



2017 Annual Report

Concessions and Contracts Committee of the Parks and Recreation Board

Committee Charge

Per Article 8. Section (A). a. of the Parks and Recreation Board Bylaws, the Concessions and Contracts Committee serves in an advisory capacity of the full Parks and Recreation Board on issues and contracts that fall under management of the Parks and Recreation Department, including but not limited to boating concessions, general concessions, service contracts, Interlocal Agreements, Parkland Improvement, Maintenance, Management, and Operations Agreements.

The 2017 Concessions and Contracts consisted of the following Parks and Recreation Board members:

- January 2017 – April 2017 – Michael Casias (Chair), Rick Cofer, Richard DePalma, Alesha Larkins, Francoise Luca, Jane Rivera (ex-officio)
- May 2017 – August 2017 – Michael Casias (Chair), Richard DePalma, **Susan Roth**, Francoise Luca, Jane Rivera (ex-officio)
- September 2017 – December 2017 – Michael Casias (Chair), Richard DePalma, Dawn Lewis, Romteen Farasat, Francoise Luca, Jane Rivera (ex-officio)

Part I - Annual Review (January 2016 - December 2016)

1. Provide a brief summary of the work of the committee during the past year including a list of its activities and achievements.

- **Five (5) Committee Work Sessions**
 - New Contract and Concession Opportunities. During Five (5) worksessions, the Committee identified and discussed existing facilities and green space that have potential for parkland improvement and concession opportunities. Throughout the year, the Committee worked with Staff as they moved forward with feasibility, preparation of

solicitations and contract documents for the following new locations:

- Utilizing the RFI Process for future Park Improvement and concessions
 - Improvements/Concessions for the Nash Hernandez Building
 - Improvements/Concessions at Auditorium Shores
 - Improvements/Concessions at the MACC
 - Improvements/Concessions and RFI at Bolm Road District Park
 - Improvements/Concessions at Zilker Cafe
 - Improvements/Concessions at Zilker Botanical Gardens
 - Improvements/Concessions at Pleasant Valley/Lakeshore
- Annual Town Lake Concessions Report. The Committee worked with Staff to present the Annual Town Lake Concession Report to the Board.
- **One (1) Committee Training**
 - September 12, 2017. Staff provided a Committee Orientation to new and existing members.
- **Two (2) Briefing Items and Special Reports**
 - Temporary Concessions Review and Enhancement Project. After the failure of the Auditorium Shores RFI for Temporary Concessions, Michael Suda, made a presentation to the Committee about staff's new efforts to improve their program..
 - Nash Hernandez Building. Ricardo Solis and Amanda Ross, Division Managers and Paul Mendoza, Public Works Dept, described plans for proposed concession area in the Nash Hernandez Location.
- **(1) Special Called Meeting**
 - None
- **(1) Cancelled Meetings**
 - January, March, May, June, July, August, December
- **Two (2) Master Plans Updates and Feasibility Studies**
 - Update: ESB Mexican American Cultural Center Master Plan Update Process Underway including 64 Rainey St.
 - Bolm Road. Committee Recommended Future Need for Master Planning Anticipated High Opportunity for Future Concessions, Particularly Water Related Activities

Summary of Contracts Reviewed by Concessions and Contracts Committee -FY17

- **One (1) New Contracts and/or Concessions**
 - Request for Information/Interest for Bolm Road District Park.
Recommended to the Parks and Recreation Board: Recommend to Board that they instruct the Director to prepare an RFI for parkland and improvement of Bolm Road District Park as an outdoor events venue, recreation area, trails, waterfront activities through traditional and alternative financing structures including public private partnerships.

- **Three (3) Amendments or Terminations of Existing Contracts or Concessions**
 - Waller Creek Boathouse Management and Operation Agreement.
Recommended to the Parks and Recreation Department Director: Authorization to negotiate and to exercise the option for a 2 year extension with the Austin Rowing Club.
 - Morris Williams Golf Course Food and Beverage Concession.
Recommended to the Parks and Recreation Department Director to exercise the option of a 2-year agreement with Players Concessions Inc.
 - Interlocal Agreement with AISD. Recommended to the Parks and Recreation Board: Authorization of negotiation and execution of interlocal agreement between COA and AISD for Literacy First Program to be offered at Allison, Brooke, Govalle, Metz, Ortega and Zavala elementary schools.

Part II – ANNUAL EVALUATION AND RECOMMENDATIONS

1. Evaluate committee actions throughout the year to determine compliance with the mission statement.

Although the Committee has provided as much guidance as it could to Staff concerning opportunities to improve the parks system by means of modifying existing and identifying potential contracts and concessions,, **Staff initiated no new concessions in 2017** and had no items to bring forward for many meetings. Due to a lack of staff items and gaps between appointment of new members, seven (7) of of twelve meetings were cancelled.

2. Summarize input from staff and citizens assessing committee’s success in complying with their mission statement.

The Committee has received comments from very few citizens in the City; however all were supportive of increasing park improvements and increasing opportunities for food/drink and other active uses of the parks.

3. Recommendations:

- a. **Change the Bylaws. The committee should continue operations and initiate changes to the Bylaws of the Parks Board to further clarify with Council, the acting Director and Staff the scope of the Committees review of contracts.**

The Parks and Recreation Board Concessions and Contracts Committee has determined that it should continue to meet on an as-needed basis and provide recommendations to the full Board on issues related to department contract matters subject to action by the City Council. The Committee believes it should initiate clarifying language regarding its scope of review with a Bylaws change. It will begin this process in January 2018.

- b. **Additional Coordination with Land Facilities and Planning Committee and Need for a Parks Development Director.**

The Committee recommends Joint sessions with the LF&P Committee or a Chair to Chair mtg each month to coordinate overlapping planning and contracts. Additionally, the Committee believes PARD needs a Director or Assistant Director who is focused on new improvements to parks utilizing PIAs, Public

Private Partnerships, and other alternative funding sources outside the current PARD budget. Preferably, this individual has experience from other major metropolitan cities like Chicago, Paris, Vienna, Portland, New York, etc. in improving park space and adding amenities with alternative funding sources that do not detract from maintenance and operations budget.

c. Additional Recommendations for Specific Concessions.

- Initiate Concessions at the following locations:
 - Auditorium Shores
- Initiate Parkland Improvement and/or License Agreements for the following locations:
 - Holly Shores Master Planning Area, including adaptive reuse of vacant warehouses, Fiesta Gardens Buildings
 - Bolm Road District Park, including RFI/RFP to include increase sources for building out this new park
 - Nash Hernandez Building, numerous concession opportunities (canoe rental, food trailers, cafe, that will be difficult if the site is used as a maximum security police station.
 - Ziker Cafe, including reviewing Staff's current path which already has allowed this area to remain unimproved for over 2 years.
 - Zilker Botanical Gardens
- Explore additional opportunities for innovative concessions to increase revenue and decrease expenses.
- Explore additional opportunities for innovative partnerships to improve parkland throughout the City.
- Continue the Committee's review of various types of parks department contracts.