

Parks and Recreation Board  
Meeting Minutes

The Parks and Recreation Board of the City of Mesa met in a regular meeting at the Parks and Recreation Administration Office, 100 North Center Street, on February 12, 2004.

Members Present:

LeRoy Brady  
Robert Brinton  
John Dyer  
Russ Gillard  
Jeff Kirk  
Walter "Bud" Page, Jr.  
David Peterson  
David Richins  
John Storment  
Robin White

Members Absent:

Dina Lopez, excused

Staff Present:

Darla Armfield  
Tim Barnard  
Sue Deck  
Melanie Dykstra  
Rosa Hacopians  
Mike Holste  
Cindy Hunt  
Myrna Jacobson  
Christella Kinder  
Andrea Madonna  
Terri Palmberg  
Diane Rogers  
Bob White  
Paul Widman

The meeting was called to order at 12:00 noon by Robin White, Chair.

Approval of minutes

Robert Brinton made a motion, Bud Page seconded, and it was unanimously carried to approve the minutes from the meeting of January 8, 2004.

Public comments

No public comments.

Bob White introduced Christella Kinder, Recreation Assistant for the East District. Kinder is attending the Board meeting as part of her degree program at ASU.

Fee adjustments

Terri Palmberg reported that the basic philosophy of the Parks and Recreation Division is to offer year-round diversified recreational programs, services, and facilities ensuring that all citizens have equal opportunities to participate. However, since the demand on the Division is greater than the public's ability to appropriate public funds to support the demand, it becomes necessary to charge fees and pursue other supplementary revenues and resources.

Fees and charges for parks and recreation services provide only one source of funding for the Division. Other sources include but are not be limited to: general fund appropriations; quality of life sales tax; grants in aid; special gifts; donations; contractual receipts; and impact or development fee revenues.

The four types of cost recovery programs that establish the basic premise for fees and charges establishment are: partial cost; direct cost; all costs; and valley market. The City's philosophy of "no youth shall be kept from participating because of a fee" is addressed and applied by supplementing one of the following alternatives:

1. Fee Assistance - The fee assistance program provides financial assistance to participants in selected programs when participation would not otherwise be possible due to economic hardship. Individuals who qualify for the public school free or reduced lunch program and/or federal subsidy recipients may receive a discount on selected program fees.
2. Scholarships - Scholarships may be offered for participation in selected programs. A concerted effort will be made for an outside funding source to cover all or part of the registration fee.
3. Refunds and Credits - Refunds or credit to a household account may be given to participants for reasons of illness, emergencies, etc.
4. Fee Adjustments - It is understood that on occasion special consideration may be needed in determining fees for groups or individuals having circumstances uncommon to those in the fee structure criteria. In these cases, the Parks and Recreation Director will review all such requests. Request shall be submitted in writing to the Director prior to the event. The request may be taken to the Parks and Recreation Board for consideration, as determined by the Director. In addition, the Director is authorized to institute special discounts, promotions or other short-term fee adjustments that are of benefit to the City, program and/or service.
5. Satisfaction Guarantee - Mesa is so confident that its classes are of the highest quality that a money back guarantee is offered. Within the first week of class, if a participant is not completely satisfied, 100% of the class registration fee will be refunded.

The fees and charges review begins in October when staff evaluates direct and indirect costs, arriving at a subsidy level for each of the programs provided. Staff also contacts other municipalities for fee structure information and completes market comparisons.

A Parks and Recreation Board subcommittee consisting of LeRoy Brady, Russ Gillard, Bud Page, and John Dyer met two times to review and recommend changes. The recommended fee adjustments which are described below are shown in red on the attached Schedule of Fees and Charges.

Adaptive Leisure

The adaptive program is substantially supported by partnerships and grants from organizations such as the Department of Economic Security, Mesa Association of Sports for the Disabled, East Valley Special Olympics, etc. The camp fee was increased last year, from \$95 to \$150, to accommodate a full-day program (due to customer demand) and an after-school fee was implemented. The camp program is recovering 50% of costs. The fee range is being recommended for adjustment.

|                              | <u>Current Fee</u> | <u>Proposed Fee</u> |
|------------------------------|--------------------|---------------------|
| Full day/per person/per week | \$20.00-95.00      | \$20.00-150.00      |

Aquatics

The aquatics competitive program encompasses multiple sports, which include swimming, diving, synchronized swimming, and water polo. The fees impact for this program has been substantial the past three years; no fee increase is recommended this year. However, a range adjustment of \$10 -50 is requested to allow flexibility in pricing for the Friday clinics. The current recovery of direct costs is 46% and the recovery of all costs, including maintenance, is 23%.

|            | <u>Current Fee</u> | <u>Proposed Fee</u> |
|------------|--------------------|---------------------|
| Per person | \$35.00-50.00      | \$10.00-50.00       |

The public swim program is held in the afternoons at all the junior high pools and encompasses a majority of the daily operational hours, including special events. Approximately 40% of direct costs are recovered and 20% of total costs, including maintenance, are recovered. An overall increase of approximately 25% is recommended for all public swim fees. Additional revenue from these fee increases is estimated to be \$35,000.

|   | <u>Current Fee</u> | <u>Proposed Fee</u> |
|---|--------------------|---------------------|
| Non-amenity pools (Carson, Fremont, Kino, Mesa, Powell, Poston, Rhodes, Taylor) |                    |                     |
| Public swim youth   | \$.75              | \$1.00              |
| Public swim adult   | 1.50               | 2.00                |
| Swim punch ticket   | 21.00              | 28.00               |
| Family pass   | 90.00              | 125.00              |
| Amenity pools (Brimhall, Shepherd, Stapley)                                     |                    |                     |
| Public swim youth   | 1.00               | 1.25                |
| Public swim adult   | 2.00               | 2.50                |
| Swim punch ticket   | 28.00              | 35.00               |
| Family pass   | 120.00             | 160.00              |

Miscellaneous Stadium/Field Fees

An increase of \$1.00 per hour for field supervisors is recommended. The field supervisors are City employees who monitor the use of stadium, Fitch ball fields, softball, and miscellaneous baseball facilities during league and/or tournament play.

|  | <u>Current Fee</u> | <u>Proposed Fee</u> |
|--|--------------------|---------------------|
| Field supervision<br>per hour/per employee | \$15.00            | \$16.00             |

Recreation Centers/Gymnasiums (Jefferson and Webster)

Jefferson and Webster recreation centers were built in cooperation with Mesa Public Schools (MPS) to serve the elementary school populations and Mesa residents. The City and MPS jointly operate the centers and each pay one-half of the costs for maintaining and repairing the facilities. The Centers offer a variety of programs and services, including youth sports leagues and tournaments, special events, adult sports, fitness classes, open gym, and equipment rental, and each has a gymnasium and classroom available to rent. Cost recovery is approximately 10-15% because the majority of youth programs are free. An overall increase is recommended for gym rental fees.

|                              | <u>Current Fee</u> | <u>Proposed Fee</u> |
|------------------------------|--------------------|---------------------|
| Gym use                      |                    |                     |
| main court, first hour       | \$60.00            | \$80.00             |
| main court, each add'l hour  | 30.00              | 40.00               |
| side court, first hour       | 25.00              | 40.00               |
| side court, each add'l hour  | 10.00              | 20.00               |
| Scoreboard operator/per hour | 15.00              | 16.00               |
| Recreation leader/per hour   | 15.00              | 16.00               |

Red Mountain Multigenerational Center (RMMC)

Drop-in programs - The RMMC provides a variety of activities for youth and teens ages 5-13. The activities are scheduled to make the best use of the facility while providing convenience to parents who participate in fitness and other activities at the center. A new fee range is recommended for the youth and teen programs.

|                                      |                            |                                     |
|--------------------------------------|----------------------------|-------------------------------------|
| Youth and teen programs/per activity | <u>Current Fee</u><br>none | <u>Proposed Fee</u><br>\$2.00-10.00 |
|--------------------------------------|----------------------------|-------------------------------------|

Adult exercise (RMMC) - Mesa is somewhat lower than other cities with regards to cost per program hour. The adjustment in range will allow Mesa to price classes with more flexibility.

|                           |                                    |                                      |
|---------------------------|------------------------------------|--------------------------------------|
| Enhanced Fitness Services | <u>Current Fee</u><br>\$5.00-30.00 | <u>Proposed Fee</u><br>\$12.00-50.00 |
|---------------------------|------------------------------------|--------------------------------------|

Special Events

The Division operates a variety of special events annually. Proposed adjustments are to the ticket, space and vendor/per day ranges, and the addition of two new fee categories – parking and wage range for off-duty police officers.

|                            |                    |                     |
|----------------------------|--------------------|---------------------|
|                            | <u>Current Fee</u> | <u>Proposed Fee</u> |
| Tickets                    | \$.25-1.00         | \$.25-5.00          |
| Space/vendor space/per day | 50.00-250.00       | 50.00-500.00        |
| Parking                    | none               | 2.00-10.00          |
| Security/per hour          | none               | 30.00-60.00         |

Special Interest Classes/Workshops

The division offers a wide variety of special interest classes and workshops for all ages. Currently the fee range allows staff to adjust the per person per class fee to cover 100% of operational costs. A new range of \$4.00-100.00 is being recommended because of rising costs for instructors and materials/supplies. The proposed range allows staff to adjust fees to cover 100% of costs.

|                       |                                     |                                      |
|-----------------------|-------------------------------------|--------------------------------------|
| All Classes/Workshops | <u>Current Fee</u><br>\$12.00-48.00 | <u>Proposed Fee</u><br>\$4.00-100.00 |
|-----------------------|-------------------------------------|--------------------------------------|

Sports Field Use

In 2003, the Division began charging partner youth groups \$6.00 per hour for ballfield rentals (evenings). All other youth sports groups paid \$18.00 per hour for the same rental category. During the past year, the number of non-partner, Mesa-based youth groups needing rented ballfields has increased both in number and diversity. Therefore, the Board subcommittee requested one category/fee for all Mesa-based youth sports groups of \$9.00 for field rentals.

|                                 |                    |                     |
|---------------------------------|--------------------|---------------------|
|                                 | <u>Current Fee</u> | <u>Proposed Fee</u> |
| Youth use non-partners/per hour | \$6.00             |                     |
| Youth use (Mesa-based)/per hour |                    | \$6.00-18.00        |

Sports Leagues

Mesa's adult sports program offers a variety of leagues and tournaments to participants on a yearly basis for six major sports venues. Team fees are reviewed annually and adjusted based on results of survey information of Valley recreation agencies and other market conditions; Mesa's goal is to remain competitive with other cities. The recommended fee adjustments will result in softball, baseball, and basketball having 100% cost recovery.

|                       |                    |                     |
|-----------------------|--------------------|---------------------|
|                       | <u>Current Fee</u> | <u>Proposed Fee</u> |
| Baseball - Adult      |                    |                     |
| 2 games/week/per team | \$1200.00          | \$1250.00           |
| Basketball - Adult    |                    |                     |
| 1 game/week/per team  | 310.00             | 375.00              |
| 2 games/week/per team | 425.00             | 480.00              |

|                             | <u>Current Fee</u> | <u>Proposed Fee</u> |
|-----------------------------|--------------------|---------------------|
| 3 on 3/per team             | 120.00             | 150.00              |
| Flag Football - Adult       |                    |                     |
| 1 game/week/per team        | 360.00             | 395.00              |
| Soccer - Adult              |                    |                     |
| 1 game/week/per team        | 485.00             | 495.00              |
| Softball - Adult            |                    |                     |
| 1 game/week/per team        | 255.00             | 270.00              |
| 2 games/week/per team       | 385.00             | 400.00              |
| Softball - Youth            |                    |                     |
| Youth Girls Fast Pitch      |                    |                     |
| 2 games/week/per team       | 300.00             | 100.00-600.00       |
| Softballs (used)            |                    |                     |
| per bag of 6 (includes tax) | 1.00 ea            | 9.00                |
| Volleyball (Indoor) - Adult |                    |                     |
| 1 game/week/per team        | 175.00             | 225.00              |

### Tennis/Volleyball

The Gene Autry Sports Complex provides a wide range of tennis and beach volleyball opportunities annually. Programs include tennis lessons (adult/junior), court rentals, drop-in tennis, ball machine rental, pro court rental, volleyball ramada rentals, and beach volleyball drop-in use. Recommended fee adjustments will contribute to cost recovery efforts.

|                                       | <u>Current Fee</u> | <u>Proposed Fee</u> |
|---------------------------------------|--------------------|---------------------|
| Tennis lessons - per person/per hour  |                    |                     |
| Adult                                 | \$6.00             | \$6.50              |
| Junior                                | 5.50               | 6.00                |
| Court rental - per court/per 1½ hours |                    |                     |
| Daytime/singles                       | 4.50               | 5.00                |
| Daytime/doubles                       | 7.00               | 8.00                |
| Evening (after 6 pm)/singles          | 6.50               | 8.00                |
| Evening (after 6 pm)/doubles          | 9.00               | 11.00               |
| Drop-in tennis - per person           |                    |                     |
| Daytime                               | 2.00               | 2.50                |
| Evening (after 6 pm)                  | 2.50               | 3.00                |
| Ball machine rental - per ½ hour      | 6.00               | 7.00                |
| Volleyball ramada rental              |                    |                     |
| Per hour (two hour minimum)           | none               | 10.00               |
| Pro court rental - evening/per hour   | 6.00               | 7.00                |
| Drop-in beach volleyball - per person | 2.00               | 2.50                |

John Storment asked about “sports field youth use non-partners” now being worded as “youth use Mesa-based”.

Bob White said the youth and adult sports field use has been combined into one category. The fee for youth is \$6.00 and \$18.00 for adult, so the proposed fee is the range of \$6.00-18.00. Also, it has been difficult to determine a partner organization from a non-partner organization. This category brings a fair opportunity to all groups using lighted fields.

John Dyer said the City should be cautious when establishing fees for Little League use of City fields. The fees should not be too high so the City can continue to have programs available for the youth of Mesa.

Brinton said the City also needs to make sure fees for youth programs and sports remain affordable.

John Storment made a motion, David Peterson seconded, and it was unanimously carried that the Board recommend that action be taken to adopt the proposed fee adjustments for selected programs and services, as presented.

### Budget process

Tim Barnard said a citizens finance committee has been established to focus on the needs of the City for the next seven years, including program growth, vehicle and equipment maintenance, etc. The committee will also look at anticipated revenue. The committee will meet until August, at which time recommendations will be presented City management.

Barnard also advised that Parks and Recreation Division staff have submitted 200+ budget adjustment requests (BARs) for the next seven years. These BARs identify the basic operational funding needed to meet Mesa's projected population growth with quality leisure services and facilities.

Dyer asked if the City is experiencing any changes in revenue.

Barnard said the tax revenue from the Christmas holiday was not as high as anticipated, but January has been good. Also, revenue received from the Quality of Life sales tax fund has been higher than expected.

Brinton said City of Mesa utilities also contribute to the revenue; however, residents have reduced water usage and electricity, so that source of income has been less than expected.

David Peterson reported that Mesa Public Schools saved 43 million gallons of water last year.

Barnard commended Parks Maintenance staff for being responsible in water use at City parks and retention basins.

Storment asked if the City has contingency plans if the results of bond election are not favorable to Parks and Recreation.

Barnard said many division projects will be affected by the bond election, including construction of sports fields and park acquisition. Staff will follow the process that is approved by the voters.

Robin White added that costs are also affected by the time that elapses between the planning stage and the actual development or construction.

### Youth Sports Organizations

Melanie Dykstra reported that the majority of youth sports leagues operating in Mesa are represented by an umbrella organization called Mesa Parent Youth Athletic Association (MPYAA), which was formed in 1961. The group consists of about 30 recreation youth groups, including little leagues, basketball leagues, football leagues, soccer leagues, softball leagues, and lacrosse. The leagues serve about 25,000 youth each year.

Approximately 30 years ago, Mesa Public Schools (MPS) and the City of Mesa Parks and Recreation Division partnered to place lights on softball, baseball, and multi-purpose fields. An informal agreement was made in which the City agreed to pay the ongoing lighting costs, maintain the lights, and allocate the fields to community groups for the hours when the schools

were not in session. Outside groups usually used the fields on weekends and after 6 pm on weekdays. The lack of a formal IGA between the City and MPS has caused some confusion as to when the City had the right to request space on behalf of the youth groups.

Since 1961, the City has also participated in an informal agreement to assist MPYAA by allocating fields to youth that were under their organization. From 1973 to 1998, the City of Mesa assigned a Recreation Supervisor to community relations, which included scheduling of school facilities for youth groups and working with MPYAA. In 1998, the supervisor retired and the job duties were reassigned to multiple staff.

In 2000, the Parks and Recreation Division conducted a survey with MPYAA. In the survey, responding leagues show that they had a definite need for assistance from the City of Mesa and MPS. The survey also showed that the leagues felt there was definite room for improvement in communication with both organizations. Therefore, in July 2003, a full-time Recreation Coordinator was assigned as the Community Youth Sports Groups coordinator, working both with individual groups, MPYAA, and MPS.

Currently the Division allocates both the City's and MPS athletic fields and gymnasiums to community youth leagues. In addition, the division acts as liaison between the youth recreation leagues and MPS. As a process, youth groups apply for fields through the Parks and Recreation Division. The community youth group (CYG) coordinator, with assistance from a MPYAA allocation committee, assigns fields to the youth groups based on registration and field availability.

Since July 2003, the CYG coordinator has been working to define and document the process of field allocations. With the recent adoption of a formal IGA between the City of Mesa and MPS, it is anticipated that the process is more clearly defined for the City and users and will be more consistently applied.

All groups requesting field allocations must become a partner with the City of Mesa through a cooperative relations agreement. Organizations currently recognized by MPYAA have been accepted as partners with the City of Mesa. Recently, youth sports groups that are not part of MPYAA have approached the City requesting field allocations. Parks and Recreation staff are looking to serve those groups in the same manner as they serve the leagues represented by MPYAA. This has identified the need to clarify the role between the City and MPYAA.

To address the current challenges of youth sports, including the increasing number of youth leagues, the changes within the leagues themselves regarding demographics, competitive level of play (cut programs), etc., the board of MPYAA felt it was necessary to look at changing its direction and focus to better meet the needs of youth sports groups. They have proposed to complete the following:

- Revision of their by-laws. The by-laws will be amended to work concurrently with the Parks and Recreation Division partnership agreement (also currently being revised).
- Develop a youth sports council. The council will create "associate" members of MPYAA, which are those interested youth groups that do not meet the basic MPYAA membership criteria (i.e., club teams, traveling teams, etc.).
- Assist in developing a maintenance plan. A committee has been formed to discuss how the youth sports groups can assist MPS in developing a maintenance plan for field rotation to preserve the space available.

Mesa Parks and Recreation is committed to working with MPYAA over the next 12-18 months to assist them in making successful changes and providing more comprehensive information and service to all youth sports groups. In addition, in revising the division partnership agreements,

all partners will need to become more accountable and provide updated information to the Parks and Recreation Board.

Dyer thanked Dykstra and Parks and Recreation staff for the great job they have done this year collaborating with MPYAA; the effort is more organized and more people are participating.

Robin White expressed the Board's thanks to Dykstra for working with the youth groups.

#### Citizen Finance Committee

Robin White reported that the Citizen Finance Committee is comprised of 13 Mesa residents who were appointed by the Mayor. The committee will be meeting in the Lower City Council Chambers on the second and fourth Wednesday of each month for at least six months. One meeting has been held, and it was basically to introduce the committee members. That meeting will be televised on Channel 11 on February 15, 2004; all future meetings will also be televised. Committee members will also participate in Mesa Police Department ride-alongs and tours of various government operations.

#### Meetings and/or events attended

Robin White reported that on February 6, 2004, she accepted the East Valley Crystal Award for the Red Mountain Multigenerational Center (RMMC) for Outstanding Public Agency. The award was given by the Arizona School of Health Sciences and the Arizona School of Dentistry & Oral Health, which are schools of A.T. Still University of Health Sciences. The Outstanding Public Agency Award is given to a public agency for demonstrating creative problem solving to community needs. Darla Armfield presented the award to Paul Widman, supervisor of the RMMC. Widman thanked staff for sharing in the award and expressed appreciation for their efforts.

Brinton recommended to staff that the concession contract for Hohokam Stadium, which will expire in two years, be open for bidding next year. There may be an opportunity in the final year of the contract for a buy-out if anyone is interested. He recommended that the process begin earlier in the year so potential bidders could visit the stadium during Cactus League play.

Page asked about the sign on North Center Street north of McKellips and also about the activity at the park in the vicinity of the 1700 block of North Gilbert Road.

Palmberg replied that North Center Street is the site for the new West District Office, if and when funded.

Bob White said that a sprinkler system is being installed at Chaparral Park, 1645 North Gilbert Road. The park previously had flood irrigation. This installation is part of a partnership with the neighborhood to solve flood irrigation issues.

Russ Gillard said he recently attended the opening of the Wal-Mart Neighborhood Market, at which the Foundation for Mesa Parks and Recreation was presented a check in the amount of \$500.00. The funds will be used for trail development.

David Richins said the Riverview at Dobson neighborhood effort has resulted in a site master plan by an architect. There are ongoing conversations concerning this project. Many developers are now aware of this site.

LeRoy Brady said he has spoken to staff at ADOT concerning the baseball field lighting and was told that the lighting would have an effect on the freeway. He also said that he still has

concerns that operating the ballfields from the park will separate the neighborhoods from the park itself and will increase traffic in the area.

#### Director's Report

Bob White distributed a list of staff involved in the division's Management Development Opportunity (MDO). He also introduced Darla Armfield and Cindy Hunt, who are participating in the first phase of the MDO.

Richins was recognized for recently receiving a Spirit of Mesa Neighborhood Award for organizing and leading the effort for the Eureka Canal Path project.

There being no further business to come before the Board, the meeting adjourned at 1:12 p.m.