

Parks & Recreation Advisory Board Meeting Minutes

The Parks and Recreation Advisory Board of the City of Mesa met in a regular session at the Parks and Recreation office at 200 S. Center Street, Building 1, Mesa, on January 9, 2013.

Members Present:

Kent Bulkley
Roel Dilig
John Duclos
Jennifer Madsen
Bert Millett
Kathleen Rahn
Niki Tapia
Ron Wills
Mark Yarbrough

Members Absent:

Milt Fort
David Martinez

Staff Present:

Marc Heirshberg
Michael Holste
Leslie Clark
Jo Donovan
Kym Otterstedt
Mark Foote

The meeting was called to order at 5:02 p.m. by Kent Bulkley, Chair.

Approval of Minutes

Mr. Bulkley asked if there was a motion for approval of the minutes from the November 14, 2012 Parks Board meeting. Ron Wills made a motion, Roel Dilig seconded, and it was unanimously carried to approve the minutes.

Mr. Bulkley asked if there was a motion for approval of the minutes from the December 5, 2012 Fees and Charges Subcommittee meeting. Ron Wills made a motion, Roel Dilig seconded, and it was unanimously carried to approve the minutes.

Public Comments: None

Presentation by Mesa HoHoKams to Making Waves and the Youth Sports Program

Mr. Bud Page from the Mesa HoHoKams addressed the Board and stated that the Mesa HoHoKams support and provide assistance to the Chicago Cubs spring training team. The Mesa HoHoKams support youth programs in Mesa and the Parks and Recreation programs. He presented a \$5,000 check to the Making Waves Program and was accepted by Mark Foote from PRCF Aquatics to assist with their scholarships. Mr. Foote explained that over the past few years the donations from the Mesa HoHoKams have provided approximately 10,000 swim lessons and competitive scholarships.

Mr. Page also provided a \$2,500 check to the PRCF Youth Sports Program and presented the check to Kym Otterstedt, Supervisor over the youth sports area.

Mr. Bulkley asked if the Mesa HoHoKams would be involved with Oakland A's spring training when they begin their lease at Hohokam Stadium. Mr. Page said that they are hoping that will be the case.

Open public hearing discussion on Parks and Recreation Fees and Charges Schedule for FY2012/13 and 2013/14

No Comments

Close public hearing discussion on Parks and Recreation Fees and Charges Schedule for FY2012/13 and 2013/14

Mr. Heirshberg asked if there were any questions on the fees from anyone on the Board. He explained that the next step would be to send it to the Audit, Finance and Enterprise Committee on February 4th, and then to Council in March.

Mr. Bert Millett asked for clarification on fees not included on the changes. Mr. Heirshberg explained that the fees are set on a range of fees so that if fees go up within the range then it does not have to have any changes presented.

Mr. Bulkley asked about clarification for the Dobson Ranch golf cart fee, Mr. Heirshberg explained that it now goes from a cart fee to an individual rider fee.

Mr. Mark Yarborough asked about the youth sports non-resident fee and how it is enforced, Mr. Heirshberg explained that rosters will now be required.

Mr. Bulkley closed the discussion, Mark Yarborough made a motion, Kathleen Rahn seconded, and it was unanimously carried that the Board recommend that the Fees and Charges Schedule be sent to the Audit, Finance and Enterprise Committee on February 4, 2013.

Presentation on PRCF Recreation Centers

Mike Holste, Assistant Director for PRCF introduced Kym Otterstedt, Supervisor over the Recreation Centers, Adult Sports and Youth Sports.

The Department has three recreation centers that it operates, Webster Recreation Center, Jefferson Recreation Center and the Red Mountain Center. The Red Mountain Center is located in East Mesa at Power and University and part of Red Mountain Park, the Jefferson Recreation Center is in East Mesa at Power and Broadway and is part of Jefferson Elementary School, and the Webster Recreation Center is in West Mesa at Main and Dobson and is part of Webster Elementary School.

The Red Mountain Center opened in 1999 and is 65,000 square feet and was possible due to the 1987 Bond Election that included money for a recreation center and a senior center in East Mesa, it was built with a multigenerational use in mind. The Red Mountain Center partners with East Valley Adult Resources and Serrine Adult Day Care. The Red Mountain Center has a number of amenities.

Jefferson Recreation Center opened in 1998 and is a partnership with Jefferson Elementary School and is on the property of Jefferson Elementary School. During the school day the facility is used as a gym/multipurpose room for physical activity instruction and once school is over it become the Jefferson Recreation Center.

Webster Recreation Center opened in 2002 and is a partnership with Webster Elementary School and is located on the property of Webster Elementary School. It has the same uses as the Jefferson Recreation Center during the day and in the evening it is used for recreation activities through the Webster Recreation Center.

To operate these facilities we utilize many great employees; which include full and part-time City of Mesa employees, temporary workers; and up to 50 + contract workers who teach the multitude of classes at the Red Mountain Center.

The Red Mountain Center is open Monday through Saturday and is closed on Sunday; it has 90 Group Fitness Classes per week, 50 pieces of Cardio and Strength Equipment and free weights, Climbing Walls, Youth Activities and Special Interest Classes. The Red Mountain Center's gymnasium runs programs such as; basketball, volleyball, pickleball and fitness classes. The Center also has a Kids Club for ages 6 months through 7 years. Another program that is offered at the Center is Silver Sneakers which is a partnership with health insurance providers, and any Silver Sneaker participant can take any class in the facility.

Mr. Bulkley asked for clarification regarding Silver Sneakers, he was curious if it is a program put on by the City, Ms. Otterstedt explained that it is a national program coordinated with various health insurance providers and the classes are taught by the Red Mountain Staff.

Webster and Jefferson Recreation Centers have afterschool programs and they also offer programs during the school breaks and summer. They also offer open gym in the evenings and tutoring for the students. The Centers offer some Clubs, such as; running, photography and art. They also hold family special events to connect the community and to bring the families into the facility.

Some statistics for the Recreation Centers; all Centers operate on a pass program, and are all showing an increase in pass sales. Mr. Heirshberg explained that when the two school centers went to a semester pass fee that participation increased by 100%. Ms. Rahn asked what the semester fee was Ms. Otterstedt explained that it is \$12.00 a semester. Mr. Wills asked what the fees at Red Mountain Center were and Ms. Otterstedt stated that the daily fee was \$4.00 - \$5.00 and the monthly fee was \$24.00 per person.

Attendance at the Red Mountain Center and Webster had increased, but the attendance at Jefferson has decreased, in the past a large private rental had used the Jefferson facility and since they are no longer using the facility it has brought the attendance down a bit. Total participation for the three Centers for the FY2011/2012 was 399,000 people.

Red Mountain and the Webster Recreation Center had an increase in revenue as well, with Webster having an 81% increase during the FY2011/2012. Again, due to the loss of the large rental Jefferson had a slight decrease in revenue.

New for 2011/2012, the Red Mountain Center opened a Youth Activity Center and also added some enhanced services, including; one on one yoga, fitness coaching and massage therapy. Jefferson Recreation Center coordinated with the school's physical education department and coordinated a NFL Play 60 event and they earned a \$10,000 grant for the school. The Webster Recreation Center had a holiday event and they realized that many families did not exchange Christmas gifts with their families due to monetary limitations, so this year they chose to do a Christmas Craft Event so the families could come make a craft to use as a gift exchange, it was a great event and will continue in the future. Mr. Heirshberg also explained that the Department adopted a family from the Webster Recreation Center and provided gifts and food so they could have a good holiday season.

In the future the Red Mountain Center is planning to create Social Clubs for adults and youth. They are instituting a Teen Council which will involve community youth to expand the youth programs at the Center and will start having Special Interest one day workshops. Jefferson Recreation Center will be adding a Lego Club and during the summer having field trips.

Webster Recreation Center is planning on adding Family Zumba for ages 4 and up and offering a babysitting class for the youth.

Over the past year the recreation centers have added to the quality of life for the community.

Mr. Bulkley asked Ms. Otterstedt who the open gym was used for, Ms. Otterstedt explained that the centers allow any individual to come in after the after school programs and use the gyms. Mr. Bulkley asked where the adult recreational basketball is being held, Mr. Heirshberg explained that at this time there are no adult basketballs available due to lack of available gyms, the City has not had teams since 2008. Perhaps in the future with the reconstruction/redevelopment of Mesa Jr. High, that they City will be able to use the Gym at that facility to bring back some of those sports that are no longer being made available. Mr. Bulkley asked about the old Mesa High School Gym, Mr. Heirshberg explained that the Broadway Recreation Center is now used by Arizona Disabled Sports and the City does retain one or two nights for different activities.

Director's Comments

- Chicago Cubs and Oakland A's continues to progress along. The Oakland A's and Council approved a Memorandum of Understanding and hopefully the final facility use agreement will be completed in the next few months.
- Staff continues to plan and forecast for the Bond projects and will be taking the timeline and the activities to Council on the January 17th. There has been some discussion regarding Taylor Pool and Mesa High School, it is now in the hands of Mesa Public Schools to recommend the final location. The Bond proceeds go to sale in the spring and the City can start utilizing them in July 2013. The total package going to Council will be \$77.2 million dollars. Mr. Yarborough asked what the cost to upgrade Hohokam Stadium will be for the Oakland A's. Mr. Heirshberg explained that the City's cost to upgrade will be no more than \$17.5 million.
- The Department was given approval to hire a Project Manager to keep all the bond projects on budget and moving along.
- New date for Celebrate Mesa will be April 20th from 3 p.m. to 6 p.m.

Reports on meetings and/or events attended by Board Members

Ms. Rahn has been attending the City's General Plan meeting and shared the website www.thisismymesa.org with the Board. She also attended the Mayor's and Council swearing in Party.

Mr. Wills attended the Fees and Charges Subcommittee meeting.

Mr. Dilig attended the Fees and Charges Subcommittee meeting.

Mr. Millett attended the Mesa Foundation of Parks and Recreation planning meeting for the Mesa Sprint triathlon which will be October 12th and encouraged others to get involved with the Foundation.

Mr. Yarborough attended Countryside and Quail Run dog park, and is involved in Little League Fall and Winter Ball.

Mr. Bulkley asked if there were any other items for discussion; the Board had no additional comments. Mr. Wills made a motion to adjourn, Mr. Dilig seconded, and it was unanimously carried to adjourn the meeting.

The meeting was adjourned at 6:02 p.m.

Respectfully submitted,

Marc Heirshberg, CPRE
PRCF Department Director