This meeting will be open to the public and/or viewable via Zoom Videoconference. Texas Governor Greg Abbott has granted temporary suspension of the Open Meetings Act to allow telephone or videoconference. These actions are being taken to mitigate the spread of COVID-19.

The Historical Preservation and Restoration Board will conduct the meeting by video conference utilizing telephonic capabilities. Any residents wishing to speak are invited to attend the Historical Preservation and Restoration Board meeting via zoom.

Members are entitled to participate remotely via Zoom Teleconferencing. To join the meeting by videoconference visit the link below:

https://us02web.zoom.us/j/85023899578?pwd=aVBQRXVHSWhDbUk5VHNWS3pXc3lyQT09

iPhone one-tap: US: +13462487799,,85023899578#
Telephone: Dial (for higher quality, dial a number based on your current location): US: +1 346 248 7799
Webinar ID: 850 2389 9578

A. **AGENDA ITEMS**

A.1 Call to order.

A.2 Consider approval of minutes from the February 27, 2020 Board meeting; and take appropriate action.


A.5 Receive an update on the Barn Project.

A.6 Review and approve Strategic Plan; and take appropriate action.

A.7 Discuss summer and December Board meetings; and take appropriate action.

A.8 Receive an update on the Historical Park’s programming during COVID-19.
A.9 Receive committee updates; and take appropriate action.
   • StEPs

A.10 Receive a report on the Bi-Annual Presentation to City Council as it relates to the Historical and Preservation Board; and take appropriate action.

A.11 Receive an update from Board members on parks, programs, events, or facilities attended in the City of Farmers Branch; and take appropriate action.

A.12 Discuss agenda items for future Historical Preservation & Restoration Board meetings; and take appropriate action.

B. CITIZEN COMMENTS

Members of the public who wish to submit written Citizen Comments will be accepted by email at historicalpark@farmersbranchtx.gov, with the note Citizen Comment in the subject line. Please include your name and address. Comments will be read within a 3 minute time limit.

C. ADJOURNMENT

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 who may need auxiliary aids such as sign interpreters or large print, are requested to contact the City Secretary at (972) 919-2503 at least 72 hours prior to the meeting.

Certification

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

Valerie Hawkins
City Administration

Stamp:

Posted By: Valerie Hawkins
Posted Date: 5/21/20 @ 3:20pm
City of Farmers Branch

Minutes

Historical Preservation & Restoration Board

Meeting held at 6:30 PM at the Dodson House Main Room

Presiding: Chair Ann Christman

Present: Carol Dingman, Melissa Dours, William Frome, Johannes Hylkema, Kay Lynn Lyon, Danielle, Neumeyer, Bill Stolp, and Warren Wetzel

Absent:

Staff: Hillary Kidd, Historical Park Manager

A. AGENDA ITEMS

A.1 Call to order.

Meeting was called to order at 6:34 p.m.

A.2 Introduction of Historical Park Staff.

Hillary Kidd, started in February 2018 as the Curator and was promoted in May 2019 to Historical Park Manager. She is very excited of the possibilities at the Historical Park.

Victoria Anderson, Museum Educator, has been at the Park for two years. She has a Bachelor of Arts in History and a Masters of Arts in History. Victoria is responsible for the Park’s education, volunteer, and steward programs. School tours have increased over 120% under her supervision. She has worked in the museum field for over ten years, has received awards, and is published.

Tony Derrick, Historical Park Grounds Maintenance Technician, has been with the City for 25 years with 19 being at the Park. He is responsible for the beauty of the grounds. Tony is a resident of Farmers Branch and is married with two girls. His wife Sally is a member of the C-FBISD School board. The Derrick family volunteers their time in the community.

Kim Jolly Chapman, Historical Park Coordinator, has been with the City for a total of 26 years. She has worked in most of the Park’s Department divisions. Her duties include, but are not limited to rental operations, budget planning, supervising Park Attendants, working with the Historical Park Board, coordination of maintenance and marketing, and website design. She is responsible for programming events such as Camping Under the Stars, Star Parties, Haunts & Houses, and the Christmas Teas. Kim has been married for 20 years and lives just across the border in Dallas.
Lauren Prengler, Park Attendant, has been with the Park for 18 months. She is a 30 year resident of Farmers Branch. She is the face of the Park on weekends and evenings.

JD Arnold, Building Maintenance Technician, has been with the City for eight years. JD’s background is in construction and is responsible for the interior and exterior maintenance of the structures at the Park. JD received an award for the Ladonia restroom project. He has taken blacksmithing classes and loves wood and leather working.

Bonnie Newman, Historical Culture Specialist, has been with the Park for two years. Bonnie works closely with Victoria in combining modern programing with historical programing. She has a degree in Marketing and Merchandising. Bonnie was a teacher for eight years, and then assistant buyer for JC Penny’s for five years. She has been with the city since 2009. She is responsible for events such as the Pop up Dinners, Day of the Dead, Girls Scouts, Mad Hatter Tea, and Mums and Sons. This summer, scheduled events include Fairy Garden Workshop and Girls Make History Camp. What excites her is the endless possibilities of programing. Bonnie’s current programs reach people in the community as well as those outside; 80% of attendees are from outside Farmers Branch. She is from NYC and moved to Farmers Branch in the 1980s. She has lived in Farmers Branch for 32 years. She is married and has three girls.

A.3 Approval of minutes from the January 23, 2020 Board meeting; and take appropriate action.

Will Frome moved to accept the minutes as presented. Warren Wetzel seconded. Motion carried unanimously.

A.4 Consider excusing the absence of Melissa Dours from the January 23, 2020 Board meeting, and take appropriate action.

Will Frome moved to excuse the absences. Johannes Hylkema seconded. Motion carried unanimously.

A.5 Receive an update on the Barn Project; and take appropriate action.

Hillary Kidd reported on the delay of getting the topographic summary. The rain has delayed this; however, they are starting Friday, January 28. Once the topographic summary is complete, the project can move forward.


A copy of the Quarterly Reports was included in the Board packet. Hillary Kidd explained the new format for the quarterly report reflects year to date totals. The City’s fiscal year runs October through September. This report includes the October through December 2019 time period. Numbers have not been audited and are subject to adjustment. The year to date revenue totals for the first quarter of FY19/20 have increased by $47,000 or 271% compared to last year. The tremendous increase in revenue is due in part to adding more programs, classes, events, and rentals at the Historical Park. In the first quarter, we had special events, Bloomin’ Bluegrass Festival and Halloween in the Park, but also added eight sold out Girls Scout Badge Workshops, a sold out Chocolate Making Workshop, Park After Dark: Paranormal, Day of the Dead Celebration, Laura Ingalls Wilder, Dicken’s of a Dinner, four Christmas Teas, and 11 school tours. Expenses had a marginal increase of 18% and this is attributed to overall operation expenditures; as well as offering numerous new programs and classes, an increase in watering, additional marketing materials, and the addition of a full time Historical Park Manager.
A.7 Discuss the Sunset Review as it relates to the Historical Preservation and Restoration Board; and take appropriate action.

Ann Christman showed the Board the presentation that she will share with the City Council on May 13, 2020.

Every five years, City Ordinance No. 3563 requires different Boards to be reviewed by City Council to go over: Structure: Meetings/Attendance/Training Compliance and Function: Recommendations and Public Outreach.

On May 13, at noon, during the Quarterly Chair Lunch in the Study Session room, Ann will inform the City Council how the Historical Preservation and Restoration Board is fulfilling these roles.

Will Frome made a suggestion to add financial statement and question and answers. Ann explained that she has only 10 minutes and that it was not necessary.

A.8 Receive committee updates; and take appropriate action.

- StEPs
- Fundraising

StEPs
The StEPs committee will review each section to compile lists of information/documentation needed to complete the requirements. Bill Stolp says they are very close to being finished. The committee is still in need of some help from Historical Park staff in order to finish.

Fundraising
Johannes Hylkema met with the Friends of the Historical Park Board on February 5, 2020 to discuss the issue of fundraising. The Friends are happy to work with the Historical Preservation and Restoration Board to support the Park. The Friends do not want to change their mission and become fundraisers nor do they want to share/change the status of their 501(c) 3. At this time, the Friends do not want to change or modify their present structure of membership guidelines. The Fundraising Committee will meet again in the new week or so to refocus the direction regarding the raising of funds to support the Park.

A.9 Review and approve Strategic Plan; and take appropriate action.

Bill Stolp passed out the Historical Park’s Strategic Plan 2020-2030 for review and approval. The version that was passed out is not the same version Bill sent to the Board via e-mail. The difference in the two plans are pictures were added and the last page regarding staffing was added. Bill met with Councilman John Norwood who made the suggestions of changes. Bill stated, John Norwood put is approval stamp on the document and wants the Historical Board to approve the documents.

Johannes Hylkema moved to accept the Strategic Plan. Warren Wetzel would like to discuss the Strategic Plan before voting. Warren stated that the Board cannot vote on this new document because it is not the same as the email version. Ann Christman stated that the procedure was not followed correctly. Hillary Kidd stated that she is not comfortable with the current plan and feels it is not the most clear, concise, and professional document to represent the direction of the Historical Park moving forward. She and staff are not in favor of the current plan; however, with edits the plan can be adjusted and improved upon. Johannes proposed that the committee meet with Hillary March 3 at 1:00 p.m. to make changes to the Strategic Plan.
The Plan will then will be emailed to the Board for review and a Special Called meeting will take place on March 4 at 7:30 p.m. to vote on the new Plan. Johannes withdrew his motion.

A.10 **Discuss Calendar of Events**

A copy of the Calendar of Events was included in the Board packet. Hillary Kidd highlighted the following past and upcoming events.

January - First Friday brought in 24 people. The Girl Scout Art Badge Workshop for all ages was sold out totaling over $300 in revenue. A second workshop was added to accommodate additional attendees.

February - Bird Walk was cancelled due to weather, and the HeARTs and Crafts event was not well attended due to being so new. The school tour on February 27 needs volunteers.

March - Girl Scout Birthday Bash is coming up and the Mad Hatter Tea has already sold out.

A.11 **Receive an update from Board members on parks, programs, events, or facilities attended in the City of Farmers Branch; and take appropriate action.**

No items were brought up by the Board for discussion.

A.12 **Discuss agenda items for future Historical Preservation & Restoration Board meetings; and take appropriate action.**

The December meeting date for 2020 needs to be discussed as it now conflicts with Dickens of A Dinner.

B. **ADJOURNMENT**

Warren Wetzel moved to adjourn the meeting. Johannes Hylkema seconded. Motion carried unanimously.

The meeting adjourned at 8:03 p.m.

__________________________
Chair

__________________________
Recording Secretary
MEMORANDUM

PARKS & RECREATION

To: Mike Mashburn, Director of Parks and Recreation  
From: Hillary Kidd, Historical Park Manager  
Date: May 21, 2020  
Subject: Historical Park FY 19/20 Q2 Report

Historical Park

The City’s fiscal year runs October through September. This report includes YTD information for the October through March time period. Numbers have not been audited and are subject to adjustment. Due to the coronavirus outbreak and subsequent stay-at-home order, the Historical Park ceased operations beginning at noon Friday, March 13 and remains closed at the time of this report. As a result, March revenues are down in some areas.

Revenue

YTD Overall Revenue

The year-to-date revenue totals for the second quarter of FY 19/20 have increased by 195.81% compared to last year. FY 19/20 year-to-date revenue was $71,769.88 while FY 18/19 was $24,261.75; an increase of $47,508.13. The overall revenue increase for the second quarter is due in part to special programing (Mad Hatter Tea, (4) Girl Scout Workshops, Girl Scout Birthday Bash, and (3) First Friday), (3) school tours and (7) rentals. Due to COVID-19, (3) programs, (2) rentals, and (4) school tours were canceled, postponed, or rescheduled after March 13.
The year-to-date second quarter rental revenue for FY 19/20 totaled $9,425.46, compared to $9,097.83 in the second quarter of FY 18/19; an increase of 3.60% or $327.63. Due to COVID-19, (2) rentals were impacted for March. (1) rental was canceled and (1) was postponed to a future date.

The year-to-date second quarter of FY 19/20 saw a total of $62,344.42 in “other revenue” compared to $15,163.92 in the second quarter of FY 18/19; an increase of 311.13% or $47,180.50. The majority of the substantial increase was attributed to special programming (Mad Hatter Tea, (4) Girl Scout Workshops, and Girl Scout Birthday Bash).
The Historical Park had a 10.80% decrease or $24,857.59 in expenses for the second quarter of FY 19/20; $205,272.86 in expenditures compared to $230,130.45 in the second quarter of FY 18/19. This second quarter decrease reflects a minor year-to-date increase of 2.20% or $9,1111.71 in overall expenses for the second quarter of FY 19/20; $422,971.79 in expenditures compared to $413,860.08 in the second quarter of FY 18/19. This decrease for the quarter, but minor increase for year-to-date, was attributed in part to using supplies previously purchased for programs, lowering the cost of catering for the Mad Hatter Tea by having the staff prepare the food, and general looking for ways to lower operating and programing costs. After March 13, expenses were further lowered due to COVID-19 and the need to cancel the remaining programs, tours, and rentals for the second quarter. Included in the general expenditures are personnel salary and benefits; collections care and exhibit supplies; class, program, and event supplies; facility maintenance and supplies; grounds maintenance and supplies; furniture and fixtures; utilities, marketing, and printing.

Summary
The year-to-date overall revenue totals for the second quarter of FY 19/20 have increased by 195.81% or $47,508.13. Rental revenue had a slight increase of 3.60% or $327.63, however other revenue increased by 311.13% or $47,180.50. Quarterly expenses were down 10.80% or $24,857.59 less than last year’s second quarter. COVID-19 did affect the second quarter revenue and expenses, but in a relatively minor way since programs and rentals were able to continue through March 13, 2020. At this time, it is estimated that we have lost ~ $3000.00 in revenue due to the March cancelations; however, the third quarter revenue and expenses will have a much higher impact.
MEMORANDUM
PARKS & RECREATION

TO: Ann Christman, Board Chair
    Members of Historical Preservation & Restoration Board

FROM: Mike Mashburn, Parks and Recreation Director

DATE: May 21, 2020

SUBJECT: COVID-19 Budgetary Impact

Staff will report on COVID-19’s budgetary impact on the Hotel/Motel Occupancy Tax Fund.
MEMORANDUM
PARKS & RECREATION

TO:      Ann Christman, Board Chair
         Members of Historical Preservation &
         Restoration Board

FROM:     Mike Mashburn, Parks and Recreation Director

DATE:     May 21, 2020

SUBJECT:  Barn Project Update

Staff will present an update on the most recent developments as they relate to the Barn Project.
I'VE ALWAYS FELT THE BARN IS VISUALLY TOO CLOSE TO THE STREET. PUSHING IT BACK SOME CREATES A MORE VISIBLE AND APPROACHABLE ENTRY.

FLIP THE OPEN PORCH TO LOOK OVER THE MEADOW & THE MEETING ROOM COULD BE TOWARD THE FRONT.

ARE THESE BUILDINGS MOVED?
MEMORANDUM
PARKS & RECREATION

TO: Ann Christman, Board Chair
    Members of Historical Preservation & Restoration Board

FROM: Mike Mashburn, Parks and Recreation Director

DATE: May 21, 2020

SUBJECT: Strategic Plan

The Strategic Plan committee will present the final draft of the Strategic Plan for review and approval.
Historical Park Strategic Plan 2020 - 2025
Mission Statement

The mission of the Farmers Branch Historical Park is to collect, preserve, interpret and celebrate the history of the United States and Texas with an emphasis on Peters Colony and Farmers Branch.

Executive Summary

Farmers Branch Historical Park was founded by the City Council in 1981 to preserve and interpret the history of Texas and Peters Colony, with an emphasis on Farmers Branch. This strategic plan is created to identify and focus our efforts on the highest-level goals, so we can continue to evolve and become a nationally recognized, fully accredited museum that tells the story of North Texas. The Historical Park Museum will be a place that offers mission-based educational and recreational events and activities for all ages that link our past to the future. It will remain a gathering place that builds community. It will establish a brand that celebrates Farmers Branch as the premier city in North Texas.
Goals and Objectives

1. Tell the story of North Texas history through living history experiences, education, events and exhibits

Tell the history of North Texas with an emphasis on Peters Colony and Farmers Branch starting with Native American culture through present day.

- Our unique history as one of the earliest white settlements in North Texas.
- The Gilbert House is the oldest stone structure on its original foundation in Dallas County.
- The quality and extent of our collection, living history events, unique subject matter and changing exhibits will attract visitors from near and far.
- History will be told through various media and methods while connecting past events to present day themes.
- Using the underlying theme of environmental sustainability to tie the past to the present and the future.
- Our location is easily accessible by car, train and/or bike to the DFW metroplex and surrounding suburbs.
2. Attract visitors through high quality and entertaining exhibits and events

- Coordinate with City, Historical Park staff, and various partners to offer historically related events each month.
- Correlate Historical Park events with special events happenings at the Farmers Market and other City venues. (Time frame to implement 1 year)
- Present multi-day events, working with City staff, Historical Park staff, various interest groups and corporations, that will be unique to Farmers Branch. Events should appeal to a variety of ages and interest groups and generate hotel nights. (Time frame to implement 2-4 years)
- Present a premier event unique to North Texas, that would involve partnering with fine arts groups and educational institutions in Farmers Branch and the Metroplex, corporate sponsorships, community members, City staff, Historical Park staff and volunteers. (Time frame to implement 3-5 years)
- Volunteers will be recruited from Historical Park and friends group volunteers, Park Board volunteers and volunteers associated with the involved interest groups, educational institutions and corporations.
3. Marketing and Community Outreach

- Create a brand that will appeal to a larger audience and increase awareness to attract residents and visitors of all ages from Farmers Branch, the wider DFW Metroplex, North Texas region and beyond.
- Expand our story to include a broader historical approach that appeals to a larger audience.
- Establish a visitor database for email communication generating personal invites to special events, return visits and donor development.
- Target audiences including current visitors, local and regional communities, schools/educators, historians, cultural tourists, heritage enthusiasts, daytrippers, and the travel trade.
- Increase visitor experiences through engaging interactive displays and exhibits, events and activities, venue rentals, welcome center and online presence.
- Continue to incorporate and add new programs and events, such as the award-winning, Laura Ingalls Wilder Day, Park After Dark series, and other activities for all ages.
- Add hands-on demonstration stations and classes, such as clothes washing, candle making, blacksmithing, archaeology digs, gardening, heritage skills, and more.
4. Preserve and enhance the historic buildings, facilities and infrastructure

Future upgrades or additions to the Park

- Add multipurpose space for exhibits, events, meetings, venue rentals, storage, etc.
- Improve parking, walkway lighting, interpretative signage, and cutting-edge technology.
- Explore opportunities to add more outdoor and indoor interpretative and demonstration space.
- Continue to refine the Museum artifact and archival collection to enhance our ability to provide a more concise and comprehensive history of Farmers Branch and North Texas.
5. Be fiscally responsible and sustainable

Annual operations and capital needs are funded through a combination of hotel tax, general fund, revenue bonds, general obligation bonds, fees and fundraising.

- Establish a committee to develop an ongoing fundraising strategy.
- Establish appropriate fees for all museum sponsored, private and public events, activities and concessions at the Park.
- Encourage City Council to direct more revenue raised in the Park be redirected to support the Park and its activities.
- Consider hiring or contracting with a development professional to oversee all development and sponsorship activities for the Historical Park, build a donor database, coordinate with funding partners.
- Work to achieve full accreditation from the American Alliance of Museums.
6. Staffing

Currently

The current staff has done an outstanding job of increasing the activity and revenue of the Park. This has been accomplished by expanding the programming, planning and overseeing and coordinating the entire operation. In short - the Park has developed excitement and momentum that will provide continued growth and success.

Next Steps

As the activity and demands increase, and if and when the multipurpose space is operational, it is anticipated that additional staff may be required to achieve optimum efficiency. Some of the future considerations might include: Staff to oversee development, sponsorship activities and to establish a fund raising strategy; an Event Venue Director with hospitality background; and a Volunteer Coordinator.
MEMORANDUM
PARKS & RECREATION

TO:     Ann Christman, Board Chair
       Members of Historical Preservation & Restoration Board

FROM:   Mike Mashburn, Parks and Recreation Director

DATE:   May 21, 2020

SUBJECT: Summer and December Meeting Dates

At the Board’s discretion, the Board may decide not to have a meeting during the month of July and/or December.

Boards and Commissions Training will take place at the June meeting and taking the month of July off would allow summer vacations to take place.

Dickens of A Dinner is scheduled for December 10, 2020 the same evening as the Board meeting. The Board may decide to change the Board meeting date to either December 3 or 17, 2020 or cancel.
TO: Ann Christman, Board Chair
    Members of Historical Preservation & Restoration Board
FROM: Mike Mashburn, Parks and Recreation Director
DATE: May 21, 2020

SUBJECT: Historical Park’s Programming During COVID-19

Staff will discuss Historical Park programming and the impact of COVID-19 as it relates to events, programs, and rentals.
The committee will present an update of the StEPs program during the Board meeting.
MEMORANDUM
PARKS & RECREATION

TO: Ann Christman, Board Chair
Members of Historical Preservation & Restoration Board

FROM: Mike Mashburn, Parks and Recreation Director

DATE: May 21, 2020

SUBJECT: Bi-Annual Presentation to City Council

The Board Chair will report on the Bi-Annual Presentation given to City Council on May 27, 2020.
MEMORANDUM
PARKS & RECREATION

TO: Ann Christman, Board Chair
    Members of Historical Preservation & Restoration Board

FROM: Mike Mashburn, Parks and Recreation Director

DATE: May 21, 2020

SUBJECT: Report from Board Members

This agenda item is to allow Board members the opportunity to discuss any park, program, event, or facility they have attended since the last meeting and offer any feedback they may have.

This information will help us continually improve on our services to residents.
MEMORANDUM
PARKS & RECREATION

TO:       Ann Christman, Board Chair
           Members of Historical Preservation & Restoration Board

FROM:     Mike Mashburn, Parks and Recreation Director

DATE:     May 21, 2020

SUBJECT:  Future Meetings

This item was placed on the agenda so that Board Members have an opportunity to recommend topics they would like discussed at future meetings. This will be a regular item listed on the agenda at all future meetings.