

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 April 8, 2004.

Members Present:

John Dyer
Jeff Kirk
Dina Lopez
Walter "Bud" Page, Jr.
David Richins
John Storment
Robin White

Staff Present:

Tim Barnard
Jerry Bradney
Gordon Haws
Ray Kaniut
Andrea Madonna
Terri Palmberg
Diane Rogers
Gordon Sheffield
Bob White
Paul Widman
Sherry Woodley

Members Absent:

LeRoy Brady, excused
Robert Brinton, excused
Russ Gillard, excused
David Peterson, excused

The meeting was called to order at 12:02 p.m. by Robin White, Chair.

Approval of Minutes

John Dyer made a motion, John Storment seconded, and it was unanimously carried to approve the minutes from the meeting of March 11, 2004.

Public Comments

No public comments.

Bob White introduced Arizona State University students Lindsey Darling and Phil Spiniello.

Wireless Communications Guidelines

Tim Barnard reported that wireless communication guidelines were adopted by City Council in May 1997. At the January 2004 Board meeting, Gordon Sheffield, Senior Planner, presented information to the Board about guidelines being prepared to regulate the placement of commercial communication towers throughout the city, and the Board is being asked to approve the revised guidelines. There has been considerable advancement in the types and appearance of wireless communication equipment (towers and ground equipment) in recent years and a subsequent increase in wireless providers to locate equipment in City parks. The advances in equipment appearance include faux palm and/or pine trees and shrubs or rocks which could possibly blend in with existing park trees and other vegetation.

Mr. Sheffield said the guidelines will require additional landscaping, if warranted, when faux palm/pine trees are used by the wireless carriers. When a request is received, the eligibility of the site will be determined. If a site has been funded through a grant, it would not be eligible. Athletic field light poles would be the first choice for a site. The guidelines include setback requirements for new installations and facility maintenance cost will be included in the lease.

Mr. Barnard said the City currently has one lease for a wireless communication tower which generates about \$1,200 month in revenue.

Mr. Dyer asked if the wireless companies co-mingle equipment on one pole.

Mr. Sheffield replied that companies co-locate by stacking their antennas, usually on a flag pole that is 15-18 feet high.

Bud Page asked about the length of a lease.

Mr. Sheffield replied that typically a wireless communication lease is 15 years, which consists of three five-year terms.

David Richins stated that in the quest for revenue, he has a hard time supporting the poles in parks; that parks should be protected and free from commercial enterprises, such as cell towers.

Ms. White said she recently saw an installation which was a large item attached to a building; it was more than just a pole.

Mr. Sheffield said the the installation referred to by Ms. White is large because the company had to also build a refrigerated enclosure due to the desert heat. A tower cannot be located in an area that is considered open space, so if it is to be located in a park, it will be suggested that it be adjacent to a restroom.

Dina Lopez asked if Parks and Recreation Board approval is required for communication tower installations.

Mr. Sheffield replied that the sites where communication towers can be installed are owned by the City of Mesa, and the Parks and Recreation Board can approve or not approve the installations.

Mr. Richins said he believes that the Parks Board should not review every application; that staff should be trusted to make the right decisions.

Ms. White asked if the City would be liable if children climbed on the structure.

Mr. Sheffield replied that the legal department has included language in the lease agreement that addresses liability.

Mr. Dyer asked about the process to get input from the neighborhood.

Mr. Sheffield replied that the City has citizen participation guidelines in place to determine the impact on a neighborhood. If a park site is zoned PF (public facility), a special use permit is required. Notice is sent at least ten days before a hearing before the Planning and Zoning Board and an advertisement is placed in the newspaper. The standard notification rate for this type of installation is 300 feet from the site.

Ms. White said she believes that part of the revenue received from cell towers should be directed to parks and recreation if the installation is on park property.

Mr. Storment said revenue from leases for cell towers is sizeable. The City should consider the source of the revenue when developing budgets.

Mr. Richins said he wondered at what point does the City say there are some things it can get revenue from but some things should be off limits. He thinks cell towers should not be placed in parks and that if allowed, they may set a precedent for advertising.

Jeff Kirk noted that the Parks Board will have authority to approve or not approve a request.

Mr. Sheffield said the guidelines could be modified to include language that wireless providers notify citizens when Board meetings and other hearings are held concerning a proposed installation.

Mr. Page asked if a site plan of a park would be required.

Mr. Sheffield replied yes; Planning staff would complete the site plan.

Ms. White suggested that an enterprise fund be established for the revenue from cell towers. She said she feels strongly that parks and recreation should benefit from this revenue.

Mr. White said this presents an opportunity to co-locate on ballfields and will not detract from the current landscaping. The Board could protect sites and could also approve co-locating, which would generate revenue for the City.

John Dyer made a motion, Dina Lopez seconded, that the Board approve the Wireless Communications Design and Placement Guidelines for Parks and Recreational Facilities, with the understanding that all requests come before the Parks and Recreation Board for approval, and that language be included in the guidelines requiring wireless carriers to notify neighbors within 300 feet of the site when Board meetings and other hearings are held concerning the proposed installation. The motion passed by a vote of 6-1 (nay-Richins).

Va Shly'ay Akimel

Tim Barnard and Gordon Haws, Senior Civil Engineer, presented a status report on the Va Shly'ay Akimel Salt River restoration project. Information was distributed on the feasibility study schedule, problems and opportunities, plan formulation, alternatives, and estimated project and operating/maintenance costs.

Red Mountain Multigenerational Center

Paul Widman reported that the Red Mountain Multigenerational Center (RMMC) is a result of the partnership between the City of Mesa, Mesa Senior Services Inc., Serrine Adult Day Health Services Inc., and Mesa Community College at Red Mountain. The synergy of these key tenant organizations has led to development of several other collaborative efforts. Partnering and collaborative efforts have contributed to success that has far exceeded expectations of all parties involved.

Attendance at the Center began at a brisk pace when the doors opened in April 1999, and attendance and revenue have grown steadily over the past five years. The following attendance/revenue statistics and highlights were presented:

	<u>Attendance</u>	<u>Change from previous year</u>	<u>Revenue</u>	<u>Change from previous year</u>
1998-1999 (Apr-Jun)	51,812	N/A	\$126,029	N/A
1999-2000	150,255	N/A	302,171	N/A
2000-2001	195,636	+23.20%	401,193	+24.68%
2001-2002	233,983	+16.39%	498,404	+19.50%
2002-2003	243,346	+3.85%	540,435	+7.78%
2003-2004 (thru March 31)	159,448		410,664	

- The Center has increased cost recovery steadily each year, 33% in 1999-2000 to an expected 60% in 2003-2004. This takes into account all operating costs at the RMMC.
- Kidz Zone summer drop-in program has grown from an average 25 participants per day to 180 participants per day.
- Innovative multigenerational programs which have been developed include: volunteers from Mesa Senior Services operate the youth and teen billiards program; and youth and teen participants, Serrine Adult Day Care participants, and Mesa Senior Center East participants gather once a week during the summer for special entertainment in the multipurpose room.
- The SilverSneakers® fitness program at the RMMC is the largest in Arizona and is in the top 10 nationwide. SilverSneakers® represents approximately \$3,000 in monthly revenue.
- Fitness classes and programs have grown to capacity. All instructors carry at least one national certification.
- Full time program staff has gone above and beyond expectations to continue services during difficult budget years. Staff have taken on front-line responsibilities and instruction of classes to respond to the needs of participants.
- The East Valley Crystal Award and the National Recreation and Parks Association Programming Excellence award recognized collaborative efforts, fiscal responsibility, and staff efforts to deliver quality programs.
- The RMMC continues to draw interest from municipalities nationwide. Facility design and operation information is requested from staff on a weekly basis.

Mr. Widman said the RMMC will be celebrating its five-year anniversary on April 27, 8:30-11:00 a.m. The celebration will include interactive events, the climbing wall, and youth and general fitness programs.

Mr. Dyer thanked Mr. Widman and RMMC staff for the wonderful programs provided; his family participates and his children have a great time at the Center. Also, the billiards program mentoring is an excellent community effort.

Director's Report

Mr. White gave the following reports:

- The first division management development opportunity will end on April 10. For the second phase, which begins April 12, Mark Woodward will be acting director and Jerry Bradney will be acting administrator in Citywide Facilities.
- On April 19 at 3:00 p.m., staff will be presenting to the City's Finance Committee recommended division fee and charge adjustments.
- Due to several services being consolidated within the Community Services Department, the reporting relationship for Tim Barnard and Andrea Madonna will change effective April 19. Rather than report to the Parks and Recreation Director,

they will report to Joe Holmwood, Community Services Manager. Their offices will remain at Parks Administration.

- At the May meeting, the Parks Board work plan will be reviewed. Staff is completing the status.

Mr. White introduced Sherry Woodley, who will serve as management assistant to the Parks and Recreation Director, effective April 19.

Mr. Page reported that on March 3, the Mesa Rotary Club had a special program on parks and recreation. Tim Barnard and Andrea Madonna were guest speakers.

Mr. Richins reported that a few weeks ago, the Eureka Canal neighborhood completed another work project.

There being no further business to come before the Board, the meeting adjourned at 1:27 p.m.