

**City of Mesa
Parks and Recreation Advisory Board
Minutes**

DATE: Wednesday, November 9, 2022
TIME: 5:00 PM
LOCATION: 708 W Baseline Road Bldg. #4, Board Room, Mesa, AZ

Pursuant to A.R.S. § 38-431.02, notice is hereby given that the Mesa Parks and Recreation Advisory Board will hold a meeting open to the public at the date and time above.

BOARD MEMBERS: Chair Jacob Martinez; Vice-Chair Troy Campbell; Board Members Nina Fader; Robert Ingram; Brent Maldonado; Orchidia Peterson; Amelia Romney; Nycole Leyba; Michelle Streeter and Jeff Rush

1. CALL TO ORDER

Meeting called to order at 5:04pm by Chair Jacob Martinez, second by Vice-Chair Troy Campbell

2. ROLL CALL

Present: Chair Jacob Martinez, Vice-Chair Troy Campbell, Michelle Streeter, Nina Fader, Brent Maldonado, Jeff Rush, Nycole Leyba, Orchidia Peterson, Robert Ingram, Amelia Romney

Absent: None

3. INTRODUCTION OF NEW ADVISORY BOARD MEMBERS – JEFF RUSH AND MICHELLE STREETER

Director Moore introduced two new Board members Jeff Rush, and Michelle Streeter.

Michelle Streeter works for Visit Mesa as their Chief Communications Officer. Visit Mesa is the contracted destination marketing organization for the City of Mesa. In addition to be the CCO, Michelle handles media relations, publications and visitor marketing.

Jeff Rush has been a citizen of Mesa for 50 plus years, and has partaken in the use of city parks, been a coach, student advocate, enjoys to run and mountain bike in and around Mesa.

4. APPROVAL OF THE MINUTES

Approval of the Regular Meeting Minutes from September 14, 2022:

Nycole Leyba motioned to approve Regular Meeting Minutes, Robert Ingram seconded motion.

Upon tabulation of votes, it showed:

AYES: Jacob Martinez, Troy Campbell, Michelle Streeter, Nina Fader, Brent Maldonado, Jeff Rush, Nycole Leyba, Orchidia Peterson, Robert Ingram, Amelia Romney

NAYES: None

Absent: None

5. ACKNOWLEDGE RECEIPT AND APPROVE MINUTES FROM THE FEES AND CHARGES SUBCOMMITTEE MEETING ON OCTOBER 19, 2022

Nycole Leyba motioned to approve Subcommittee Minutes; Brent Maldonado seconded.

Upon tabulation of votes, it showed:

AYES: Jacob Martinez, Troy Campbell, Michelle Streeter, Nina Fader, Brent Maldonado, Jeff Rush, Nycole Leyba, Orchidia Peterson, Robert Ingram, Amelia Romney

NAYES: None

Absent: None

6. OPEN A PUBLIC HEARING FOR DISCUSSION ON THE PARKS AND RECREATION FEES AND CHARGES SCHEDULE FOR FY 2023-24

Vice-Chair Tray Campbell motioned to open a public hearing for discussion on the Parks and Recreation Fees and Charges schedule for FY 2023-24, Nina Fader seconded motion.

Tammy Davenport gave an overview of the changes to the Fees and Charges Schedule for FY 2023-24.

Director Moore stated that the changes will be presented to the Audit, Finance, and Enterprise City Council Committee on December 1, 2022, with the staff and Parks Board recommendations.

Chair Jacob Martinez provided an overview of the discussion related to the possibility of reducing camp fees that was had in the Subcommittee meeting in October and opened the floor for any public comments.

Genessee Montes is the Principal of Jefferson Elementary for Mesa Public Schools. Ms. Montes stated that ninety-five percent of the participants who utilize the after-school program at Jefferson Recreation Center pay the monthly fee to attend. Ms. Montes stated that Jefferson Elementary has a high Title One population, which means that eighty percent of the community makes no more than \$47,000 a year for a household of four. The summer camp fee at Jefferson Recreation jumps to \$100 a week which she feels is cost prohibitive. Ms. Montes took advantage of the Governor Ducey program to cover the fee and give more opportunity to the Jefferson Elementary community to attend summer camp.

Phil Austin spoke in favor of reducing fees for summer programs offered by the City of Mesa. Mr. Austin stated that the City's role is to provide services to the citizens of Mesa. Mr. Austin started a summer STEAM program with the East Valley Hispanic Chamber of Commerce through Mesa Counts on College. It is free of charge and has had positive impacts on the community.

Lorena Austin spoke in favor of lowering the cost of summer programs. There are a lot of families looking for high quality programs for their children. Ms. Austin continued by saying that lowering the cost will impact the community in positive way.

7. CLOSE A PUBLIC HEARING FOR DISCUSSION ON THE PARKS AND RECREATION FEES AND CHARGES SCHEDULE FOR FY 2023-24

Vice-Chair Troy Campbell motioned to close public hearing; Nycole Leyba seconded the motion.

Upon tabulation of votes, it showed:

AYES: Jacob Martinez, Troy Campbell, Michelle Streeter, Nina Fader, Brent Maldonado, Jeff Rush, Nycole Leyba, Orchidia Peterson, Robert Ingram, Amelia Romney

NAYES: None

Absent: None

8. TAKE ACTION TO MAKE A RECOMMENDATION ON THE PARKS AND RECREATION FEE AND CHARGES SCHEDULE FOR FY2023-24

Vice-Chair Troy Campbell asked if the Fees and Charges Subcommittee could give a brief overview of the discussion had in the subcommittee meeting.

Board Member Nycole Leyba stated that she did not recommend the fee and charges because she wants to lower the cost of summer camps. Ms. Leyba stated that it would be difficult for families to go from paying \$40 bucks a month to \$400 a month for summer camps. Ms. Leyba stated that she read an article that stated the top three benefits of summer camps are a safe place, socialization, and physical health. Ms. Leyba stated that she recommends the City look at how summer camp cost can be lowered.

Board Member Robert Ingram stated that we are living in extraordinary times right now. Mr. Ingram asked if the cost could be lowered for one year or until the economy settles down.

Board Member Brent Maldonado stated that City Council has indicated they want to see programs have cost recovery and to expand. Mr. Maldonado stated that the focus should be on marketing the scholarship programs available to the citizens of Mesa.

Board Member Michelle Streeter asked if attendance for summer camps waived because of the price? Director Moore stated attendance varies by site but as a whole attendance was at eighty-one percent capacity between all summer camps. Ms. Streeter continued on to agree with Board Member Maldonado on improving the marketing of the scholarships available to the citizens of Mesa.

Vice-Chair Troy Campbell agreed that marketing could be better. He also stated that some families won't have the confidence to ask for help once they see the price of the camp without the help of fee assistance or scholarships.

Board Member Nina Fader asked if there could be a type of summer camp package for families who have multiple children attending the summer programs. Ms. Fader asked if fees could be increased in different areas to offset the cost of summer camps.

Chair Jacob Martinez stated that even though attendance is not suffering, there is still a large amount of the population not able to partake in the summer programs. Chair Martinez asked to expand the program offerings to the lower income families.

Board Member Streeter stated that if you lower fees that it can impact staffing levels and overhead costs. Board Member Streeter asked if there is more staff during the Summer than during the school year for programs. Director Moore answered yes, the City hires more staff to help run the summer programs.

Board Member Orchidia Peterson stated that she used to run summer camps and emphasized the importance of the staff to child ratio. Ms. Peterson stated that if fees are lowered the quality of camp can suffer.

Board Member Michelle Streeter asked if there could be changes in fees for residents in specific areas. Board Member Amelia Romney asked about adding a description in the marketing materials to show the lowest possible fee of a summer program. Director Moore stated that the fees and charges schedule allows for fee assistance to be available for various programs based on qualification for assistance. She also stated that more info can be included in marketing materials about assistance availability. City Attorney, Alfred Smith, stated that State Statutes require that a tangible item or service be provided for the associated fee, that the fee is at a set amount with clear definitions, and that there is not a fee without an associated program or service just tacked on to a registration as a required contribution.

Board Member Jeff Rush asked if summer camps are subsidized. Director Moore answered yes, the City's General Fund does cover the costs that are not recovered through the camp fees.

Chair Martinez asked if we focused on sustainability or accessibility? Chair Martinez asked if there is money going directly to the department and summer camps from the Mesa Parks Foundation. Director Moore answered that the Foundation does provide funding for the City's camps.

Vice-Chair Campbell had to leave the board meeting at 6:12pm due to a family emergency.

Board Member Robert Ingram asked how much money the Mesa Parks Foundation provides to the department. Director Moore stated that it varies year by year.

Board Member Brent Maldonado motioned to adopt the changes to the PRCF Fees and Charges schedule for 2023-24 as presented by staff. Board Member Michelle Streeter seconded.

Upon tabulation of votes, it showed:

AYES: Michelle Streeter, Brent Maldonado, Jeff Rush, Orchidia Peterson, Amelia Romney

NAYES: Jacob Martinez, Nina Fader, Nycole Leyba, Robert Ingram

Absent: Vice-Chair Troy Campbell

9. OVERVIEW OF THE FOUNDATION FOR MESA PARKS AND RECREATION ACTIVITIES

Bert Millett gave a brief overview of The Foundation for Mesa Parks and Recreation's activities. The primary fundraiser is the Mesa Triathlon that raises about \$20,000. The proceeds go toward helping to fund various programs throughout the Parks Department.

10. PUBLIC COMMENTS

No public comment

11. DIVISION UPDATES – Planning & Operations, Recreation, Commercial

Brandon Erno gave updates on planning and operations. We are starting Phase II development of Signal Butte Park. Lehi Sports Park will have a ribbon cutting on December 3, 2022. The Eastmark Great Park Phase IV area is partially open. Monterey Park and Red Mountain Park Expansions are on schedule.

Luis Ruiz gave updates on Commercial Facilities. Special events office positions are almost all filled. The City Council has been briefed on the new special events process. The Historic Post Office, The Post, is slated to open as a new event venue in April 2023. The Mesa Cemetery is actively selling plots in the new Serenity section.

Aimee Manis gave updates on Recreation programs. Pumpkin Splash saw 668 registrants between 2 sites. Webster Recreation Center held their Fall Festival with over 400 in attendance. Jefferson Fall Festival will be November 18, 2022. Registration numbers are currently thirteen percent higher than last year. Youth Sports flag football has begun and jerseys and flags are being supplied through a partnership with the NFL. After school programs are at capacity and doing well.

12. DIRECTOR'S UPDATES

-The Tree Planting Volunteer Event at the Mesa Cemetery is on November 19, 2022, 8:00am-10:00am

13. REPORTS OF MEETINGS OR EVENTS ATTENDED

No reports of meetings or events attended.

14. NEXT MEETING

The next meeting will be held on January 11, 2023.

15. ADJOURNMENT

Board Member Robert Ingram motioned to end meeting; Board Member Orchidia Peterson seconded the motion.

The meeting adjourned at 6:45 pm.



ACCESSIBILITY: The City of Mesa is committed to making its public meetings accessible to persons with disabilities. For special accommodations, please contact the Board Liaison at 480-644-2269 or AZRelay 7-1-1 at least 48 hours in advance of the meeting. Si necesita asistencia o traducción en español, favor de llamar al menos 48 horas antes de la reunión al 480.644.5290.