

## **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 18, 2015.

### Members Present:

John Duclos  
Matt Erickson  
Jaime Glasser  
Jennifer Madsen  
Wayne Manske  
Bert Millett  
Justin Murdock  
Kathleen Rahn  
Josh Todd

### Staff Present:

Aimee Manis  
Erik Ostlund  
Michael Holste  
Leslie Clark  
Jodi Alexander  
Darla Armfield  
Mark Foote  
Tammy Davenport

### Members Absent:

Kent Bulkley

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

Ms. Madsen asked Jaime Glasser a new Parks and Recreation Board member to introduce herself. Ms. Glasser is a downtown artist and activist, currently on the Board for the Mesa Urban Garden and looking forward to helping the Board.

### **Approval of Minutes**

Ms. Madsen asked if there was a motion for approval of the minutes from the September 9, 2015 Parks Board meeting. Kathleen Rahn made a motion to approve, Justin Murdock seconded, and it was unanimously carried to approve the minutes.

**Public Comments – None**

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

Marc Heirshberg explained that every year our Fees and Charges are reviewed, staff surveys neighboring communities to stay comparable and he 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. The following fee changes were proposed; Recreation Division: Verbiage changes only; Commercial Division, adjustments in fee ranges, mostly in the Convention Center which have not had adjustments in several years.

Ms. Madsen closed the discussion, it was recommended that the Board by-pass appointing a sub-committee and that the changes be approved to move forward. Ms. Jaime Glasser made a motion, Mr. Wayne Manske seconded, and it was unanimously carried that the Board recommend that the Fees and Charges Schedule be sent to the Audit, Finance and Enterprise Committee.

### **Report on Aquatics**

Mr. Michael Holste stated that the City of Mesa Parks and Recreation have a great aquatics team, one of the top rated aquatics programs in the country and have won several awards. Mr. Holste shared that Leslie Clark is now the Recreation Administrator over the aquatics area. Mr.

Holste introduced Darla Armfield, Recreation Supervisor over the aquatics area, she introduced Mark Foote, Recreation Coordinator, who has been in the aquatics program for 16 years and Jodi Alexander, Recreation Programmer, who has also been with the aquatics program for 16 years. The aquatics team gave a Presentation on the history of Aquatics in the City of Mesa. Mr. Mark Foote shared with the Board that at all pools 2015 summer attendance equaled 130,000 visits, which does not include lessons, teams or clubs. The new Mesa High Aquatics Complex had the highest attendance. Total public swim generated a revenue of \$395,062 with a total attendance of 130,232. Total revenue generated by lessons and teams was \$435,158. Skyline, Stapley and Rhodes pools were extended an extra two weeks and Mesa Aquatics Complex was extended and extra week with an additional revenue of \$19,000. Reservation revenue generated for FY14/15 was \$253,232.

Ms. Jodi Alexander shared information regarding the Making Waves Program which provides lessons to those that qualify under the “free lunch” program at Mesa Public Schools. This summer over 400 lessons were provided. Corporate partners are SRP, Mesa HoHoKams and Mesa Parks Foundation. This year a Life Jacket Program was added to provide an additional layer of protection and education for all guests at Mesa Pools, Allstate Insurance partnered with the aquatics team to raise \$9,600 to purchase the life jackets.

Mr. Foote explained that the Jr. Guard program is a one on one ratio with lifeguards, they volunteer at the pools to assist with lessons and other activities at the pool, in-kind equivalency is \$330,000 savings to the City.

Large national competitive events are also an essential part of what the aquatics team handles throughout the year, this last year City of Mesa Aquatics complexes held the following meets: US Synchro National, Arena Pro Series, Rocktoberfest – a US Water Polo Event, and the Citrus Classic – College Winter Training. Our pools have also been used as locations for commercials, such as a national Under Armour commercial with Michael Phelps.

Aquatics also hosts a number of Councilmember events, Boy Scout Merit badge events, family special events and events with Police and Fire.

### **Director’s Comments**

- City Department restructuring: Due a retirement in Facilities Maintenance City Management have combined Facilities Maintenance with Parks, Recreation and Commercial Facilities to create a new Department called Parks, Recreation and Community Facilities and Mr. Heirshberg will be the Director for both areas.
- The HoHoKam’s presented \$3,000 to Making Waves and \$3,000 to Youth Sports.
- Bond Reallocations: A reallocation plan is currently in place and projects are moving forward. Pioneer, Greenfield, Eagles Park design process will begin and Fiesta Sports Park and Kleinman Park improvements will move together simultaneously through construction. Next neighborhood meeting for Eagles Park will be on January 14, 2016. Signal Butte and Elliott will move simultaneously with the Waste Water Treatment Plant.
- Proposed Mesa Sports Complex: Mr. Heirshberg asked Mr. Josh Todd, Boardmember and Visit Mesa Sports Director to provide the Board with a handout that was used at a sports tourism conference that Mr. Heirshberg and Mr. Todd attended in Las Vegas. A presentation will go to Council at their December 8<sup>th</sup> Study Session. Mr. Todd will be the contact for the any questions the Board may have.
- Future Parks and Recreation Board Appointments: Mr. Heirshberg stated that the Parks and Recreation Board is one of the largest Boards in the City. When you have a larger Board you have a harder time ensuring that you have a quorum for each meeting. One of the ideas would be to allow the two positions that will become vacant in July to stay vacant and the Board would move from 11 members to 9 members. Mr. Heirshberg asked the Board for their comments. It was determined that the Board will stay at 11

Board members. Discussion was held regarding the timeline of the meetings being held bi-monthly and a possible change of months happening.

- Mr. Heirshberg suggested that the Mesa Parks Foundation give a presentation at the January Board meeting.

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

Mr. Todd attended several conventions representing Mesa and the Water Polo event held at Kino.

Ms. Glasser attended the Mesa Leadership meetings completed a ride-along with Mesa Parks Rangers.

Mr. Millet attended the Mesa Sprint Triathlon which had approximately 600 registrants and raised approximately \$14,000.

Ms. Rahn volunteered at the Mesa Sprint Triathlon and attended the Red Mountain Center.

Mr. Erickson attended Celebrate Mesa and Camp Carley with the Adaptive program.

Mr. Murdock attended the Mesa Print Triathlon and Celebrate Mesa.

Ms. Madsen attended Celebrate Mesa and Riverview.

The meeting was adjourned at 6:35 p.m.

Respectfully submitted,

Marc Heirshberg, CPRE  
PRCF Department Director