
MINUTES
LAKE WICHITA REVITALIZATION COMMITTEE

March 10, 2015

MEMBERS PRESENT:

Stephen Garner, Chair ■ Members
Clayton Lane, Vice Chair
Penny Miller, Secretary
Sam Bownds
Michael Chapman
Daniel Fitzwater
Nancy Howell
Donna Rust
Shannon Rutledge-Hopkins
Larry Scott
Tom Lang, Ex-Officio

Jack Murphy, Director Parks and Recreation ■ Staff
Davis Powell, City Engineer
Pat Hoffman, Property Administrator

Pete Gill, Lakeside City Homeowner's Association ■ Guest
Kathie Forehand-Chaddick
Judith McGinnis, Times Record News

ABSENT: Brian Hooker

I. Call to Order and Introductions

Stephen Garner called the meeting to order and all members and staff introduced themselves.

II. Approval of Minutes

Clayton Lane moved to approve the minutes of the February 10 meeting. Daniel Fitzwater seconded. Motion passed.

III. Project Status

Tom Lang said that the committee needs to talk about what we are: The Lake Wichita Revitalization Project. Our partners are the City of Wichita Falls, City of Lakeside City, Texas Parks and Wildlife Department, The Community Foundation and Friends of Reservoirs. We need an identity as we go after grants.

Steve Garner stated that the city doesn't have money to do this project. Until sufficient money is gathered, the city probably won't act. We need public support and money.

Tom Lang stated Jackie Hoegger is putting together an outreach plan. We are not funded for this so we need to fundraise specifically for that. Some of the items needed are booth displays for events.

The committee discussed re-establishing the subcommittees. Some members of the Revitalization Committee need to be on each one to report back. The other members of the subcommittees can be interested members of the community.

Tom Lang suggested a central repository for project information everyone can access. Two suggestions were Dropbox and Google Docs. Pat Hoffman indicated the city had access to Google Docs, but she was uncertain about Dropbox.

IV. Subcommittees and Reports

Fundraising: Shannon Rutledge-Hopkins agreed to chair the fundraising subcommittee to find sources of grants and underwriting. Steve Garner noted that timelines are not the same for all grants and we need visibility on the timelines.

- Shannon Rutledge-Hopkins stated it is important to get money into the project account before asking for money. She believes we should have some sort of invitation event in September. We need to have some things such as the outreach plan in place before doing a pitch to potential donors.
- Tom Lang said he felt a May business leader luncheon would be appropriate. We could give the Lake Wichita presentation and solicit sponsorships. Shannon Rutledge-Hopkins felt it may not be reasonable to host this luncheon in May, as we have no seed money for this. Daniel Fitzwater stated he did not think we could afford to wait as we need a budget so we can approach someone to underwrite. Kathie Forehand-Chaddick felt we could get the May business leader luncheon underwritten.
- Steve Garner stated as important as moving fast is moving right. The proposal from Jackie Hoegger is important to determining what's needed.

Communication/Outreach:

- Daniel Fitzwater agreed to take this subcommittee as long as he is not in front of a camera. The communications subcommittee would be the central location of lists of presentations given and scheduled, organizing media events, public relations, press releases and outreach. Daniel Fitzwater stated that Channel 6 wants to be involved and may assist in video production and other items in return for acknowledgement.
- Steve Garner stated that we have domain names in place but would need to coordinate with the city on what information will be posted.
- We will be participating in the Oil and Gas Expo on April 21, 22. Steve Garner emphasized the importance of having everything for a booth together and ready to go. Staffing booths is also very important. We need people to help. The cost of booth displays and supplies is estimated to be between \$1500 - \$3000.
- Larry Scott suggested appearances on the Saturday and Sunday morning programs on Channel 6.
- Donna Rust suggested getting something in the Wichita Theatre and Backdoor Theatre programs.

Watershed: Tom Lang felt a watershed subcommittee was important to ensure the longevity of the project. Tom Lang and Penny Miller volunteered to work on the watershed

improvement plan. There are 134 square miles in the Lake Wichita watershed. We need willing landowners. The plan should include improvements to creek beds and removal of mesquite and salt cedar and the planting of native grasses.

V. Other Items of Discussion

Barry Levy videotaped one of the Lake Wichita presentations Steve Garner and Tom Lang made to put on the city website.

Tom Lang asked Pat Hoffman for electronic copies of maps showing the property the city owns and would still like to buy for the presentation. She said she could provide them.

Davis Powell announced that Curt Cassidy who has been working with the committee in Engineering is leaving the city March 20.

Davis Powell stated that the city has not moved forward with the kayak trail as they have been focusing on the 404 permit preparation. Steve Garner stated there is a lot of emotional support for that project. He feels this would be a portion of the project we could get funded easily if we can get a cost estimate.

Tom Lang feels the boat ramps are also low-hanging fruit for funding. He feels the main boat ramp could be a showcase.

Davis Powell stated it would help to have the names of property owners for potential fill areas for the 404 permits. He and Pat Hoffman would like to be involved with site visits to properties.

Tom Lang reported that Dr. Martinez at Midwestern State University can start the economic impact study in April.

Tom Lang reminded everyone to "Like" our page on Facebook and invite your friends to do the same. Steve Garner asked members to share items on their own personal page as well.

The Times Record News is going to do a special "Imagine Wichita Falls" supplement, highlighting four projects. The Lake Wichita project is one of the four. Judith McGinnis stated they are meeting on the edition already and she needs a lot of information to do her homework.

Pete Gill said he is beginning to hear some negative views toward the Lake Wichita Revitalization project. He considers this a good thing, as it shows word is starting to get out into the community, beyond our immediate circle of acquaintances. It is important we hear the objections so we can respond to them.

VI. Adjournment

The meeting adjourned at 2:45 p.m.

Stephen Garner, Chairperson

Date