



STRATEGIC ACTION PLAN

CORPUS CHRISTI PARKS AND
RECREATION ADVISORY COMMITTEE

2023

PRAC'S PURPOSE

“The Parks and Recreation Advisory Committee Advises the City Council on matters related to all public parks and buildings, public outdoor recreation areas and centers, and any other grounds placed under its purview by the City Manager.”

- City Code of Ordinances 2-72

WHY A PRAC STRATEGIC ACTION PLAN?

“**STRATEGY 4.1.4. PARKS AND RECREATION ADVISORY COMMITTEE (PRAC) STRATEGIC PLAN.** PREPARE A STRATEGIC ACTION PLAN FOR THE PRAC THAT CLEARLY DEFINES THEIR ROLES AND PRIORITIES FOR PLAN IMPLEMENTATION.”

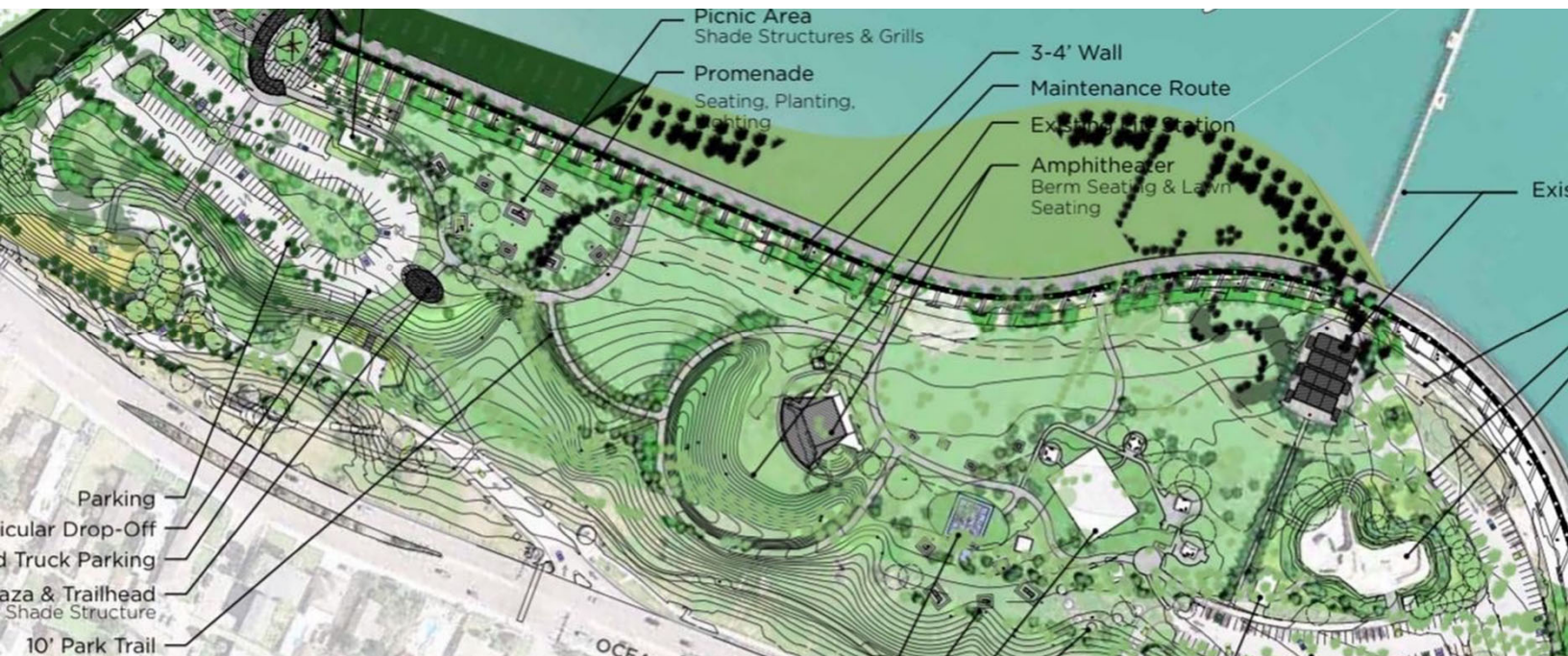
- Corpus Christi Parks & Rec 2022 Master Plan, pg. 153

COMMITTEE MEMBERS

Alissa Mejia
Twila Stevens
Florence East
Hannah Husby

Howard Schauer
Chris Ardueser
Robert McNabney
Thomas Cronnon

Linda Lindsey
Kellie Summers
Duke Canchola



RATIONALE BEHIND A PRAC STRATEGIC ACTION PLAN

“A strategic action plan prepared for the PRAC by members of the committee, and facilitated by key PARD staff, can generate a clear work program that **defines and prioritizes the initiatives that the PRAC should undertake** in monitoring and implementing this Plan and its other duties (as outlined by the Committee’s by-laws). Although this Plan includes an overview of the PRAC’s roles and responsibilities regarding master plan oversight, an additional strategic planning process will enable Committee members to **clearly define how they will undertake those responsibilities with the support of PARD staff**. In preparing a PRAC strategic action plan it is important for Committee members to understand that they have the authority to proactively advocate for enhancements to the City’s parks and recreation system, but that they must be aligned on a series of focused initiatives/ activities to ensure that their collective energies are leveraged to the maximum extent possible and to exercise their advisory influence in a concentrated and effective manner. Establishing this alignment of purpose must be shared among the Committee members themselves and must incorporate the professional input of PARD staff.”

–Corpus Christi Parks & Rec 2022 Master Plan, pg. 155



PURPOSE OF THIS PLAN

The Corpus Christi Parks and Recreation Advisory Committee (PRAC) Strategic Action Plan will clearly define PRAC's role and priorities for implementation of the Parks and Recreation 10-year Master Plan.

This plan will result from a successful development of initiatives 1-4, separately examining role and priorities. The strategic plan's success will be formulated to act with purpose and value for both the Master Plan and the continued development of PRAC.



STRATEGIC INITIATIVE 1: EFFECTIVELY FULFILL PRAC'S MANDATE AS DEFINED IN CORPUS CHRISTI CITY ORDINANCE 2.72

OBJECTIVE 1

PRAC has a meaningful advisory role in parks and recreation matters

OBJECTIVE 2

Empower and equip PRAC members to understand and employ the committee's scope and to fulfill its purpose effectively

OBJECTIVE 3

Define and codify mechanisms by which PRAC aids in projects.

OBJECTIVE 4

Enhance accessibility of PRAC to citizens and communicate regularly with citizens about parks and recreation matters.

OBJECTIVE 5

Establish sustainable channels for effective two-way dialogue between PRAC and its sister committees (Watershore Beach Advisory, Island Strategic Action Committee, and Marina Advisory Committee) via chair communications and committee liaisons.



STRATEGIC INITIATIVE 2: ESTABLISH EFFECTIVE AND EFFICIENT COLLABORATION BETWEEN PRAC AND CITY STAFF

OBJECTIVE 1

Evaluate the efficacy of current pathways for 2-way communication and collaboration between PRAC and staff

OBJECTIVE 2

Revisit and clarify expectations for staff for delivery of presentations and other meeting materials



STRATEGIC INITIATIVE 3: EXPAND PRAC'S ROLE IN IMPLEMENTING THE PARKS AND RECREATION MASTER PLAN

OBJECTIVE 1

PRAC members contribute to the drafting of individual park master plans, budget, bond proposals, and the planning of significant and timely projects.

OBJECTIVE 2

Define and codify mechanisms by which PRAC aids in identifying and scoping projects for inclusion in the Corpus Christi Parks and Recreation Master Plan



STRATEGIC INITIATIVE 4: FACILITATE IMPLEMENTATION OF THE CORPUS CHRISTI PARKS AND RECREATION MASTER PLAN

OBJECTIVE 1

Identify and prioritize specific strategies to enhance engagement with facility users, such as:

- Informational signage at each park
- Improvements to the city web site
- Promotion of the Adopt-A-Park program
- Promotion of awareness of PRAC

OBJECTIVE 2

Develop an off-road pedestrian and bicycle connectivity network beginning with drainage channels, per the off-road trails prescribed in the City's adopted Bicycle Mobility Plan, including:

- A regular mowing schedule of channel-side land
- Low-tech directional signage, per the sign family design standards developed by the city for the Bicycle Mobility Network Trailheads
- A map of off-road trails

