



## Botanic Garden Task Force

Minutes from  
February 16, 2018 Meeting

The Task Force Meeting was called to order by Chair Sal Espino at 11:35AM.

Task Force members present were Chair Salvador Espino, John Avila, Greg Bird, Walter Dansby, Ralph Emerson, Jim Estill, Pete Geren, Laura Harrison, Sheila Hill, Adelaide Leavens, Marty Leonard, Elaine Petrus, Scott Wilcox, Julie Wilson, Mitch Whitten and Harvey Yamagata.

City of Fort Worth staff members present were Assistant City Manager Susan Alanis, Park & Recreation Director Richard Zavala, Park & Recreation Assistant Director Sandra Youngblood, Bob Byers, Botanic Garden Director, and Richard McCracken, Assistant City Attorney.

Susan Alanis led a brief discussion on the Guidelines for Task Force. It was suggested to include accessibility in the purpose statement.

Chair Espino introduced Rick Daley with EMD Consulting Group who presented a brief overview of the 2017 Botanic Garden Strategic Plan. The complete Strategic Plan document was provided to Task Force members in addition to the PowerPoint presentation.

Chair Espino introduced Angie Highland with Highland Market Research, LLC who presented an overview of the results of the Visitor Intercept Study. Executive summary of the study and the PowerPoint was provided to Task Force members.

Chair Espino introduced Scott Fischer and Greg Lay with Elements of Architecture, Inc. who presented an overview of the Facility Assessment. Highlights from the draft facility assessment and the PowerPoint was provided to Task Force members.

Task Force members requested additional information.

1. Rerun some data from the Intercept Study just on FW residents.
2. Is there any data that the Fort Worth Symphony collects for Concerts in the Garden?
3. What has already been accomplished in regard to the Strategic Plan and what is the charge for the Task Force? What has already been decided?
4. How was the Botanic Garden mission statement created and who approves it?

The Task Force discussed possible dates for the next meeting. A survey would be sent out to get a consensus of the best time for the majority to attend.

Chair Espino adjourned the Task Force Meeting at 1:08PM