

## **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 November 14, 2012.

### Members Present:

Kent Bulkley  
Roel Dilig  
John Duclos  
Milt Fort  
Jennifer Madsen  
David Martinez  
Bert Millet  
Kathleen Rahn  
Ron Wills  
Mark Yarbrough

### Members Absent:

Niki Tapia

### Staff Present:

Marc Heirshberg  
Michael Holste  
Stacy Cheaney-Thompson  
Leslie Clark  
Jo Donovan  
Darla Armfield  
Aimee Manis  
Mark Foote  
Tiff Krahenbuhl

The meeting was called to order at 5:06 p.m. by Kent Bulkley, Chair.

### **Introduction of New Board Member**

Mr. Bulkley welcomed new Board Member Roel Dilig. Mr. Dilig shared that he is a licensed practical nurse and works in home health he moved to Mesa from California 18 months ago. He wanted to give back to the community so he felt working on a City board would be a good fit for him. His family has now switched their loyalties from being Dodgers fans to being Cubs fans. He is looking forward to helping promote parks throughout the City. Mr. Heirshberg explained that Mr. Dilig is a replacement for Cody Spohn who moved to China to teach English.

### **Approval of Minutes**

Mr. Bulkley asked if there was a motion for approval of the minutes from the September 12, 2012 Parks Board meeting. Milt Fort made a motion, David Martinez seconded, and it was unanimously carried to approve the minutes.

### **Public Comments – None**

### **Presentation by the Mesa HoHoKams to Making Waves and Youth Sports Programs -**

This item was tabled to the January meeting.

### **Appointment of a Fees and Charges Subcommittee -**

Mr. Heirshberg explained that every year our Fees and Charges are reviewed, staff surveys neighboring communities to stay comparable. Mr. Heirshberg reminded the Board that the City does “ranges” for most of the fees, and as long as we stay within those ranges we do not need to make any changes to those fees. Mr. Heirshberg explained that the Subcommittee will be a group of three (3) Board members that would meet with Mr. Heirshberg, Mike Holste, Assistant Director; J.D. Dockstader, Assistant Director and Stacy Cheaney-Thompson, Fiscal Analyst for PRCF. The first meeting would be on December 5<sup>th</sup> at 4:30p.m. and on December 19<sup>th</sup> if

necessary and then the subcommittee would present to the full Board at the January meeting for approval and then send the recommendation to City Council Audit and Finance Committee and then on to full City Council.

Mr. Bulkley asked for 3 volunteers, Ron Wills, Milt Fort and Roel Dilig volunteered and were appointed to the Fees and Charges Subcommittee.

### **Presentation of PRCF Aquatics –**

Mr. Holste introduced the Aquatics staff, Darla Armfield, Aimee Manis and Mark Foote, the aquatics division has won many awards, including the Outstanding Facilities Award for Skyline Aquatics Facility from the Arizona Parks and Recreation.

The PRCF Aquatics shared a video, Ms. Armfield shared that this year's theme was the Island Summer. Each pool was a different island, and the theme was used throughout the summer. One event was a raft race of cardboard at Skyline and each pool had to start on the deck, load their crew and paddle back and forth across the pool. The staff tries to keep things fun while providing great customer service.

Ms. Manis discussed training and recruitment. Every recruiting class that was offered was at capacity and there are already requests coming in for next year. Every year all staff is recertified due to changes that may happen through the Red Cross. Applications for lifeguards start in January.

Mr. Foote provided information regarding the Jr. Lifeguards program. All Jr. Lifeguards are volunteers and many students come in as part of the Mesa Public Schools service hours for their Service Learning Program. The program has grown over the years – the lifeguard to Jr. lifeguard ratio is over a 1 to 1 ratio – 19,000 hours of service are given by the Jr. lifeguards over the summer, which is about a value of \$400,000.00. Due to the high demand of this program there will be some program changes for the upcoming summer to allow more students to volunteer.

Ms. Armfield explained that lessons are one of the biggest programs that aquatics handle. Skyline and Kino are at the top due to year-round lessons. Most pools had an increase this year in lessons, with evening classes being very popular. Revenue in 2012 increased and will continue to increase with more programs being introduced.

Mr. Foote stated that Making Waves is the swimming lesson scholarship program for those students that qualify for the free/reduced lunch program through Mesa Public Schools. This year they were a number of great sponsors that gave generously and PRCF was able to provide 938 lesson scholarships, 29 competitive scholarships. The sponsors are SRP, Southwest Ambulance, HoHoKams and the Mesa Foundation for Parks and Recreation.

Ms. Manis shared with the Board that competitive teams in Mesa are a robust and strong Program, it creates a great foundation for those that want to start and then move up to club teams. This year we started a fall league program which has been very popular and last year a home school program was started which has now increased to two pools and there are requests for this program to run year round. Some facilities have morning and night teams. Biggest increase has been in Water Polo, which is offered by Club Teams year around.

PRCF has partnered with Club Programs, MPS, and Visit Mesa to recruit more competitive events to utilize our exceptional facilities. We are now hosting a number of extremely large meets and have facilitated 3 different triathlons with many requests to facilitate more.

Ms. Armfield shared that aquatics have things happening every month and that aquatics has become a very large economic engine for the City. Mr. Foote stated that this year we had the challenge to facilitate many local events, including Councilmember events and Boy Scout merit badge clinics. Another event that is unique that was held at Rhodes on the Flow Rider, was the Big Island Public Pool Rail Jam. It was a wakeboard competition that was well attended and successful. This year aquatics did three dive-in movies, Pumpkin Splash, Splish, Splash and Dash triathlon.

Private pool party reservations are also handled through aquatics, Mr. Foote explained that they are usually booked to capacity. They will be restructuring this program to allow for more private parties in 2013.

Public Swim participation went down this last year due to the implementation of the new Family Pass, explained Ms. Armfield. Because the program was new there is usually a reaction at first, with people being asked for verification of household members, there were those that didn't like it and then there were those that felt it was very fair.

This year Aquatics implemented a Passport program, where guests could get a stamp every time they visited each facility. The Passports were turned in at the end of the season and the winner was given a 2013 Household Pass.

In the upcoming year, Aquatics will co-host with Mesa Aquatics Club, Mesa Public Schools, and Visit Mesa, the USA Swimming Grand Prix Event, this event travels throughout the United States and attracts athletes from all over including many Olympic swimmers.

Mr. Wills asked Ms. Armfield how successful the year-round lap swimming at Kino and Skyline was, Ms. Armfield stated that the evenings were used more and during the month of October there were 668 uses.

### **Chair's Comments**

- Mr. Bulkley asked about attendance at the Celebrate Mesa program, Mr. Holste answered that the current count was approximately 5,500.

### **Director's Comments**

- Mr. Heirshberg thanked the Board for their support during the Bond issue, and explained the process with the Bond program. He stated that the City will not have Bond funds until July, 2013. To keep things moving the City is issuing Letters of Intent to reimburse for those projects currently underway. The City will have \$17 million dollars to work with each year. Currently we are working on a second acquisition of property at Monterey Park and demolishing the house currently on the property. Riverview is moving forward. Buckhorn Baths land acquisition; an offer has been submitted and is in negotiations. Trail improvements will be started with the Rio Salado connections to Tempe Town Lake. Each year \$3 million will be allocated for park improvements.
- Mr. Heirshberg provided aerial shots of the new Chicago Cubs and Riverview Park site. Construction is on track. He also stated that ASU will not be included in project. Negotiations are continuing with the Oakland A's to move into Hohokam Stadium when the Chicago Cubs move into their new stadium.
- Mr. Heirshberg explained to the Board that the accreditation process has been a two year process and it is finally being submitted for final review. The accreditation team will be on-site in Mesa during the week of March 11, 2013 and then we will go to an

accreditation hearing in Houston, Texas and then we are accredited in five years we do that all again.

### **Reports on meetings and/or events attended by Board Members**

Mr. Martinez visited the pools for swim lessons.

Ms. Madsen attended the Celebrate Mesa event and participated in Make a Difference Day.

Mr. Millet attended the Celebrate Mesa event and the Mesa Sprint Triathlon.

Mr. Fort attended Celebrate Mesa.

Mr. Yarborough attended Countryside Dog Park and participated in Little League Fall Ball.

Mr. Dilig attended the 3 for Free visits to the Museums.

Ms. Rahn is the Board representative on the Long Range Planning Subcommittee and is looking forward to sharing status at the next Board meeting.

Mr. Wills attended numerous swim meets around the City.

Mr. Bulkley attended the Celebrate Mesa and the Mesa Sprint Triathlon.

Mr. Bulkley stated that he wanted the Board to be sure they were aware of the status of the Bond projects so they can share those updates with the citizens of Mesa. Mr. Heirshberg explained that there will be neighborhood meetings in the area's that will be impacted, there will be updates on our website and signs will be posted at the all the site locations.

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

The meeting was adjourned at 6:22 p.m.

Respectfully submitted,

Marc Heirshberg, CPRE  
PRCF Department Director