

Parks and Recreation Board  
Meeting Minutes

The Parks and Recreation Board of the City of Mesa met in a regular meeting at Emerson Elementary School, 415 North Westwood, on February 9, 2005.

**Members Present:**

LeRoy Brady  
Robert Brinton  
John Dyer  
Russ Gillard  
Connie Gullatt-Whiteman  
Jeff Kirk  
Bernadine Mooney  
Walter "Bud" Page, Jr.  
David Peterson

**Staff Present:**

Mike Holste  
Terri Palmberg  
Kevin Petersen  
Diane Rogers  
Bob White  
Sherry Woodley

**Members Absent:**

Dina Lopez, excused  
John Storment, unexcused

The meeting was called to order at 4:30 p.m. by Robert Brinton, Chair.

**Approval of Minutes**

John Dyer said exceptions to Administration Regulation 5.1 were discussed at the December meeting and the minutes should reflect that discussion. He requested that his statement on page 4 read "He supports the proposed regulation that staff has flexibility to accommodate individual user needs."

Bud Page made a motion, David Peterson seconded, and it was unanimously carried to approve the minutes from the meeting of December 8, 2004, as amended.

**Public Comments**

Joseph Petrella, 625 South Westwood, addressed the Board concerning the lack of dog parks in Mesa. The only off-leash dog park, Quail Run, is in northeast Mesa and there is a need for such a park in west Mesa. He also expressed concern that having a dog off leash is a criminal offense rather than a civil offense.

**Fee Adjustments**

Sherry Woodley 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. Because the demand on the Division is greater than the public's ability to appropriate public funds, it is necessary to charge fees and pursue other supplementary revenues in order to attain some cost recovery, which will enable the Division to extend its resources to provide a wide variety of programs and events. Fees and charges are not intended to diminish the City's inherent responsibility to provide public open space, facilities, and general leisure opportunities. Rather, fees and charges will be viewed as a method to expand and continue to provide basic services on an equitable basis, especially during challenging economic times.

Fees and charges for parks and recreation services provide only one source of funding for the Division. Other sources include but are not limited to: general fund appropriations; quality of life

sales tax collections; grants in aid; special gifts; donations; contractual receipts; and impact and/or development fee revenues.

Ms. Woodley reviewed the four types of cost recovery programs that establish the basic premise for fees and charges (partial cost, direct cost, all costs, Valley market) and the City's philosophy of "no youth shall be kept from participating because of a fee" which is addressed by fee assistance, scholarships, refunds and credits, fee adjustments, and satisfaction guarantee.

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

A Parks and Recreation Board subcommittee consisting of LeRoy Brady, Connie Gullatt-Whiteman, and John Dyer met several times to review and recommend adjustments. Staff subcommittee representatives included Mike Holste, and Bob White, and Sherry Woodley.

Outlined below are the recommended adjustments to the current fees and charges. Attachment 1 is the Schedule of Fees and Charges, with proposed adjustments shown in red. It should be noted that Hohokam Stadium and golf and cemetery operations are not included as they have been assigned to the newly established Commercial Facilities Division.

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, and East Valley Special Olympics. In-kind support and grants totaled almost \$91,500 in FY03-04, with an increase expected in FY 04-05 (as of January, the fiscal midpoint, more than \$70,000 has been received). An increase to the fees for the six-week, Monday-Thursday program is recommended and should generate an additional \$6,500. This program, which helps the City to meet Federal ADA requirements, recovers approximately 50% of direct costs.

	<u>Current Fee</u>	<u>Proposed Fee</u>	<u>Proposed Range</u>
Summer camp, per person	\$225.00	\$250.00	\$5.00-450.00

Aquatics

The aquatics competitive program encompasses multiple sports, including swimming, diving, synchronized swimming, and water polo. Teams currently practice eight weeks, Monday-Thursday. Competition is held weekly with one dual meet and the City championship series encompassing 3-4 meets. The current recovery of direct costs is 53%. A fee increase of \$5 is recommended, which is well within the current range \$10-50, and will generate an additional \$13,000.

	<u>Current Fee</u>	<u>Proposed Fee</u>
Per person	\$35.00	\$40.00

The public swim program is held in the afternoons at all junior high pools and encompasses a majority of the daily operational hours, including special events. Approximately 35% of direct costs are recovered. A fee increase was implemented last year, which included differentiated fees for amenity pools and non-amenity pools. This year, an increase is recommended for amenity pools' public swim fees (non-amenity pools should remain at the current fee amount to avoid declining usage). Additional revenue from these fee increases is estimated to be \$10,000.

	<u>Current Fee</u>	<u>Proposed Fee</u>
Non-amenity pools (Carson, Fremont, Kino, Mesa, Powell, Poston, Rhodes, Taylor)		

Public swim youth	\$1.00	No change
Public swim adult	2.00	No change
Swim punch ticket	28.00	No change
Family pass	125.00	No change
Amenity pools (Brimhall, Shepherd, Stapley)		
Public swim youth	1.25	1.50
Public swim adult	2.50	3.00
Swim punch ticket	35.00	42.00
Family pass	160.00	190.00

A fee increase of \$2.00 is recommended for swimming lessons, which will result in an additional \$24,000 in revenue. Lessons are very popular and serve an important role in the community by offering affordable swimming instruction, which not only enhance well-being but also increase life safety and drowning avoidance. Swimming lessons recover 100% of direct and administrative costs.

	<u>Current Fee</u>	<u>Proposed Fee</u>
Per person, two week session	\$16.00	\$18.00

Parks Ramada Fees

A proposed \$3.00 per ramada per hour increase has been recommended, and this is well within the range of \$5.00-60.00 currently in place. The additional charges are estimated to generate approximately \$7,600 in new revenue. Ramada rentals recover 88% of direct costs.

Miscellaneous Field Fees

The cost for field supervision per hour, per employee is recommended to increase from \$16 per hour to \$17 per hour in order to help meet increased staffing costs. Field supervisors are City employees who monitor the use of ball fields, softball, and miscellaneous baseball facilities during league and/or tournament play. Estimated additional revenue is \$1,000.

	<u>Current Fee</u>	<u>Proposed Fee</u>
Field supervision per hour/per employee	\$16.00	\$17.00

Mike Holste presented the following fee adjustment recommendations.

Recreation Centers/Gymnasiums

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 pays half the costs for maintaining and repairing the facilities as required by the intergovernmental agreement. Jefferson and Webster offer a variety of programs and services, including youth sports leagues and tournaments, special events, adult sports, fitness classes, open gym, and equipment rental. Each center has a gymnasium and classroom available to rent. The gyms at the two centers have synthetic floors, which are suitable for multi-purpose use. Cost recovery is approximately 10-15% because the majority of youth programs are free. Adjustments to fees were implemented last year and a small overall increase is recommended this year, which should result in an additional \$2,000 in revenue.

	<u>Current Fee</u>	<u>Proposed Fee</u>
Gym use		
main court, first hour	\$80.00	\$84.00
main court, each add'l hour	40.00	42.00
side court, first hour	40.00	42.00
side court, each add'l hour	20.00	21.00
Scoreboard operator/per hour	16.00	17.00
Recreation leader/per hour	16.00	17.00

#### Red Mountain Multigenerational Center

Fees at Red Mountain were raised almost across the board last year so few increases are recommended this year as the facility is competitive with Valley market pricing. The recommended fee adjustments are to the climbing wall and extended use fees. It is proposed that a \$50 per hour extended use fee be levied to clients who use the facility beyond their contracted hours, before or after normal hours of operation, and on holidays. The climbing wall fee adjustment will bring in an additional \$200 in revenue, and the amount generated by the extended use rate will be approximately \$800.

	<u>Current Fee</u>	<u>Proposed Fee</u>
Climbing wall		
Group use	\$70.00	\$75.00
Use per hour	25.00	30.00
Extended use per hour beyond permit hours	None	50.00

#### Sports Field Use

Various levels of preparation are required for sports fields (softball, baseball, flag football, soccer); therefore, it is recommended that fee ranges be implemented. These changes will enable participants to determine the level of field preparation that is needed for their particular event and will allow them to do some of the prep work themselves at a lesser cost. There is no increase in estimated revenue for this adjustment.

	<u>Current Fee</u>	<u>Proposed Fee</u>
Field preparation per field	\$75.00	\$15.00-90.00
Partial prep (drag and dust control)	30.00	15.00-40.00

#### 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. Mesa's goal is to remain competitive with other cities in its fees and charges while achieving total cost recovery. In FY04-05, fees were raised substantially for all six sports, which resulted in some drop-off in registration. However, staff believes that an adjustment this year is necessary to work toward the goal of total cost recovery. Adjustments recommended should result in \$30,000 additional revenue, with impact on registration and participation to be monitored.

	<u>Current Fee</u>	<u>Proposed Fee</u>	<u>Proposed Range</u>
Baseball - Adult			
2 games/week/per team	\$1,250.00	No change	\$1,250.00-1,500.00
Basketball - Adult			375.00-600.00
1 game/week/per team	375.00	\$395.00	
2 games/week/per team	480.00	505.00	
3 on 3/per team	Not offered	100.00-300.00	
Flag Football - Adult			395.00-500.00
1 game/week/per team	395.00	415.00	
Soccer - Adult			495.00-600.00
1 game/week/per team	495.00	520.00	

	<u>Current Fee</u>	<u>Proposed Fee</u>	<u>Proposed Range</u>
Softball - Adult			270.00-600.00
1 game/week/per team	270.00	285.00	
2 games/week/per team	400.00	420.00	
Volleyball (Indoor) - Adult	225.00	240.00	225.00-400.00

Tennis/Volleyball

The Gene Autry Sports Complex (GASC) provides a wide range of tennis and beach volleyball opportunities. Programs include tennis lessons (adult/junior), court rentals, drop-in tennis, ball machine rental, pro court rental, volleyball ramada rentals, and drop-in beach volleyball. GASC recovers approximately 72% of direct costs and the recommended fee adjustments will contribute to cost recovery efforts. New revenues for these changes are estimated at: tennis instruction, \$2,750; tournaments, \$2,150; leagues, \$2,080; and beach volleyball leagues, \$650. The total impact of these fees will be \$7,630 in additional revenue.

	<u>Current Fee</u>	<u>Proposed Fee</u>	<u>Proposed Range</u>
Tennis instruction			\$6.00-12.00
Adults	\$6.50	\$7.00	
Juniors	6.00	6.50	
Drop-in tennis - per person			2.50-5.00
Daytime	2.50	No change	
Evening (after 6 pm)	3.00	No change	
Tournaments			
USTA Singles per person	\$20.00-35.00	\$20.00-40.00	13.00-50.00
USTA Doubles per person	10.00-17.00	13.00-20.00	13.00-50.00
Leagues	15.00-41.00		15.00-75.00
Volleyball (beach)			
Court use (per court, 90 min)	8.00	No change	8.00-15.00
League fees, 2s/team	60.00	70.00	60.00-140.00
League fees, 4s and 6s/team	80.00	90.00	60.00-120.00
Drop-in program per person	2.50	No change	2.50-5.00
Ramada use/hour (2 hour min.)	10.00	No change	10.00-20.00

T-Shirt Fees

Due to recent Council direction about the inclusion of costs for t-shirts in program and registration fees, staff will create a system to account for purchase of t-shirts. Shirts are used in a variety of programs for staff and volunteer identification, enhanced safety in identifying and monitoring participants, and as awards for tournaments and league play. The proposed range of \$5-20 allows for flexibility in the type and style of shirt to be purchased. T-shirt fees will be completely recovered.

Ms. Woodley reported that the FY05-06 Division operating budget is projected at \$20.7 million with projected revenue associated with fees and charges anticipated at \$2.7 million. The proposed increased fees and charges are projected to generate an additional \$102,700 which represents approximately 4% increase. This increased percentage offset is in keeping with the Parks and Recreation Division Strategic Plan goal of revenue offsetting 30% of total operations budget by FY07-08.

Mr. Dyer asked how t-shirts are used in division programs.

Ms. Woodley replied that t-shirts are used for identification in aquatics, volunteer, and children's programs.

Ms. Palmberg said many program fees already accommodate the cost of t-shirts; the costs will be separated accordingly. Staff is comfortable that City Council's direction can be implemented appropriately. The purchase of t-shirts has already been significantly reduced. The annual cost is about \$60,000, and \$30,000 of that is recovered. T-shirt cost will now be recovered in direct fees or through sponsorships for recreation programs that do not recover full costs.

Mr. Brinton asked if having t-shirts would be an option in programs that are not already charged.

Ms. Palmberg replied in the affirmative and said the cross country program would be an example of optional t-shirts. The City will still cover the cost of t-shirts for volunteers and programs that recover costs.

Mr. Peterson said he believes it is critical that volunteers receive shirts. Many volunteers are high school students giving 200+ hours of service, and the City should provide the shirts.

Ms. Palmberg said in youth program areas, volunteers pay for their shirts as part of program fees when fees are charged. City staff supervises, trains, rewards, and recognizes volunteers; the fee for t-shirts helps offset the costs. It is a program within a program.

Connie Gullatt-Whiteman, a member of the fees and charges subcommittee, expressed her appreciation for the way staff worked with the subcommittee, explaining the process and allowing subcommittee members to provide input.

LeRoy Brady made a motion, Connie Gullatt-Whiteman 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.

### **Revised Aquatics Plan**

Ms. Palmberg presented an update on the status of the Indoor Aquatic Center and the alternative approach that was recently presented to City Council. The alternative approach consists of redirecting Indoor Aquatic Center funds to 1) construction of a new outdoor competitive aquatic facility, 2) major renovation of five existing and aging aquatics facilities, and 3) construction of a new family aquatic center at Smith Junior High.

The Mesa Convention and Visitors Bureau and Chamber of Commerce will be conducting an economic impact evaluation of the outdoor facility locations, specifically at downtown sites. Also, on February 16, 2005, a joint meeting will be held with the City Council and Mesa Public Schools Board. The meeting will be held at Carson Junior High and include a tour of the pool and the sports field renovation. Engineering will be contracting with Versar to develop cost information for the alternatives.

Mr. Gillard asked about operating expenses.

Ms. Palmberg replied that the renovated pools will increase operating expenses about \$30,000 a year per site.

Mr. Page asked if Carson would be a new construction.

Ms. Palmberg replied in the affirmative and said that Carson could be operated this summer with patch work and the new facility could be ready for use next summer. Mesa Public Schools has land available adjacent to the existing site that can accommodate the Brimhall footprint.

Mr. Brinton said he was present at the City Council meeting at which the aquatics report was discussed. He also distributed a plot plan given to him by Mesa Community College (MCC) indicating MCC's vision for a campus in downtown Mesa. The plan includes an aquatic center with a therapy pool. Mr. Brinton has explained to MCC the City of Mesa's current evaluation process.

Mr. Gillard said he also attended the City Council Study Session. He believes that the sooner the Board forwards a recommendation to Council, the sooner Council will commit to a project.

Ms. Palmberg said she and staff recently conducted a tour for Councilmember Thom of Carson, Kino, and Poston pools. Ms. Palmberg also suggested that Board members get feedback from people they interact with related to aquatic facility needs in Mesa.

Mr. Peterson asked about the timing for information to be sent to the Board.

Ms. Palmberg said information will be available after the contract with Versar is signed.

After further discussion, it was the consensus of the Board that the March Board meeting be held the evening of March 8, 2005. The meeting will be a public meeting to solicit feedback from residents concerning the proposed aquatics plan.

### **Meetings and/or Events Attended**

Due to time constraints, no reports given.

### **Director's Report**

Bob White thanked Mark Bankhead, Principal at Emerson Elementary, for hosting the Parks Board meeting. He then presented the following information:

The Division's budget process deadline is February 11; the department deadline is February 18. Budget reports will be presented to the Board as the information becomes available.

The Division's restructuring process is underway. The Assistant Director recruitment has closed. Applications are being reviewed by Human Resources; the target date for the first round of interviews is the first week of March.

At 6 pm at Emerson Elementary School, staff will be conducting a meeting to gather public input on the design of Beverly Park. The Board will be kept apprised on the development of this park.

The Mesa 2025: Financing the Future citizens committee is also seeking public input concerning Mesa's financial future. Board members were encouraged to provide feedback to the committee immediately following conclusion of the Board meeting.

There being no further business to come before the Board, the meeting adjourned at 5:45 p.m.

Respectfully submitted,

Bob White  
Parks and Recreation Director