



Botanic Garden Task Force

Agenda  
March 19, 2018

Deborah Beggs Moncrief Garden Center  
Fort Worth Botanic Garden  
3220 Botanic Garden Boulevard  
Fort Worth, TX 76107

**12:00 p.m. Meeting**

- I. Chair Sal Espino called the Task Force Meeting to Order at 12:05PM.

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, Richard McCracken, Assistant City Attorney, and Garden Coordinator Ennis Anderson.

- II. Julie Wilson made a motion to approve the minutes from the February 28, 2018 Task Force meeting. Adelaide Leavens seconded the motion. Motion approved.
- III. Susan Alanis provided a PowerPoint presentation with summary from the first meeting and responses to questions. No zip code information was requested during the intercept study.
- IV. Richard Zavala provided a PowerPoint presentation on Benchmark Data.
- V. Mr. Zavala provided a PowerPoint presentation on Revenue Scenarios. Questions raised that need to be answered at the next meeting:
  1. What do other gardens charge for admission and membership?
  2. How does admission relate to membership? What is the breakeven point?
- VI. Task Force Discussion on Key Questions on Financial Management Policy Recommendation. This item was postponed for the next meeting.
- VII. Task Force Request for Additional Information. No additional information was requested.
- VIII. Task Force Schedule. Staff will send out possible dates for meeting #3.
- IX. Mr. Espino adjourned the Task Force Meeting at 1:05PM.