



**CONCESSIONS AND CONTRACTS COMMITTEE  
OF THE PARKS AND RECREATION BOARD**

Tuesday, November 10, 2015 - 12:00 p.m.

**Parks and Recreation Department Main Office**

200 South Lamar Blvd.

Austin, Texas 78704

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**MINUTES**

**A. CALL TO ORDER**

The meeting was called to order at 12:06 p.m.

Board Members in Attendance:

Michael Casias, Richard DePalma, Alesha Larkins, Francoise Luca

**B. APPROVAL OF MINUTES**

1. Alesha Larkins made a motion to approve the minutes of the Concessions and Contracts Committee meeting of October 13, 2015. Committee Member DePalma seconded the motion. The minutes were approved as written.

**C. CITIZEN COMMUNICATION**

There were no requests or comments from Austin citizens at the October 13, 2015, Concessions and Contracts Committee.

**D. NEW BUSINESS: DISCUSSION AND ACTION ITEMS** (Copies of the reports can be found at [http://www.austintexas.gov/cityclerk/boards\\_commissions/meetings/39\\_1.htm](http://www.austintexas.gov/cityclerk/boards_commissions/meetings/39_1.htm).)

2. Interlocal Agreement with Purdue University for Austin Nature & Science Center Exhibit
  - a. Kathy Maddox, Austin Nature & Science Center Operating Supervisor, provided a presentation to members that focused on the following:
    - i. Bee-Lieve it or Not! is a traveling from the Purdue University Exhibit Design Center that focuses on the critical need to support pollinators with appropriate habitat.
    - ii. It is scheduled to be at the Austin Nature & Science Center from January 16, 2016 through May 8, 2016.
    - iii. The rental cost is \$6,500 and the transportation cost is \$500.
    - iv. The last two traveling exhibit rentals at the Center were:
      1. Robot Zoo; and
      2. Conservation Quest
    - v. Exhibits at the Center have a special events feature and a Home School focus.
    - vi. Exhibits are evaluated through facility, event, and program surveys
  - b. Members had the following questions and comments:
    - i. How much did the Robot Zoo exhibit cost? *The standard price for the Robot Exhibit was \$45,000, but the Center received a discounted price and paid only \$15,000,*

- ii. Are there any exhibits from local universities? *Staff is unaware of any local universities that create these types of exhibits, which are extremely expensive to develop and build.*
    - iii. What type of evaluation is conducted on these exhibits? *There is testing for learning criteria, along with specific performance measure requirements.*
    - iv. Does the Center reach out to the Home School community? *The Center has a Home School database, which it uses to keep that community informed of programs. It also places information on its website.*
  - c. Committee members unanimously agreed to place the item on the PARB consent agenda.
- 3. Make a recommendation to the Parks and Recreation Board to extend the Zilker Park Boat Rental contract for the final five-year option period.
  - a. Contract Compliance staff, Kirk Scanlon, provided a presentation to members that focused on the following:
    - i. The history of the Zilker Park Boat Rental:
      - 1. Howard Barnett started the concession in 1969, and it was the first water-based recreation concession on Town Lake.
      - 2. The current contract began in 2006 for a five-year term.
      - 3. The first option was executed in 2011 for five years.
      - 4. This will be the final option for an additional five years.
    - ii. This concession has the largest selection of canoes and represents 66% of total canoe rentals on the lake.
    - iii. It has maintained consistent revenues of approximately \$400,000 a year, which results in payments to the City of approximately \$38,000 a year.
    - iv. Zilker Park Boat Rental has provided the following public benefits:
      - 1. Last year it donated almost \$12,000 worth of free or reduced rentals to nonprofits;
      - 2. It funded and constructed the stone steps that traverse the bank from the concession to the parking lot to help reduce bank erosion at a cost of approximately \$12,000; and
      - 3. It is working with the Watershed Department to provide \$18,000 in funding for a demonstration creek bank restoration project or similar project.
    - v. There is no room in the area for expansion of the concession.
    - vi. With the Barton Springs Bath House area currently undergoing a planning initiative, this would not be the best time to go out with a new request for proposal for the concession.
  - b. Members had the following questions and comments:
    - i. Members asked Mr. Barnett, the concessionaire, who was in attendance, several questions. Below are Mr. Barnett's responses and comments:
      - 1. *Mr. Barnett stated that his concession was a family-owned and -run business. The area limits the number of boats he can have. He is interested in continuing to run the concession. The area is impacted by flooding. Since the operation began in 1969, six buildings have been destroyed. This demonstrates their capacity to recover and continue.*
      - 2. *The concession only accepts cash or business checks. Accepting and processing credit cards is too slow a process for the business operation. There are ATMs in close proximity to the concession if customers need cash.*
      - 3. *The peak season for the concession is May through mid-August, but it is open year round.*
      - 4. *Mr. Barnett noted that between 1:30 p.m. to 4:00 p.m., all inventory may be rented when the weather is good, and that they maintain sufficient inventory so that customers do not have to wait long for a boat.*
      - 5. *Two people work during the week and more during the weekend. There are 11 employees, who are part-time seasonal employees.*

6. *During his tenure at this location, the water has remained the same. There has been some erosion due to the flooding. He would like to see more maintenance in the area.*
  7. *Mr. Barnett reiterated his desire to have the concession past the last extension option.*
    - ii. A member asked if the \$18,000 for proposed improvements would be used for maintenance. *At this time, there are no specific plans for how the \$18,000 will be used.*
  - c. Committee members unanimously agreed to place the item on the PARB agenda for discussion and requested that staff provide PARB with a report for the use of the \$18,000 for improvements when a plan is available.
4. Make a recommendation to the Parks and Recreation Board regarding the authorization to negotiate and execute an interlocal agreement with Travis County for the construction and maintenance of a portion of the Onion Creek Greenway.
- a. D'Anne Williams, Planning and Development Landscape Architect, provided a presentation to members that focused on the following:
    - i. History of the Onion Creek Greenway, a 21-mile long corridor initiated by the Travis County Transportation and Natural Resources Division in 2005, with a goal of providing recreational opportunities and access to nature to a rapidly growing population.
    - ii. A Vision Plan was adopted in 2009.
    - iii. A Master Plan for the corridor, which includes phases, was approved in August 2015.
    - iv. The Agreement provides a "right of use" on a section of the preserve for the sole purpose of construction, maintenance, operation and repair of the trail.
    - v. Travis County will be responsible for:
      1. Project Management
      2. Development and completion of engineered drawings, plans and specifications, surveying
      3. Permitting and environmental assessments
      4. Construction
      5. Maintenance of the area
    - vi. City of Austin will be responsible for:
      1. Review and approval of plans and specifications and updates
      2. Working in good faith to resolve any issues
    - vii. Next Steps:
      1. Review by Parks and Recreation Board, then submission to City Council
      2. Planning and Development staff will review and approve permit and construction drawings
      3. Review and approval for site plan, which will involve public oversight during this process
      4. County will call for and approve a bid for construction
      5. A schedule for construction will be developed and approved by staff
      6. Construction will commence
  - b. Members had the following questions and comments:
    - i. A member asked if the preserve was off limits to public. *Fences were put in to restrict unauthorized use. There had been a plan for a nature trail but without sufficient staff available to provide oversight, there were concerns about illegal trash dumping.*
    - ii. Will off-leash dogs be allowed? *No. Only dogs on leashes. Signs will be posted.*
    - iii. A member asked if there was an annual report on greenways and how they are or will be connected, something similar to the Bike Plan. *This hasn't been done in the past. There has been planning relating to this, but there has not been funding to implement*

*the plans. The trail in this Agreement will most likely connect to other trails in the future.*

- iv. Is there a policy in place for interconnectivity? *There is a long-range plan that is currently being updated. Trails are a high priority of the public.*
- v. Is there a policy to preserve and catalogue flora and fauna in the preserve before developing it? *Staff is unaware of any such policy.*
- c. Committee members unanimously agreed to place the item on the PARB consent agenda.

**E. BRIEFINGS** (*Briefings are informational items only, no action was taken*) [A copy of the briefing can be found at [http://www.austintexas.gov/cityclerk/boards\\_commissions/meetings/39\\_1.htm](http://www.austintexas.gov/cityclerk/boards_commissions/meetings/39_1.htm).]

5. Lonnie Lyman, Event Coordinator Senior, provided a briefing regarding the solicitation for a vendor to provide management and operation services for the South Austin Tennis Center. Highlights of the briefing include the following:

- a. Background:
  - i. Mission and purpose of solicitation
  - ii. Current vendor and status.
  - iii. History of center
- b. Goals & Major Elements of Solicitation
  - i. Offer community an open, positive, and inviting atmosphere to play tennis
  - ii. Three-year contract term with two three-year extension options
  - iii. Contractor responsibilities:
    - 1. Operations of facility
    - 2. Programming
    - 3. Tennis Services
    - 4. Collection of Council approved fees
    - 5. Marketing, advertising, and promoting activities to tennis community
- c. In-house operation versus contractual operation
  - i. Current management fee to contractor is \$36,000
  - ii. Cost for City staff to operate would be \$95,000
- d. Evaluation Criteria:
  - i. Operation and management
  - ii. Applicable experience and personnel qualifications
  - iii. Financial viability
  - iv. Local presence
  - v. Optional interview
- e. Evaluation Team Members
  - i. Golf complex professional manager
  - ii. Two recreation program managers
  - iii. Event coordinator senior
  - iv. Recreation program supervisor
- f. Timeline:
  - i. Advertisement of RFP September 28, 2015 – November 5, 2015
  - ii. Preproposal conference – October 6, 2015
  - iii. Deadline for submission of RFP – November 5, 2015
  - iv. Proposal evaluation and identification of recommended proposer – November 17, 2015
- g. Next Steps:
  - i. Concessions and Contract Committee – January 2016
  - ii. Parks and Recreation Board – January 2016
  - iii. City Council – February 2016.
- h. Members had the following questions and comments:

- i. Did the current contractor present a proposal? *Yes, it was the only proposal submitted during the initial period. The solicitation deadline was extended and a second proposal was received. The current contractor has had the contract for nine years. The current contract expires in March.*
  - ii. Why is there such a gap between the cost for the City to operate the center and for a contractor to operate it? *It would require a minimum of three full time staff for the City to operate the center. The estimated \$95,000 includes salary and benefits. The contractor keeps 100% of the revenue (with the exception of court fees) to offset any salary costs he/she may have.*
  - iii. Is local presence considered? *Yes. Ten points are allotted in the evaluation for local presence.*
  - iv. How does the vendor make revenue? *The vendor creates revenue through retail sales of tennis-related products and tennis lessons.*
  - v. How was the solicitation advertised? *All vendors listed in the database under the commodity code in the City's Vendor Connection site receive notification. It was also sent to the U.S. Tennis Association. The solicitation was out for five weeks.*
  - vi. Do you track feedback from the community on the vendor? *There is a customer survey and a program survey available online and at all the facilities.*
  - vii. Why weren't there more responses? *The current level of service at this center has steadily increased. This center was voted the #1 tennis facility in the state.*
  - viii. So the vendor will receive \$36,000 to operate the facility? *The current vendor receives \$36,000. This amount of this new contract will be negotiated.*
6. Taja Beekley, Manager of the Asian American Resource Center, and Laura Esparza, Division Manager, History, Arts, & Nature Division, provided a briefing regarding the Asian American Center's senior meal program solicitation. Highlights of the briefing include the following:
- a. Senior Meal Program Background and History
    - i. Designed to address the intergenerational wellness and educational needs of Austin residents with particular focus on underserved Asian Americans age 60 and above.
    - ii. Connected to PARD/AARC's mission to enhance Quality of Life
    - iii. Asian-inspired menu, with vegetarian and non-vegetarian options
    - iv. Operates 48 weeks of the year
    - v. 40 meals a day on Tuesdays, Wednesdays, and Thursdays
    - vi. 5,682 meals served in FY '15
    - vii. Program began in June 2014
  - b. Goals and Objectives of Solicitation
    - i. Create a more efficient program utilizing the new on-site commercial kitchen
    - ii. Create a more sustainable program with a two-year contract
    - iii. Expand the program to four days a week, increase the number of meals up to 80 per day, and increase the variety of food served
  - c. Major Elements of Solicitation
    - i. Contractor will:
      1. develop monthly menu for City approval
      2. purchase food items and ingredients
      3. prepare and serve meals
      4. maintain inventory and clean facility
    - ii. City will provide commercial kitchen, dining amenities, equipment, cleaning supplies, and utensils
    - iii. Implementation of standard operating procedures
    - iv. Dietary guidelines
  - d. Timeline:
    - i. June-November 2015 – Developing Scope of Work
    - ii. October 2015 – Obtained feedback from Asian American Quality of Life Commission's Work Group

- e. Next Steps:
  - i. Post solicitation and conduct pre-proposal conferences
  - ii. Present in January to appropriate committees
  - iii. Present to City Council
- d. Members had the following questions and comments:
  - i. What is the cost for the construction of the commercial kitchen? *The cost is approximately \$600,000.*
  - ii. What is the size of the dining room? *It seats 40. There is potential to expand into the ballroom if more space is needed.*
  - iii. What is the income baseline for members to receive meals? *There is only an age requirement of 60.*
  - iv. What is the annual funding for RICE (Recreational and Intergenerational Community Education)? *It is \$137,500 annually. Twelve thousand dollars of that amount goes to paying for van transportation. The allotment for meals is \$72,000, and there is one full-time employee for the senior meal program.*
  - v. Are there other funds for AARC? *No.*
  - vi. Is the Asian American Chamber of Commerce involved with the AARC? *Yes, there are chamber members on the Asian American Quality of Life Commission.*

## F. COMMITTEE COORDINATOR REPORT

- 7. Kirk Scanlon, Contract Administrator, led a discussion and follow up to Annual Concession Report presented at the last Concessions and Contracts Committee meeting. Below are the recommendations the committee requested be presented to the Parks and Recreation Board as recommendations for Austin City Council consideration:
  - i. Explore opportunities for public/private partnerships and new concessions for Town Lake Park north of Lady Bird Lake in East Austin.
  - ii. Include in the report, all PARD concessions and license agreements that make payments to the City.
  - iii. Reserve a portion of the concession revenues to fund parkland improvements.
  - iv. Utilize Requests for Information (RFI's) to identify potential revenue opportunities for the Parks and Recreation Department.
  - v. Seek Council support to conduct a feasibility study to determine if a permanent mooring could be constructed on Lady Bird Lake to be utilized by the Austin Police Department or the Austin Fire Department to facilitate emergency response activities.
  - vi. Conduct a study, in conjunction with the Watershed Protection Department's efforts to stem the spread of invasive zebra mussels and reduce the effect of Cabomba (a native aquatic plant growing in Lady Bird Lake) on recreational use in the lake.
  - vii. Amend the Code to require the submission of the Annual Concession Report to the Parks Board and Environmental Commission from October to January. The requirement to deliver the report in October provides inadequate time to receive, process, input and analyze payment and revenue data to generate a comprehensive report and to draw conclusions. The recommendation is to deliver the report in January of each year, which would allow for a fully vetted and comprehensive report.
- 8. Contract compliance staff, Pat Rossett, Kirk Scanlon, and Idella Wilson, briefed members on PARD contracts that are in development. .

## **G. FUTURE ITEMS FROM COMMITTEE MEMBERS**

Committee member requested that staff:

- Draft a memo on the Annual Concession Report recommendations for the Parks and Recreation Board

## **H. ADJOURNMENT**

Michael Casias adjourned the meeting at 2:06 p.m.