



**AGENDA**  
**FLOWER MOUND PARKS BOARD**  
**REGULAR MEETING**  
**OCTOBER 4, 2018**  
**FLOWER MOUND TOWN HALL**  
**2121 CROSS TIMBERS ROAD**  
**FLOWER MOUND, TEXAS**

**6:30 P.M.**

\*\*\*\*\*  
AN AGENDA INFORMATION PACKET IS AVAILABLE FOR PUBLIC INSPECTION  
ONLINE AT [WWW.FLOWER-MOUND.COM/AGENDA/AGENDA.PHP](http://WWW.FLOWER-MOUND.COM/AGENDA/AGENDA.PHP)  
\*\*\*\*\*

***All pagers and cell phones must be turned off in the Council Chambers.***

**A. CALL REGULAR MEETING TO ORDER**

**B. INVOCATION**

**C. PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG AND TO THE TEXAS FLAG  
*"Honor the Texas flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible."***

**D. ANNUAL ELECTION OF A CHAIR AND VICE-CHAIR FOR THE PARKS BOARD**

**E. PRESENTATIONS**

- As prescribed in the Youth Sports Facility Agreement, a report will be given by the Flower Mound Youth Sports Association (FMYSA) of the association's operations in regards to youth baseball and youth softball.

**F. PUBLIC COMMENTS**

Please fill out an "Appearance before Parks Board" form in order to address the Board, and turn the form in prior to Public Comments to Administrative Secretary Jade Olson. Speakers are normally limited to three minutes. Time limits can be adjusted by the Chair to accommodate more or fewer speakers.

The purpose of this item is to allow the public an opportunity to address the Parks Board on issues that are not the subject of a public hearing. Any item requiring a Public Hearing will allow the public to speak at the time that item appears on this agenda as indicated as a "Public Hearing". Parks Board members may not deliberate and may only cite facts or current policy in response to public comments. Issues regarding daily operational or administrative matters should first be dealt with at the administrative level by calling the Parks and Recreation Division at 972.874.6300 during business hours.

**G. DIRECTOR'S REPORT**

- Update and status report related to Parks and Recreation issues.

**H. CONSENT AGENDA – Consent Items**

This agenda consists of non-controversial or "housekeeping" items required by law. Items may be removed from the Consent Agenda by any Board member by making such request prior to a motion and vote on the Consent Agenda.

1. Consider approval of minutes from a regular meeting of the Parks Board held on September 6, 2018.

**I. REGULAR ITEMS**


2. Consider recommending to Planning and Zoning Commission and Town Council Park Land Dedication and Park Development Fee requirements for Lakeside Center development generally located west of FM 2499 and north of Lakeside Village Blvd.
3. Consider recommending approval for Town Council consideration the sale and consumption of alcoholic beverages (beer and wine) at Bakersfield Park during the 2019 Independence Fest.

**J. COORDINATION OF CALENDARS AND FUTURE AGENDAS/MEETINGS**

- The next regular meeting of the Parks Board is scheduled for November 1, 2018.

**K. ADJOURN REGULAR MEETING**

I do hereby certify that the Notice of Meeting was posted on the bulletin board in Town Hall of the Town of Flower Mound, Texas, a place convenient and readily accessible to the general public at all times and said Notice was posted on the following date and time: October 1, 2018 at 6:00 P.M. at least 72 hours prior to the scheduled time of said meeting.



**Jade Olson, Administrative Secretary**



## Parks Board AGENDA ITEM NO: 1

---

**DATE:** October 4, 2018

**FROM:** Jade Olson, Administrative Secretary

**ITEM:** Consider approval of minutes from a Regular Meeting of the Parks Board held on September 6, 2018.

---

**I. SUMMARY:**

The Parks Board held a Regular Meeting on September 6, 2018.

**II. BACKGROUND INFORMATION:**

N/A

**III. FISCAL IMPACT:**

N/A

**IV. LEGAL REVIEW:**

N/A

**V. ATTACHMENTS:**

1. Draft minutes from the September 6, 2018, Regular Meeting of the Parks Board.

**VI. RECOMMENDED MOTION OR ACTION:**

Move to approve the minutes from a Regular Meeting of the Parks Board held on September 6, 2018.

---

**THE TOWN OF FLOWER MOUND PARKS BOARD REGULAR MEETING HELD ON THE 6<sup>TH</sup> DAY OF SEPTEMBER 2018, IN THE FLOWER MOUND TOWN HALL, LOCATED AT 2121 CROSS TIMBERS ROAD IN THE TOWN OF FLOWER MOUND, COUNTY OF DENTON, TEXAS AT 6:30 P.M.**

The Parks Board met in a regular session with the following members present:

Gloria Jones	Place 1 – Chair
Rick Kenyon	Place 4
Jodi Seay	Place 5
Ann Handren	Place 6
Mark Mayer	Place 9 – Alternate
Firoz Vohra	Place 10 – Alternate

The following Board members were not in attendance:

Teresa Thomason	Place 3 – Vice Chair
Ike Winfield	Place 7

The following members of Town Staff were in attendance:

Chuck Jennings	Director of Parks and Recreation
Bradley Anderle	Town Attorney
Clayton Litton	Parks Superintendent
Kari Biddix	Park Development Manager
John Habern	Park, Trails and Landscape Specialist
Mark Long	Recreation Superintendent
Jaime Jaco-Cooper	Senior Center Manager
Matt Chutchian	Athletics Supervisor
Jade Olson	Administrative Secretary

- A. CALL REGULAR MEETING TO ORDER – 6:30 P.M.**
- B. INVOCATION – Grace Sherrill**
- C. PLEDGE OF ALLEGIANCE TO THE AMERICAN FLAG AND THE TEXAS FLAG**
- D. PRESENTATIONS**

Marilyn Lawson of Keep Flower Mound Beautiful provided the Board with an update on everything KFMB does to keep the Town beautiful.

Jaime Jaco-Cooper, Senior Center Manager, updated the Board with activities, field trips and other events the Seniors In Motion group plans to do during September for Senior Center Month.

Matt Chutchian, Athletics Supervisor, introduced Mark Grommesh, GLASA President, to represent GLASA. The Board was updated with GLASA's operations in regards to youth soccer.

- E. PUBLIC PARTICIPATION**

---

Nancy Kleckner, 2608 Wisdom Creek Dr., spoke in support of a tennis center and was interested in item 6 on the agenda for possible land donation.

Joy Drew, 5100 Seville Ln., said she was excited that a tennis center was being considered.

David Rosselli, 3805 Chimney Rock Dr addressed the Board members regarding the proposed gate at Chimney Rock.

Bud Holmes, 3707 Chimney Rock Dr spoke to the Board members regarding the proposed gate at Chimney Rock.

Robert Clement, 3913 Long Meadow. spoke in support of a gate at Chimney Rock.

Lori Segura, 3801 Immel Dr. spoke in opposition of a proposed gate at Chimney Rock for equestrians.

Melissa Wilson, 3200 High Rd. spoke in opposition of a proposed gate at Chimney Rock for equestrians.

#### F. DIRECTOR'S REPORT

**Chuck Jennings, Director of Parks and Recreation** reported the following:

- With the recent retirement of Gary Sims, Town Management reorganized our department splitting the Community Services Department into two departments – Parks and Recreation Services and Library Services. I will remain the Director over Parks and Rec and Sue Ridnour will remain the director of the Library. With the restructuring, the P&R Dept was able to create a Recreation Superintendent position.
- Effective September 10, Mark Long will officially be promoted to the newly created Recreation Superintendent position. Mark's responsibilities will include overseeing the CAC, Senior Center, Twin Coves Park, athletics, and our community wide special events. I am eager to have him in this leadership role and look forward to seeing our recreation division continue to grow and flourish under his watch.
- I also want to congratulate John "Johnny" Havens with his recent promotion to Athletic Ballfield Supervisor. He has hit the ground running, and with his passion and energy I know the maintenance and upkeep of our athletic complexes will continue to be top notch. We also promoted two Maintenance II workers to crew leader – Nate Platt and Zach Briggs.
- In an effort to help save time and eliminate the reading of long motions the Town Council has adopted saying **move to approve as presented in the agenda caption.** Please know there will be exceptions where specific language needs to be recited. We plan to start drafting the motions with this language at the next meeting.
- The sewer line install and lift station removal at Gerault Park was completed Monday, August 27<sup>th</sup>
- Three baseball backstops were replaced at Colony, Westchester, and Windsor Park. Dirt was added around the backstop at Westchester Park.

- Topsoil and native grass seeds were laid down at the Gibson-Grant Cabin on an area that was eroding.
- 10 new Adirondack chairs were recently installed at the splash pad to provide for additional seating

**Mark Long, Recreation Superintendent** reported the following:

- The Flower Mound Senior Center currently has 2,206 members and gets about 1200 visits per week.
- September is National Senior Center Month! The FMSC will be celebrating with Senior Center Bingo. SIM members can earn stamps on their bingo cards by participating in various programs and events to earn prizes and be entered to win a \$50 gift card!
- On Saturday, Sept. 8, the FMSC will celebrate Grandparent's Day with a Grandparent's Carnival. SIM members may bring their grandchildren to enjoy fun games, lunch, and a performance by Jobi the monkey! Who I believe is a card carrying member.
- The CAC had another amazing summer. The 2018 summer season ran from Memorial Day through Labor Day. During that time 59,419 CAC members "scanned" into the facility. And in addition, 20,219 day passes were sold to area residents. There were no major safety incidents and the Parks and Recreation staff appreciates the jobs that all the seasonal employees did this year.
- The Doggie Dive and will take place on Saturday, September 15 at the Outdoor Water Park at the CAC. It will give dogs a chance to play in the Water Park before it is drained and cleaned for the season. The event will be split into two time slots - Dogs under 30 lbs., 1 - 2:30 p.m., Dogs over 30 lbs., 3 - 4:30 p.m. The cost is \$5 for CAC Members and \$6 for CAC Non-members. Animal Services will verify shot records so arrive a little bit early. We will have door prizes and great giveaways for all of our canine friends so make sure you sign up early.
- The outdoor pool closed this past Monday. The next round of swim lessons will begin on Monday, September 10 and will continue until Wednesday, October 3. In addition, Saturday swim lessons will begin on September 8 and will continue until November 3. The Flower Mound Parks and Recreation Aquatics Staff teach hundreds of kids to swim each year and it's a skill that lasts a lifetime.
- All adult Kickball, Softball, and Ultimate Frisbee leagues are set to begin this week and will run thru early November. There are 52 adult softball teams, 7 kickball teams and 6 ultimate Frisbee teams playing this fall.
- FMYSA and FMYFA will kick off their fall season this weekend at Gerault, Bakersfield Glenwick, Tiger and Hilltop fields. GLASA kicked off their season the last weekend of August.
- Twin Coves also had a busy summer. There were a total of 10,546 vehicles that entered the park between Memorial and Labor Day...and of course no one came to TCP by themselves.
- We sold 1390 Day passes, 194 Res Annual Passes and 14 Non Res Annual Passes
- There were 1821 overnight stays (Cabins, RV, Primitive) Memorial Day to Labor Day and
- There were 1256 total RV Nights, 526 Cabin Nights, 39 Primitive Nights
- Minor irrigation work being installed at RV 1

- I did want to mention that TCP Hosted a Joint Economic Development/Chamber of Commerce Forum last week with many of Flower mounds business leaders attending. There was positive feedback and we've already received several calls to rent the pavilion.

**Kari Biddix, Park Development Manager** reported the following:

- The Pink Evening Primrose trail segment 1 is complete at the north, middle and south ends. The contractor is currently working on the intersection of Timber Creek and Torrey Pine. Next they will begin on the intersection at Timber Creek and Barrens Circle. Rail has been ordered for the below grade crossing.
- Heritage Park Phase IV stone cladding has been finished on all the walls for the trail east of Garden Ridge and hand rails have been installed. They are pouring the nature trail on the west side. The bronze sculptures and interpretive signage are under design. They will start forming the remaining parking areas next week. Completion is expected November 2018.

**G. CONSENT AGENDA**

1. **Consider approval of minutes from a regular meeting of the Parks Board held on August 2, 2018.**

**Board Deliberation**

Board member Handren moved to approve the minutes of a regular meeting of the Parks Board held on August 2, 2018. Board member Seay seconded the motion.

**VOTE ON THE MOTION**

**AYES: Kenyon, Seay, Handren, Vohra**

**NAYS: None**

**ABSTAINS: Mayer**

**H. REGULAR ITEMS**

2. **Consider recommending approval for Town Council consideration the consumption of alcoholic beverages (sparkling wine) at Leonard Johns Park on October 6, 2018.**

**Staff Presentation**

Chuck Jennings – Director of Parks and Recreation

**Board Deliberation**

Board member Kenyon moved to approve for Town Council consideration of alcoholic beverages (sparkling wine) at Leonard Johns Park on October 6, 2018. Board member Mayer seconded the motion.

**VOTE ON THE MOTION**

**AYES: Vohra, Handren, Seay, Kenyon, Mayer**

**NAYS: None**

- 
- 3. Consider granting approval to the Chimney Rock HOA to install a gate and signage along the public equestrian easement located within their development.**

**Staff Presentation**

Chuck Jennings – Director of Parks and Recreation

**Board Deliberation**

Board member Kenyon made a motion that Town staff work with the equestrians and the Chimney Rock HOA to come up with a resolution that's favorable to both sides and bring it back before the Board for review and approval. Board member Vohra seconded the motion.

**VOTE ON THE MOTION**

**AYES: Mayer, Kenyon, Seay, Handren, Vohra**

**NAYS: None**

- 4. Consider recommending approval for Town Council consideration a request to name the Heritage Park Performance Pavilion after Mary Webb.**

**Staff Presentation**

Chuck Jennings – Director of Parks and Recreation

**Board Deliberation**

Board member Kenyon moved to deny approval of a request to name the Heritage Park Performance Pavilion after Mary Webb. Board member Handren seconded the motion.

**VOTE ON THE MOTION**

**AYES: Vohra, Handren, Kenyon, Mayer**

**NAYS: Seay**

- 5. Consider recommending to Planning and Zoning Commission and Town Council Park requirements for the Balekian Addition/CVS residential development generally located north of FM 1171 and east of Lusk Ln.**

**Staff Presentation**

John Habern – Park, Trails and Landscape Specialist

**Board Deliberation**

Board member Mayer made a motion to recommend approval to Planning and Zoning Commission and Town Council cash, in the amount of \$35,481.60, be accepted in lieu of the otherwise required Park Land Dedication, and Park Development Fees in the amount of \$15,268.00 for the Balekian Addition/CVS residential development generally located north of FM 1171 and east of Lusk Ln. Board member Vohra seconded the motion.

**VOTE ON THE MOTION**

**AYES: Mayer, Kenyon, Seay, Handren, Vohra**

**NAYS: None**



- 
6. **Consider recommending to Planning and Zoning Commission and Town Council Park Land Dedication and Park Development Fee requirements for Townlake East residential development generally located east of Flower Mound Rd and south of FM 1171.**

**Board Deliberation**

Board member Mayer moved to recommend approval to Planning and Zoning commission and Town Council Park Land Dedication of 13.11 acres of land and Park Development Fees in the amount of \$77,728.00 for the Townlake East residential development generally located east of Flower Mound Rd and south of FM 1171. Board Member Kenyon seconded the motion.

**VOTE ON THE MOTION**

**AYES:** Vohra, Handren, Seay, Kenyon, Mayer  
**NAYS:** None

Board member Mayer moved to recommend approval to Town Council a Park Development Fee credit for extensions of the Town's 8' wide Hike and Bike Trail System in the amount of \$77,728.00. Board member Kenyon seconded the motion.

**VOTE ON THE MOTION**

**AYES:** Vohra, Handren, Seay, Kenyon, Mayer  
**NAYS:** None

**I. COORDINATION OF CALENDARS AND FUTURE AGENDAS/MEETINGS**

- The next Parks Board Special Meeting is scheduled for October 4, 2018.

**J. ADJOURNMENT**

Board Member Seay made a motion to adjourn the meeting. Board member Mayer seconded the motion.

Chair Gloria Jones adjourned the Regular Meeting at 9:37 p.m.

**TOWN OF FLOWER MOUND, TEXAS**

---

**Gloria Jones, Chair**

**ATTEST:**

---

**Jade Olson, Administrative Secretary**



**Parks, Arts and Library Services  
(PALS) Board  
AGENDA ITEM NO. 2**

---

**DATE:** October 4, 2018

**FROM:** John Habern, Parks, Trails and Landscape Specialist

**ITEM:** **Consider recommending to Planning and Zoning Commission and Town Council Park requirements for the Lakeside Center development generally located west of FM 2499 and north of Lakeside Village Blvd.**

**Background Information:** The proposed development has one applications in with the Town: a Zoning Planned Development (ZPD18-0009) in order to develop a mixed-use development. The uses include office and single family. The residential density proposed is 8 residential units to be developed under the Single Family Attached District (SF-A) contained in the Town's Land Development Regulations.

**Alternatives or Options:** The Board may wish to recommend land be dedicated for park use within the proposed development or receive cash in lieu of land.

**Park Land Dedication and Park Development Fees:**

Park Land Dedication is determined as follows:

- 3.36 acres of land per 100 dwelling unit lots = 0.0336 acres/dwelling unit lot
- 0.0336 acres/dwelling unit lot X 8 dwelling unit lots = .2688 acres of Park Land Dedication required

Payment of cash in lieu of the otherwise dedicated park land is determined as follows:

- **\$376,000.00** per acre is the fair market value of land within the development as determined by the Town and the developer
- **\$376,000.00** per acre X .2688 acres = **\$101,068.80** payment of cash in lieu of land to satisfy Park Land Dedication

The Park Development Fees are determined as follows:

- \$1,388.00 fee per dwelling unit lot X 8 dwelling unit lots = **\$11,104** in Park Development Fees

For further details of the Town's Land Development Regulations regarding Park Land Dedication and Park Development Fees, please review The Flower Mound Code of Ordinances; Subpart B - Land Development Regulations; Chapter 90 – Subdivisions; Article VI. – Standards; Division 8. - Parks and Recreational Areas; Sections 90-441 through 90-448.



**Parks, Arts and Library Services  
(PALS) Board  
AGENDA ITEM NO. 2**

Link to the Flower Mound Code of Ordinances:

<http://library.municode.com/index.aspx?clientId=13329&stateId=43&stateName=Texas>

**Fiscal Impact:** N/A

**Legal Issues:** N/A

**Attachments:**

1. Lakeside Center Conceptual Plan

**Recommendation:**

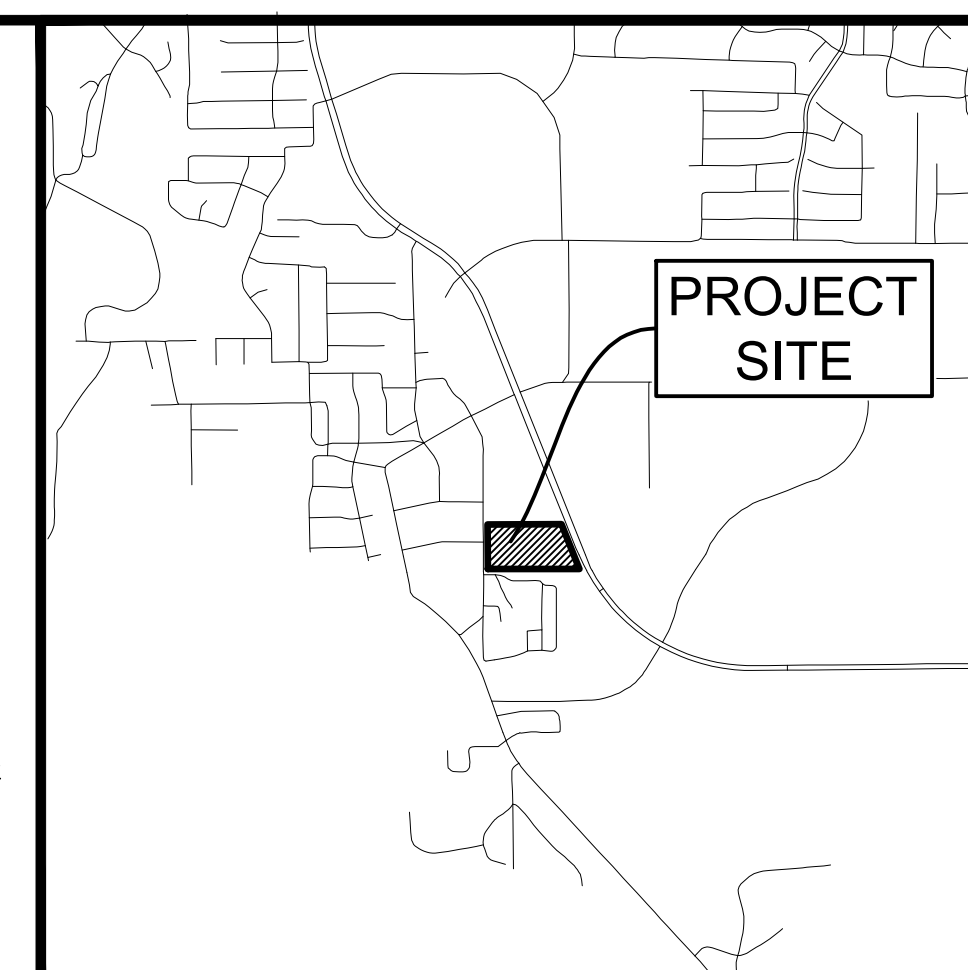
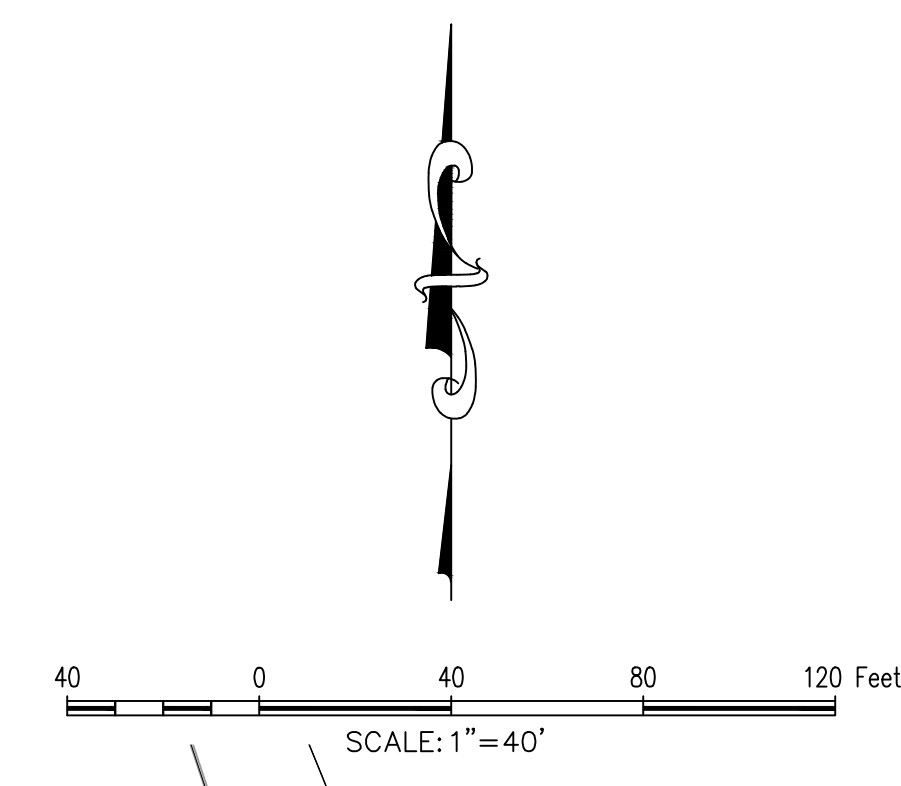
Move to recommend approval to Planning and Zoning Commission and Town Council Park Land Dedication of **.2688 acres of land** and Park Development Fees in the amount of **\$11,104.00** for the Lakeside Center development generally located west of FM 2499 and north of Lakeside Village Blvd.

**- OR -**

Move to recommend approval to Planning and Zoning Commission and Town Council **cash**, in the amount of **\$101,068.80**, be accepted **in lieu of** the otherwise required Park Land Dedication, and Park Development Fees in the amount of **\$11,104.00** for the Lakeside Center development generally located west of FM 2499 and north of Lakeside Village Blvd.

**GENERAL NOTES**

1. ALL RETAINING/DETAINING WALLS, TURN-DOWN CURBS, TREE RETAINING WALLS SHALL BE CLAD IN A MATERIAL TO COMPLEMENT THE MATERIALS AND COLORS WITHIN THIS DEVELOPMENT.
2. ALL GROUND BASED HVAC SHALL BE SCREENED WITH LIVE SCREENING OR MASONRY ENCLOSURE. MASONRY ENCLOSURE SHALL BE CLAD IN THE SAME MATERIAL AS THE MAIN BUILDING.
3. ALL ROOF-MOUNTED MECHANICAL UNITS AND/OR EQUIPMENT SHALL BE SCREENED FROM VIEW.
4. DUMPSTER SCREENING WALL SHALL BE CLAD IN A MATERIAL TO MATCH THE MATERIALS ON THE MAIN BUILDING.
5. DUMPSTER SCREENING WALL REQUIRES A SEPARATE BUILDING PERMIT.
6. SIGNS REQUIRE A SEPARATE BUILDING PERMIT. ANY SIGNS DEPICTED ON THE SUBJECT SITE PLAN/ELEVATIONS ARE NOT APPROVED AS A PART OF THIS REVIEW AND MUST COMPLY WITH ALL APPLICABLE TOWN REGULATIONS UNLESS A COMPREHENSIVE SIGN PACKAGE FOR A SPECIFIC SIGN WAS INCLUDED IN THE APPROVED PD.



Vicinity Map 1"=1000'

The John R. McAdams Company, Inc.  
 (DBA: G&A | McAdams)  
 111 Hillside Drive  
 Lewisville, Texas 75057  
 972-456-3770 Fax  
 972-456-3770  
 291 Oakleaf Drive  
 Rowlett, Texas 75082  
 940-240-1012  
 TBPE: 19762 TBPLS: 10194440  
 www.mcadamsco.com

**LAKESIDE CENTER**  
 10.056 Acres  
 in the  
 J.N. TANNEHILL SURVEY ABSTRACT NO. 1252  
 TOWN OF FLOWER MOUND  
 TARRANT COUNTY, TEXAS

**NON-RESIDENTIAL PARKING TABLE - LAKESIDE CENTER**

Physical Address	TBD
Gross Site Area	10.056 A: 438,036 SF
Net Site Area	10.056 A: 438,036 SF

**Parking Summary**  
 LAKESIDE CENTER

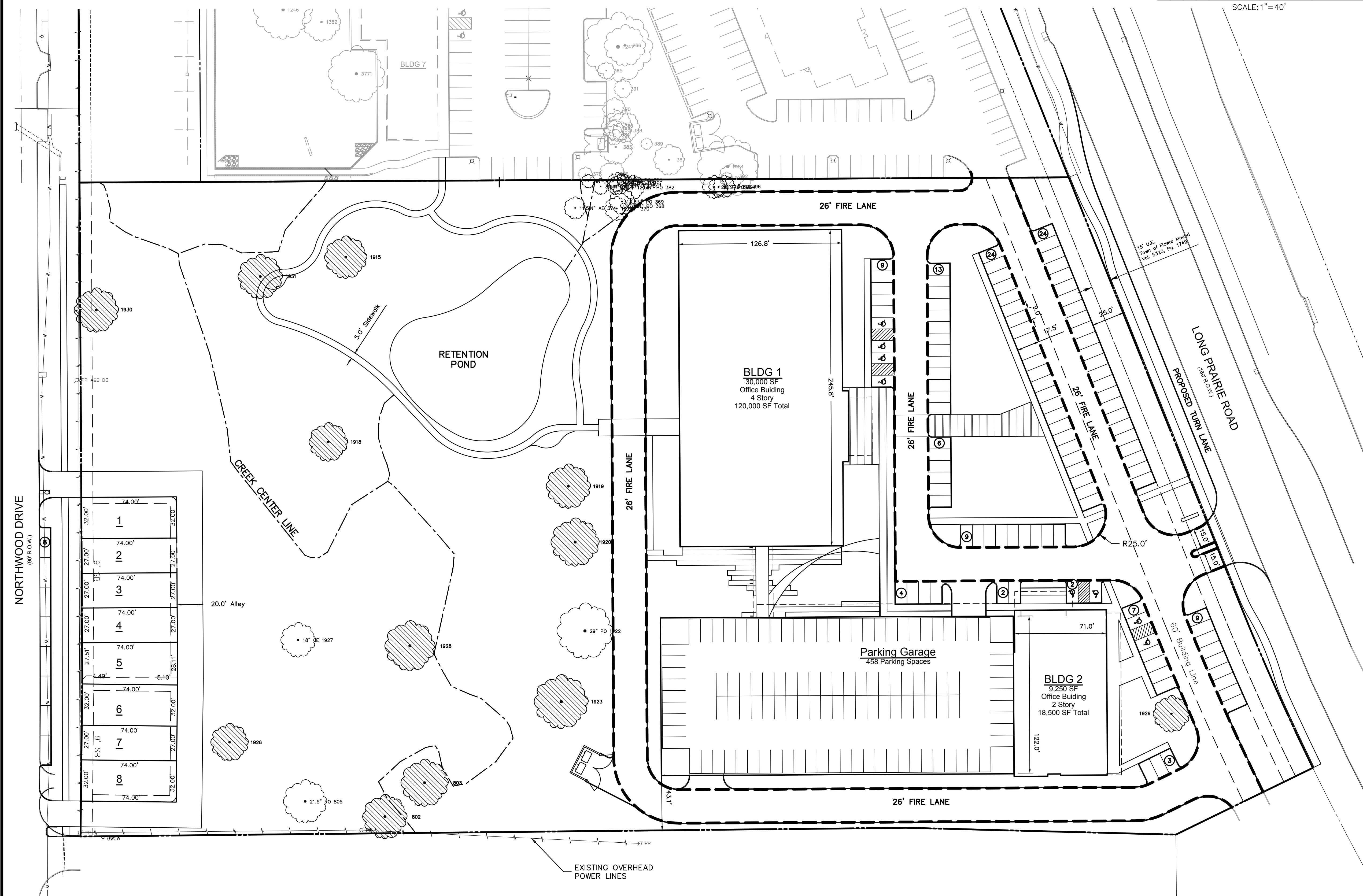
	Min. Required 1 space/300SF	Max. Required 1 space/250SF	Provided
Building 1	400	480	85
Building 2	62	74	27
Parking Garage	0	0	458
<b>Total Parking</b>	<b>462</b>	<b>554</b>	<b>594</b>

**BUILDING SUMMARY - LAKESIDE CENTER**

BUILDING	SQUARE FEET	USE	# OF STORIES
1	120,000	OFFICE	4
2	18,500	OFFICE	2

**RESIDENTIAL PARKING TABLE - LAKESIDE CENTER**

	Required	Provided
Future On Street Parking	0	8
Parking for Future Residential	16	16
<b>Total Parking</b>	<b>16</b>	<b>24</b>



**CONCEPT PLAN**

**PRELIMINARY PLANS**  
 THIS DOCUMENT IS FOR INTERIM REVIEW AND IS NOT INTENDED FOR CONSTRUCTION, BIDDING, OR PERMIT PURPOSES.  
 G&A | MCADAMS,  
 TBPE: 19762  
 R. VON BEOUGHER,  
 P.E. #69087  
 DATE 9/12/2018

Drawn By:	PF
Date:	07/30/2018
Scale:	1"=40'
Revisions:	
	09/12/2018

**18164**

**OWNER/DEVELOPER**  
 FM 2499 VENTURE, LLC  
 809 LAKE CAROLYN PARKWAY, SUITE 150  
 IRVING, TEXAS 75039  
 Ph. 469-633-4131  
 Contact: MR. JIMMY ARCHIE

CP

File: J:\2018\18164\18164.dwg  
 Plotted: 9/12/2018 3:28 PM by Sarah Moore, Sward 10/2/2018 11:38 AM by 18164



## PARKS BOARD MEETING AGENDA ITEM NO: 3

---

**DATE:** October 4, 2018

**FROM:** Mark Long, Recreation Superintendent

**ITEM:** **Consider recommending approval for Town Council consideration the sale and consumption of alcoholic beverages (beer and wine) at Bakersfield Park during the 2019 Independence Fest.**

---

**Background Information:** The Town has started planning the 2019 Independence Fest that will be held on Thursday, July 4 at Bakersfield Park. Staff is requesting approval of the sale of alcoholic beverages (beer and wine) for the festival. On December 18, 2017, the Town Council unanimously approved alcohol sales for the festival that was held on July 4, 2018. There were no issues or concerns related to the sale of alcoholic beverages during the previous eight Independence Fest events.

The sale of beer and wine on park property requires Parks Board consideration and the Town Council's approval since the event will be held at Bakersfield Park. An excerpt from the Code of Ordinances states:

- It shall be unlawful to possess alcoholic beverages in any portion of a public park or recreation facility, with the exception that the use of alcoholic beverages may be permitted during designated activities upon recommendation of the Town's Parks Board and with approval of the Town Council.

Similar to what was planned for last year's event, Promoter Line, Inc., will secure a third party retailer to handle the sale of alcoholic beverages. The retailer will take on the risk and liability of selling alcohol at the festival. Additionally, the retailer will acquire all appropriate licenses and permits from the Texas Alcoholic Beverage Commission and name the Town as an additional insured on their liability insurance. The Town will be paid a 25% commission of the total beverage sales.

Alcohol consumption at city festivals and Independence Day celebrations is not uncommon in the Dallas-Fort Worth area. Examples of area festivals include: Lewisville's Western Days Festival, Grapevine's GrapeFest and Main Street Days, Addison's Kaboom Town, and Southlake's Oktoberfest. The Town has allowed the sale of alcoholic beverages for the Wild About Flower Mound Festival and the Independence Fest since 2009.

If approved for the event, alcohol would be prohibited from being taken out of the fenced in festival area. Similar to last year, this would be controlled by fencing, signage, police officers, and festival security staff. With the festival taking place on Independence Day, the Town has instructed the Flower Mound Youth Sports Association to not schedule their AAYBA baseball tournament the week of July 4<sup>th</sup>.

If the sale of alcohol is not approved for the event, the Town could lose significant sponsorship opportunities and the revenue stream created by the sale of alcoholic beverages. For the 2018 festival, Budweiser sponsored the festival by contributing \$3,000,

donating the backdrops for the stage, and producing event signage. In addition, the Town received \$7,874.50 in commissions from the sale of beverages.

**FISCAL IMPACT:** N/A

**LEGAL REVIEW:** N/A

**ATTACHMENTS:** N/A

**DRAFT MOTION:** Move to approve as presented in the agenda caption.