

CITY OF GLADEWATER  
GLADEWATER CITY COUNCIL AND BALL PARK ADVISORY BOARD  
SPECIAL SESSION MINUTES  
FEBRUARY 4, 2016  
6:00 P.M.

COUNCIL PRESENT: Mayor Harold Wells, Mayor Pro-tem J.D. Shipp, Elijah Anderson, Leon Watson, Dennis Robertson, Lana Niemann

COUNCIL ABSENT: Chris Bland

BALL PARK BOARD  
PRESENT: John Mackey, Mike Timmons, Colt Edwards, Christian Allen, Kris Wynn

STAFF PRESENT: Melba Haralson, Casey Chambers, Al Harrison

GUESTS PRESENT: Theo Melancon (City Manager to begin 2/15/16), Robert Johnson, and numerous representatives from the baseball and softball associations

I. CALL TO ORDER – Mayor Wells called the meeting to order at 6:03 p.m. and welcomed those in attendance.

II. WORKSHOP to discuss and/or take action on the following;

Ball Park Board Chairman John Mackey began by reading an email from Mike Spencer, President of Heartland Parks regarding the status of the construction as follows;

1. The lighting is back on the schedule to start building up and erecting the poles, either next week or the first of the week after.
2. Electrical wire pulling, etc. materials for electrical service is being staged.
3. Concessions are constructed, will be finishing up the interiors.
4. Finishing up fencing and backstops.
5. Bleachers and dugout benches have been ordered.
6. Scoreboards have been released for shipping.
7. Bases, plates, pitchers rubber and foul poles have been ordered.
8. Netting for backstops have been calculated and they will be ordered next week.
9. Guard rail has been installed.
10. Stainless steel tables with sinks for each of the concessions have been ordered and will be coming in soon.

a) Review of lease agreements for baseball and softball associations

Lease agreements previously approved by the Council were reviewed. John Mackey said we need a hard timeline by the end of March or first of April so the associations will know whether they can play here this season.

b) Tournament lease agreements

The Facility Checklist for Tournament Partnership, Tournament Rental Fees, Field Usage Rental Fees, Facility Use Form, and Vendor Permit form were reviewed and discussed.

c) Sponsorship and user fees

The Ball Park Board presented the following recommendations in order to make the annual debt service payment of \$140,000; (*City \$80,000, GEDCO \$30,000, Baseball Association \$7,500, Softball Association \$7,500 and revenues from sponsorships, rentals and tournaments \$15,000.*)

The following items will be a joint effort by City, Ball Park Board and all parties associated with associations to sell sponsorships. This funding is funneled directly through the City of Gladewater and not to the associations.

Banners (3' x 6')	\$ 300 / banner
Scoreboards:	
Front Side Only (5 year agreement)	\$3,750 *
Front and Back (5 year agreement)	\$5,750 **
Dugouts (2 year agreement)	\$1,000
Bricks (to be located around flag pole)	\$ 100 / personalized brick

\* A discount of \$750 will be given if \$3,000 is paid in full up front.

\*\* A discount of \$750 will be given if \$5,000 is paid in full up front.

Associations will be able to raise funding for team sponsorships.

Sponsorships will be promoted through the City website, Facebook and advertisements. The associations will keep all the registration fees.

d) Concession operations and related equipment

John Mackey and Mike Timmons led a lengthy discussion regarding concessions. It is the Ball Park Board's recommendation that during league play the associations will operate the concessions and get 100% of concession revenue.

The associations will be given the first right of refusal to operate concessions during tournament play. The City will require an annual contract for operations to ensure concessions will be provided for tournaments.

Two options were presented for consideration;

Option 1: The net revenue to be split as follows; 60% City, 25% associations (or concession operators), and 15% reserved for park improvements, such as batting cages, etc.

Option 2: Flat fee of \$250 per day to the City of Gladewater.

Mike Timmons stated his belief that the flat fee will cut the City short. He said the associations will no longer have maintenance expenses, so their operating costs should be much less than prior years.

Councilmember Niemann stated the City is not trying to cut the associations short, the City is only trying to pay for the park. She suggested that each association provide their estimated cost of operation so that we determine if these percentages need to be adjusted.

Mayor Pro-tem Shipp moved to approve Option 1 for the tournament concessions so the baseball and softball representatives can approach their associations. Motion seconded by Councilmember Watson. Carried 6-0.

e) Ballpark field maintenance and operations

City Secretary Haralson provided a quote from H & S Lawn Service for an annual fee of \$17,000. She said this company maintains all of Longview's parks so they are well equipped and experienced. She stated her belief that contracting this service out would be more cost effective than providing staff and purchasing additional equipment.

The City will need to purchase a drag machine, to be operated by the coaches. The City will also accept the association's concession equipment and purchase and/or replace equipment as needed. John Mackey stated he has a storage building he will donate to the City.

f) Ballpark rules and regulations

The rules and regulations were reviewed, with no comments or suggested revisions.

g) Naming of the Ballpark

It was suggested to get the public involved to name the park, perhaps with a contest, however time is of the essence.

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III. ADJOURN

Mayor Pro-tem Shipp moved to adjourn at 8:20 p.m., seconded by Councilmember Anderson.  
Adjourned by consensus.

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HAROLD R. WELLS, MAYOR

ATTEST:

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MELBA HARALSON, CITY SECRETARY