

Parks & Recreation Board Meeting Minutes

The Parks and Recreation 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 9, 2011.

Members Present:

Kent Bulkley
John Duclos
Milt Fort
Bert Millett
Kathleen Rahn
Niki Tapia
Cody Spohn
Ron Willis
Matt Shaffer

Staff Present:

Leslie Clark
Aimee Manis
Mark Foote
Darla Armfield
Cindy Hunt
Mike Holste
Stacy Cheaney-Thompson
Marc Heirshberg
Jo Donovan

Members Absent:

David Martinez (unexcused)
Mark Yarbrough (unexcused)

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

Approval of Minutes

Mr. Shaffer asked if there was a motion for approval of the minutes from the September 14, 2011, Parks Board meeting. Milt Fort made a motion, John Duclos seconded, and it was unanimously carried to approve the minutes.

Public Comments

None.

Introduction of new staff

Marc Heirshberg introduced staff member Jo Donovan to the Board.

Overview of the Advisory Board

Mr. Shaffer requested that a presentation be given to the new incoming Board to provide an orientation to the Board, and an overview of the City of Mesa Vision and Mission Statement, Values, and the Parks and Recreation and Commercial Facilities Mission Statement. Mr. Heirshberg told the Board that the City has 12 Customer Service Values and that the PRCF Department just updated the Mission Statement. One of the PRCF Department goals is to receive the National Gold Medal Award, the highest award for a Parks and Recreation Department. The City has won it three times in the past and is currently working hard to get back to that status and level. Mr. Heirshberg went over the Gold Medal Moves which is part of the 15 Year Strategic Plan. Mr. Heirshberg explained that the Department is divided into three operations; Admin/Business Operations, Commercial Operations, and Recreation Operations and also the recently reorganized Parks Maintenance and Development Operations. Mr. Heirshberg then went over the Roles of the Parks and Recreation Board; that they are advisors for the City Council on any policy issues which are handled at the Board level first and then

forwarded onto the City Council for approval as needed, interact with citizens whether it be public meetings or events, and being knowledgeable about the benefits of Parks and Recreation. Mr. Heirshberg then went over the PRCF Facts stating that there are 58 Parks, 134 Basins, 106 Multipurpose athletic fields, five recreation centers, nine swimming pools, Hohokam Stadium, Mesa Convention Center, Mesa Amphitheater, Mesa Cemetery, two golf courses, and a tennis complex.

Bert Millett stated that he was surprised that the Cemetery comes under the Parks and Recreation department. Milt Fort asked about the Cemetery expansion on the North side of the current Cemetery, which will happen later this year.

Cody Spohn asked if the City of Mesa swimming pools were being affected at all by the changes that the School District is making at the Jr. Highs.

Hear an update on the Summer Aquatic Program

Darla Armfield, Aimee Manis and Mark Foote provided the Board with an update on the Summer Aquatics Program. Ms. Armfield stated that the opening of Skyline Pool has been phenomenal, there has been so much attendance that they were at record capacity on a number of days. Summer aquatics were up in registration by 7.5% increase of 613 participants, revenue was up by 16%, swimming lessons were at capacity, and most programs were up above the numbers in 2010. Ms. Armfield also mentioned that with two pools, Skyline and Kino, being heated the aquatic program was able to introduce fall swimming lessons and a home-school program.

Mr. Foote provided the Board with information on the Making Waves program which is the swimming lesson scholarship program in partnership with the Foundation for Mesa Parks and Recreation with donations from Southwest Ambulance, Mesa HohoKam Foundation and SRP. The Making Waves program was able to provide 831 Lesson Scholarships, 23 Competitive Scholarships, and 5 Guard Start Volunteer Scholarships. Total amount given out was approximately \$19,000. SRP also printed all of the Water Safety handouts, calendars and lesson information for the City a savings of approximately \$7,000. Mr. Foote also told the Board about the Jr. Lifeguard Volunteer Program, which was up 35% from 2010 which was the biggest year to date, and logged 13,244 total volunteer hours, which is an in-kind time donation value of approximately \$250,000. The Jr. Lifeguards were very instrumental in assisting with swimming lessons, which allowed the classes to expand by a few swimmers per class. In 2012 there will be a new position of Jr. Lifeguard Coach/Mentor; their primary responsibility will be to mentor the new Jr. Lifeguards and assist them through the program.

Aimee Manis spoke to the Board about competitive Team Participation, she explained that this program did take a small decrease of 10%, but the revenue stayed up due to the non-resident fee which was noticed mostly at the Skyline Pool. The Fee Assistance Program was also restructured with more checks and balances so there was a decline in the requests for this program. The Flow League had more adult participation with higher participation fees. Ms. Manis believes it will recover next year to its' previous numbers. Mr. Buckley asked what the "Flow League" was, Mr. Foote explained that it is a program that utilizes the Flow Rider, the participants come a few nights a week to practice and at the end of the class there is a competition amongst the participants. It was started due to participants wanting to use the Flow Rider for longer than their 1 hour timeframe. Ms. Manis also mentioned that a home school league was introduced with great success, filling to capacity.

Mr. Foote informed the Board about the Aquatics Special events. There were a few new programs added this year, the first being The Blob, which launches the participants up in the air,

it was a huge success. Racing Kayaks were also purchased, which were enjoyed by many. Brought back for a repeat appearance was the Santa Splash which was held at Shepherd with approximately 200 in attendance, with winter themed games, prizes and music. Mr. Shaffer, asked about which pool The Blob was located at, Mr. Foote, explained that due to the size it was kept at Skyline this year, but it will be moved around next year to a few of the larger pools. Also offered this year were the Dive-In Movies held at Brimhall Pool with over 500 in attendance, more tubes were brought in and sold out. With the tube rental and admission all direct costs were covered, which had never happened before. Mr. Bulkely asked how the Dive-In Movies were advertised; Mr. Foote explained that flyers were sent home from school, and on our website. An additional Dive-In Movie was held on Labor Day Weekend. Mr. Foote also told the Board about a new Special Event held this year, the Pumpkin Splash which was held in the middle of October, pumpkins were placed in the pool and participants were able to swim out and pick out their pumpkin. It was a super success and plans are being made for it to be held again in 2012.

Mr. Foote also explained that Facility Reservations/Parties had a large jump, 670 reservations were made this year with revenue of \$155,510, up over \$50,000 from last year.

Ms. Manis provided the Board with information regarding public swim attendance she explained that attendance was up 21%, a large portion was due to the revamping of the swim tickets, allowing for a 10 visit ticket and a 30 visit ticket. Skyline Pool had a record breaking summer with over 38,000 participants, the pool was filled to capacity on a number of days. Public swim revenue was up 48% with a total of \$330,380 generated in 2011. Although a lot of the success was contributed to the opening of Skyline Pool overall attendance was up throughout the program, Family Pass revenue was also up by 48% with a total of 1,105 passes sold in 2011.

Ms. Manis explained what was new for 2011. Rhodes Pool was able to stay open through Labor Day which was a huge success and with two large competition facilities the City was able to host the US Masters Spring Nationals, with an estimated \$3.2 million economic impact; AIA High School State Championships and Invites; Arizona Swimming Age Group State Championships, with a \$400,000 economic impact; USA Synchro National Training Camp and Team Trials and the Citrus Class Winter College Training and Swim Meet which generated \$700,000 in economic impact. Also new were two safety events; Fit Kids at Rhodes Aquatic Complex which was partnered with Cardon Children's Hospital and Verano Sano a drowning prevention event sponsored by local Spanish radio and TV stations.

Mr. Shaffer asked how the swimsuit donation program went, Ms. Manis explained that it was a huge benefit to those that show up at the pool in shorts and t-shirts and would normally be turned away because a swim suit is required to swim in the public pools.

Hear an update on the 75th Anniversary Celebration

Cindy Hunt presented the Board with an update on the Parks and Recreation 75th Anniversary Celebration. The 75th Anniversary Logo was created and placed on the website to let the City know that it was a year to celebrate. One of the things staff created was 75 Things to do in Mesa link on the PRCF website, which was updated every day throughout the summer, with things to do from all areas of the City. Ms. Hunt also shared with the Board the commercials that Mesa Channel 11 prepared for the 75th Anniversary. She also mentioned the newspaper article that was in the Arizona Republic on April 19, 2011 which shared some history of the Mesa Parks and Recreation along with comments on what the future holds. Ms. Hunt mentioned that all of the shirts that were created for the different sports leagues included the 75th Logo. Pens, can koozies and stress balls were also branded with the Logo to pass out at different events. The first Anniversary Celebration was held at Pioneer Park on June 22, 2011

with over 2,500 people in attendance. She explained that Mayor Smith marked October 22, 2011 as a “Day of Play” which was also the second 75th Anniversary event held at Red Mountain Park with over 5,000 people in attendance. Mr. Shaffer mentioned that the event at Red Mountain Park on October 22, 2011 was so well attended that parking was difficult to find, but it appeared to be a great event.

Mr. Heirshberg asked the Board if they enjoyed hearing from the PRCF staff regarding updates from within the Department, the Board all agreed that they did want this to continue.

Chair Comments: Establish Fees and Charges Subcommittee

Mr. Shaffer asked for some direction in what the PRCF Department was looking for with regards to the Fees and Charges Subcommittee. Mr. Heirshberg explained that the Department was looking for three (3) Board members to volunteer to sit on the Fees and Charges Subcommittee to review proposed fees and charges for the Department. Mr. Shaffer asked for volunteers; Mr. Duclos, Mr. Wills and Ms. Rahn volunteered to be on the Subcommittee. The Subcommittee will start meetings the second week of December and will consist of the three Board member volunteers, Mr. Heirshberg, Stacy Cheaney-Thompson, J.D. Dockstader, and Mike Holste.

Director’s Comments

- iMesa – Mr. Heirshberg told the Board that the meetings are ongoing and that the PRCF was the only department that was included in every meeting. Mr. Heirshberg stated that he would be going to the Central Village Meeting after the Board meeting and that another meeting in the Citrus Village District would be held next Wednesday night, 11/16/11, from 6:00 p.m. to 7:30 p.m. at the Commemorative Air Force Museum at Falcon Field. He explained that it has been a good opportunity to interact with the Community and get some good ideas and direction for the future of the City.
- Chicago Cubs Training Facility – the Director explained that the Cubs and the City had approved the Development Agreement, Facility Use Agreement, and Option Property Agreement. We are currently completing the programming. At this time it is estimated that golf will continue at Riverview Golf Course through April.
- Mr. Heirshberg remembered Robert Brinton, as a dear friend to the Department, to the Advisory Committee, and a huge loss to the City. Asked the Board to continue to keep their family in their thoughts.
- The Director asked if there were any questions; Ms. Rahn stated that she had read several weeks ago that there were several other teams looking to use HohoKam Stadium, and wanted an update on this. Mr. Heirshberg explained that there were discussions going on with three other teams, amateur sporting groups, and professional soccer teams, but that there was nothing finalized yet. We will continue to keep everyone updated as to the progress. Mr. Fort explained that there had been three presentations to three major league teams and that the talks continue, but that the information was not available for the public at this time.
- Mr. Heirshberg also let the Board know that the name Freedom Park was approved for the new park that is next to Fire Station 218.

Reports on meetings and/or events attended by Board Members

Mr. Fort attended the 75th Anniversary Celebration at the Red Mountain Park in October, attended the EVIT Foundation Breakfast which was well attended, and the Phoenix/Mesa Gateway Airport Board Meeting.

Mr. Bulkley attended the 75th Anniversary Celebration at the Red Mountain Park in October, assisted with the parking at the Mesa Sprint Triathlon put on by the Foundation for Mesa Parks and Recreation, and attended the City Hall in the Mall.

Mr. Millett stated that the Mesa Sprint Triathlon went very well, it was well attended and even though the numbers weren't back yet, he thought they raised somewhere in the range of Ten Thousand Dollars (\$10,000). Mr. Bulkley asked if the race results were online and Mr. Millett explained that they were and provided the website. Ms. Rahn asked how many participants they thought they had, Mr. Millett thought they had approximately 250. He thanked all the volunteers that assisted with the event.

Mr. Duclos explained that he had an interesting experience when he attended the Zumba party at the Red Mountain Park. He was wearing his Board name badge and numerous people asked if he worked for the City, so he thought it might be a good idea to have Polo type shirts for the Board members to wear when they attend different functions so that they are more easily identified. Mr. Heirshberg stated polo shirts are not ordered often, but that Ms. Donovan will coordinate that effort with the Board.

Ms. Tapia attended the Pow Wow at Pioneer Park and visited the Skyline Softball fields, and stated that the lighting was very nice. She is looking forward to attending a couple of holiday events.

Mr. Wills attended all of the large City swim meets, the Last Chance meet and the State Championship event. He stated that he is one of the Meet Directors and is excited about having the synchronized swimming championship coming in April to Kino Pool and that he has been working with the Mesa Convention and Visitors Bureau and that they have been great help.

Mr. Spohn volunteered at the Mesa Sprint Triathlon assisting with traffic.

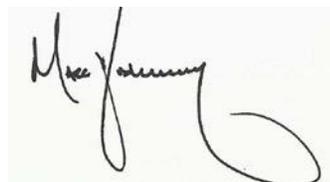
Ms. Rahn also volunteered at the Mesa Sprint Triathlon and attended the 75th Anniversary Celebration at Red Mountain Park in October, she felt that it was quite well attended and she enjoyed it very much. She also attended the City Hall at the Mall at Superstation Springs Mall.

Mr. Shaffer was glad to see that the 75th Anniversary Celebration was so well attended. He attended the October 17th City Council meeting with Mr. Heirshberg to recognize the 75th Anniversary of Parks and Recreation in Mesa.

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

The meeting was adjourned at 6:00 p.m.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Marc Heirshberg", written on a light-colored background.

Marc Heirshberg, CPRP
PRCF Department Director