

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 January 11, 2012.

Members Present:

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

Members Absent:

David Martinez

Staff Present:

Marc Heirshberg
Michael Holste
Jo Donovan
Leslie Clark
Andrea Moore
J.D. Dockstader
Tiffany Krahenbuhl
Joshua Adams
Stacy Cheaney-Thompson

The meeting was called to order at 5:01 p.m. by Matt Shaffer, Chair.

Approval of Minutes

Mr. Shaffer, asked if there was a motion for approval of the minutes from the November 9, 2011 Parks Board meeting. John Duclos made a motion, Cody Spohn seconded, and it was unanimously carried to approve the minutes.

Mr. Shaffer asked if there was a motion for approval of the minutes from the December 13, 2011 Fees and Charges Subcommittee meeting. Kathleen Rahn made a motion, Ron Willis seconded, and it was unanimously carried to approve the minutes.

Public Comments:

None

Presentation on Athletics:

Marc Heirshberg, PRCF Director, asked the Chair for approval to move the presentation of the Athletics Program to the next item on the Agenda. Mr. Shaffer approved the reorganization of the agenda. Michael Holste, Assistant Director, introduced the staff from the Adult Sports which is a reconstructed team taken from our adult sports, tournaments, and our community youth sports programs. Tiffany Krahenbuhl has been with the PRCF for 15 years and Joshua Adams has been with PRCF for 12 years. There are also 3 other members of the team which are not present but are a critical part of the team. Mr. Holste turned it over to Ms. Krahenbuhl, Recreation Coordinator; she began the presentation of Adult Sports, Youth Sports and Facility Rentals. There are currently two youth leagues offered; a youth flag football league and a youth basketball league for ages 7 to 12 year olds. Additional youth programs include Pitch, Hit and Run, Punt, Pass and Kick and Hershey Track and Field. For the adult programs the City offers Softball, Senior Softball, Flag Football, Volleyball and Kickball. The Sports Facilities that the City has are not only used for the Adult Sports Programs but are also used for outside organizations for practices, games, private leagues and tournaments. The Convention and Visitor's Bureau (CVB) and the PRCF are strong partners in developing and growing the City of Mesa as a sports capital, with the beautiful weather and fabulous facilities.

The City currently has over 200,000 participants with over 100,000 spectators year round. Softball registration is the largest program with over 1,100 teams a year; the Adult Sports Program is required to be 100% cost recovery, and currently has a registration capacity over 92%.

Facility Rentals is one of the most exciting areas of development because PRCF have partnered with the CVB. Which allows us to bring in other areas such as; tournaments, baseball tournaments, golf tournaments, soccer tournaments, lacrosse tournaments, programs which will bring revenue back to the City year after year. Mr. Shaffer asked about the increase in the revenue from year to year, and wondered how that compared to revenue in FY 08/09. Ms. Krahenbuhl stated that due to various factors it would not be a true comparison, and Mr. Heirshberg stated that PRCF had also implemented non-resident fees after 2009. Last year the Board worked with PRCF to address Facility Rentals and did a lot of clean up and to create a strong partnership with the CVB, the staff from the Athletic staff have taken a great deal of heat with dealing with the tournament coordinators because of the changes, but the net results and the partnership's continue to grow. Mr. Holste also explained that 2008/2009 is when the City went through their budget reduction and the Adult Sports program was to be eliminated, but Ms. Krahenbuhl offered to work by herself and to run the adult softball program, and since it was so successful the adult sports were allowed to start adding programs back as long as they operate at 100% cost recovery.

In 2012 there will be some new additions to the Athletics program, Youth Softball which will be a feeder league, where teenagers will be playing at the same facilities as the adult softball leagues, so they can see that when they reach a certain age they can continue to play without regard to skill level, but just the desire to play. The program will start off small with two seasons, 16 teams. Adult Soccer is a program that was eliminated a few years ago, but will be brought back with a small program of three seasons, 16 teams.

Ms. Krahenbuhl turned the time over to Joshua Adams, Recreation Programmer, who is responsible for the community youth groups and the field reservations and rentals. Mr. Adams went over a few highlights; there are currently 26 Partner groups, such as Little Leagues, at 25 locations at 75 separate fields. Those locations include elementary, junior high schools and City parks. Of those 25 locations, 21 of them are school sites, where the City owns and operates the field lighting. With a breakdown of 10 school fields located on the East side of Mesa and 11 school fields located on the West side of Mesa, with 59 fields with 30 located in East Mesa and 29 located in West Mesa. The City uses a remote lighting system called SkyLogic to control the lighting of those fields. Kent Bulkley asked what constitutes where the City is divided as far as East and West. Mr. Adams stated that it is Gilbert Road.

Skylogix is currently at 28 locations, 80 separate fields (20 which are City fields), and the staff has processed and completed over 18,000 schedules which have gone out to those 80 fields. Another enhancement this past year to the Skylogix program is a web application which allows staff to turn on lights from any location, even from a smart phone at any of the locations where there is Skylogix unit. Skylogix has allowed the City to cut down on staffing hours and lighting problems that may have occurred in the past.

A Sports Complex Reservation policy was adopted in June of 2011. Key changes to our operations and how PRCF takes reservations were implemented through a priority system, PRCF now partners with the CVB that gives any organization or group priority if they schedule through the CVB. Those groups priority are; 1)City, 2)groups that schedule through the CVB, 3)Mesa Public Schools, 4)community partner groups and then all others. PRCF also implemented a system where payments are due prior to rental; previously PRCF would try to

collect payments after the tournament was complete. It is now standard to collect security deposits in case there is any damage to any equipment at the ball fields. Also there were changes to the fee structure and how things were charged. Mr. Yarbrough asked about the priority system, he understood that when the policy was implemented that the non-profits and the Mesa citizen youth groups had priority over those that had scheduled through the CVB. Mr. Heirshberg explained that the priority that the groups that book through the CVB get is that they can book 18 months in advance, they can book further out so they can deal with travel arrangements. This also allows for the CVB to put hotel packages together for the bigger tournaments, so we can work on getting the teams to stay in Mesa.

Public meeting opened to hear discussion on Parks and Recreation Fees and Charges Scheduled for FY2011/2012 & 2012/13: Meeting called to order at 5:23 p.m.

Stacy Cheaney-Thompson presented the changes to the PRCF Fees and Charges Schedule. Ms. Cheaney-Thompson explained that in the fall staff calls other municipalities to compare programming fees which are comparable to the programs we offer in Mesa. Then we meet with the Parks and Recreation Advisory Board Fees and Charges Subcommittee to recommend the changes that we are initiating and make sure there are not any other questions or concerns, then it is moved to the full Parks Board for approval, then on the Audit and Finance Committee and upon approval moves to the City Council for final approval.

Commercial Operation changes had no fiscal impact; there were just minor verbiage changes. At Dobson Ranch staff is recommending the dates of winter and summer be changed. The second recommendation is to change the verbiage of 18 holes to Green Fees. Mr. Bulkley asked why the verbiage was being changed. J.D. Dockstader, Assistant Director, explained that instead of having a designation of 9 holes or 18 holes that there would be just one designation of Green Fees, to limit the confusion of showing a 9 hole fee with participants wanting to play 9 holes at any time during the day, which causes a problem during the busier times of the day. This way there is just one charge and if a participant wants to play 9 holes they can during certain times of the day.

Recreation Operation changes have a fiscal impact in FY11/12 of approximately \$23,000 and for FY12/13 approximately \$45,000. There are a few verbiage changes for Aquatics; for the amenity pools to limit the Family Pass to 6 family members and to have an additional fee for any members over 6. Mr. Bulkley asked how we arrived at the decision to make the family pass include only 6 family members. Mr. Heirshberg explained that currently the process is being abused and that a number had to be chosen so they used the census which shows the average family to be 5.2, so it was rounded up to 6 family members.

Changing the Flowrider Rentals for Public/Non-Profit Rentals and Commercial/Private groups to allow for smaller groups to rent the Flowrider; a recommendation to add a Lifeguard to the staff for Competitive Meets, which the fee will be included in the rental charge with a fiscal impact of approximately \$1,200 a year.

Parks Use Options: The addition of a new Ramada Cleaning fee will have a fiscal impact for FY11/12 of \$2,500 and for FY12/13 of \$11,000. Mr. Yarbrough asked if this was a fee they pay or if they are charged if they leave a mess. Mr. Heirshberg explained that during the busy months at the larger parks and the larger ramada's, the largest complaint is that the ramada's are not clean and the garbage's are not emptied so the Department wants to hire a person to staff this position and the fee will help recover some of those fees.

Recreation Programs for Youth: Recommending removal of those fees as those programs are no longer provided.

Sports Complex Field Use: These were provided to the Board back in April of 2011 and now it is necessary to get those fees into the schedule of Fees and Charges. Ms. Cheaney-Thompson explained that there are secured complexes which are used for baseball, soccer and softball and the unsecured complexes for field use will be for public field use rentals. The fiscal impact in FY 11/12 \$4,000 and FY 12/13 will be approximately \$17,000. Mr. Bulkley asked if the fees are currently audited and receipts given when fields are rented, and Mr. Heirshberg explained that all programs are audited on a monthly, quarterly, semi-yearly and yearly basis, along with the City Auditor which audits on a yearly basis.

Sports Leagues: Change the Adult Soccer fee range, to redevelop the program. Mr. Buckley asked why PRCF would want to redevelop the program; Mr. Heirshberg explained that the Adult Program staff is currently working on bringing back the Soccer program and wanted to have the fee established.

The last item on the Proposed Changes is under the Summer Recreation Activities is the Fun and Fitness Mobile Recreation Unit. Last year PRCF did not request a Non-Resident fee for this unit, but would like to add one in the event it is requested. PRCF currently does not expect any additional revenue for this fee.

Close public hearing discussion on Park and Recreation Fees and Charges Scheduled for FY2011/2012 & 2012/13:

Kent Bulkley made a motion, Cody Spohn seconded, and it was unanimously carried to close the public hearing discussion on the Park and Recreation Fees and Charges.

Make recommendation and take action on Parks and Recreation Fees and Charges for FY2011/12 and 2012/13:

Ron Wills made a motion, Kathleen Rahn seconded, and it was unanimously carried to make recommendation and take action on Parks and Recreation Fees and Charges for FY2011/12 and 2012/13 to proceed to Audit and Finance Committee.

Chair Comments:

Mr. Shaffer just wanted to express his appreciation to the Staff for the presentations that have been given to the Board.

Director's Comments

- Washington Activity Center: Mr. Heirshberg explained that the Washington Activity Center has been funded by a federal grant since 2008 and in 2009 the City Council directed the PRCF to find a community partner to assist with funding the WAC. The facility has continued to be grant funded but in 2011 the CDBG funding for the City was cut by \$1,000,000 and it was explained that at that time it would be the last year that it would be funded, so an alternative would need to be found. Mr. Heirshberg has been working with West Mesa CDC and they were put in touch with a group called Edu-Prize, Inc. which is a charter school, the superintendent and president of the school spent her teaching career at Eisenhower and Emerson and was looking for an opportunity to give back to the community in providing education services. They have agreed as part of a licensing agreement to take over the operation of that facility as a charter school and offer extended after school programs at the WAC as the City currently offers now. The community would have the same services extended to them with minimal change. The presentation was made to the community on January 10th and Councilmember Glover

was there to reiterate that this was their last option; otherwise the WAC would be closed. Staff's recommendation to Council is to approve a resolution to enter into a licensing agreement with Edu-Prize to provide services at that location. Mr. Bulkley asked how the attendance was at the meeting. Mr. Heirshberg explained that there were approximately 15 people from the Community. Those in attendance felt that it would be a great option.

- Long Range Site Plan: Andrea Moore explained that the City has taken several of the ideas that have come out of iMesa and several of the properties that are currently undeveloped and are working on putting several concepts together in those locations. Working with Mesa Public Schools as several of the concepts proposed are repurposing of their properties. Currently working on creating an online tool for the public to be able to look over these projects. The first few sites are replacement sites due to federal encumbrances on the Riverview properties so the City was tasked with creating like sites due to those regulations. The first site is at McKellips and Ellsworth to develop an open space area for the schools to use along with a trail systems. The next site is McDowell and Recker to develop a BMX and hiking trail with several levels of difficulty, to allow for a large range of opportunity. Next is Medina and Hawes the idea is to create an exercise course, and a kid's adventure play space that doesn't exist in the current residential area parks. Signal Butte and Elliott a phased development with a trail system along the wash and eventually a soccer complex with full size and youth fields. Also, a dog park and mountain bike obstacle course. Working with the Mesa Public Schools on 3 concepts, Mesa High School with an aquatics complex, Mesa Jr. High School with more of the buildings being preserved, looking to place a significant sports complex in that location. Kleinman/Powell area would create a sports complex that would enhance the existing park. There are a few other concepts that have been worked on existing park land, Monterey Park on Power and Guadalupe to expand onto the vacant land west of the park. Create a larger parking area and adding more sports fields. Pioneer Park, since the light rail is targeted to go through that area, keep most of the park as it currently is, just adding more area for family use. Riverview Park is being redeveloped in conjunction with what is happening with the Chicago Cubs development. Holmes Park, the last parcel which is designated as a playground but does not have a current playground. Greenfield Park, north of Pueblo, existing park with an existing lake, looking to see what it would take to expand this lake into urban fishing, along with some community events in conjunction with the local fire department. Red Mountain Park is still largely undeveloped and currently we are speaking with volunteer Rob Hart who did Emerald Park Disc Golf and have received a grant from Tipton Foundation for \$20,000 to build two disc golf courses on the undeveloped side of the park, within the next year. Mr. Duclos asked what iMesa is recommending in the area of Recker and Thomas in conjunction with the BLM land with development of this area. Ms. Moore answered that there are no plans at this time. Mr. Heirshberg also explained that we received a grant from the Arizona Sports and Tourism Authority to provide shade at 3 of our existing parks, Countryside, Skyline, and Red Mountain. Mr. Bulkley asked if there was any future planning in development of the Salt River right-a-ways. Mr. Heirshberg explained those all fall under the Transportation Department.
- iMesa: The Committee made a presentation to Council with a number of things that affect the PRCF, that they believe are worthwhile pursuing and those will continue to be reviewed.
- Spring Training: First game is March 4th. Currently there are 25 players already in the area practicing. Mr. Heirshberg explained he was going to Chicago with the Hohokam's to attend the Cubs Convention. Continue to move along with the planning of the new facilities.
- Foundation Update: Looking to put together a proposal for a memorial program through the foundation to have trees and benches placed into parks by families for a fee. Leslie

Clark, Management Assistant II is working on preparing the proposal and will keep the Board informed on its progress.

Reports on meetings and/or events attended by Board Members

Mr. Bulkley mentioned he had taken his grandchildren to the Golden Hills Park and they enjoyed themselves, especially the climbing walls.

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

The meeting was adjourned at 6:17 p.m.

Respectfully submitted,

Marc Heirshberg, CPRE
PRCF Department Director