl: Adults with Audubon Texas; RSVP required  
 (7:00 pm)
- 11/11 (Friday) Veterans Day Celebration at the Senior Center
- 11/12 (Saturday) Vintage Base Ball Triple Header  
 Demonstration: Fencing – Grand Assault (1:00 – 4:00 pm)
- 11/13 (Sunday) Demonstrations: Log House and Service Station (1:00 – 4:00 pm)
- 11/22 (Tuesday) Board Meeting (7:00 pm)
- 11/24 (Thursday) Thanksgiving Day (Park closed)
- 11/25 (Friday) Thanksgiving full-time holiday (Park open 8:00 am – 5:00 pm)  
 Tour of Lights starts (6:30 – 9:30 pm)
- 12/3 (Saturday) Vintage Base Ball Game in Fort Concho  
 Christmas Teas (1:00 pm and 3:30 pm)  
 Tree Lighting (4:00 – 8:00 pm)
- 12/10 (Saturday) Christmas Teas (1:00 pm and 3:30 pm)

- 12/23 (Friday) Christmas Eve full-time holiday (Park open 8:00 am – 5:00 pm)
- 12/24 (Saturday) Christmas Eve (Park closed)
- 12/25 (Sunday) Christmas Day (Park closed)
- 12/26 (Monday) Christmas Day full-time holiday (Park open 8:00 am – 5:00 pm)
- 12/27 (Tuesday) Board Meeting (7:00 pm)
- 12/31 (Saturday) New Year's Eve (Park open 12:00 – 5:00 pm)



## FARMERS BRANCH

# MEMORANDUM

## PARKS & RECREATION

TO: Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

FROM: Derrick Birdsall, Historical Park Supt.

DATE: August 10, 2016

**SUBJECT:** Collections Report

**Donations:** None

**Acquisitions:** None

**Did you know?:** The 1917 Mason & Hamlin piano that sits in the Old Church was owned by the McKee family. The McKees lived in the Gilbert House during the 1930s and used the piano. It was donated to the Park in 2001 and is slated to undergo conservation in 2017, 100 years after it was made.

### Projects

#### 1. ALHFAM 2016

Staff travelled to Baton Rouge, Louisiana for the 2016 Annual Conference and presented a session on Safety in Living History. The session lasted 45 minutes and was well attended. Staff also acted as mentor to two first-time attendees and helped them navigate the conference and network with senior professionals.

#### 2. Collections Maintenance

Staff is still working on processing past donations. Marjorie Cutler continues to volunteer weekly in the collections area.

#### 3. Transcriptions

Volunteers have been turning in transcribed pages of information from Dr. Gilbert's journals and are discovering new information about the doctor. Transcription will continue for the foreseeable future with more training dates possible for new volunteers.



## FARMERS BRANCH

# **MEMORANDUM**

## **PARKS & RECREATION**

TO: Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

FROM: Derrick Birdsall, Historical Park Supt.

DATE: August 10, 2016

### **Volunteers**

- Over 1,500 volunteer hours were donated so far in 2016 by 80 volunteers.
- The Park has had 3 summer interns: two earning hours for the C-FBISD Technology Internship Program and one for National Honor Society.

### **School Tours**

- School Tour letters were sent out to teachers, field trip coordinators, and principals of schools which have visited with us in the past 3 years, or which are located within reasonable distance of the Historical Park.
  - o Letters included the update on our new School Tour Schedule (see attached letter).
  - o All told, over 100 letters were mailed out.

### **Outreach**

- Staff taught a workshop on creating cockades at the 2016 ALHFAM conference in Baton Rouge, LA.
- Staff were interviewed about Vintage Base Ball by the Highland Springs Senior Center Staff.
- Staff participated in the Hike Through History program in Plano, Texas on June 4.
- Staff assisted the Dallas Public Library Central Branch with a program on Victorian Optical Toys and Games.
- Staff delivered a presentation on 19<sup>th</sup> century medicine to the Prestige Plus group at the Dallas Medical Center on July 21.
- Staff are scheduled twice to assist the Farmers Branch Manske Library with their Readers are Leaders program. Danielle read stories about homes on July 20 and Derrick read Where the Wild Things Are on July 27.
- Staff have been busy with the Recreation Center's Teen Leadership Camp every Thursday afternoon.

## Events

- Previous Events
  - o Stars and Strings - Saturday, May 28: a very successful and well-attended event with many volunteers assisting
  - o Vintage Base Ball Game - Waxahachie Public Library, Saturday, June 18: the Mustangs won the match and helped spark enough interest in the sport that there is now a Waxahachie Vintage Base Ball team
  - o Summer Geocaching at the Park - Saturday, June 18
  - o Victorian Fencing - Sunday, June 19
  - o Come Fly A Kite! - Sunday, June 26 and Sunday, July 24
  - o Independence Day Celebration - Sunday, July 3
  - o 30th Anniversary Celebration - Friday, July 8
  - o PokemonGo at the Historical Park - Saturday, July 16
- Upcoming Events
  - o Home Tour: The Historical Park- Sunday, September 11 (QAVC, Log Houses, and Gilbert House all open for tour)
  - o Encounters from the Past- Friday, September 16 and Saturday, September 17
    - The Historical park will be partnering with Newman Smith Theater Department this year as well as our Girl Scout volunteers.
    - New characters include William Turnipseed, Mr. and Mrs. William Myers, Peggy Jean Brans, Edward A. Rheinfeldt, and Naomi Kay Griggs.
  - o Vintage Base Ball Practice- Wednesday, September 21 and 28
  - o Vintage Base Ball Match at the A. W. Perry Homestead Museum- Saturday, September 24
  - o Fill 'Er Up!: Texaco Station Open For Business- Sunday, September 25
  - o Lawn Games at the Historical Park- Sunday, September 25
  - o General Store Open for Business- Sunday, September 27
  - o Look inside the Doctor's Bag: Leeches, Bullet Extractors, and More! - Saturday, October 1
  - o Kansas Vintage Base Ball Festival – Saturday, October 1 - Sunday, October 2
  - o Day in a One-Room School House - Sunday, October 2
  - o Lawn Games at the Historical Park - Sunday, October 23
  - o Fill 'Er Up!: Texaco Station Open For Business - Sunday, October 23
  - Murders and Mayhem Tours- Thursday, October 27 and Friday, October 28
    - This year we will be charging a 5\$ donation to the Friends for admission to this event.
- Other events that will soon be added or confirmed include:
  - o Bird Walks including Owl Prowls, Migratory Birds, and more
  - o More Vintage Base Ball matches

## **Geocaching/Pokemon**

- The geocaches continue to bring in visitors. Recent reviews include: "My daughter and I found our first treasure" and "Found on a day off with my "Feisty" wife and 4-legged son. SL TPTH. Log is very wet but signable."
- The Historical Park is a PokemonGo hotspot with dozens of visitors a day playing the game. The Park is looking into ways to get these visitors more involved.



**FARMERS BRANCH**  
*Historical Park*

Farmers Branch Historical Park  
2540 Farmers Branch Lane  
Farmers Branch, TX

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Farmers Branch, Texas 75381

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[danielle.brissette@farmersbranchtx.gov](mailto:danielle.brissette@farmersbranchtx.gov)

July 20, 2016

Howdy, Texas History and Social Studies Teachers!

Greetings from the Education Team at the Farmers Branch Historical Park! We are happy to offer museum tours with costumed guides and docents throughout the year. Our park is a 27 acre oasis conveniently located near the intersections of I-35 and 635. We proudly trace the history of North Texas for over 165 years and have been providing free school tours and activities for all ages for nearly 30 years. A recent teacher at the Park wrote to us that "every single building was wonderful and benefited our students. Your guides are well informed, patient with our students, display enthusiasm for their talk and even dress the part. We love them!"

Our tour schedule is changing a bit due to the demands placed on our museum as an event venue, rental location, and city facility. We will be offering fall historical tours between September 19<sup>th</sup> and October 7<sup>th</sup>. Spring tours will be available March 1<sup>st</sup> through May 31<sup>st</sup>. Tours are available every morning Tuesday-Friday for all months except for May, when the Fridays will be reserved as poor-weather and cancellation make-up dates for our schools. Although this sounds complicated, the exact same number of school tour days will remain the same from past years and, with the new schedule, we'll have to compete less with lawn mowing and Park crews setting up for our larger events. We hope that this change will improve the quality of our tours for both you and your students.

Schools who are part of the Carrollton-Farmers Branch Independent School District or are physically located in Carrollton or Farmers Branch will be able to reserve their tours starting on Wednesday, July 27<sup>th</sup>. Schools outside of that area can reserve their tours starting Wednesday, August 10<sup>th</sup>. To reserve your tour contact please contact our Museum Educator, Danielle Brissette, at [danielle.brissette@farmersbranchtx.gov](mailto:danielle.brissette@farmersbranchtx.gov) or 972.919.8731. I'd love to get you on the books so we are sure to have our best volunteers and staff ready to show your students the Texas of 100+ years ago.

No tour is complete without a visit to our Museum Store. We are happy to let your students shop as they wish, or to work with you to have pre-packed gift bags ready for your class. Pre-packed gift bags are available in \$3, \$6, and \$10 increments and generally include a historic game, post card, and/or candy. Information is available on our website, alongside more information about tour options and downloadable classroom tools. The "Programs" section has information about our tours and other activities. Visit our website at [fbhistoricalpark.com](http://fbhistoricalpark.com).

We look forward to visiting with you and your students,

A handwritten signature in cursive script that reads "D. Brissette".

Danielle Brissette  
Museum Educator



# **MEMORANDUM**

## **PARKS & RECREATION**

TO: Clare Connally, Board Chair  
Members of Historical Preservation &  
Restoration Board

FROM: Derrick Birdsall, Historical Park Supt.

DATE: August 10, 2016

**SUBJECT:** Museum Store Report

**Quarterly Deposits = \$955.07** (record, previous record was \$901.93 in the third quarter 2015)

### **Inventory Purchases**

- |                        |          |  |
|------------------------|----------|--|
| • Historical Folk Toys | \$175.04 | Card games, hopscotch, 9 pins & Jacob's ladder |
| • Cooperman Company    | \$183.07 | jacks and cup & balls                          |
| • Fairway Manf. Co.    | \$148.14 | bamboo flutes & wooden fans                    |
| • Unique Crafters      | \$193.80 | puddle jumpers                                 |

### **Pre-Packaged Bags**

- |                   |          |                                |
|-------------------|----------|--------------------------------|
| • Primrose School | \$132.00 | 44 bags @ \$3 for June 7 and 9 |
|-------------------|----------|--------------------------------|

"The pre-ordered bags were accurate and well set up. It was very easy to distribute the items when we returned to school." Quote from school tour survey.

Staff updated the pre-packaged bag order form for the 2016 – 2017 school year.

## PARKS AND RECREATION REPORT

JULY

### Special Events/Tournaments

Miracle League Game, 1200 attendees, 7/12

Premier Youth Baseball Championship  
Tournament, 58 teams, 1224 room nights,  
7/13-17

Farmers Branch Market First Saturday Event, All  
American 4th, 500 attendees, 7/2

Independence Day Celebration, 10,000 attendees,  
7/3

Tastes & Tunes, Lone Star Attitude,  
150 attendees, 7/21

### **Upcoming:**

Dallas International Soccer Festival, 8/3-7

Andromeda-Dallas Soccer Tournament, 8/12-14

Adult Softball Tournament, 8/13

### Senior Center

Intro to Sign Language, 90 participants, 7/1, 7/8,  
7/15, 7/22, and 7/29

Intro to Windows 10, 34 participants, 7/12-13

Spud and Show, 60 participants, 7/26

Craft Fair registration, 72 vendors

Trips in July:

Theatre 3, 28 participants, 7/6

Lone Star Park, 24 participants, 7/15

Cruisin' Cuisine, 24 participants, 7/21

Cruisin' Rewind, 14 participants, 7/25

### **Upcoming:**

Basic Yoga Workshop, 8/3

The Grand Event, 8/20

Trips in August:

Cruisin' Cuisine, 8/18

Cruisin' Rewind, 8/22

### Community Recreation Center

Flex Fitness classes, 512 participants, 7/1-31

SilverSneakers, 141 members, 7/1-31

Summer Funshine Program, 309 enrolled, 7/31

Teen Leadership Program, 30-40 average  
enrollment, 7/31

Senior Citizens Volleyball Play Day, 7/9

Teen Police Academy, 7/11-15, 12 participants

Member Appreciation Breakfast, 7/11

Member Chair Massages, 7/22

Gymnastics Camp, 97 participants, 7/25-30

### **Upcoming:**

Teen Fire & Rescue Academy, 8/1-5

Summer Funshine Carnival, 8/19

Holiday Craze Registration, 8/1 for residents &  
9/1 for non-residents

Kids' Night Out, 9/17

### Aquatics Center

Independence Day, 7/4

Super Hero and Lifeguard Appreciation Day, 7/20

### **Upcoming:**

Summer Olympics, 8/5-12

Back to School for Blair Elementary, 8/15-22

Frog Pond Closes Labor Day, 9/5

### Parks

Rose Tending, 4 volunteer hours, 4 attendees 7/9

Presentation to the Texas Rose Rustlers, Houston,  
TX, 33 attendees, 7/9

**PARKS AND RECREATION REPORT  
JULY**

Presentation at Northaven Gardens, 15 attendees, 7/16

Eagle Scout project, Rawhide Park, 90 volunteer hours, 7/30

**Historical Park**

Photo Shoot, 7/1 & 7/29

Teen Camp, 82 attendees, 7/7, 7/14, 7/21 & 7/28

30<sup>th</sup> Anniversary Celebration, 350 attendees, 7/8

Come Fly A Kite!, 30 attendees, 7/24

July walk-ins, 320

**Upcoming:**

2017 & Christmas Tea reservations, 8/1

Teen Camp, 8/4 & 8/11

Group Tour, 8/16

**Participation Numbers**

Special Events: 11,700

CRC: 439 program registrations  
7,471 membership scans  
by 1,334 members  
294 Guest (Day) Passes

Aquatics: 271 program registrations  
1,149 Natatorium membership scans  
by 254 members  
234 Natatorium Day Passes  
981 Frog Pond membership scans  
by 306 members  
7,591 Frog Pond Day Passes

Sr Ctr: 5,219

\*Sr Ctr Vol. Hrs: June Volunteer Hours: 368.25  
(one month behind)

HP Attendance: 320 (walk-ins)  
HP Program attendees: 462

Rose Garden Vol.Hrs: 4 hrs.  
Program attendees: 52  
JB Nature Pres. Vol. Hrs: 0 hrs.  
Community Garden Vol. Hrs: 0 hrs.