THE CITY OF BURLESON TEXAS

Community Services Committee Agenda

Wednesday, November 18, 2026
9:00 AM

City Hall - 141 W. Renfro
Burleson, TX 76028

1. **CALL TO ORDER**

2. **CITIZEN APPEARANCES**

   Each person in attendance who desires to speak to the Committee on an item NOT posted on the agenda, shall speak during this section. A speaker card must be filled out and turned in to the City Secretary prior to addressing the Committee. Each speaker will be allowed three minutes to speak.

   Each person in attendance who desires to speak on an item posted on the agenda shall speak when the item is called forward for consideration.

3. **GENERAL**

   A. Consider and take possible action of the minutes from the July 15, 2026 Community Services committee meeting. *(Staff Contact: Monica Solko, Deputy City Secretary)*

4. **REPORTS AND PRESENTATIONS**

   A. Receive a report, hold a discussion, and provide recommendations to the City Council on Scenic City Certification program (SCCP). *(Staff Contact: Tony D. McIlwain, Development Services Director)*

   B. Receive a report, hold a discussion, and provide recommendations to the City Council regarding the Outdoor Pool operating season. *(Staff Contact: Allison Smith, Deputy Director of Recreation)*

   C. Receive a report, hold a discussion, and provide recommendations to the City Council regarding a resident request to install a community trinket exchange box at Bailey Lake Park. *(Staff Contact: Allison Smith, Deputy Director of Recreation)*

   D. Receive a report, hold a discussion, and provide recommendations to the City Council regarding electrical use at city parks and public spaces. *(Staff Contact: Eric Oscarson, Deputy City Manager)*

5. **REQUESTS FOR FUTURE AGENDA ITEMS AND REPORTS**

6. **RECESS INTO EXECUTIVE SESSION**

   In accordance with Chapter 551 of the Texas Government Code, the Board may convene in Executive Session in the City Council Workroom in City Hall to conduct a closed meeting to discuss any item listed on this Agenda.

Pending or contemplated litigation or to seek the advice of the City Attorney pursuant to Section 551.071, Texas Government Code

7. **ADJOURN**

Allison Smith
Deputy Director of Recreation
asmith@burlesontx.com
817.426.9629

CERTIFICATE

I hereby certify that the above agenda was posted on this the **5th of November 2026, by 5:00 p.m.**, on the official bulletin board at the Burleson City Hall, 141 W. Renfro, Burleson, Texas.

Amanda Campos

City Secretary

BUDGET STATEMENT

*Pursuant to Section 551.043, Government Code, the following taxpayer impact statement must be on the City Council meeting agenda at which the City Council will discuss or adopt a budget for the City of Burleson: *For a median-valued homestead property ($301,997 for tax year 2025, $297,979 for tax year 2026), the City's portion of the property tax bill in dollars for the current fiscal year (FY25-26) is $2,180, the City's portion of the property tax bill for the upcoming fiscal year (FY26-27) for the same property if the proposed budget is adopted is estimated to be $2,175, and the City's portion of the property tax bill in dollars for the upcoming fiscal year (FY26-27) for the same property if a budget funded at the no-new-revenue rate under Chapter 26, Tax Code, is adopted is estimated to be $2,175. A copy of the proposed budget is accessible on the home page of the governmental body's Internet website (www.burlesontx.com).***

**The figures used in the statement are based on information received from the Johnson County Central Appraisal District and Tarrant Appraisal District.*

***The figures used in this statement are based on the budget ordinance approved by the city council.*

ACCESSIBILITY STATEMENT

The Burleson City Hall is wheelchair accessible. The entry ramp is located in the front of the building, accessible from Warren St. Accessible parking spaces are also available in the Warren St. parking lot.

Sign interpretative services for meetings must be made 48 hours in advance of the meeting. Call the A.D.A. Coordinator at 817-426-9600, or TDD 1-800-735-2989.

THE CITY OF BURLESON TEXAS

Department Memo

Community Services Committee

DEPARTMENT: **City Secretary's Office**

FROM: **Monica Solko, Deputy City Secretary**

MEETING: **November 18, 2026**

SUBJECT:

Consider and take possible action of the minutes from the July 15, 2026 Community Services committee meeting. *(Staff Contact: Monica Solko, Deputy City Secretary)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
High Performing City Organization Providing Exceptional, People Focused Services	1.2 Continue to improve the efficiency and productivity of operations 1.3 Deliver high-quality service and communications to external and internal customers

SUMMARY:

The Community Services committee duly and legally met on July 15, 2026 for a regular meeting.

RECOMMENDATION:

Committee may approve the minutes as presented or approve with amendments.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Monica Solko, TRMC
Deputy City Secretary
msolko@burlesontx.com
817-426-9682

COMMUNITY SERVICES COUNCIL COMMITTEE
JULY 15, 2026
DRAFT MINUTES

Council present:
Victoria Johnson
Phil Anderson
Alexa Boedeker

Council Absent:

Staff present
Tommy Ludwig, City Manager
Eric Oscarson, Deputy City Manager
Harlan Jefferson, Deputy City Manager
Monica Solko, Deputy City Secretary
Matt Ribitzki, Deputy City Attorney

1. CALL TO ORDER – Time: 1:00 p.m.

Chair Victoria Johnson called the meeting to order. **Time: 1:01 p.m.**

2. CITIZEN APPEARANCES

- None.

3. GENERAL

A.* Minutes from the May 6, 2026 Community Services committee meeting. *(Staff Contact: Monica Solko, Deputy City Secretary)

Motion made by Phil Anderson and seconded by Alexa Boedeker to approve.

Motion passed 3-0.

4. REPORTS AND PRESENTATIONS

A. Receive a report, hold a discussion, and provide recommendations to the city council regarding potential shade and play area enhancement options for Mayor Vera Calvin Plaza and provide feedback. *(Staff Contact: Jen Basham, Director of Parks and Recreation)*

Jen Basham, Director of Parks and Recreation, presented potential shade and play area enhancements for Mayor Vera Calvin Plaza. The proposed nature-inspired playscape would include a concrete embankment slide, climbing and balance features, interactive musical elements, and accessible entry features, with an estimated cost of $93,246.46. Staff also presented two shade options: triangle shade sails along Ellison Street at an estimated cost of $296,499 and umbrella shade structures over benches at an estimated cost of $51,810. Staff

recommended the umbrella structures as a lower-cost option that would provide targeted shade while maintaining the Plaza's open character. The presentation also addressed the need for future furniture replacement and ongoing maintenance of Plaza amenities.

The committee discussed simplifying the play area by focusing on climbing features and natural elements while avoiding flower beds and loose materials that could create additional maintenance concerns. Regarding shade, the committee expressed a preference for the triangle shade sails along Ellison Street, emphasizing the importance of maintaining the parade route and ensuring the structures are tall enough to accommodate its use. City Manager, Tommy Ludwig noted that the Finance Committee did not recommend funding the shade structures but supported the play area and furniture replacement. Committee member Alexa Boedeker emphasized the importance of visitors taking better care of Plaza amenities and indicated that chess pieces should no longer be replaced. Mr. Ludwig suggested submitting the triangle shade sail option as a supplemental budget request.

The committee was in favor of option 1, the triangle shade sails along Ellison Street as a supplement request.

B. Receive a report, hold a discussion, and provide recommendation to the City Council on potential replacements of the Mayor Vera Calvin Plaza Christmas tree. *(Staff Contact: Alex Philips, Economic Development Director)*

Alex Philips, Economic Development Director, presented options for replacing the Mayor Vera Calvin Plaza Christmas tree, which was purchased in 2020 for $39,700 and has experienced significant wear and deterioration. The current tree has reached the end of its useful life, and installation, takedown, and storage cost approximately $16,000 annually. Three replacement options were presented: an animated Christmas tree ranging from $114,172 to $150,628, a 30-foot LED tower tree for $51,820, and a 20-foot pre-lit commercial tree for $14,585. Each option offers an expected service life of 10 years or more with routine maintenance. Additional costs for installation, takedown, and storage would apply, ranging from approximately $14,000 to $22,000 annually, depending on the tree selected. Optional perimeter fencing was also presented at an estimated cost of $4,500 to help protect the tree from damage.

The committee discussed the daytime appearance of the animated tree option, the potential addition of fencing to prevent damage, and the cost of a live tree, which was estimated at approximately $200,000 annually. Members favored the 30-foot LED tower tree but discussed concerns regarding storage and staff's ability to install and remove the tree. City Manager, Tommy Ludwig recommended purchasing the tree and contracting with a third party for installation. The committee also discussed installing fencing, evaluating anchor options when the turf is next replaced, and continuing to use the existing presents to anchor the tree.

Funding has not been allocated for the replacement, and staff will need to consider storage and installation requirements.

The committee recommended purchasing Option 2, the 30-foot LED tower tree, with staff exploring fencing and third-party installation, and recommended presenting the item to the full council for consideration.

C. Receive a report, hold a discussion, and provide recommendations to the city council regarding the updated Burleson Public Library Strategic Plan. *(Staff Contact: Sara Miller, Deputy Director-Library)*

Sara Miller, Deputy Library Director, presented an update on the Burleson Public Library Strategic Plan to the committee. Originally developed in 2021, the updated plan was presented to the Library Board in February 2026 and incorporates multi-year research, community input, and a 2023 needs assessment and facility study. The library recorded a record 217,579 visitors and 321,773 items checked out, reflecting strong community demand. However, population growth has placed increasing demands on the facility, which opened in 1996 and has limited meeting space, study rooms, seating, shelving, parking, and staff work areas. The strategic plan focuses on three areas: maximizing the use of the existing facility, strengthening access to collections and digital resources, and enriching programs and outreach for all ages. Proposed initiatives include improving the library layout, expanding digital resources, enhancing collection organization, increasing programming and community outreach, and exploring additional staffing to support outreach efforts. Success will be measured through goals for household participation, new cardholder retention, and collection turnover.

Committee members expressed support for the presentation and the library's efforts to address space limitations and meet community needs. Committee member Alexa Boedeker praised the Friends of the Library for finding creative funding opportunities to support programs and services, while the Director of Community Services, DeAnna Philips, highlighted the value of partnerships with other organizations. Members acknowledged that using off-site facilities helps accommodate programs but does not necessarily encourage participants to visit the library and check out materials. Committee Chair Victoria Johnson emphasized the importance of identifying solutions, establishing measurable outcomes, and developing timelines to track progress.

D. Receive a report, hold a discussion, and provide recommendations to the city council regarding the Senior Activity Center Strategic Plan*. (Staff Contact: DeAnna Phillips, Director of Community Services)*

DeAnna Phillips, Director of Community Services, presented the first Senior Activity Center Strategic Plan to the Community Services Committee. The plan was developed using a facility assessment, staff input, participant and community surveys, and demographic data. In FY 2025, the center recorded 60,154 visitors,

21,351 program attendees, 2,900 volunteer hours, and 190 events. While the center benefits from dedicated staff, diverse programming, and strong community support, challenges include ADA accessibility barriers, deferred maintenance, limited activity and storage space, outdated technology and amenities, insufficient wayfinding signage, and a lack of security features to protect staff and participants. The plan establishes four focus areas: Facilities and Infrastructure, Programs and Services, Community Awareness and Engagement, and Organizational Capacity. Key objectives include addressing facility and safety concerns, evaluating future expansion or replacement, enhancing programs and services, improving community outreach, promoting an inclusive environment, and strengthening staffing and professional development. The plan outlines short-term priorities for Years 1–2 and long-term goals for Years 3–5.

There were no questions from the committee. City Manager Tommy Ludwig noted that one-time funding was included in the budget for ADA facility improvements and discussed using available funding sources to make incremental improvements, similar to the planned library remodeling. He acknowledged that the city has a significant backlog of maintenance needs across its facilities. Committee members thanked staff for the update and expressed appreciation for the presentation and the positive impact the Senior Activity Center has on the community.

5. REQUESTS FOR FUTURE AGENDA ITEMS OR REPORTS

- None.

6. RECESS INTO EXECUTIVE SESSION

In accordance with Chapter 551 of the Texas Government Code, the City Council may convene in Executive Session in the City Council Workroom in City Hall to conduct a closed meeting to discuss any item listed on this Agenda.

A. Pending or contemplated litigation or to seek the advice of the City Attorney pursuant to Section 551.071, Texas Government Code

7. ADJOURN

Chair Victoria Johnson adjourned the meeting.

Time: 2:18 p.m.

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Monica Solko
Deputy City Secretary

THE CITY OF BURLESON TEXAS

Department Memo

Community Services Committee

DEPARTMENT: **Development Services**

FROM: **Tony D. McIlwain, Development Services Director**

MEETING: **November 11, 2026**

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the City Council on Scenic City Certification program (SCCP). *(Staff Contact: Tony D. McIlwain, Development Services Director)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
High Performing City Organization Providing Exceptional, People Focused Services	1.2 Continue to improve the efficiency and productivity of operations 1.3 Deliver high-quality service and communications to external and internal customers

SUMMARY:

Scenic Texas is a non-profit organization whose mission statement is to *"preserve and enhance the scenic character of Texas by protecting its public spaces, strengthening communities, and advancing scenic conservation. Through advocacy, education, and strategic programs, we promote responsible growth that respects the visual environment, prevents blight, and safeguards the beauty of our communities. We are committed to ensuring that Texas's scenic heritage endures—supporting vibrant places where people live, travel, and connect with the land."*

The Scenic City Certification Program (SCCP) establishes a foundation of cohesive scenic standards and land planning practices that advance sustainability through environmental conservation, ecosystem management, and environmental education. Certification is point-based. Staff will discuss the Program and is requesting feedback from the Committee.

RECOMMENDATION:

Staff recommends the Committee provide further direction on program participation.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

None

REFERENCE:

None

FISCAL IMPACT:

Proposed Expenditure/Revenue: n/a
Account Number(s): n/a
Fund: n/a
Account Description: n/a
Procurement Method: n/a

STAFF CONTACT:

Tony D. McIlwain, AICP, CFM
Development Services Director
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817-426-9684

Scenic Texas

Community Services Council Subcommittee – November 11, 2026

Tony D. McIlwain, Development Services Director

Who is Scenic Texas?

- Councilwoman Alexa Boedeker inquired with the City Manager's office about the possibility of the City pursuing Scenic Texas certification.
- Scenic Texas is a non-profit organization with the following mission:

Preserve and enhance the scenic character of Texas by protecting its public spaces, strengthening communities, and advancing scenic conservation. Through advocacy, education, and strategic programs, we promote responsible growth that respects the visual environment, prevents blight, and safeguards the beauty of our communities. We are committed to ensuring that Texas's scenic heritage endures—supporting vibrant places where people live, travel, and connect with the land.

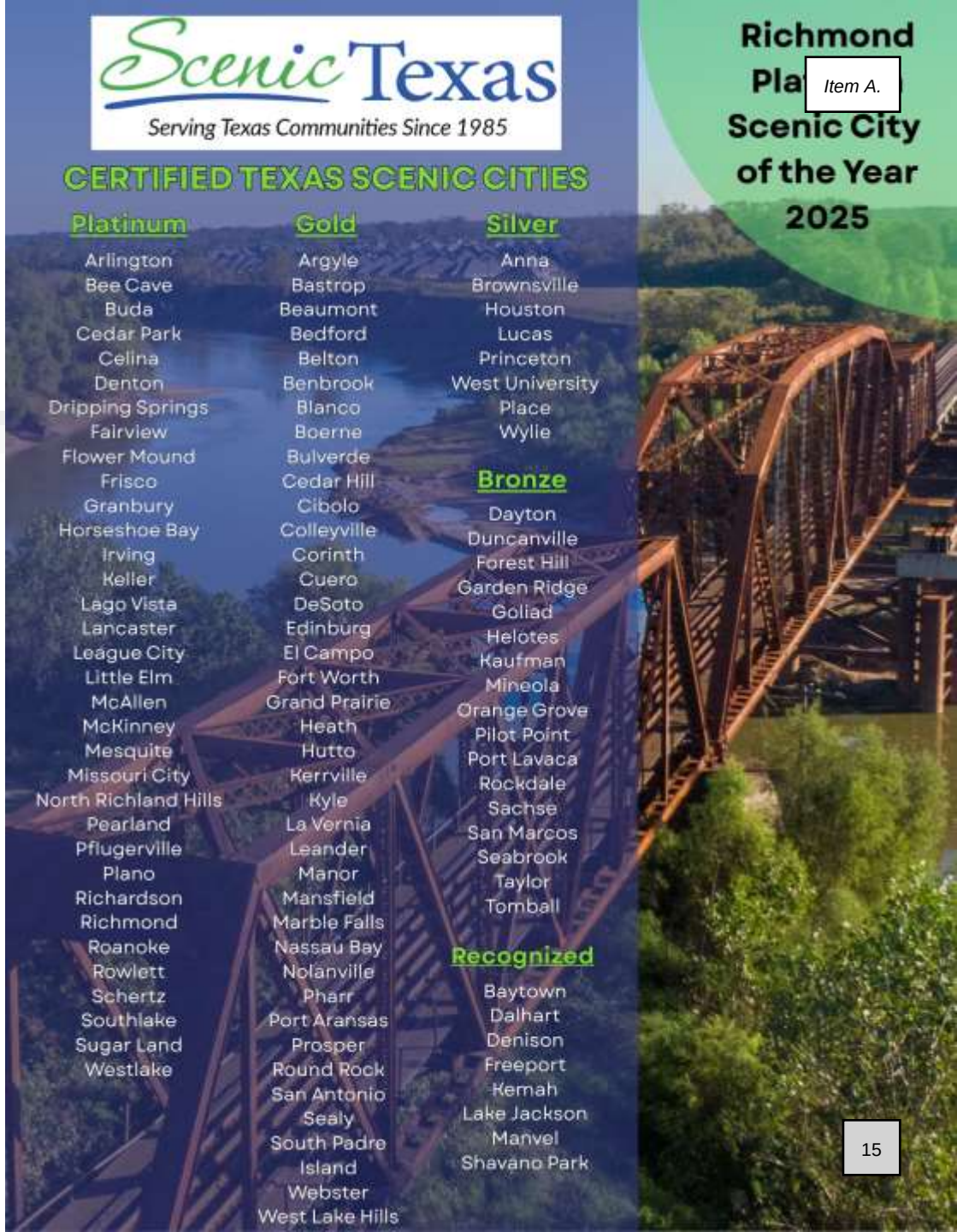
Scenic Texas Certification

- Program gives cities a comprehensive tool to assess, evaluate, and earn statewide recognition for excellence in infrastructure, environmental stewardship, and community character—strengthening quality of life, economic vitality, tourism appeal, and civic pride.
- Scenic City Certification Program (SCCP) establishes a foundation of cohesive scenic standards and land planning practices that advance sustainability through environmental conservation, ecosystem management, and environmental education. Certification is point-based.
- SCCP provides innovative tools and educational resources used for the development, implementation, and evaluation of landscaping plans and infrastructure standards.

Certified Texas Scenic Cities

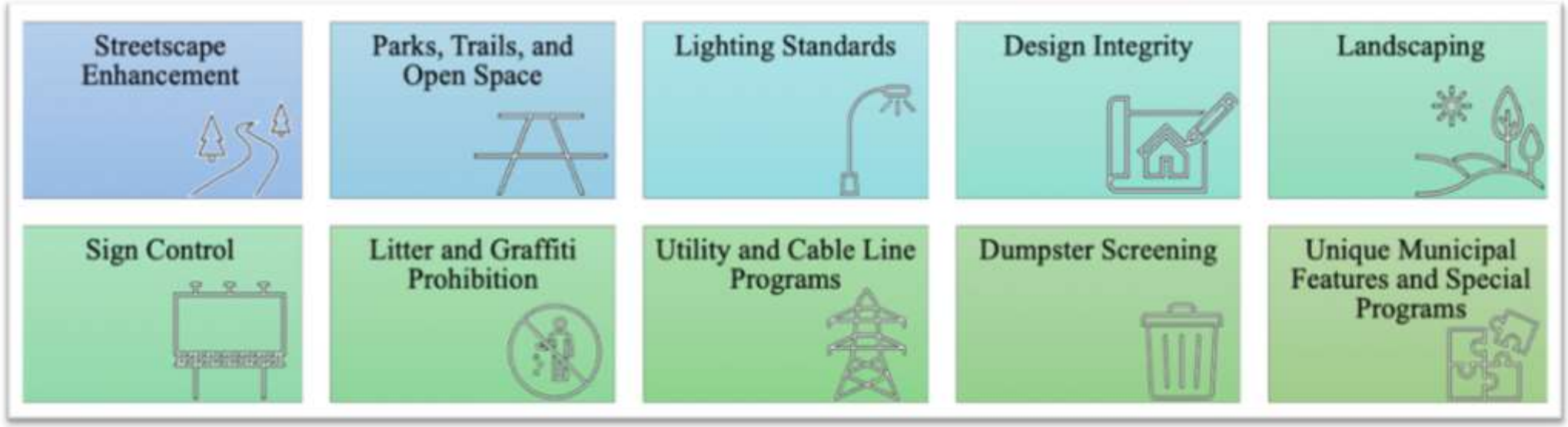
Scenic Texas has a best practices resource guide that details research methods and 10 visual tenets.

Visual tenets directly relate to the criteria contained within the Scenic City application.



Ten Visual Tenets

The evaluation reviews every applicant's existing ordinance and code language in these areas



[Scenic City Certification Program | Scenic Texas - YouTube]

Certification Key Benefits

- Prestige, Public Recognition & Visibility
- Strengthen & Promote Economic Development and Tourism Appeal
- Strategic Marketing & Outreach Support
- Policy Advocacy & Legislative Representation
- Municipal Development & Best Practice Resources

Certification Key Benefits

- Efforts to obtain certification status are rewarding, yet labor intensive.
- Will require a comprehensive review of land development regulations, parks and open spaces, landscaping, and current practices relating to placement of utilities.
- Successful certification will require strong advocacy from appointed and elected officials.

Committee Direction/ Next Steps

- Does the Committee want further information on this topic?
- If not, what would the Committee like to do as next steps?

THE CITY OF BURLESON TEXAS

Questions / Comments

Tony D. McIlwain
Development Services Director
tmcilwain@burlesontx.com
817.426.9684

Scenic City Certification Program

PROUD TO BE
A Certified *Scenic* City

Becoming a **Certified Texas Scenic City** is much more than an environmental recognition—it is an **economic development, tourism, placemaking, quality of life, and community branding strategy**. Cities that actively leverage their Scenic City Certification can use it to attract visitors, businesses, residents, developers, and investment while strengthening community pride.

Below is a comprehensive list of ways Scenic City Certification can support **tourism, economic development, and promotional efforts.**

How Scenic City Certification Supports Tourism, Economic Development & Community Promotion

1. Strengthens the City's Brand

A Scenic City designation provides a recognizable, third-party credential that distinguishes a city from neighboring communities.

Benefits include:

- Positions the city as attractive, clean, and well-managed
- Creates a positive community identity
- Builds credibility with visitors and investors
- Differentiates the city in regional marketing
- Reinforces the city's commitment to quality of life

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2. Attracts Tourism

Beautiful communities naturally attract more visitors.

A Scenic City can promote:

- Historic downtown districts
- Parks and trails
- Lakes and waterways
- Nature preserves
- Botanical gardens
- Public art
- Tree-lined streets
- Scenic roadways
- Festivals
- Farmers markets
- Outdoor recreation

Visitors are more likely to:

- Stay longer
- Spend more money
- Return
- Recommend the city to others

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3. Supports Economic Development

Businesses increasingly evaluate the quality of life when choosing locations.

Scenic City Certification demonstrates that the community values:

- Beautification
- Attractive development
- Long-term planning
- Environmental stewardship
- Sustainable growth

This helps attract:

- Corporate relocations
- Small businesses
- Restaurants
- Retail
- Mixed-use developments

- Professional offices
- Entrepreneurs
- Investors

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4. Helps Recruit Workforce Talent

Today's workforce wants to live in communities offering:

- Walkability
- Parks
- Green spaces
- Outdoor recreation
- Beautiful neighborhoods
- High quality of life

Companies often use community amenities when recruiting employees.

A Scenic City becomes an asset for workforce recruitment.

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5. Enhances Community Image

Certification signals that the city:

- Invests in its appearance
- Protects community character
- Maintains high development standards
- Preserves natural resources
- Values beautification

This creates confidence among:

- Visitors
- Residents
- Businesses
- Developers
- Realtors
- Investors

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6. Supports Residential Growth

People often choose where to live based on community appearance.

Scenic communities tend to experience:

- Increased residential interest
- Higher demand for housing
- Strong neighborhood pride
- Greater resident satisfaction

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7. Increases Property Values

Numerous studies have shown that attractive communities with:

- Mature trees
- Parks
- Green infrastructure
- Attractive streetscapes
- Protected open space

often experience stronger property values compared to less attractive communities.

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8. Promotes Downtown Revitalization

Scenic City principles support:

- Streetscape improvements
- Historic preservation
- Outdoor dining
- Landscaping
- Wayfinding
- Decorative lighting
- Public gathering spaces

These improvements increase downtown visitation and business activity.

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9. Supports Heritage Tourism

Certification complements the promotion of:

- Historic districts
- Museums

- Historic homes
- Cultural attractions
- Local history
- Architecture
- Heritage trails

Visitors increasingly seek authentic experiences.

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10. Encourages Outdoor Recreation Tourism

A Scenic City can market:

- Hiking
- Biking
- Birdwatching
- Fishing
- Kayaking
- Nature photography
- Wildlife viewing
- Scenic drives

Outdoor recreation continues to be one of the fastest-growing tourism sectors.

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11. Creates Marketing Opportunities

Certification provides new promotional content for:

- Tourism brochures
- Visitor guides
- Economic development packets
- Chamber publications
- Websites
- Social media
- Videos
- Visitor centers
- Convention & Visitors Bureau campaigns

12. Strengthens Convention & Event Marketing

Meeting planners increasingly consider destination appeal.

A Scenic City can promote:

- Beautiful event venues
- Attractive downtowns
- Parks
- Walkability
- Quality hotels
- Outdoor amenities

These features make conferences and tournaments more attractive.

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13. Supports Hotel Occupancy

Visitors attracted by:

- Festivals
- Scenic attractions
- Parks
- Trails
- Sporting events
- Downtown activities

They are more likely to stay overnight, benefiting local hotels.

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14. Increases Visitor Spending

Visitors spend money at:

- Restaurants
- Hotels
- Retail shops
- Boutiques
- Coffee shops
- Museums
- Entertainment venues
- Local attractions

A more attractive community encourages longer stays and repeat visits.

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15. Encourages Private Investment

Developers often prefer communities with:

- Strong planning
- Attractive corridors
- Quality landscaping
- Community standards
- Stable long-term vision

Scenic City Certification signals these qualities.

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16. Supports Business Recruitment

Economic development organizations can include Scenic City Certification in recruitment materials.

It demonstrates that the city values:

- Community aesthetics
- Livability
- Sustainable development
- Infrastructure investment

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17. Attracts New Restaurants and Retail

Businesses often seek locations where people enjoy spending time.

Beautiful public spaces create:

- Increased pedestrian activity
- Higher customer traffic
- Better shopping experiences

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18. Supports Grant Opportunities

Certification may strengthen applications for grants involving:

- Parks
- Trails
- Beautification

- Urban forestry
- Downtown revitalization
- Transportation enhancements
- Tourism
- Community development

It demonstrates an existing commitment to community improvement.

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19. Encourages Public-Private Partnerships

Certification creates opportunities to partner with:

- Chambers of Commerce
- Tourism offices
- Main Street programs
- Garden clubs
- Local nonprofits
- Developers
- Utility companies
- Tree organizations
- Civic clubs

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20. Supports Environmental Tourism

Communities can highlight:

- Urban forests
- Native landscaping
- Pollinator gardens
- Nature preserves
- Wildlife habitats
- Water conservation projects

These amenities appeal to eco-tourists.

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21. Creates Community Pride

Certification becomes a source of civic pride.

Residents become ambassadors for their community by:

- Sharing local attractions
- Welcoming visitors
- Supporting beautification projects
- Participating in volunteer efforts

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22. Improves Social Media Marketing

Scenic locations naturally generate shareable content.

Visitors frequently post photos of:

- Downtowns
- Parks
- Murals
- Trails
- Gardens
- Public art
- Landscapes
- Festivals

User-generated content expands the city's visibility at no additional cost.

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23. Supports Place-Making

Scenic City principles help create memorable destinations through:

- Public gathering spaces
- Streetscape improvements
- Green corridors
- Signature entrances
- Public art
- Attractive signage

Strong placemaking encourages visitors to linger and explore.

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24. Strengthens Regional Tourism Partnerships

Scenic Cities can collaborate with neighboring communities to develop:

- Scenic driving routes
- Heritage trails
- Birding trails
- Cycling routes
- Culinary tours
- Shopping trails
- Nature itineraries

Regional partnerships expand visitor opportunities and encourage multi-city travel.

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25. Supports Community Storytelling

Certification provides a compelling narrative about the city's values and vision. Cities can share stories about:

- Historic preservation
- Tree planting initiatives
- Beautification projects
- Public art
- Volunteer efforts
- Park improvements
- Environmental stewardship

These stories resonate with residents, visitors, businesses, and potential investors.

Ways to Incorporate Scenic City Certification into Promotional Efforts

Once certified, a city can maximize the value of its designation by:

- Displaying Scenic City gateway signs at city entrances.
- Featuring the Scenic City Certification logo on the city website, tourism pages, and economic development materials.
- Including the designation in Chamber of Commerce and Convention & Visitors Bureau marketing.
- Highlighting the certification in relocation guides and business recruitment packets.
- Adding the designation to press releases, newsletters, and email signatures.
- Promoting Scenic City status through social media campaigns and digital advertising.
- Developing self-guided scenic driving, walking, or cycling tours.

- Hosting annual beautification events, tree plantings, and community clean-up days tied to the Scenic City brand.
- Producing videos showcasing scenic assets, parks, downtown districts, and quality-of-life amenities.
- Featuring the certification in tourism brochures, visitor guides, and event programs.
- Incorporating the Scenic City logo into visitor center displays, wayfinding signage, and community banners.
- Recognizing local businesses, neighborhoods, and volunteers who contribute to beautification and community enhancement.
- Using the certification as part of presentations to site selectors, developers, chambers, and prospective employers.
- Encouraging local hotels, attractions, and businesses to reference the city's Scenic City status in their own marketing.

A Strong Message for Prospective Scenic Cities

Scenic City Certification is more than a designation—it is a strategic investment in a community's future. By enhancing visual appeal, protecting natural assets, and demonstrating a commitment to thoughtful growth, certified communities create places where people want to visit, live, work, and invest. The certification becomes a powerful marketing tool that strengthens tourism, supports economic development, enhances community pride, attracts new businesses and residents, and reinforces a city's reputation as a destination of choice in Texas.

Scenic Texas

Serving Texas Communities Since 1985

Texas Scenic City Certification Program Benefits

Comprehensive Certification Benefits

Earning the **Certified Scenic City** designation is a prestigious distinction that reflects a city's commitment to high-quality infrastructure, environmental stewardship, and long-term planning. But it's more than just a title—it's an active partnership that brings real, ongoing value.

Prestige, Public Recognition & Visibility

- **Statewide Recognition**: Featured on the **Scenic Texas website** with your city's profile, photo, website link, and placement on a searchable statewide map—seen by over **100,000+ annual visitors**.
- **Use of Official Scenic City Certification Badge and Logo**: Instantly elevate your brand with certified graphics that can be displayed on city websites, signage, social media, and promotional materials.
- **City Gateway Markers**: Gateway markers and plaques recognize your status at major entry points—promoting civic pride and setting a welcoming tone for visitors.
- **Media Features**: Cities are routinely highlighted in **Scenic Texas press releases**, state-wide newsletters, social media spotlights, and the **Scenic City Showcase** video series and distribution emails.

Strengthen & Promote Economic Development and Tourism Appeal

- **Tourism Enhancement**: Scenic City status helps attract visitors interested in well-maintained, visually appealing destinations.

Strategic Marketing & Outreach Support

- **Custom Promotional Videos**: Recognition videos created for award-winning cities and shared across digital platforms and events.
- **Support for Local Campaigns**: Scenic Texas can help co-brand beautification or conservation campaigns with your city to increase reach and participation.

Policy Advocacy & Legislative Representation

- **Real-Time Legislative Alerts**: Get early warning and analysis on bills that may affect scenic or municipal authority—potentially saving your city thousands in advocacy costs.
- **Advocacy Support**: Scenic Texas serves as a **voice at the Capitol**, tracking legislation and advocating on your behalf during each legislative session.
- **City Authority Protection**: Scenic Texas defends local control over signage, lighting, tree ordinances, streetscapes, and environmental quality.

Municipal Development & Best Practice Resources

- **Ordinance Development Guidance**: Access templates and expert-reviewed examples of effective signage, lighting, tree, and infrastructure codes.
- **Technical Support**: Personalized consultation available on improving municipal visual standards and infrastructure quality.
- **Infrastructure Benchmarking**: Compare your city's development standards to other Scenic Cities to identify opportunities for improvement.

Leadership, Training & Networking

- **Monthly Leadership Webinars**: The **Scenic City Leadership Network** offers best-practice webinars and peer discussions to stay ahead of trends.
- **Scenic City Lunch & Learn Series**: Monthly virtual events featuring expert speakers, city case studies, and interactive Q&A.
- **Professional Development Opportunities**: Ideal for planners, city managers, sustainability officers, and elected officials to gain insights and training in scenic preservation, infrastructure planning, and public engagement.

Beautification & Environmental Stewardship

- **Tree Donation & Urban Forestry Program**: Priority access to thousands of free trees annually, which can be used for city parks or distributed to residents.
- **Community Engagement Through Tree Giveaways**: Boost citizen pride and participation with sponsored city-wide tree planting initiatives.
- **Environmental Education Support**: Leverage educational videos and workshops that reinforce green infrastructure and sustainability goals in your city.

Awards & Recognition

- **Eligible for Annual Awards**:
  - *Scenic City of the Year*
  - *People's Choice Award*
  - *Rise in Rank Recognition*
  - *Recertification Awards*
- **TML Conference Recognition**: Scenic City designees receive formal acknowledgment during the annual **Scenic City Awards Reception** at the **Texas Municipal League (TML)** conference—five complimentary attendees per city.

- **Publication of Achievements**: Award-winning cities are profiled in **Scenic Texas publications**, newsletters, and state-wide media campaigns.

Cost Savings & Added Value

- **Free Marketing & PR Exposure**: No-cost media and event exposure that would typically cost thousands in paid promotion.
- **Access to Professional Services & Tools**: Save money by using Scenic Texas templates, policy guidance, and infrastructure evaluations—resources that might otherwise require costly consultants.
- **No-Cost Tree Planting Resources**: Thousands of dollars in free resources for eligible cities each year. Scenic Cities receive priority for tree giveaways

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Community & Civic Impact

- **Civic Pride & Identity**: Scenic City status promotes civic pride among residents, businesses, and local organizations.
- **Boost in Property Values**: Cleaner, better-planned cities are more attractive to homeowners and investors.
- **Attract New Residents & Talent**: Visually appealing cities are more competitive when recruiting families, entrepreneurs, and skilled professionals.
- **Enhanced Quality of Life**: Research shows that well-maintained public spaces improve mental health, walkability, and resident satisfaction.

By joining the **Texas Scenic City Certification Program**, your city becomes part of a statewide movement of communities leading the way in sustainability, urban beauty, and smart growth. The program not only celebrates your achievements—it helps you plan, protect, and promote the future of your city.

THE CITY OF BURLESON TEXAS

Department Memo

Community Services Committee

DEPARTMENT: **Parks and Recreation**

FROM: **Allison Smith, Deputy Director of Recreation**

MEETING: **November 18, 2026**

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the City Council regarding the Outdoor Pool operating season. *(Staff Contact: Allison Smith, Deputy Director of Recreation)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
Great Place to Live Through Expanded Quality of Life Amenities	4.2 Provide high-quality recreation opportunities, events and facilities for residents

SUMMARY:

The Outdoor Pool at the BRiCk typically remains open through July before transitioning to weekend-only operations in August until the start of the school year. Extending operations through Labor Day has been desired as a potential way to provide additional recreational opportunities for the community. While the additional operating cost is a consideration, the primary challenge is maintaining enough qualified lifeguards and customer service attendants after seasonal employees return to school.

Staff will present an overview of the staffing requirements associated with operating the Indoor and Outdoor Pools simultaneously, employee availability and weekly hour limitations, and estimated weekend operating costs. The presentation will also identify potential strategies to improve staffing availability, including incentives, modified operating hours, reduced-feature operations, and a flexible season closing date based on confirmed staffing levels.

RECOMMENDATION:

Staff recommends maintaining a flexible Outdoor Pool schedule that can be adjusted late in the summer based on staffing availability and offering incentives to retain lifeguards through Labor Day.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

No immediate fiscal impact is associated with receiving direction. Staff will evaluate the cost of a potential retention incentive and identify available funding before implementation.

STAFF CONTACT:

Allison Smith
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OUTDOOR POOL – SUMMER HOURS

PRESENTED TO THE COMMUNITY SERVICES COMMITTEE – NOVEMBER 18, 2026

ALLISON SMITH, DEPUTY DIRECTOR OF RECREATION

BACKGROUND & PURPOSE

A City Councilmember requested that staff explore options for extending the Outdoor Pool season through Labor Day.

In response, staff conducted an analysis of operational requirements, staffing needs, and associated costs.

Today's presentation summarizes findings, challenges, and potential strategies for extending the Outdoor Pool schedule.

FALL/WINTER/SPRING INDOOR POOL SCHEDULE

	TUES	WED	THU	FRI	SAT	SUN
LAP & FITNESS SWIM	8:30 a.m. - 8:30 p.m.	8:30 a.m. - 8:30 p.m.	8:30 a.m. - 8:30 p.m.	8:30 a.m. - 7:30 p.m.	1 - 7:30 p.m.	1 - 5:30 p.m.
PLAYSTRUCTURE OPEN	5 - 8 p.m.	5 - 8 p.m.	10 a.m. - Noon & 5 - 8 p.m.	5 - 7 p.m.	1 - 7:30 p.m.	1 - 5:30 p.m.
OPEN SWIM	5 - 8 p.m. (BIG SLIDE CLOSED)	5 - 8 p.m. (BIG SLIDE CLOSED)	5 - 8 p.m.	5 - 7 p.m.	1 - 7:30 p.m.	1 - 5:30 p.m.

THERE IS LIMITED LANE SPACE AVAILABLE FROM 3:30 - 7:30 p.m.

SUMMER INDOOR POOL SCHEDULE

	TUES	WED	THU	FRI	SAT	SUN
LAP & FITNESS SWIM	8:30 a.m. - 8:30 p.m.	8:30 a.m. - 8:30 p.m.	8:30 a.m. - 8:30 p.m.	8:30 a.m. - 7:30 p.m.	1 - 7:30 p.m.	1 - 5:30 p.m.
OPEN SWIM	1 - 8 p.m.	1 - 8 p.m.	1 - 8 p.m.	1 - 7 p.m.	1 - 7:30 p.m.	1 - 5:30 p.m.

SUMMER HOURS OF OPERATION: BEGINS MAY 26 AND BACK TO FALL/WINTER HOURS AUGUST 10.

SUMMER OUTDOOR POOL SCHEDULE

	TUES	WED	THU	FRI	SAT	SUN
OPEN SWIM	1 - 8 p.m.	1 - 8 p.m.	1 - 8 p.m.	1 - 7 p.m.	1 - 7:30 p.m.	1 - 5:30 p.m.

OPENS MAY 26, SWITCHES TO SATURDAYS & SUNDAYS ONLY AUGUST 1, CLOSED FOR THE SEASON AFTER AUGUST 10.

2026 POOL HOURS

OPERATING AREA	LIFEGUARDS	CUSTOMER SERVICE ATTENDANTS	TOTAL STAFF	TOTAL STAFF HOURS/WEEK (SUMMER)	NUMBER OF STAFF AT 19 HRS/WEEK
MORNING LAP & FITNESS SWIM	3	0	3	72	4
INDOOR POOL – ALL FEATURES OPEN	11	2 (Top & bottom of large slide)	13	533	29
INDOOR POOL – LARGE SLIDE CLOSED	10	0	10	410	22
OUTDOOR POOL	6	1 (Check-in & day pass sales)	7	287	16
BOTH POOLS – ALL FEATURES OPEN	17	3	20	892	47
BOTH POOLS – LARGE SLIDE CLOSED	16	1	17	769	42
INDOOR POOL - FALL LAP & FITNESS SWIM	2	0	2	96	6
INDOOR POOL - FALL OPEN SWIM ALL FEATURES OPEN	11	2	13	234	13
INDOOR POOL - FALL OPEN SWIM LARGE SLIDE CLOSED	10	0	10	70	4
INDOOR POOL - FALL HOURS TOTAL				400	22

*Based on staffing requirements for each operating period, approximately 47 employees are needed during the summer and 22 during the fall under ideal conditions. Staff recommends maintaining 65–70 employees during the summer and 29–32 during the fall to account for limited availability, employees working fewer than 19 hours, time-off requests, call-ins and turnover.

STAFFING BREAKDOWN

OPERATING COST

INDOOR POOL - Weekend Estimate (All features open): $1,827

OUTDOOR POOL - Weekend Estimate: $999

TOTAL WEEKEND ESTIMATE: $2,826

Additional Expense (Outdoor Pool):

- Two weekends: $1,998
- Three weekends: $2,997
- Four weekends: $3,996

The main concern is whether the City can reliably schedule enough qualified staff to continue covering both pools.

PRIMARY CHALLENGE

Key Challenges:

- Seasonal staffing declines significantly when high school and college employees prepare to return to school.
- In previous years, staffing shortages have required the Outdoor Pool to close earlier than advertised.
- Staff already receive flexible schedules based on their individual availability.
- The central issue is not shift flexibility; it is having a large enough pool of qualified employees to operate both pools safely.



INCENTIVES & STAFFING STRATEGIES

Maintain a flexible closing date based on confirmed staffing - Recommended
Offer priority scheduling to employees who commit through Labor Day - Recommended
End of season completion incentive – Recommended
Providing a referral incentive
Adjust hours or available features if staffing is insufficient
Evaluate additional full-time or benefited aquatic positions



QUESTION & FEEDBACK

THE CITY OF BURLESON TEXAS

Department Memo

Community Services Committee

DEPARTMENT: **Parks and Recreation**

FROM: **Allison Smith, Deputy Director of Recreation**

MEETING: **November 18, 2026**

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the City Council regarding a resident request to install a community trinket exchange box at Bailey Lake Park. *(Staff Contact: Allison Smith, Deputy Director of Recreation)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
Beautiful, Safe, & Vibrant Community	3.1 Encourage a clean and healthy community

SUMMARY:

The Parks and Recreation Department received a request from a Burleson resident seeking permission to install a community trinket exchange box at Bailey Lake Park. Similar in concept to a Little Free Library, the box would allow park visitors to exchange small trinkets by taking an item and leaving another in its place.

The resident repurposed an existing newspaper stand by refurbishing and painting it to create the exchange box. The proposed location is near the park pavilions or adjacent to the existing Little Free Library, subject to City approval.

The resident has volunteered to oversee the box, including regularly checking its condition, removing trash or unwanted items, and maintaining the surrounding area. The resident has also indicated a willingness to remove the box if requested by the City.

If supported, staff would coordinate with the resident to finalize the proposed location, installation method, and maintenance expectations. An agreement would be developed to

establish the resident's responsibilities for ongoing maintenance and removal of the box if necessary.

RECOMMENDATION:

Staff recommends that the Committee provide further direction on the proposed donation box.

PRIOR ACTION/INPUT (Council, Boards, Citizens):

In October 2025, City Council adopted Ordinance No. 5937-10-2025, establishing regulations for donation boxes. Section 34-330 outlines requirements related to property owner authorization, maintenance, placement, and pedestrian and vehicle circulation.

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

Allison Smith
Deputy Director of Recreation
asmith@burlesontx.com
817-426-9629

THE CITY OF BURLESON TEXAS

BAILEY LAKE TRINKET BOX REQUEST

PRESENTED TO THE COMMUNITY SERVICES COMMITTEE – NOVEMBER 18, 2026

ALLISON SMITH, DEPUTY DIRECTOR OF RECREATION

ORDINANCE & MAINTENANCE REQUIREMENTS

- This request is brought to the Committee for review, input, and recommendation before advancing to Council.
- Ordinance CSO#5937-10-2025 - City approval required for placement.
- Maintenance and removal responsibilities established through an agreement - Resident will be solely responsible for all maintenance, cleaning, and removal of the box.
- Final approval for encumbrances on City property must come from the City Council.

PROJECT OVERVIEW





- Resident-led community exchange: “Take a trinket, leave a trinket”
  - Small, family-friendly trinkets intended for community sharing.
  - Examples: stickers, keychains, painted rocks, small toys, friendship bracelets, seasonal novelty items.
- Purpose: encourage community engagement, creativity, and positive park interaction.
- Repurposed and refurbished newspaper stand
- No proposed City funding
- Resident responsible for maintenance

PROPOSED LOCATION

Bailey Lake Park

Near the existing Little Free Library or park pavilion

Final placement subject to staff review

Installation must not obstruct pedestrian or vehicle circulation





QUESTION & FEEDBACK

THE CITY OF BURLESON TEXAS

Department Memo

Community Services Committee

DEPARTMENT: **Parks and Recreation**

FROM: **Eric Oscarson, Deputy City Manager**

MEETING: **November 18, 2026**

SUBJECT:

Receive a report, hold a discussion, and provide recommendations to the City Council regarding electrical use at city parks and public spaces. *(Staff Contact: Eric Oscarson, Deputy City Manager)*

STRATEGIC PRIORITY AND GOAL(S):

Strategic Priority	Strategic Goal
Beautiful, Safe, & Vibrant Community	3.1 Encourage a clean and healthy community

SUMMARY:

There are multiple parks and public spaces across the city that have electrical outlets available to the public. Staff is seeking direction on the continued availability of electricity to the public.

RECOMMENDATION:

PRIOR ACTION/INPUT (Council, Boards, Citizens):

N/A

REFERENCE:

N/A

FISCAL IMPACT:

N/A

STAFF CONTACT:

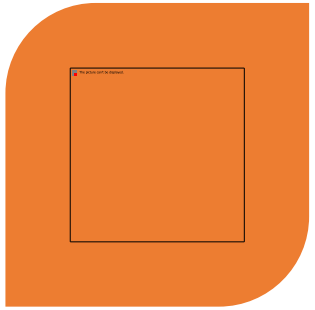
Allison Smith
Deputy Director of Recreation
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Electric Availability at Public Spaces

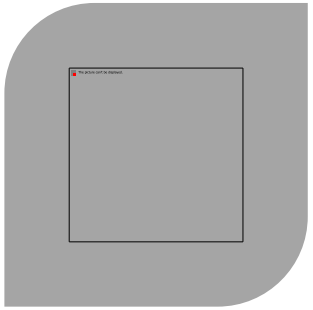
November 18, 2026

Staff Presenter: Eric Oscarson, Deputy City Manager

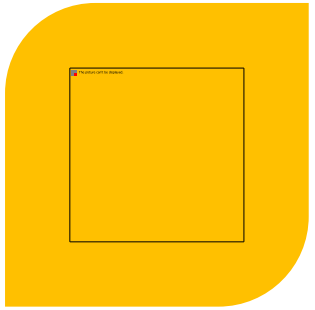
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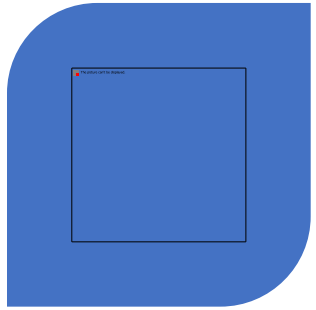
BACKGROUND



CURRENT
PARKS/PUBLIC SPACES



OPTIONS



DIRECTION

Background

Recent concerns regarding the availability of electricity/outlets at public parks/spaces

Multiple public parks/spaces are designed with electrical outlets that are available to the public

These outlets are open and available for use and not locked

•Current Parks/Public Spaces

- Warren Park – 2 Outlets
- Centennial Park – 1 Outlet
- Elk Ridge Park – 1 Outlet
- Cemetery – 1 Outlet
- Bartlett Park – 3 Outlets
- Veterans Plaza – 6 Outlets
- Plaza – 60 Outlets (not a designated park)

Options

- Continue current practices
- Power on timers for park hours
- Lock Box
- Turn off power (may require rewiring)

Direction