

PARKS AND RECREATION ADVISORY BOARD

July 17, 2025

- 1) **Meeting called to order** by Taylor Hildenbrand at 4:03 p.m. at the MAC, Parks and Recreation Administration, 2733 Marilyn Williams Drive, Edmond, Oklahoma. The agenda for this meeting was posted in the City First Administration Building on July 11, 2025, at 9:36 a.m. Parks & Recreation Advisory Board members present: Taylor Hildenbrand, Gary Bartley, Sandra Naifeh, Jerel Cowan, Earl London, Rick Smith, Gena Money, Chris Anderson, and Anthony Rose. Visit Edmond staff present: Jodi Fetrow. Parks and Recreation staff present: Brad Raney, Frank Hale, Zach Paty, and Cheryl Tettleton.
Absent: Sam Anderson and Laura Robertson
- 2) **Consideration of Approval of Meeting Minutes – May 15, 2025.** Jerel Cowan motioned to approve the minutes; Sandra Naifeh seconded the motion. **Motion carried as follows:**
AYES: Taylor Hildenbrand, Gary Bartley, Sandra Naifeh, Jerel Cowan, Rick Smith, Gena Money, Chris Anderson, and Anthony Rose
ABSTAIN: Earl London
NAYS: None
- 3) **Discussion and Consideration of a Proposal Related to Exploring Naming Rights and Sponsorships of City Assets.** Presented by Brad Raney. Funding through city revenue is currently challenging, so we would like to see if naming rights and sponsorships could be a useful source of additional funds. The Parks department is starting the process, but Brad is working to include other city departments. The proposal from Superlative Group offers two services: Phase 1) inventory and valuation of city assets, and Phase 2) assisting with the process of selling the naming rights and sponsorships. The proposed cost of the asset inventory and valuation is \$49,500 which could be split with other city departments who participate. If we enlisted Superlative to facilitate sales and handle contract tracking, there would be a monthly retainer plus a sales commission. However, selecting a company to handle the sales and contracting would likely need to go through an RFP process. Board members were generally supportive of learning the value of our parks and amenities but wanted the city to be cautious about making sure policies were in place prior to moving forward with awarding any naming rights or sponsorships. Rick Smith motioned to support moving forward with the inventory and valuation of park assets; Earl London seconded the motion. **Motion carried as follows:**
AYES: Taylor Hildenbrand, Gary Bartley, Sandra Naifeh, Jerel Cowan, Earl London, Rick Smith, Gena Money, Chris Anderson, and Anthony Rose
NAYS: None
- 4) **Discussion and Consideration to Elect a Chair and Vice Chair of the Parks and Recreation Advisory Board.** Presented by Cheryl Tettleton. Annual elections. Additionally, Sam Anderson notified us she will be stepping down from the board, so don't nominate her to retain her position as chair.
 - a. Taylor Hildenbrand volunteered, and Gena Money nominated him to serve as the board's Chair; Earl London seconded the motion. **Motion carried as follows:**
AYES: Gary Bartley, Sandra Naifeh, Jerel Cowan, Earl London, Rick Smith, Gena Money, Chris Anderson, and Anthony Rose
ABSTAIN: Taylor Hildenbrand
NAYS: None

- b. Gary Bartley volunteered, and Rick Smith nominated him to serve as the board's Vice Chair; Sandra Naifeh seconded the motion. **Motion carried as follows:**
AYES: Taylor Hildenbrand, Gary Bartley, Sandra Naifeh, Jerel Cowan, Earl London, Rick Smith, Gena Money, Chris Anderson, and Anthony Rose
NAYS: None

5) Discussion and Consideration to Select Board Members to Serve as Non-voting Liaisons to the KickingBird Golf Advisory Board and the Park Conservancy Trust. Presented by Cheryl Tettleton. The board was reminded that the Arcadia Lake Commission was not listed because they elected Rick Smith to fill that position at the May meeting.

- a. Sandra Naifeh volunteered, and Gary Bartley nominated her to continue serving as the board's liaison to the Park Conservancy Trust; Jerel Cowan seconded the motion. **Motion carried as follows:**
AYES: Taylor Hildenbrand, Gary Bartley, Sandra Naifeh, Jerel Cowan, Earl London, Rick Smith, Gena Money, Chris Anderson, and Anthony Rose
NAYS: None
- b. The position on the KickingBird Golf Advisory Board was most recently held by Sam Anderson. Board members would like to revisit this appointment after Sam's place on the Parks Board is filled. Taylor Hildenbrand volunteered, and Jerel Cowan nominated him to serve as the liaison to the KickingBird Golf Advisory Board for the next two months; Sandra Naifeh and Gena Money seconded the motion. **Motion carried as follows:**
AYES: Taylor Hildenbrand, Gary Bartley, Sandra Naifeh, Jerel Cowan, Earl London, Rick Smith, Gena Money, Chris Anderson, and Anthony Rose
NAYS: None

6) Updates and Discussion of Parks & Recreation Activity Reports and Projects, including:

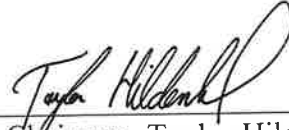
- **A.C. Caplinger** – Progressing well and transitioning from underground (utilities, sewer, irrigation) to work above ground, but some rain delay. There is still some trash haul-off and dirt replacement needed. Current estimate of completion is March 2026.
- **Pelican Bay** – Bid with all alternates was awarded. Funded through the 2017 CIP budget. Walk-through with the project manager occurred today. They are working on their timeline. One subcontractor is Sunbelt Pools, who is the company that has worked to keep the pool up and running the last few years.
- **Chitwood Park & Barnett Field** – Held a park event for public interaction and input. An estimated 300 people attended. Frank and/or Gena spoke to every adult and probably half the kids. There is also an online survey available. Multiple generations came to the event, so there was a variety of perspectives. One neighbor suggested installing a community garden. Another person would like for backstops to be reinstalled at Barnett Field to provide a place for Little League teams to practice and play in Edmond. Sandra said streets are narrow and some are without curbs, so parking on the streets can be a problem when a lot of people are at the park. It was suggested that the restrooms by the splash pad stay open year-round. They have only been open during splash pad season, but Zach said they would expand their availability to maybe April through October to help teams that may be practicing at Barnett Field. Any park improvements would be made in conjunction with the future underground detention work that will be happening at Barnett.
- **Westborough Park** – For the budgeted \$150,000, ACS Playground Adventures will be able to provide playgrounds for both the 2-5 and 5-12 age groups. Based on

previous experience, ACS was the favored vendor with staff, and their proposed design was the favorite among kids that voted at a pop-up popsicle event at the Barnett Splash Pad. Currently working on the contract.

- **Mitch Park Master Plan** – Kick-off with the vendor took place this week. We have already been sending some initial data. Public engagement will take place at events such as Tenttober, movie nights, and Luminance.
- **Hafer Park Projects** – The same architect who provided some design concepts a couple of years ago for this project is currently working on the cost estimate for renovation of the duck pond deck/pavilion. The renovation will likely need to be completed in at least two phases.
- **KickingBird Pickleball** – Structural repairs have been challenging due the difficulties of welding in the wind. The use of bolted straps as reinforcement instead of welds has been approved by the engineer, so hopefully some progress soon.
- **Festival Market Place** – A new PA system has been installed which will facilitate making announcements for safety, etc. and has been used for a couple of weeks to play music during the market, which seems to be popular with shoppers.
- **Edmond Trail Projects** – No update.
- **Eagle Scout ADA Fishing Dock** – Zach said the scout has not followed up with him.
- **Conservancy Projects** – Sandra reminded everyone of the ongoing give-back events every Tuesday at area businesses in support of The Uncommon Ground. You can find the schedule of restaurants on their Instagram page.
- **Liaison Reports** – Rick reported on lake staff efforts to manage maintenance after the repeated flooding this year.
- **Board Strategic Planning** – No update.
- **Other updates:**
 - Taylor asked about the proposed development at Festival Market Place. This project has been cancelled, but the city will likely do some master planning for future use of the area.
 - Taylor also asked about the condition of trails near the lake due to all the rain. The trails have generally been fine, but heavy rain and flooding have caused the trail near I-35 to be covered with as much as 3-4 feet of sand and sediment a few times this year. Park subcontractors help to clear the trail after these events.
 - Flooding also caused damage to the Fox Lake Trail, where a flume dislodged and there was substantial undercutting of the trail, which will require extensive repairs.
 - Soccer has been dealing with some flooding issues in front of their new building, which they have been working to address.
 - Gena suggested that park history and naming information should be added to the city website. She encouraged board members to celebrate their favorite parks with comments, photos, and/or videos on social media. These can also be sent to Emily Harmon who manages marketing for the parks department.

- 7) **Citizen Comments.** Robert Lumen expressed a need for more practice fields for baseball and softball. Accessing fields through our sports partner is not possible for teams outside their league. Mr. Lumen and his wife (who was at the Chitwood Park event) run the local Little League as a non-profit in Deer Creek. He feels we are underserving the community by not providing a similar low/no cost option here.
- Taylor Wilson said he has been attending a variety of city meetings and was at the Arcadia Lake meeting last week.

- 8) **Comments from the Parks and Recreation Advisory Board Chair and Members.** None.
- 9) **Adjournment.** Gary Bartley motioned for adjournment of the meeting at 5:21 p.m.; Sandra Naifeh seconded the motion. **Motion carried as follows:**
AYES: Taylor Hildenbrand, Gary Bartley, Sandra Naifeh, Jerel Cowan, Earl London, Rick Smith, Gena Money, Chris Anderson, and Anthony Rose
NAYS: None



Chairman, Taylor Hildenbrand
or Vice Chairman, Gary Bartley