

**MINUTES**  
**Universal City Parks and Recreation Commission**  
**Universal City, Texas**  
**Regular Meeting, January 31, 2017**

- I. **CALL TO ORDER:** Harry Westerfield, Chair, called the meeting to order at 6:05 PM
- II. **QUORUM CHECK:** a quorum was present.
- a. Present: John Heberling, commissioner; Rachel Pearis, commissioner, Mary Eddy, commissioner; Judy Schindler, commissioner
  - b. Also present: Randy Luensmann, Public Works Director; Regina Carmona, Events Coordinator; Kimberly Wilson, administrative assistant; Kris England
- III. **CITIZENS TO BE HEARD:** None.
- IV. **MINUTES OF PREVIOUS MEETING:** December meeting minutes approved
- V. **OLD BUSINESS:**
- a. Snowfest.
    1. *Volunteers.* **Mary** said she had secured volunteers from the Air Force, Army, and Marines, maybe 20 overall. She also said there may be some from Northeast Lakeview College. She said her contact on base is retiring, so she will have to develop a new contact. John said he could get a dozen very reliable high school students for the afternoon shift. These are the same students who painted the tables and benches at City Park.
    2. *Vendors.* **Kimberly** said there will be 23 food vendors (six newcomers) and 24 merchants (five newcomers). **Randy** asked Kimberly to report on anyone new to Snowfest. She said Cheesy Janes, brisket tacos, chocolate covered marshmallows, Metrocom Rotary Club, and the Girl Scouts (cookies) were new from last year.
    3. *Layout.* **Regina** passed out modified maps of the new layout of Snowfest encompassing all three large baseball/softball fields. Field 1 will contain the carnival rides; Field 2 will have the petting zoo, snow attractions, and hamster balls; Field 3 will be entertainment. This year we're trying to keep vendor booths off of walkways. Also, the skating rink in the pavilion will need its own box office.
    4. *Entertainment.* **Regina** said the entertainment is all booked, including the DJ (same guy as last year). She added Mary Lou's Dance Studio. Coronado Elementary is returning.
    5. *Rides.* **Randy** said all the big rides have been secured, so all the rides are set. Games2You is returning. Skating rink is set. Randy is reviewing final bids on petting zoo.
    6. *Snow.* **Randy** said we'll have four lanes and a conveyor belt to take tubes back to the top. City staff will run the conveyor belt, but we'll need lots of volunteers to help with tubes and line control.

7. *Skating*. **Randy** said the rink would handle 30 skaters for each 20-minute skating session. In theory, that would be 90 skaters per hour over 8 hours, or 720 total skaters. Potential revenue is \$5,760. **Regina** said the city's staff will handle ticket sales. Most tickets will be sold online. Randy mentioned that he had already secured a vendor to provide online ticket sales for a small per-ticket fee. This will necessitate a will-call booth at the event. We may need to make wristbands available in advance at City Hall or Public Works.

8. *Wristbands*. **Randy** said there will be no free wristbands this year. Volunteers will have their own wristbands but if they "lose" it they won't get a second one. Vendors will get wristbands for their booth workers, but not their kids. Attendants will be at both gates to ensure all have wristbands on, **Rachel** asked whether we could station police officers at the gates to deter cheaters. **Randy** said we can ask.

9. *Sponsors*. Regina said we lost some sponsors but gained others. So far nearly \$15,000 in sponsorships. Dr. Herrod Dental is on board. Centerpoint Energy is also new. Waste Management is returning.

10. *Banners*. **Harry** said the Allied banner company is now owned by Dixie Flags, but the service should be unchanged.

**VI. NEW BUSINESS:**

**NONE**

**VII. COMMISSION MEMBER ITEMS:**

**NONE**

**VIII. ADJOURNMENT:** 7:01 PM. Next meeting: February 8 for Volunteers and vendors. Next PARC meeting is February 28.

Respectfully Submitted,  
John Heberling, secretary