

## **ORDINANCE NO. 1963**

### **AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUGAR LAND, TEXAS, AMENDING SECTION 2-62 AND SECTION 5-2(D) OF THE CODE OF ORDINANCES REGARDING THE PARKS AND RECREATION POLICY ADVISORY BOARD.**

WHEREAS, the Parks and Recreation Policy Advisory Board's duties and responsibilities have expanded to include overseeing the City's cultural arts program, as well as make recommendations on the City's master park plans, the long-term goals and objectives for parks and recreation activities, serve as the City's Tree Advisory Board and advise the City on other matters relating to parks, arts, recreation and cultural activities, as requested by the City Council or referred to the board by the city manager or the city manager's designee; NOW, THEREFORE;

### **BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF SUGAR LAND, TEXAS:**

**Section 1.** That section 2-62 of the Code of Ordinance is amended to read as follows:

Sec. 2-62. Parks, art, recreation, culture, and streetscapes board.

- (a) Created. A parks, art, recreation, culture, streetscapes and tree advisory board is created.
- (b) Number and appointment. The board has 9 members, appointed by the city council in accordance with the following criteria:
  - 1. Possess skills and qualifications useful to parks and recreation, cultural arts and leadership;
  - 2. Represent the various community sectors (parks and recreation, arts and culture, education, business, and philanthropy);
  - 3. Be comprised of only Sugar Land residents; and
  - 4. It is recommended that the majority of the appointees should provide broad representation of all park users and recreation participants and several of the board appointees have one or more of the following backgrounds:
    - i. Parks, Arts or Recreation User/Advocate;
    - ii. Landscape Architect, Architect, Interior Designer, or Urban Planner;
    - iii. Fine Arts Professional or Educator;
    - iv. Arts or Architecture Historian, Administrator, or Curator;
    - v. Business or Education Leader/Philanthropist
- (c) Meetings. The board will meet monthly to fulfill the specific duties assigned by this ordinance.
- (d) Duties. The board's duties are to:
  - 1. Make recommendations to the city council on the city's parks, recreation and open space master plan, pedestrian and bicycle plan, cultural arts strategic plan, public art plan, individual park project designs/plans and the long-term goals and objectives for parks and recreation activities;

2. Make recommendations on other matters relating to parks and recreation activities as requested by the city council, or referred to the board by the city manager or the city manager's designee;
3. Consider public input and make recommendations to the city manager or the city manager's designee regarding the establishment of any parks ordinance and serve as an appeal board for departmental policies or rules affecting the public;
4. Annually review the proposed parks and recreation capital improvement program;
5. Make recommendations to the city council and the city manager or the city manager's designee regarding the city's arts and cultural granting program;
6. Advise the city council and the city manager or the city manager's designee on matters relating to art in public parks and other public places as part of the city's cultural arts program;
7. Advise the city council and the city manager or the city manager's designee on the assessment of need and the proposed development of city-owned parks and arts facilities;
8. Provide for collaborative leadership within the cultural arts sector;
9. Make recommendations to the city council and the city manager or the city manager's designee regarding the city's streetscape program; and
10. Serve as the city's tree advisory board in accordance with section 5-382.

**Section 2.** That section 5-2(d) of the Code of Ordinance is amended to read as follows:

- (d) Citizens may request a change or elimination of a park policy or rule by submitting an appeal in writing to the parks, art, recreation, culture, and streetscapes board. The board will review the request and make a recommendation to the city manager or the city manager's designee for review and implementation.

**Section 3.** That the provisions of this ordinance are severable and the invalidity of any part of this ordinance will not affect the validity of the remainder of the ordinance.

APPROVED on first consideration on June 03, 2014.

ADOPTED on second consideration on June 17, 2014.

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/s/  
James A. Thompson, Mayor

ATTEST:

APPROVED AS TO FORM:

*Meredith Riedel*

*Glenda Gundermann*  
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Glenda Gundermann, City Secretary



# CITY COUNCIL

## AGENDA REQUEST

<b>AGENDA OF:</b>	<b>06-17-14</b>	<b>AGENDA REQUEST NO:</b>	<b>III-B</b>
<b>INITIATED BY:</b>	<b>JIM BROWNE, <i>JB</i></b> <b>DIRECTOR OF PARKS &amp; RECREATION</b>	<b>RESPONSIBLE DEPARTMENT:</b>	<b>PARKS &amp; RECREATION</b>
<b>PRESENTED BY:</b>	<b>JIM BROWNE,</b> <b>DIRECTOR OF PARKS &amp; RECREATION</b>	<b>DIRECTOR:</b>	<b>JIM BROWNE, <i>JB</i></b> <b>DIRECTOR OF PARKS &amp; RECREATION</b>
		<b>ADDITIONAL DIRECTOR (S):</b>	<b>N/A</b>

<b>SUBJECT / PROCEEDING:</b>	<b>SECOND READING OF ORDINANCE NO. 1963</b>
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<b>EXHIBITS:</b>	<b>ORDINANCE NO. 1963</b>
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CLEARANCES	APPROVAL
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<b>LEGAL:</b>	<b>MEREDITH RIEDE, <i>Meredith</i></b> <b>ASSISTANT CITY ATTORNEY</b>	<b>ASSISTANT CITY MANAGER:</b>	<b>MIKE GOODRUM <i>Mike</i></b>
<b>PURCHASING:</b>	<b>N/A</b>	<b>ASSISTANT CITY MANAGER:</b>	<b>N/A</b>
<b>BUDGET:</b>	<b>N/A</b>	<b>CITY MANAGER:</b>	<b>ALLEN BOGARD <i>Allen Bogard</i></b>

BUDGET
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<b>EXPENDITURE REQUIRED: \$</b>	<b>N/A</b>
<b>CURRENT BUDGET: \$</b>	<b>N/A</b>
<b>ADDITIONAL FUNDING: \$</b>	<b>N/A</b>

RECOMMENDED ACTION
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Approve second reading Ordinance 1963 amending section 2-62 of the code of ordinance regarding the name and duties of the Parks and Recreation Advisory Board.

## EXECUTIVE SUMMARY

The City of Sugar Land has a history of making public investments in cultural arts – including the Houston Museum of Natural Science at Sugar Land, Sugar Land Auditorium, events in Town Square, the Sugar Land Heritage Foundation and the Sugar Land Wine and Food Affair. Planning also is ongoing to develop an indoor performing arts center. Further, it is anticipated that there will be continued requests for public support of community cultural arts initiatives – whether that is programming support for existing organizations or capital funding for new facilities, such as the community theater also identified as a goal by the Visioning Task Force.

Before future investments were made, however, the City recognized the need to develop a Cultural Arts Strategic Plan to lay out a formal decision making process to assist in the prioritization of funding requests. Therefore, a contract with Lord Cultural Resources was approved in May 2012 to complete the Cultural Arts Strategic Plan and Implementation Guide. The intent of this process was to help ensure the community's vision for cultural arts continues to be successful and public dollars are invested appropriately, as well as to recommend ways to utilize the Sugar Land Legacy Foundation to further support funding facilities and activities benefiting the community – including in the arts.

Based upon an extensive public engagement process, the draft plan and implementation guide were prepared and presented to the City Council in an April 2013 workshop. At this workshop, the City Council directed staff to refine a concept in the draft plan that called for the creation of a single umbrella entity and explore the option of utilizing an existing City Board or Commission in possible partnership with an existing community organization. After additional research, the final draft of the Strategic Plan and Implementation guide was reviewed with the City Council in February 2014 workshop and approved by resolution at the March 18, 2014 City Council meeting. The final Plan identifies the following five priorities:

- § Designate an Individual or Organization to Lead Development of the Cultural Sector,
- § Create Conditions in which the Cultural Arts Thrive,
- § Strengthen Capacity of Cultural Arts Community,
- § Celebrate and Distinguish Sugar Land through the Cultural Arts, and
- § Strengthen and Increase Cultural Participation.

An Implementation Guide, which recommends the relative timing and prioritization of all of the recommend elements of a successful community-wide cultural arts program, is included in the Plan. It recommends that the City first focus on establishing responsibility within an existing Board or Commission, developing a public art plan, evaluating future funding sources for the arts and establishing a granting program. Further, it also recommends early consideration of a contract with a community organization to focus on the promotion of the cultural sector and the provision of capacity building training for the many existing organizations and artists within Sugar Land.

The revisions to the Ordinance strengthen the appointment criteria to ensure representation of various skills and qualifications beneficial to Parks & Recreation, Cultural Arts and Leadership, representing various community sectors including Parks & Recreation, Arts & Culture, Education, Business and Philanthropy. The revisions to the Ordinance optimize the size of the new “PARCS Board” to nine members which will facilitate greater engagement and effectiveness. It is proposed that the majority of the appointees provide broad representation of all Parks & Recreation Users and the balance of the appointees bring skills, qualifications and experience relative to the new Arts & Culture responsibilities of the board.

Accordingly, staff recommends approval of Ordinance No. 1963 amending the ordinance regarding the name and duties of the Parks and Recreation Policy Advisory Board.

## EXHIBITS