

LEWISVILLE CITY COUNCIL

REGULAR SESSION

November 4, 2024

6:15 P.M.

Present:

TJ Gilmore, Mayor

Council Members:

Patrick Kelly, Mayor Pro Tem
Ronni Cade, Deputy Mayor Pro Tem
Bob Troyer
William Meridith
Brandon Jones
Kristin Green

City Staff:

Claire Powell, City Manager
Gina McGrath, Deputy City Manager
Shante Akafia, Assistant City Manager
Jim Proce, Assistant City Manager
Lizbeth Plaster, City Attorney
Lauren Crawford, Deputy City Attorney
Thomas Harris III, City Secretary

With a quorum of the Council Members present, the workshop session of the Lewisville City Council was called to order by Mayor Gilmore at 6:15 p.m. on Monday, November 4, 2024, in the City Council Conference Room of Lewisville City Hall, 151 West Church Street, Lewisville, Texas. City Department Heads were also in attendance.

WORKSHOP SESSION

Discussion of Regular Agenda Items and Consent Agenda Items

(Agenda Item A)

Mayor Gilmore led a discussion of regular agenda items and consent agenda items and received questions and comments from City Council and City staff. City Manager Claire Powell answered questions and comments from the City Council regarding Item Nos. E-1, E-2 and G-8. Planning Director Richard Luedke answered questions and comments from the City Council regarding Item No. G-8.

Tarrant Area Food Bank Update

(Agenda Item B)

At the request of Mayor Gilmore, Julie Butner, President and CEO, Tarrant Area Food Bank gave a presentation on the Tarrant Area Food Bank Update and received questions and comments from City Council and City staff.

**Financial Support and Sustainability
Strategy Update**

(Agenda Item C)

At the request of Mayor Gilmore, Parks and Recreation Director Stacie Aanaya gave a presentation on the Financial Support and Sustainability Strategy Update and received questions and comments from City Council and City staff.

Mayor Gilmore RECESSED Workshop Session at 6:59 p.m.

REGULAR SESSION

With a quorum of the Council Members present, the regular session of the Lewisville City Council was called to order by Mayor Gilmore at 7:00 p.m. on Monday, November 4, 2024.

Invocation

(Agenda Item A)

At the request of Mayor Gilmore, Council Member Brandon Jones gave the invocation.

Pledge to the American and Texas Flags

(Agenda Item B)

At the request of Mayor Gilmore, Council Member Kristin Green gave the pledge to the United States and Texas flags.

Mayor Gilmore RECESSED into Workshop Session at 7:02 p.m.

Return to Workshop Session if Necessary

(Agenda Item I)

Mayor Gilmore RECONVENED into Workshop Session at 7:03 p.m.

**Financial Support and Sustainability
Strategy Update (continued)**

(Agenda Item C)

At the request of Mayor Gilmore, Parks and Recreation Director Stacie Aanaya gave a presentation on the Financial Support and Sustainability Strategy Update and received questions and comments from City Council and City staff.

REGULAR SESSION

Mayor Gilmore RECONVENED into Regular Session at 7:12 p.m.

**Proclamation Declaring the Week of
November 11- November 15, 2024, as "Police
Property and Evidence Week".**

(Agenda Item C-1)

Mayor Gilmore presented the proclamation to Police Department staff members Cynde Reed, Casey Pomales, April Pena, Angie Harris, and Shauna Wymack. Property & Evidence Supervisor Cynde Reed gave comments.

**Proclamation Declaring the Week of
November 3-9, 2024 as "Animal Services
Appreciation Week."**

(Agenda Item C-2)

Mayor Gilmore presented the proclamation to Animal Shelter Attendants, Animal Services Officers and Shelter Volunteers. Animal Services Administrator Amanda Earl gave comments.

**Salvation Army to Present the National Red
Kettle Kickoff; Mayor Gilmore to Issue a
Challenge to Area Mayors**

(Agenda Item D-1)

Mayor Gilmore introduced Major Dwayne Durham, Corps Officer for Denton County, who presented the National Red Kettle Kickoff and spoke regarding challenges and the work the Salvation Army has done in Lewisville. Meeting attendees added contributions to the red kettle.

PUBLIC HEARING

**Continued Public Hearing: Consideration
of Ordinance No. 070-24-ZON, an
Ordinance Amending the Zoning
Ordinance by Amending Ordinance No.
0428-22-ZON to Rezone Approximately
10.207 Acres Located on the Northeast
Corner of Lady Tessala Avenue and Essex
Boulevard, Legally Described as 10.207
Acres out of the Amos Singleton Survey,
Abstract 1138 From Planned Development
Multi Family 3 (PD-MF3) District to
Planned Development Townhouse 2 (PD-
TH2) District; to Amend the Planned
Development Concept Plan set Forth in
Exhibit 5B The Realm Subdistrict Concept**

Plan Thereto by Amending the Concept Plan For 50.562 Acres Located North of Lady Tessala Avenue, Legally Described as 50.562 Acres out of the Amos Singleton Survey, Abstract 1138 and the Benjamin Schoonover Survey, Abstract 1209, as Requested by Patricia Fant, of McAdams, on Behalf of Eric Stanley, of Breco Lands CH LLC, the Property Owner. (Case No. 24-04-2-PZ).

(Agenda Item E-1)

The City Council opened the public hearing for this item on August 19, 2024 and continued the public hearing during the four subsequent City Council meetings to allow for a neighborhood meeting and to finalize details related to open space and building setbacks. The Castle Hills Planned Development (PD) District, Ordinance No. 0428-22-ZON, incorporates provisions of the Castle Hills Development Agreement along with the variances to the agreement approved since 1996. The PD allows changes to base zoning districts and the subdistrict concept plans following the zoning processes in the Unified Development Code (UDC). The applicant is requesting to change the base zoning district on 10.207 acres from Planned Development Multi Family 3 (PD-MF3) District to Planned Development Townhouse Two (PD-TH2) District to allow for a front entry townhome community where multifamily development had originally been planned. The proposed changes also necessitate an amendment to the approved concept plan. The Concept plan for the Realm South Subdistrict is being amended in its entirety; however, the changes only impact 50.562 acres, which includes the 10.207 acres proposed for rezoning. The proposed concept plan amendment consists of the addition of the proposed townhomes, along with a reconfiguration of the remaining multifamily units. The Planning and Zoning Commission recommended approval unanimously (5-0) on August 6, 2024.

City staff's recommendation was that the City Council consider the ordinance as set forth in the caption above.

Planning Director Richard Luedke was available for questions posed by the City Council.

Mayor Gilmore opened the public hearing at 7:31 p.m.

MOTION: Upon a motion made by Mayor Pro Tem Kelly and seconded by Council Member Green, the Council voted six (6) "ayes" and no (0) "nays" to close the public hearing. The motion carried.

Mayor Gilmore closed the public hearing at 7:33 p.m.

City Attorney Liz Plaster read the ordinance caption into the record as follows:

“An Ordinance of the Lewisville City Council, Amending the Zoning Ordinance by Amending Ordinance No. 0428-22-ZON to Rezone Approximately 10.207 Acres Located on the Northeast Corner of Lady Tessala Avenue and Essex Boulevard, Legally Described as 10.207 Acres out of the Amos Singleton Survey, Abstract 1138 From Planned Development Multi-Family 3 (PD-MF3) District to Planned Development Townhouse 2 (PD-TH2) District; to Amend the Planned Development Concept Plan set Forth in Exhibit 5B (The Realm Subdistrict Concept Plan) Thereto by Amending the Concept Plan for 50.562 Acres Located North of Lady Tessala Avenue, Legally Described as 50.562 Acres out of the Amos Singleton Survey, Abstract 1138 and the Benjamin Schoonover Survey, Abstract 1209; Correcting the Official Zoning Map and List of Existing Planned Development Districts; Preserving all Other Portions of the Zoning Ordinance; Determining That the Zoning Amendment Herein Made Promotes the Health, Safety, and General Welfare of the City; Providing for a Repealer, Severability, a Penalty, and an Effective Date; and Declaring an Emergency.”

MOTION: Upon a motion made by Deputy Mayor Pro Tem Cade and seconded by Council Member Jones, the Council voted six (6) “ayes” and no (0) “nays” to approve **Ordinance No. 0709-24-ZON**. The motion carried.

Public Hearing: Consideration of Ordinance No. 0712-24-SUP, an Ordinance Granting a Special Use Permit for Automobile Repair (Minor); on Approximately 1.5871 Acres, Legally Described as Lot 9, Block A, Fairway Business Park; Located at 1504 Eagle Court, Zoned Light Industrial District (LI); as Requested by Texas Star Automotive Services, on Behalf of AIP Eagle Court, LLC, the Property Owner (Case No. 24-08-15-SUP).

(Agenda Item E-2)

Texas Star Automotive Services is an automotive glass business that replaces, repairs and recalibrates automotive glass. The business will operate from 8:00 am to 5:30 pm Monday through Friday and will not store any vehicles outside the premises. This type of business is considered an Automobile Repair (Minor) in Lewisville’s Unified Development Code and requires the approval of a special use permit (SUP). On March 15, 2021, the City Council approved an SUP for minor automobile services at 1504 Eagle Court for a different suite. This new SUP will allow any Automobile Repair (Minor) use to operate out of any lease space at this location with the requirement that no automobiles be stored outside. The Planning and Zoning Commission recommended unanimous (5-0) approval on October 1, 2024.

The City staff’s recommendation was that the City Council approve the ordinance as set forth in the caption above.

Planning Director Richard Luedke was available for questions posed by the City Council.

Mayor Gilmore opened the public hearing at 7:36 p.m.

MOTION: Upon a motion made by Council Member Green and seconded by Deputy Mayor Pro Tem Cade, the Council voted six (6) “ayes” and no (0) “nays” to close the public hearing. The motion carried.

Mayor Gilmore closed the public hearing at 7:37 p.m.

City Attorney Liz Plaster read the ordinance caption into the record as follows:

“An Ordinance of the Lewisville City Council, Amending the Zoning Ordinance by Granting a Special Use Permit for Automobile Repair (Minor) on a Portion of an Approximately 1.5871-Acre Tract, Legally Described as Fairway Business Park Addition, Lot 9, Block A, Located at 1504 Eagle Court, Save for the Portion of the Tract Specified by and Subject to Ordinance 0317-21-SUP, and Zoned Light Industrial (LI) District; Providing for a Repealer, Severability, Penalty, and an Effective Date; and Declaring an Emergency.”

MOTION: Upon a motion made by Council Member Meridith and seconded by Council Member Jones, the Council voted six (6) “ayes” and no (0) “nays” to approve **Ordinance No. 0712-24-SUP**, an amended ordinance which clarifies that this SUP is granted on a portion of approximately 1.5871 acre tract legally described as Fairway Business Park Addition Lot 9, Block A located at 1504 Eagle Court, save for the portion of the tract as specified by and subject to Ordinance No. 0317-21-SUP. The motion carried.

Visitors/Citizens Forum

(Agenda Item F)

Nancy Sansom, 415 S. Garden Ridge, was called to speak and spoke regarding Lewisville Senior Living Challenge Organization.

CONSENT AGENDA

(Agenda Item G)

MOTION: Upon a motion made by Council Member Green and seconded by Council Member Troyer, the Council voted six (6) “ayes” and no (0) “nays” to approve the Consent Agenda as presented.

3. **APPROVAL OF MINUTES:** City Council Minutes of the October 7, 2024, Workshop Session, and Regular Session and City Council Minutes of the October 21, 2024, Workshop Session, and Regular Session.

4. Approval of Lease No. DACW63-1-24-0613 with the United States Army Corps of Engineers (USACE) for Park and Recreational Areas on Lewisville Lake and Authorizing the City Manager to Execute the Lease.
5. Approval of an Interlocal Cooperation Agreement for Library Services with Denton County and Authorization for the City Manager, or Her Designee, to Execute the Agreement.
6. Approval of the Lewisville Financial Support and Sustainability Strategy Update.
7. Approval of Designating Mayor Pro Tem Patrick Kelly as Voting Delegate and Council Member Bob Troyer as Alternate Voting Delegate for the November 16, 2024 National League of Cities Annual Business Meeting.

The motion carried.

Approval of a Variance Request to the Lewisville Unified Development Code, Section VII.4.1., Sale of Alcoholic Beverages, for SBF Operating, LLC (Doing Business as Sullivan's BBQ), as Requested by Terry Sullivan Owner of Sullivan Old Town BBQ Located at 301 S. Mill Street, Lewisville, Texas.

(Agenda Item H-8)

An application for “The legal sale of mixed beverages in restaurants by food and beverage certificate holders only” has been submitted for the Sullivan Old Town BBQ located at 301 S. Mill Street. After staff review, it has been determined that the site does not meet the City regulations that require the site be 300 feet from a church, measured front door to front door. Terry Sullivan is seeking a variance to this regulation.

The City staff’s recommendation was that the City Council consider the variance request as set forth in the caption above.

MOTION: Upon a motion made by Mayor Pro Tem Kelly and seconded by Deputy Mayor Pro Tem Cade, the Council voted six (6) “ayes” and no (0) “nays” to approve the variance request as set forth in the caption.

Consideration of Ordinance No. 0713-24-ORD, an Ordinance of the Lewisville City Council Appointing the Municipal Judge and Alternate Judges of the Municipal Court of Record No. 1 in the City of Lewisville to Two Year Terms; Designating a Presiding Judge; Providing a

**Repealer, Severability, and an Effective Date;
and Declaring an Emergency.**

(Agenda Item H-9)

Chapter 30 of the Texas Government Code requires that municipal courts of record be presided over by judges who are appointed by ordinance. The ordinance authorizes municipal judges to serve for a designated term of two years and to be submitted for consideration to the council biennially. In the event the ordinance is not renewed, and no affirmative action is taken to appoint a new judge or judges, the previously appointed judge or judges continue to serve in a hold over capacity. Currently, the presiding judge is Brian Holman and the alternate, or part time judges are Kimberly Lafferty, Holly Fox, Rajish Jose, and Robin Ramsay. Alternate judges provide magistration services in the city jail on weekends and holidays and assist the presiding judge with court and other judicial duties during periods of vacation, illness or when administrative duties require his absence.

The City staff's recommendation was that the City Council approve the ordinance as set forth in the caption above.

Judge Brian Holman was available for questions posed by the City Council.

City Attorney Liz Plaster read the ordinance caption into the record as follows:

“An Ordinance of the Lewisville City Council Appointing the Municipal Judge and Alternate Judges of the Municipal Court of Record No. 1 in the City of Lewisville to Two-Year Terms, Designating a Presiding Judge, Providing a Repealer, Severability, and an Effective Date; and Declaring an Emergency.”

MOTION: Upon a motion made by Council Member Troyer and seconded by Deputy Mayor Pro Tem Cade, the Council voted six (6) “ayes” and no (0) “nays” to approve **Ordinance No. 0713-24-ORD** as set forth in the caption.

Reports

(Agenda Item H)

- Council Member Troyer reported on upcoming Lewisville Grand events.
- Council Member Meridith reported on upcoming Lewisville Library activities.
- Director of Parks and Recreation Stacie Anaya reported that the Parks and Recreation Team attended the 2024 Traps North Region Workshop and Awards Ceremony. Two Parks and Recreation employees, Angela Lewallen and Rita Lokie, were recognized at the event, as well as Glory Park/Parque la Gloria for design excellence.
- Director of Public Services Aaron Russell reported on the lake level.
- Deputy City Manager Gina McGrath recognized a government class from the North Central Texas College for attending the Lewisville City Council meeting.

**LEWISVILLE CITY COUNCIL
REGULAR SESSION
November 4, 2024**

Page 9

- Assistant City Manager Jim Proce thanked Fire Chief Mark McNeal and Police Chief Brook Rollins for bringing trucks out to the Cub Scout Troop Castle Hills Touch a Truck event on October 27th. The Cub Scout Troops also took a tour of the Dispatch Center.
- Council Member Green recommended that residents go see the Little Mermaid at the Lewisville Grand Theater and attend art exhibits. She encouraged artists to submit exhibits for the Gift of Art exhibition coming up at Lewisville Grand and attend an upcoming lacrosse tournament at Railroad Park.
- Council Member Jones reminded residents to vote on Election Day.
- Deputy Mayor Pro Tem Cade also reminded residents to vote on Election Day.
- Mayor Gilmore congratulated staff on Keep Lewisville Beautiful for successfully maintaining green infrastructure. He reported that City Staff celebrated the 30th anniversary of being recognized as a Tree City by planting over 630 new plants along Prairie Creek.

Closed Session

(Agenda Item J)

There were no items for closed session.

In Accordance with Texas Government Code, Subchapter D,

- 1. Section 551.072 (Real Estate): Property Acquisition*
- 2. Section 551.087 (Economic Development): Deliberation Regarding Economic Development Negotiations.*

**Reconvene and Consider Action, if any, on
Items Discussed in Closed Session**

(Agenda Item K)

Adjournment

(Agenda Item L)

There being no further business to come before the Council, Mayor Gilmore adjourned the meeting of the Lewisville City Council at 7:56 p.m. on Monday, November 4, 2024.

These minutes approved by the Lewisville City Council on the 18th of November, 2024.

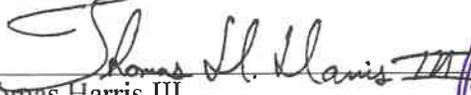
APPROVED



TJ Gilmore
MAYOR

**LEWISVILLE CITY COUNCIL
REGULAR SESSION
November 4, 2024**

ATTEST:


Thomas Harris III,
CITY SECRETARY





LEWISVILLE

Deep Roots. Broad Wings. Bright Future.

Lewisville City Council Meeting

November 4, 2024

Tarrant Area Food Bank Update

Tarrant Area Food Bank

North Overview – Denton County



Our Vision

Communities where everyone has access to the food they need.

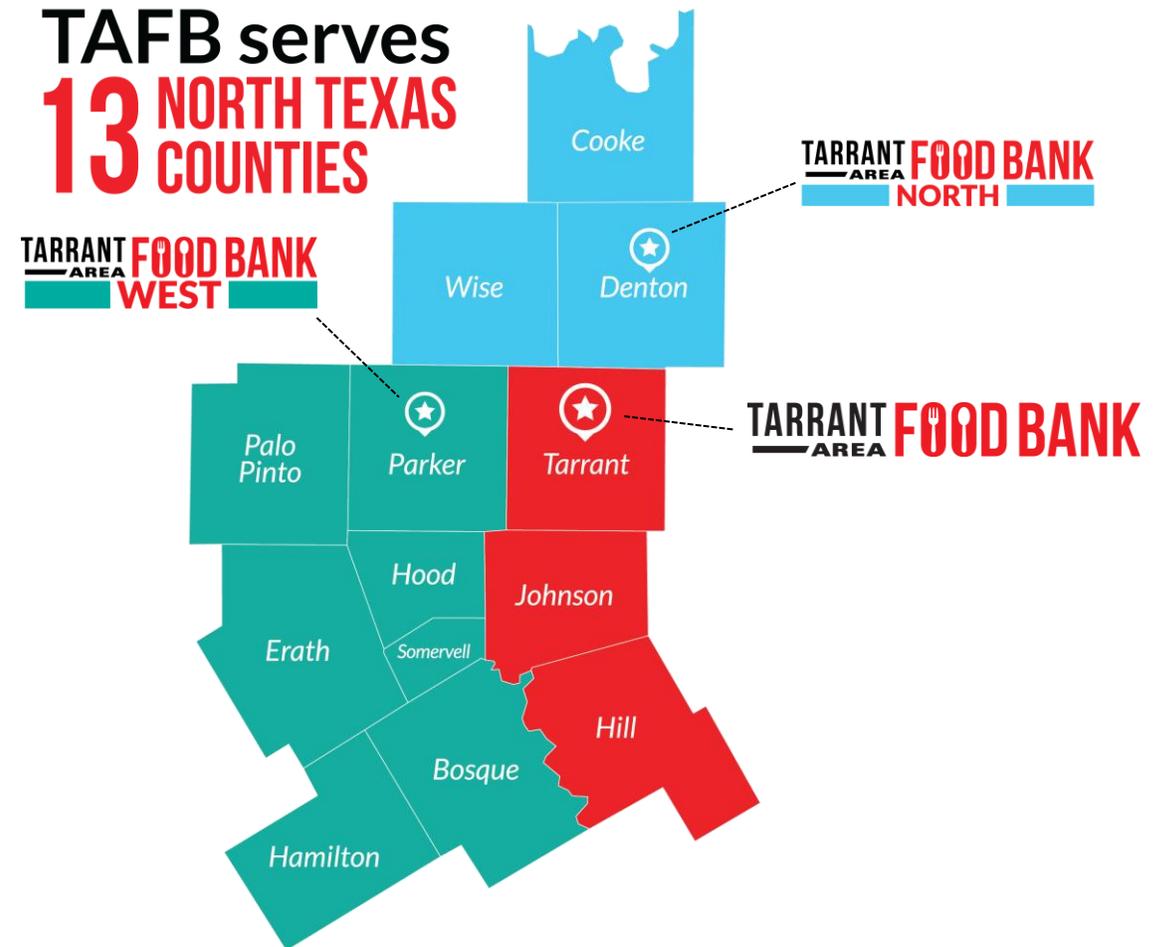
Our Mission

Empowering our community to alleviate hunger & improve health.

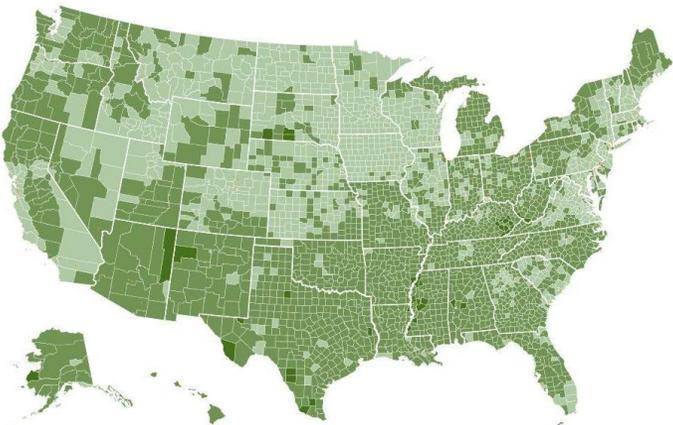


About TAFB

- 125 Full-time Employees
- Volunteers 30K visits, 70K hours
- 3 locations: Tarrant, Parker, Denton

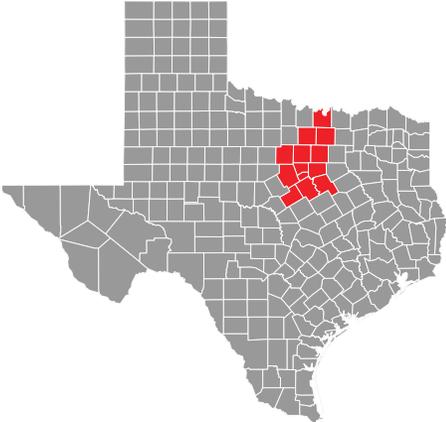


2023 Map the Meal Gap Study



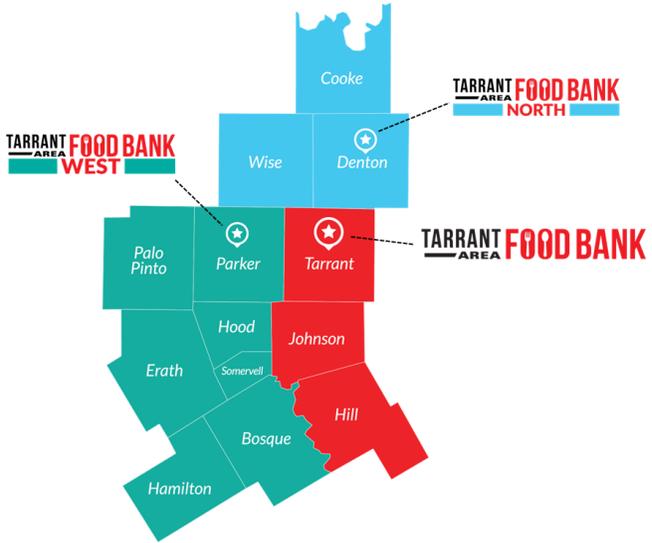
Nation-Wide

44 million food insecure including 8.1 million children



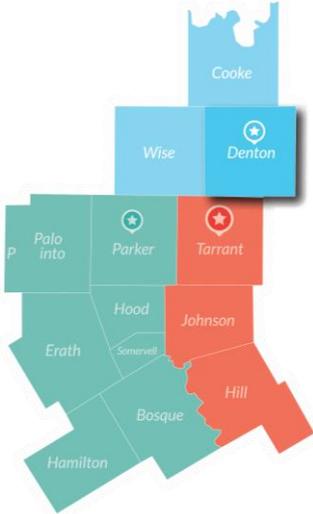
Texas

5 million food insecure including 1.6 million children



TAFB

512,000+ food insecure including 183,000+ children



Denton County

114,000+ food insecure including 34,000+ children

Our Impact: TAFB Total Distribution in FY24

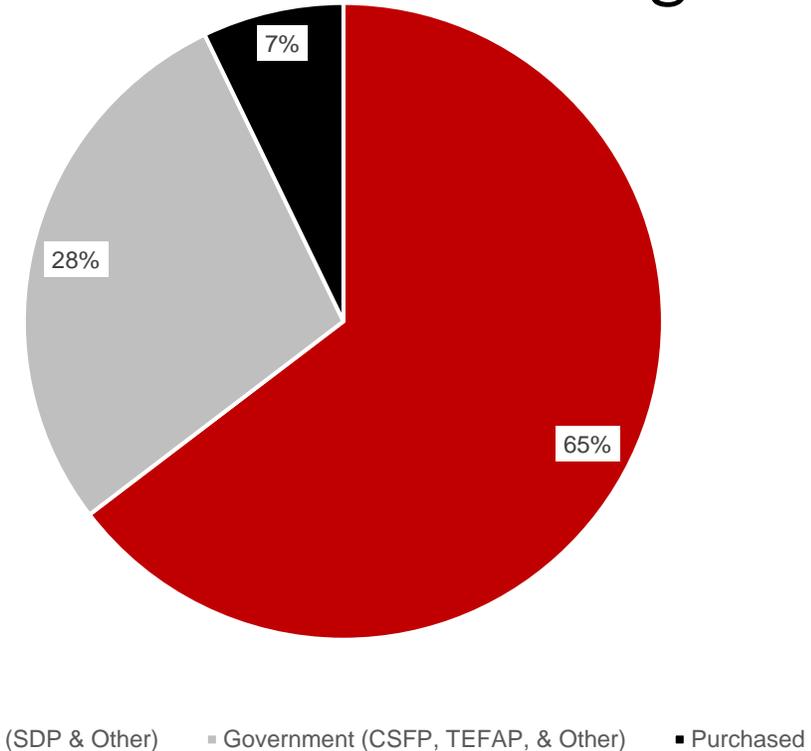
59 Million Meals Provided

- 10.4M SNAP meals
- 17,138 Neighbors Served
- 50.3M in Economic Impact
- 35.1K Medically-Tailored Meals

Revenue Sources

- Public support: 70%
- Government Grants: 19%
- Other: 11%

FY24 Food Sourcing



Meeting the Need Programs



1,000,000+
NUTRITIOUS MEALS
made possible each week

Distribution

- 400+ Partner Agencies
- AgHub
- Mobile Markets
- Home Delivery

Satellite Locations

- TAFB North
- TAFB West

Ready to Learn™

- In-School Markets
- In-School Snacks
- Summer Camps

Nutrition Education

- Healthy Markets
- Food Rx Nutrition Program
- Healthcare Partnerships
- Garden & Farms Partnerships
- Farmers Markets

Community Resources

- Benefits Application Assistance
- R.E.D. Bus

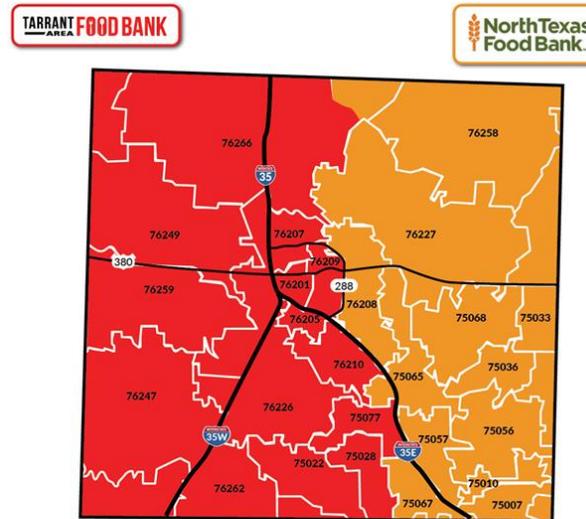
How Food Banking Works



42 Years of Service in Denton County

- TAFB & NTFB have jointly served Denton County neighbors facing hunger for the past 42 years.
- Over the years TAFB & NTFB have collaborated through multi-year service area agreements to jointly serve Denton County.

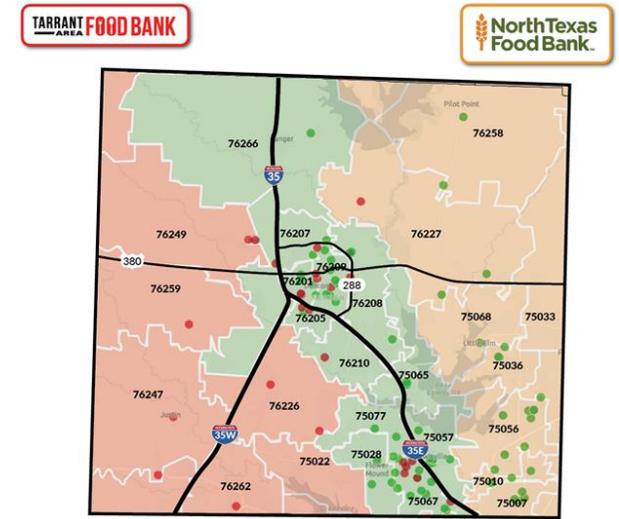
2014 Service Area Alignment



TAFB %FIP
47%

NTFB %FIP
53%

2019 Service Area Alignment



TAFB %FIP
22%

NTFB %FIP
52%

36% Shared

By the Numbers: The Need in Denton County

Distribution from FY24	Total
Food insecure persons (FIP)	114,180
Meals distributed to Denton County in FY24 by food banks	10,381,830
Meals Per Food Insecure Person (MFIP)/wk. in FY24	1.75
FY25 MFIP goal	1.9
Total meals needed to meet FY25 MFIP Goal	11.3m
Additional meals needed to meet MFIP goal	0.9m
All sourced food in Denton County (lbs.)	8.1m*
Total Annual Distribution, entire service area (lbs.)	60.9m
Partner Agencies	60

- Does not consider non-food bank food
- Food sourced in Denton County is not sufficient to meet MFIP Goal
- FY24 TAFB North food distribution exceeds Feeding America requirement

Evaluating Food Insecurity in Denton County

SMU Study Recommendations

1. Establish shared food & intake distribution tracking
2. Construct a shared local distribution hub
3. Formalize & strengthen pantry network
4. Address the meal gap as systemic issue through multi-pantry/multi-partner response
5. Public Awareness Campaign regarding poverty & food insecurity



Evaluating Food Insecurity in Denton County

Denton County Stakeholder Insights

TAFB gathered important stakeholder feedback for serving all of Denton County.

1. There is support for a one food bank solution.
2. TAFB needs a physical presence.
3. TAFB should engage early and often with community leaders & organizations.
4. TAFB can raise awareness of food insecurity & homelessness in Denton County.
5. TAFB has a brand barrier to overcome.

Our Vision for TAFB North

1. Establish satellite hub to support 3 northern counties.
2. Increase food supply/distribution to meet the need.
3. Increase the # of partner agencies w/ client choice markets.
4. Increase access to community resources that address root causes.
5. Increase awareness of food insecurity and its root causes.
6. Strengthen community relationships.



About TAFB North

- TAFB North established in FY21 to better serve Denton, Cooke, and Wise counties
- **80% increase in meals since FY21**
- FY25 Goal: 10% increase in meals (~1.0m additional meals)

Services Provided

- TAFB Sponsored Distributions
- Nutrition Education
- Gardens & Farms
- Community Resources
- R.E.D. Bus
- Volunteer Opportunities
- Ready-To-Learn In-School Markets



TAFB & NTFB Agreement

- July 2024 agreement reached for TAFB to be the sole food bank operating in Denton County
 - Ensures a unified approach to serving neighbors
 - Easier for food pantries, schools, community organizations, government agencies, & the food bank to address food insecurity in Denton County
- Transition & Communication Plan developed; initiated in October 2024.
- Transition will be completed by December 31, 2024.
- TAFB will be the sole food bank operating in Denton County on January 1, 2025.

Transition & Communications Plan: Key Dates

July 2024

- 7/1: Began to use TAFBN in Direct Mail campaign.
- 7/15: NTFB Board Approves one food bank solution
- 7/18: TAFB Board Approves one food bank solution
- 7/29: Denton MOU Signed by TAFB & NTFB
- 7/29: Notified Feeding America

October 2024

- 10/1: Start government relations meetings
- 10/2: Draft of transition plan sent to NTFB
- 10/18: Phase I Partner agency transitioned
- 10/18: Phase I Food sourcing transitioned
- 10/25: Begin TAFBN transition update weekly stakeholder calls
- 10/31: Phase I RTL Market transitioned

December 2024

- 12/20: Phase III Partner Agency complete
- 12/31: CSFP programs transitioned

August 2024

- 8/14: Public announcement of one food bank solution
- 8/15: NTFB/TAFB Collaboration begins
- 8/23: Denton Agency Town Hall

November 2024

- 11/1: Phase II food sourcing transitioned
- 11/14: Soft launch of TAFBN holiday awareness
- 11/19: Benefits application assistance programs transitioned
- 11/22: Phase II Partner Agency transitioned

January 2025

- 1/1: Phase II RTL backpacks transitioned
- 1/1: Denton County Partner Agency capacity building grants transitioned
- 1/1: TAFB will be single food bank in Denton County
- 1/1: Announcement letter to Denton County donors
- 1/1: Launch of TAFBN Brand awareness
- 1/15: Community Impact programs transitioned

Establishing a Hub in Denton County

- **Identifying a location in Denton County to serve Denton, Cooke, & Wise.**
 - Denton County 114,180 (87%)
 - Cooke County 6,880 (5%)
 - Wise County 10,420 (8 %)
- **Services Provided:**
 - Mixing center to source nutritious food to ensure variety
 - Volunteer center to ensure quality control and packaging for partner agencies.
 - Central distribution point for Denton County agencies
 - Community market for residents facing food insecurity
 - Space for food and nutrition resource services
- **Public-Private Partnership based on Pro-Rata Share**



Appendix: Phase I Implementation

Partner Agencies	Food Sourcing	RTL
<p>13 partner agency meal programs to transition:</p> <ul style="list-style-type: none"> • Heart of the City East (Lewisville) • Heart of the City West (Lewisville) • Salvation Army Lewisville – Soup Kitchen (Lewisville) • Salvation Army Lewisville (Lewisville) • North Colony Church of Christ (The Colony) • Hope Food and Clothing Ministry (Aubrey) • Heartland Church (Carrollton) • Button Memorial UMC (Little Elm) • First Refuge Denton (Denton) • First Refuge Sanger (Sanger) • Foundation Communities (Carrollton) • Hands of Hope (Aubrey) • Lake Cities UMC (Lake Dallas) 	<p>Food sourcing partners to be transitioned</p> <ul style="list-style-type: none"> • 3 non-store donation programs to be transitioned 	<p>12 School Markets including: <i>Denton ISD</i></p> <ul style="list-style-type: none"> • Stephens ES • Newton Rayzor ES • Ginnings ES • Hodge ES • Evers Park ES • Borman ES • Rivera ES • Alexander ES • Nette Shultz ES • Strickland MS • Gonzalez SYC • Ann Windle SYC
Oct. 18, 2024	Oct. 18, 2024	Aug. – Oct. 31, 2024

Appendix: Phase II Implementation

Partner Agencies	Food Sourcing	RTL	Programs
<p>14 partner meal programs to transition including:</p> <ul style="list-style-type: none"> • CCA (Lewisville) • CCA – CSFP (Lewisville) • Lovepacs (Lewisville) • Lovepacs LISD East (Lewisville ISD) • Carrollton Friendship House (Carrollton) • NTX Food Pantry (The Colony) • Shepherd’s Storehouse (Pilot Point) • Society St. Vincent de Paul (County-wide) • Lovepacs (Little Elm) • Lovepacs (Aubrey) • Lovepacs (Denton) • Lovepacs (Frisco) • Lovepacs Plano (Plano) • Lovepacs Prosper (Prosper) 	<p>Food sourcing partners to be transitioned</p> <ul style="list-style-type: none"> • 21 retail store donations to be transitioned 	<p>28 School Backpack Programs including:</p> <p>Lewisville ISD</p> <ul style="list-style-type: none"> • Central ES • Coyote Ridge ES • Creekside ES • Degan ES • Donald ES • Ethridge ES • Forest Vista ES • Garden Ridge ES • Independence ES • Indian Creek ES • Lakeland ES • Lewisville ES • Memorial Stem ES • Mill Street ES • Parkway ES • Peters Colony ES • Polser ES <ul style="list-style-type: none"> • Rockbrook ES • Southridge ES • The Colony HS • Timber Creek ES • Valley Ridge ES • Vickery ES <p>Other Denton County Schools</p> <ul style="list-style-type: none"> • Owen ES • Paloma Creek ES • Lake Dallas ES • Life School • Carrollton • Braswell HS 	<p>Transition partner agencies for following programs:</p> <ul style="list-style-type: none"> • Benefits application assistance • Commodity Supplemental Food Program (CSFP)
Nov. 22, 2024	Nov. 1, 2024	Dec. 2024 – Jan. 2025	Nov. 15 – December 2024

Appendix: Phase III Implementation

Partner Agencies	Food Sourcing	Programs
<p>13 partner meal programs to transition including:</p> <ul style="list-style-type: none"> Boys & Girls Club of Greater Tarrant County (Lewisville) Cross Timbers Hope Center (Denton) Denton County Friends of the Family (Corinth) Grace Chapel Power Pacs (Aubrey) Holy Covenant UMC (Carrollton) Little Elm Food Bank (Little Elm) Redeemer Church of Denton (Corinth) <p>1/1: Denton County Partner Agency capacity building grants transitioned</p>	<p>Food sourcing partners to be transitioned</p> <ul style="list-style-type: none"> 24 retail store donations to be transitioned 	<p>Transition partner agencies for following programs:</p> <ul style="list-style-type: none"> Healthy Pantry Project Community Garden Network Nutrition education programming
Dec. 20, 2024	Dec. 20, 2024	Jan. 15, 2025



LEWISVILLE

Deep Roots. Broad Wings. Bright Future.

Lewisville City Council Meeting

November 4, 2024

Financial Support and Sustainability Strategy Update



Financial Support & Sustainability Strategy Update

City Council | Nov 2024



TABLE OF CONTENTS



Background



Current Financial Support & Sustainability Strategy



Trends & Analysis



Recommendations

• • • • •
• • • • •



BACKGROUND

Thrive Groundbreaking and Operational Preparations

- “Thrive is going to be a place for everyone in Lewisville to access.”
- “This facility needs to achieve a 60-65% cost recovery rate.”
- “How are existing programs going to exist once Thrive is operational?”

Philosophical Discussions about Cost Recovery

- Organizational resilience through logical, intentional thoughtful spending decisions
- Ensure provision of services and supplementing limited taxpayer dollars
- Justifiable and equitable allocation of subsidy for participation and access
- Based on level of benefit to an individual and/or community as a whole

2018

2019

CR

**COST
RECOVERY**

Revenues generated from fees, charges, grants, donations, etc. in relation to amount of money necessary to offer a service or programs. Typically expressed as a percentage.

CB

**COMMUNITY
BENEFIT**

Justification for greater subsidy or tax dollar investment/support. The benefit of service has a broad appeal and is accessible to a wide audience, provides accessibility to a underrepresented populations, or lends itself to community building.

IB

**INDIVIDUAL
BENEFIT**

Justification for greater cost recovery expectations. Services include specialized activities, are exclusive or open to persons with special interests, require higher competency or ability to participate, and/or is available via the private sector.

SC

**SERVICE
CATEGORIES**

Represent types of services and activities provided to the community annually grouped according extent of staff involvement, goal of activity, and/or prerequisites for participation.

CURRENT FSSS

- Eleven Service Categories with Support (*and Cost Recovery*) Goals
 - Definitions for categories
 - Support, cost recovery ranges for each developed along the spectrum of benefit
- City council, Park board, City staff involved in development



Service Categories



Non-Monitored Access

Facilities to which public has open access and is not under the supervision or oversight. *Ex: neighborhood parks, skate park, splash park*

Community Events

Events that are typically large in scale and attendance, open to anyone, pre-registration is not typically required. *Ex: Colorpalooza*

Drop-In Monitored Access

Facilities to which the public has limited access and is under the general supervision of staff. *Ex. Open gym at Thrive, General Swim at pools*

Enrichment Activities

Structured activities designed for attainment of knowledge, self betterment or sufficiency, or socialization. *Ex. Senior luncheons, Roots for Wings*



Drop-In Activities

Structured programs led by staff, volunteers, and/or contract instructors. Pre-registration is not required and participant may choose frequency of participation. *Ex. Bingo, Group X fitness*

Programs Beginner

Classes/courses where a specific skill is learned or practiced over multiple meetings to build upon a skill with a measurable outcome. *Ex. Learn to Swim, Teeball, Beginner Dance*

Special Events

Events that are specific to a target market and may require pre-registration. *Ex. Daddy Daughter Dance, Doggie Dive-In, Color Run*

Programs Non-Beginner

Classes/courses where an advanced skill or practice is learned over multiple meetings to build upon a skill with a measurable outcome. *Ex. Select youth sports, adult sports leagues*





Rentals

Space and facility reservations for exclusive or shared use by an individual or group. *Ex: Pavilions, Thrive Dogwoods, Sports Fields*

Private/Semi Private Instruction

A structured time frame where learning a specific skill or activity occurs with sole gain and direct benefit to the participant. Typically conducted on a one-on-one setting but may include semi-private instruction. Group size is established to ensure maximum gain for each participant. Registration is required. *Ex: personal training, private swim lessons*

Food/Beverage/Merch

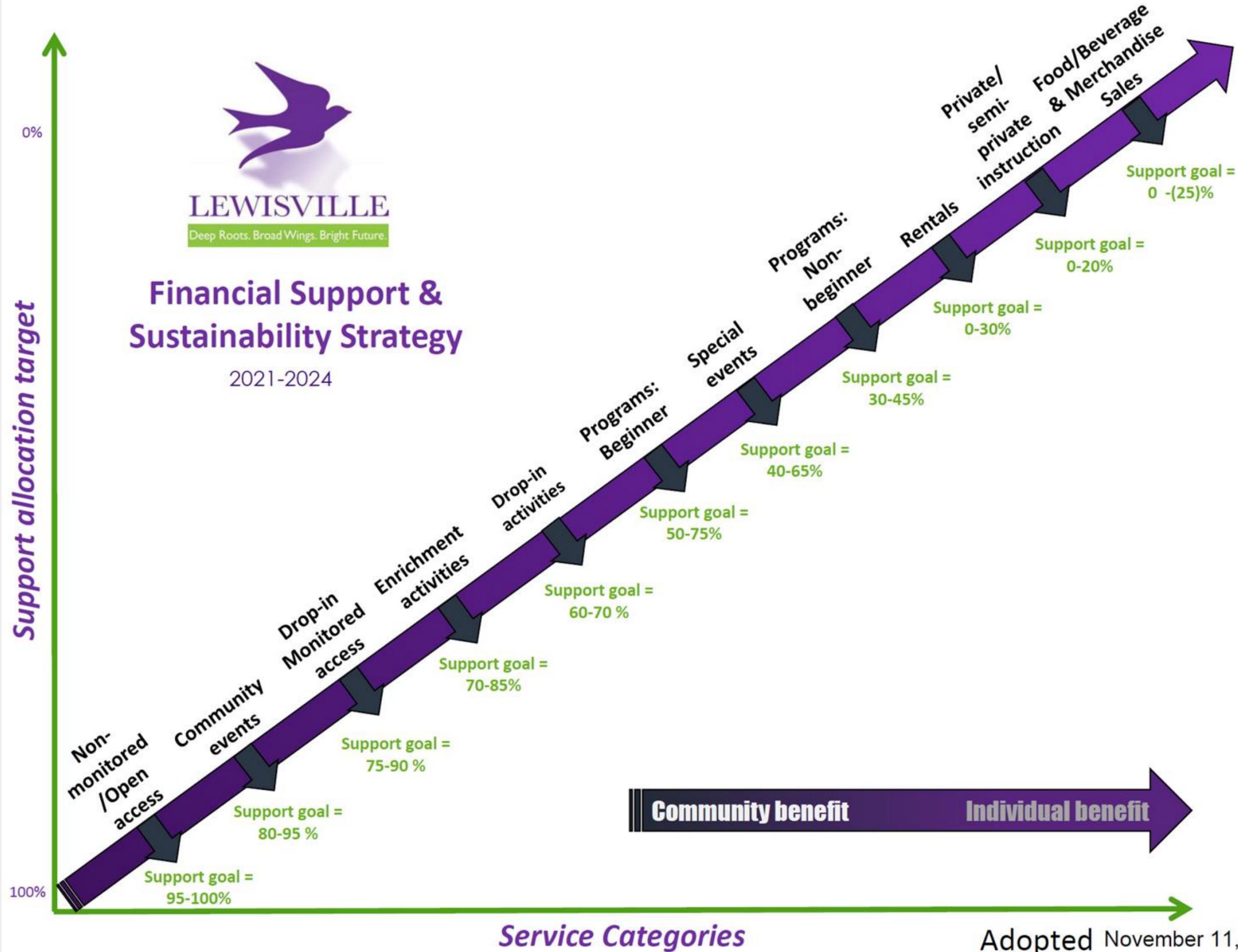
Items for sale to the public for personal consumption. *Ex. concession sales, Thrive t-shirts*





Financial Support & Sustainability Strategy

2021-2024



Adopted November 11, 2021

Support & Cost Recovery

Service Category	Support Goal	Cost Recovery Goal
Non Monitored/Open Access	95-100%	0-5%
Community Events	80-95%	5-20%
Drop-In Monitored Access	75-90%	10-25%
Enrichment Activities	70-85%	15-30%
Drop-In Activities	60-75%	25-40%
Programs: Beginners	50-75%	25-50%
Special Events	40-65%	35-60%
Programs: Non-beginners	30-45%	55-70%
Rentals	0-30%	70-100%
Private/Semi-Private Instruction	0-20%	80-100%
Resale	(25)-0%	100-125%



Program Fees & Costs

- Establishing Program Fees
 - New program form
 - Department goals and objectives
 - Pricing strategies
 - Cost recovery rate
 - Market or competitive pricing
 - Differential or bundle pricing

- Annual Cost Recovery Analysis
 - Performed once FY closes
 - Assigning Program Costs
 - Facility, Indirect and Direct
 - Measured against revenue per participant or occurrence

PLAY LEWISVILLE		PROGRAM OBJECTIVE FORM	
		FY: 2024	
Name of Program/Activity:		Tap dancing adult/child	
State Date:		September 2024	
Location:		Thrive	
		If fee:	Scholarships Available?
Registration Fee:	Fee Both Online and In Person	\$ varies	yes
Registration Type:			
Program Description:	A class geared towards those that already have a love for or want to learn tap! Classes are offered to both adult and children (Senior coming soon) teaching the basics of tap, jazz and musical theatre. Adult/child tap will be offered as a sport program.		
Program Objectives (briefly describe skill development/wellness/etc.)	Primary objective for this program would be to increase health and wellness. Secondary objective would be develop skills in tap, jazz and musical theatre.		
PARD Program Objective PRIMARY	Health & Wellness	PARD Program Objective SECONDARY	Arts, Culture, & Heritage
Age Group:	All Ages		
Gender:	Co-Ed		
Projected Attendance:	min: 3	max: 8	
Seasons Offered	Year Round		
Program Type:	Instructional		
Recreation Type: PRIMARY	Athletic	Recreation Type: SECONDARY	Education & Enrichment
Service Provider:	Contract Instructor		
Outcome from Previous Year	New Program		
Explain Outcome from previous year:	This is a new program for 2024.		
Team Member completing for	Cierra Brackens		
Team Member Responsible:	Cierra Brackens		
Approval Date:			
Approved by:			
Signature:			





FSSS implementation

1st edition adopted Nov 2019

- Possible to meet dueling goals at Thrive
 - general access attainable for all or most; ala carte for specific activities

COVID Impacts

- Delays to Grand Opening of Thrive
- Modification of planned fee structure for Thrive
 - focus on building membership - all inclusive
- Closure and re envisioned Herring
 - creation of Play Lewisville On Wheels program
- Special and Community Events
 - End of Toyota sponsorship at Railroad Park

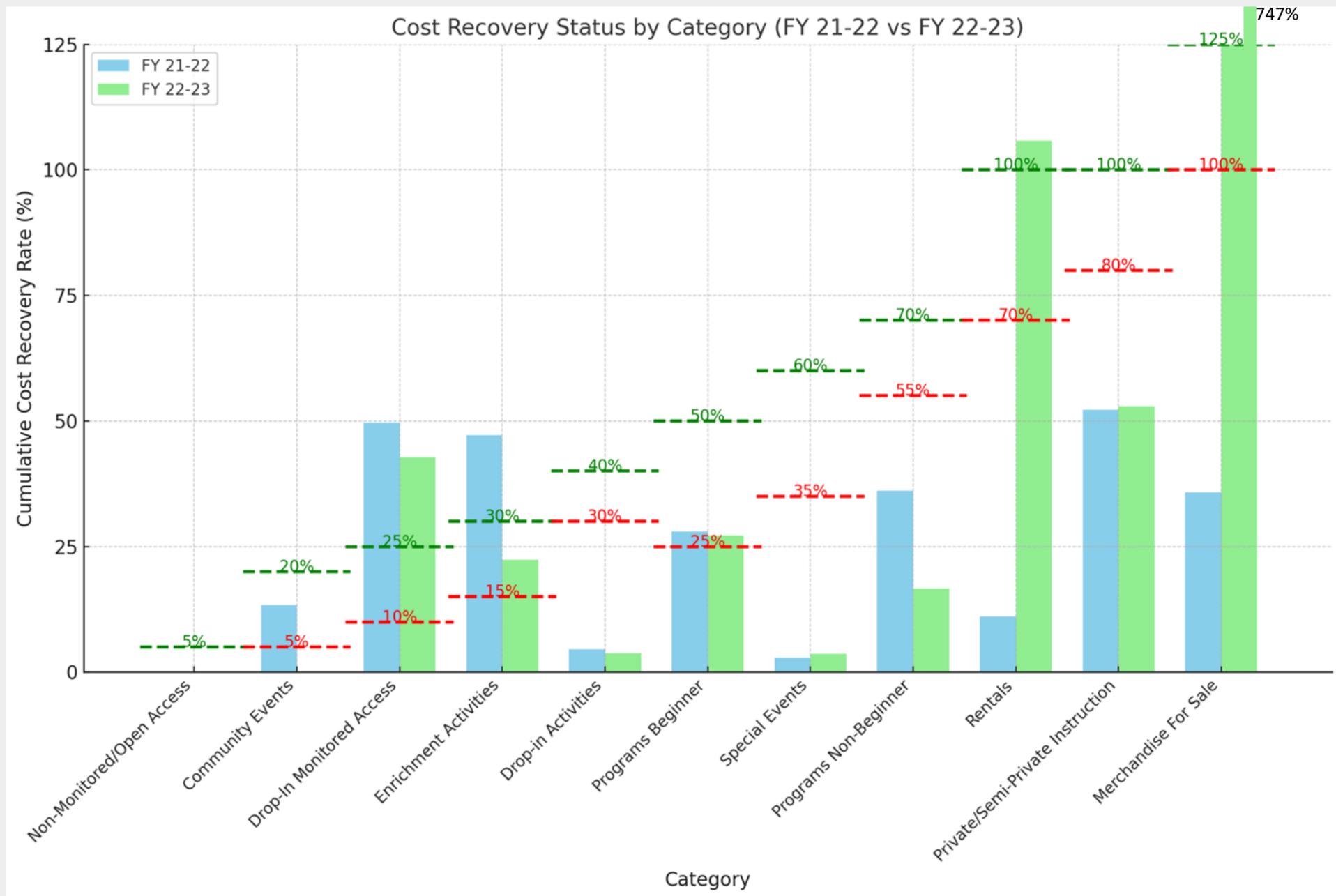
Renewed as-is in Nov 2021

- Data from FY20 and FY21 skewed
- Limited programs/activities

Living in the “new normal”

- Programs/activities schedule normalized
- FY 22 and FY23 analysis

Category Trends



Two Year CR Trends

Category	Cost Recovery Goal	FY 21-22				FY 22-23			
		Total Activities	Activities Met	% of Activities Met	Cumulative CR Rate	Total Activities	Activities Met	% of Activities Met	Cumulative CR Rate
Non-Monitored / Open Access	0-5%	7	7	100%	0%	7	7	100%	0%
Community Events	5-20%	3	1	33%	13.31%	2	0	0%	0%
Drop-In Monitored Access	10-25%	22	14	64%	49.61%	55	36	65%	42.8%
Enrichment Activities	15-30%	57	23	40%	47.17%	72	17	24%	22.4%
Drop-in Activities	30-40%	7	0	0%	4.51%	62	10	16%	3.7%
Programs Beginner	25-50%	92	41	45%	27.98%	74	28	38%	27.2%
Special Events	35-60%	9	1	11%	2.90%	5	0	0%	3.6%
Programs Non-Beginner	55-70%	21	7	33%	36.09%	29	4	14%	16.6%
Rentals	70-100%	67	24	36%	11.06%	116	62	53%	105.8%
Private/Semi-Private Instruction	80-100%	9	3	33%	52.19%	10	1	10%	52.9%
Merchandise For Sale	100-125%	1	0	0%	35.77%	1	1	100%	747.0%

Analysis



- **Community Events**

Rate developed with intention of CRT events to be included but now limited to PLOW events

- **Drop-In Monitored Access**

Steady; combined Thrive/Herring membership had impact on performance for FY23

- **Enrichment Activities**

Increase in Senior activities without fees at Thrive drove decrease in cumulative rate; buoyed by efficiency with LLELA programs

- **Drop-In Activities**

Increase in Fitness activities without fees at Thrive also drove decrease in cumulative rate

STEADY

Program Beginners

- Fitness activities perform well
- FY23 moved youth sports participants associated with league agreements into this category (from Rentals)

Private/Semi Private Instruction

- Heavy focus on swim lessons
- Heavier cost burden because of cost of operating pools
- Difficult to set a fee high enough to meet goal without pricing out participants

IMPROVEMENTS

Rentals

- FY23 Thrive facility rentals come on the scene
- Pavilion rentals remain strong, low cost service
- FY23 moved youth sports participants to Program Beginners

Merchandise

- FY23 sales featured merch purchased in previous FY22; no accrual accounting



Metrics and Modifications

Success Metrics

- Support and Cost Recovery Goals
 - closer look at direct costs
- Market position and service category goal
- Increase in new users
- Participant retention
- Participant satisfaction

Modifications

- Identify cost reduction opportunities
- Market analysis and adjustments
 - increase fees
 - incentive pricing
- Identify sponsors or donations
- Consider divestment of program

Update Process

- Consider updates to service categories
 - Compress, expand, delete, and/or edit
- Consider updates to support ranges
 - will be impacted by first consideration and trends
- Codify updates or reset strategy as-is
- Integrate updates into procedures and future budget development process





RECOMMENDATIONS

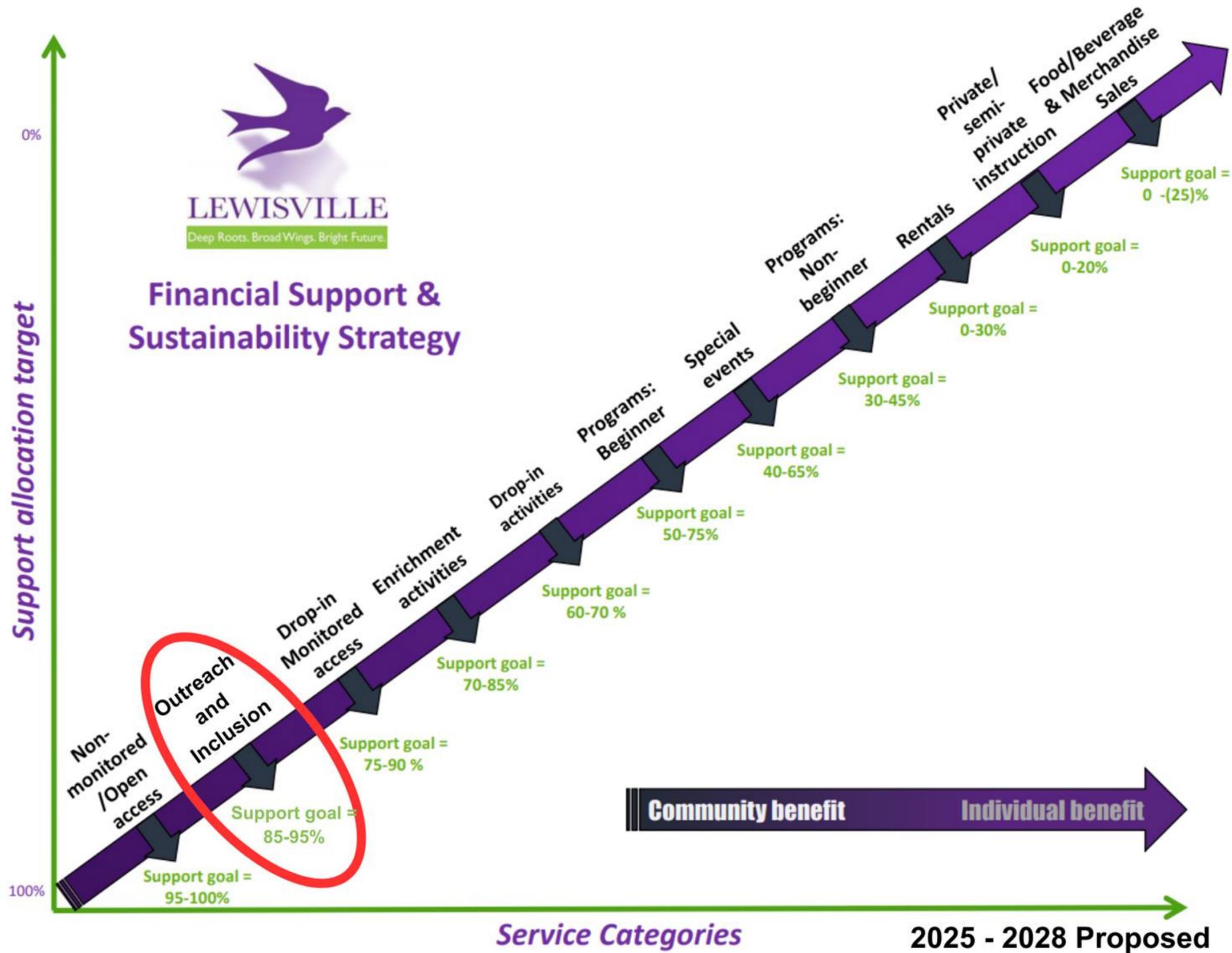


Proposed Service Category Updates

- Replace Community Events with Outreach and Inclusion
 - remove CRT events from the equation
 - reflect new PARD program menu since initial adoption
 - Outreach - Play Lewisville On Wheels; Nature On Wheels; Whales On Wheels
 - Inclusion - Walk with a Doc; A Chance to...Series; various cultural awareness events
 - Support range of 85-95%
- Modify approach for Merchandise For Sale Category
 - Online, On-demand system



Financial Support & Sustainability Strategy



Other Updates or Modifications

- Begin implementation of original plan for pay-for-play at Thrive
 - not all fitness and aquatic classes will be included in annual membership
- Focus on improving cost recovery in low risk, low direct cost areas
 - Pavilion rentals
 - Sports field rentals
- Enhance efforts to find sponsors and partners for Outreach and Inclusion, Enrichment, and Drop-In Activities categories
- Continue to identify and implement cost reduction strategies
- Continue to improve assignment of program costs



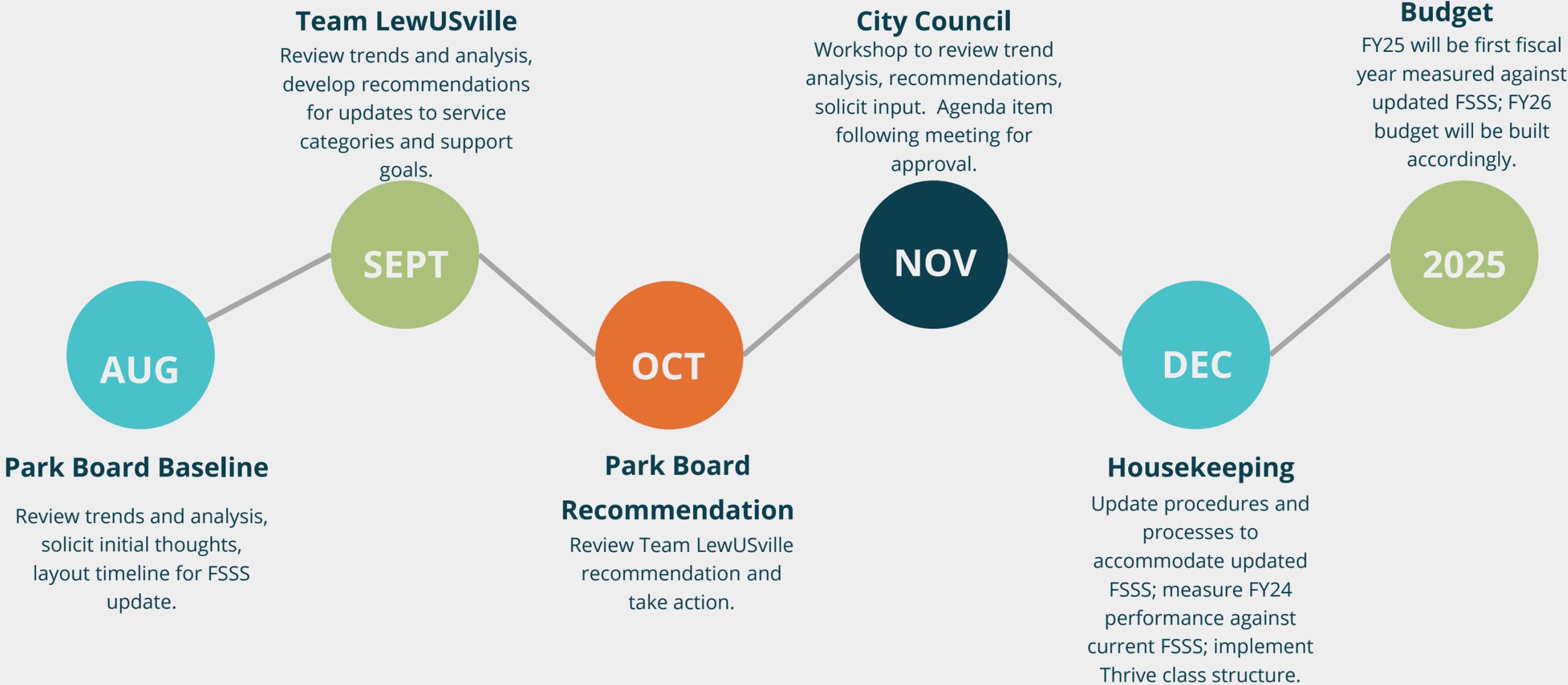
Thrive Memberships



Thrive Memberships Pricing	Resident (Annual/Monthly/Daily)	Non-Resident (Annual/Monthly/Daily)
Adult	\$210 / \$18 / \$6	\$375 / \$35 / \$10
Youth/Senior	\$25 / \$12 / \$4	\$90 / \$26 / \$8
Family	\$275 / \$36 / -	\$550 / \$75 / -

Thrive Memberships	Adult (Resident/NR)	Family (Resident/NR)	Youth (Resident/NR)	Senior (Resident/NR)	TOTAL
Annual Members	501 / 8	2,723 / 29	3,059 / 30	5,518 / 224	12,092
Monthly Members	3,429 / 733	2,079 / 376	713 / 190	48 / 64	7,632

Next Steps



QUESTIONS?

