



City of Wimberley

221 Stillwater, Wimberley, Texas 78676

REGULAR PARKS AND RECREATION BOARD MEETING

WIMBERLEY CITY HALL – CITY COUNCIL CHAMBERS
221 STILLWATER, WIMBERLEY, TEXAS 78676

WEDNESDAY, NOVEMBER 12, 2025 - 4:30 PM

MINUTES

1. CALL TO ORDER

The Parks Board meeting was called to order at 4:30 p.m. on November 12, 2025.

2. CALL OF ROLL

Present: Rachel Buchanan, Lee Ann Linam, Lin Weber, Amy Crowell, Anthony Deringer, and Lori Olson. Staff Present: Erica Flocke, Tammy Heller

3. CITIZENS COMMUNICATIONS

There were no citizen communications.

4. MINUTES

4.1 Consider approval of minutes from the October 8, 2025 Regular Parks and Recreation Advisory Board Meeting

The Board reviewed the minutes from the October 8, 2025 meeting.

Motion to approve the minutes was made Lin Weber and seconded by Rachel Buchanan. The motion passed unanimously.

5. CITY STAFF REPORT

5.1 Interim Parks Director report

Erica Flocke, Interim Parks Director, reported several updates:

- Supplies for the Oak Park stage have been ordered, with work expected to begin soon and be completed quickly in time for holiday events.
- The FY 2025 annual report was presented to the Board. Highlights included:
 - The Bird City Texas certification badge was added to the city's accolades
 - Website analytics showed over 4.1 million views during the fiscal year
 - The city received \$3 million in funding from the Hays County Parks Bond
 - The 10-year Memorial Day flood concert sold over 300 tickets with 19 sponsors

- The city won 5 awards at the Central Region TRAPS event
- LCRA Steps Forward Day volunteers painted handrails at Old Baldy, with another application planned for painting parking stops at the community center
- Friends of Wimberley Parks completed phase 1 of the Marilee Wood Memorial Garden
- A map redesign was completed in collaboration with Texas State graphic design students

Erica Flocke presented detailed financial information for parks and the community center:

- Community center revenue was \$74,000 (close to the goal of \$75,000) with expenditures of \$254,273
- Parks revenue exceeded \$1 million, including a \$271,000 TPWD grant reimbursement
- Parks expenditures were \$954,000, which was over budget due to expenses like the Memorial Day concert and maintenance costs

The Board discussed ways to increase revenue for programs and events. Ideas included implementing suggested donations with QR codes for events like Boo! Hole, and expanding sponsorship opportunities. The Interim Director noted they received \$8,000 in sponsorships last year and are working on restructuring sponsorship tiers and benefits for 2026.

The Board also discussed the community center budget and concerns about its financial sustainability, especially considering potential revenue loss if swimming is closed, as Jacob's Well has been for many years.

6. DISCUSSION AND POSSIBLE ACTION

6.1 Receive an update, discuss and consider possible action related to the Blue Hole Nature Center.

Erica Flocke, Interim Director, presented survey results about the Blue Hole Nature Center project. Key findings included:

- 22% of survey respondents primarily use the trails at Blue Hole, with only 15% using it for swimming
- Most popular programming requests included living native habitat exhibits, educational exhibits, and programs for younger children
- Watershed protection was the highest ranked priority

Based on the survey feedback, the project has been scaled back from the original design. The new plan includes:

- A 2,080 square foot classroom building with interpretive elements both inside and outside
- A separate restroom building
- Wetland/green storm water infrastructure
- An outdoor courtyard with interpretive signage
- The greenhouse was removed from the plans due to budget constraints

The total budget for the project is \$4 million for construction plus \$1 million for architectural design. The city has secured \$3 million from grants and is looking to raise an additional \$1 million. A Texas Parks and Wildlife grant application for \$750,000 was submitted with results expected in early 2026, and they hope to get \$250,000 from Friends of Wimberley Parks.

The Board discussed the LEED certification requirement included in the original RFP. Removing it would save \$87,600 in documentation costs, while still building to the same environmental standards.

Motion to remove the LEED certification requirement from the nature center project was made by Rachel Buchanan and seconded by Lin Weber. The motion passed unanimously.

6.2 Receive an update, discuss and consider possible action regarding the spray field at Blue Hole

Erica Flocke, Interim Director, presented information about the 3-acre spray field at Blue Hole, which is fenced and has abandoned underground PVC pipes from 1987. Staff's recommendation was to remove the fence, mow it, till it, and seed it to create a wildflower meadow or native habitat area.

The Board discussed the opportunity to create a native prairie habitat that could be incorporated as an exhibit for the nature center. Members suggested connecting existing trails through the area and adding interpretive signage.

Motion that the fence around the spray field be removed with the goal of restoring a native habitat such as prairie, with trail connectivity to existing trails in the area, and incorporation as one of the living habitat exhibits in conjunction with the nature center was made by Lee Ann Linam and seconded by Rachel Buchanan. The motion passed unanimously.

6.3 Receive an update, discuss and consider possible action regarding the leveled treatment area at Blue Hole.

Erica Flocke, Interim Director, presented information about a one-acre leveled treatment area at Blue Hole, which currently has erosion fencing. Staff sought input from the Board about restoration approaches due to concerns about soil compaction and erosion.

Board members discussed various options including:

- Applying native hay mulch over time to build up soil and introduce native seeds
- Addressing the steep edges with cedar logs and purposeful plantings for erosion control
- Using the area as a teaching opportunity about primary succession
- Monitoring natural vegetation that has started to establish

The Board decided to revisit this issue after gathering more information. Members agreed to visit the site individually and consult experts about soil conditions and restoration approaches.

6.4 Receive an update, discuss and consider possible action related to Blue Hole trail wayfinding signage

Erica Flocke, Interim Director, presented an example of wayfinding signs for the Blue Hole trails. The signs would be routed and painted wooden posts with colors and shapes to indicate different trails. The shapes were added for accessibility for those with color blindness.

The design includes 44 signs with a trails map that shows both colors and shapes for each trail. The Board discussed naming the trails but decided to maintain the current approach that allows for fundraising opportunities where families can name trails for a donation through the Friends of Wimberley Parks.

The installation will be an in-house winter project using materials that were previously purchased. The Board supported the plan and recommended coordinating with maintenance staff to address installation challenges in rocky terrain.

7. BOARD MEMBER REPORTS

7.1 Announcements

Erica Flocke mentioned that someone from the Parks Board would be asked to participate in the scoring process for the Martha Knies RFP at a future meeting, and that Keep Wimberley Beautiful had been invited to participate as well.

The 2026 program and event guide were distributed, noting they had moved from a magazine format to a tri-fold sized format to save money.

City Administrator Tim Patek commended the Interim Parks Director for doing a great job looking for ways to decrease expenses and increase revenue.

7.2 Future agenda items

The next Parks Board meeting was confirmed for December 10, 2025.

8. ADJOURNMENT

Motion to adjourn was made by Lin Weber, seconded by Lori Olson, and approved unanimously. The meeting adjourned at 5:51 PM.

RECORDED BY:

APPROVED BY:

PARB Secretary

PARB Chairperson

