

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

DATE: Wednesday, November 8, 2023
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 Troy Campbell; Vice-Chair Robert Ingram; Board Members Nina Fader; Jacob Martinez; Brent Maldonado; Orchidia Peterson; Amelia Romney; Melanie Narish; Michelle Streeter; Benjamin Manning and Jeff Rush

1. CALL TO ORDER

Chair Campbell, participating remotely via Teams, called the meeting to order at 5:00 PM.

2. ROLL CALL

BOARD MEMBERS PRESENT: Chairperson- Troy Campbell via Teams, Vice-chair- Robert Ingram, Board members: Benjamin Manning, Brent Maldonado, Nina Fader, Melanie Narish, Jeff Rush, Michelle Streeter, Orchidia Peterson, Jacob Martinez

BOARD MEMBER ABSENT: Board Member Ameila Romney-Excused

3. APPROVAL OF THE MINUTES

Vice-chair Robert Ingram motioned to approve the September 13, 2023, meeting minutes. It was seconded by Member Rush.

Upon tabulation of votes, it showed:

AYES: Troy Campbell, Nina Fader, Robert Ingram, Brent Maldonado, Benjamin Manning, Jacob Martinez, Melanie Narish, Jeff Rush, Orchidia Peterson and Michelle Streeter

NAYES: None

ABSENT: Amelia Romney- Excused Absent

4. ACKNOWLEDGE RECEIPT AND APPROVE MINUTES FROM THE FEES AND CHARGES SUBCOMMITTEE MEETING ON OCTOBER 3, 2023

Board Member Jacob Martinez motioned to approve the minutes from the Fees and Charges Subcommittee that was held on October 3, 2023. It was seconded by Vice-chair Robert Ingram.

Upon tabulation of votes, it showed:

AYES: Troy Campbell, Nina Fader, Robert Ingram, Brent Maldonado, Benjamin Manning, Jacob Martinez, Melanie Narish, Jeff Rush, Orchidia Peterson and Michelle Streeter

NAYES: None

ABSENT: Amelia Romney- Excused Absent

5. OPEN A PUBLIC HEARING FOR DISCUSSION ON THE PARKS AND RECREATION FEES AND CHARGES SCHEDULE FOR FY 2023-2024 and FY 2024-25

Board Member Brent Maldonado motioned to open a public hearing to discuss the Parks and Recreation Fees and Charges Schedule for the FY 2023-2024 and FY 2024-2025. It was seconded by Member Orchidia Peterson.

Upon tabulation of votes, it showed:

AYES: Troy Campbell, Nina Fader, Robert Ingram, Brent Maldonado, Benjamin Manning, Jacob Martinez, Melanie Narish, Jeff Rush, Orchidia Peterson and Michelle Streeter

NAYES: None

ABSENT: Amelia Romney- Excused Absent

Director Moore went through the changes that are proposed for the FY 2023-2024 and FY 2024-2025 Fees and Charges Schedule. The revisions will be sent to Council for consideration of approval.

Member Rush asked whether the golf fees have been compared to other courses. Director Moore stated that Paradigm has the discretion to set their fees which are based on the season. Their fees are similar to surrounding golf courses.

Member Rush also asked if Mesa High Schools are charged for the use of the City's sports fields. Director Moore responded that they are, but that they are typically only used for occasional tournaments.

Member Peterson asked if Mesa Public Schools are able to rent out The Post like they do the Convention Center, Director Moore responded that they are. Vice-chair Ingram asked if they pay the same as everyone else does. Moore explained that they would pay the same City fee structure as all of our other partners.

Vice-chair Ingram asked how much we charge for food trucks for Celebrate Mesa. Chair Campbell asked if there is a set fee to be present and or if the City charges a percentage of sales for the food trucks to participate. Director Moore confirmed that the City charges a flat fee for participation, not a percentage of sales. Haylie Smith indicated that the fee is \$175 to participate in the Celebrate Mesa event.

Director Moore indicated that the rental rates for The Post will be discounted for this first year of operations. Member Rush asked if The Post discounts will apply if people are scheduling a year or more out. Director Moore stated that they just started the discounted rate this week to build use of the space so an end date for the discounts has not been set yet.

Member Fader asked if youth sports teams need to pay for field usage and if the fees have discounts given to low income-based teams. Director Moore replied that they are charged for field preparation, field usage, and a site supervisor. She also stated that no low-income discounts are given. The range in fees covers the discounted fees that are charged to teams who become youth sports partners, formerly called CYGs for Community Youth Groups,

which are based on teams that have 80% or more participants and are Mesa residents. Member Martinez asked if there were any scholarship programs for field rentals. Director Moore stated these field rates are already highly subsidized and that individual teams are responsible for helping their team members if they need financial assistance to participate. The scholarships that the City offers apply to the City's youth sports programs.

Member Rush asked if food trucks at Pioneer Park pay the same whether they are in the street or in the park. Director Moore said that if the food truck is there with a ramada rental then the fee structure is the same regardless of where they park. If the food truck is there with AZ Festivals then there is a contract between the City and AZ Festivals and AZ Festivals has the discretion to charge for food truck participation. If the food truck is there for Celebrate Mesa, then they are charged a fee to participate.

6. CLOSE A PUBLIC HEARING FOR DISCUSSION ON THE PARKS AND RECREATION FEES AND CHARGES SCHEDULE FOR FY 2023-2024 and FY 2024-25

After review of the staff recommendation and discussion by the Board, Member Rush motioned to close public hearing for the discussion of Parks and Recreation Fees and Charges Scheduled for FY 2023-2024 and FY 2024-2025. It was seconded by Vice-chair Ingram.

Upon tabulation of votes, it showed:

AYES: Troy Campbell, Nina Fader, Robert Ingram, Brent Maldonado, Benjamin Manning, Jacob Martinez, Melanie Narish, Jeff Rush, Orchidia Peterson and Michelle Streeter

NAYES: None

ABSENT: Amelia Romney- Excused Absent

7. TAKE ACTION TO MAKE A RECOMMENDATION ON THE PARKS AND RECREATION FEE AND CHARGES SCHEDULE FOR FY 2023-2024 and FY 2024-25

Member Rush motioned to recommend to Council approval of the Parks and Recreation Fees and Charges Scheduled for FY 2023-2024 and FY 2024-2025. It was seconded by Member Manning.

Upon tabulation of votes, it showed:

AYES: Troy Campbell, Nina Fader, Robert Ingram, Brent Maldonado, Benjamin Manning, Jacob Martinez, Melanie Narish, Jeff Rush, Orchidia Peterson and Michelle Streeter

NAYES: None

ABSENT: Amelia Romney- Excused Absent

8. PUBLIC COMMENTS

No public comments were received.

9. CONVENTION CENTER-AMPHITHEATRE PRESENTATION

Vanessa Gonzalez- PRCF Venue Operations Manager, Jose Ramirez- Events and Operations Supervisor, Tanner Johnson- Assistant Box Office Supervisor

Overview of Convention Center-Amphitheatre-The Post

Vanessa started the presentation with an overview of the Convention Center, Amphitheatre and The Post. The Convention Center is around 50,000 sq ft of meeting area and has almost a 19,000 sq ft exhibit hall that is adjacent to the Delta Hotel. The outdoor Amphitheatre can hold 5,000 people, ranging from a small gathering to large community festivals. They host approximately 300 functions annually, including 29 concerts per year. The Post has received a lot of interest after the opening reception. We already have about 25 dates on hold.

Jose described his staff as 4 sections. He has event coordinators, facility maintenance, landscaping and an operations department that makes all the events a reality.

Tanner is responsible for ticketing and revenue for all shows.

Vanessa and Jose showcased and explained how events happen at the Convention Center, the Amphitheater, and The Post from start to finish.

Vanessa showed a chart of revenue from FY 2016 to present day for the Convention Center and Amphitheatre. The revenue has more than doubled in that period.

Vanessa talked about the future of these spaces. They recently added The Post to their portfolio. They are putting together a Request for Proposal (RFP) to expand and update the Convention Center that was built in 1978. We hope to increase space, make some physical improvements, and modernize and improve connectivity in the facilities. She mentioned a Memorandum of Understanding (MOU) between the Convention Center, Delta Hotel and Visit Mesa which outlines our work together for facilities bookings that benefit the downtown Mesa area.

Member Rush stated that he attended a function and was wondering if the connection to the hotel will have a climate-controlled pedestrian path in the future. Vanessa responded that it will be discussed in the upcoming RFP.

Member Streeter asked if we are going to let downtown Mesa restaurants be approved vendors for The Post. Vanessa stated that meeting organizers can bring in any outside vendors.

Member Narish asked if there will be discounts for these restaurants to cater at The Post. Vanessa said that it is not part of our fee structure.

Chair Campbell stated that he appreciated the performance at the Amphitheatre that he attended with his daughter.

Member Fader asked if promotions for Amp events include posting about other things to do in the area. Vanessa stated that we are sending out a note that explains what to expect for the upcoming event. Member Fader asked if businesses in the area know when concerts or events are happening. Vanessa replied that they receive a calendar of upcoming events.

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

Aimee Manis- Deputy Director of Recreation

Deputy Director Manis stated the Pumpkin Splash was very well attended and a big success. They had 2 locations and gave out over 700 pumpkins.

The State High School Varsity Swim & Dive Championships were hosted at Skyline Aquatic Center with over 18,000 in attendance.

The Mesa Public Schools Varsity Swim Meet, which was sponsored by Mesa Hohokams and held at Kino Aquatic Center, had over 2,000 people in attendance.

The Adaptive program had over 600 participants in September and October. They hosted 2 Halloween events which included Spooky Game Night and Halloween Bash /Dance which was co-sponsored by City of Chandler. Mesa also hosted the Special Olympics (SOAZ) where they held the swimming portion at Skyline Aquatic Center and Bocce Ball at the high school soccer fields. They had over 1,300 participants and 3,000 attendees.

The Front Desk helped with the information booth at Celebrate Mesa. They answered over 2,000 phone calls and processed 9,500 registrations. The MRS scholarship program helped with over \$4,000 for families in October.

The Park Rangers also helped at Celebrate Mesa with an Archery Booth. They had 6 new Park Rangers go through a 5-week training academy together. They visited parks over 2,000 times in October. They also held 2 Low-Stakes campouts and had a record setting scorpion hunt.

Three of the Recreation Centers held Fall Break camps with over 150 participants and afterschool programs with an average of 250 kids per month. The Red Mountain Center offers insurance-based programs where they had over 1,600 members and revenue of almost \$12,000 for October.

Athletics had 2 Grand Openings in October, the new pickleball courts at Mesa Tennis and Pickleball Center and Monterey Park's expansion. Field rentals are up with the cooler weather, and they are filling 3 staff vacancies.

Fun & Fitness Recreation Outreach Program is still going strong at Pioneer Park. They also have an additional unit that visits other parks throughout Mesa. They offer special and themed events throughout the month such as Dia de los Muertos and visits with the Phoenix Rising Soccer team.

Luis Ruiz- Deputy Director of Commercial Operations

Luis stated that Commercial Operations includes the Mesa Convention Center, The Post, Mesa Amphitheatre, Special Events Office, Mesa Cemetery and the Dobson Ranch Golf Course.

The Post had 2 events for its Grand Opening on November 2, 2023. The Ribbon Cutting took place in the morning where the granddaughters of an early Postmaster spoke about their memories of The Post. A reception took place in the evening to welcome Business Partners around the area. The Post will be open to the Public for Merry Main Street starting

November 24th. General Use for the Public will start in January 2024. The Neon Garden should start Construction in early Spring.

The Special Events Office had several events throughout October such as Celebrate Mesa, Mesa Pow Wow and a movie screening at The Plaza. We have many upcoming events such as Art in the Park, Veteran's Day Parade and Merry Main Street.

The Annual Cemetery Tour was October 20, 2023. This is a fund-raising event for the Mesa Historical Society, and it highlights select gravesites and shares captivating life stories behind them.

The Dobson Ranch Golf Course overseeds in October and we typically see a dip in rounds of golf during this time. We will see an increase during the holiday months.

Brandon Erno- Deputy Director of Parks Planning and Operations

Brandon talked about the Red Mountain Park Expansion and that all the grass has been planted on all the fields. We are monitoring the grow in and will hopefully open in March.

Signal Butte Park Phase II is still in the design stage. We are over budget on the design and will have more updates soon.

Countryside Dog Park Expansion is on hold due to questions about an SRP line connection that may need to be added.

Engineering is finishing up design on Mountain Vista Trail and hopefully construction will start Winter 2023.

Reed Park playground designs are complete. There were insufficient bidders so it will go out to bid again. Arpine and Whitman playgrounds should have a design soon so we can move into construction.

We just applied for CDBG grant dollars through HUD for Fitch Park, this will help renovate the playground.

11. DIRECTOR'S UPDATES

On November 9th the Council Study Session will present park upgrades for an area near Mesa Drive and 1st. This is a firefighter's memorial area, and we plan to upgrade it to become a true park setting.

There is an upcoming Art in the Park event at Whitman Park on November 9, 2023.

Chair Campbell asked if Director Moore was going to bring the bond projects forward again. Director Moore replied that they were waiting for formal cost estimates from Engineering and then we will bring the list back to the Parks Board. There will be a discussion with City Council in February and public meetings will likely start in March. The City Council would like suggestions or feedback from the Parks Board so please send suggestions to Director Moore or Deanna Craine.

12. REPORTS OF MEETINGS OR EVENTS ATTENDED

Member Maldonado attended a concert at Mesa Amphitheatre, went to the opening of Monterey, and a neighbor went to the scorpion hunt.

Chair Campbell attended and spoke at the Grand Opening of the Mesa Tennis and Pickleball Center and Monterey Park.

Member Fader attended Celebrate Mesa, the Grand Opening of the Mesa Tennis and Pickleball Center, and the Ribbon Cutting of The Post.

Member Narish attended Celebrate Mesa and Grand Opening of the Monterey Park and Library.

Vice-chair Ingram asked Haylie Smith what the Foundation's revenue was from wrist band sales at Celebrate Mesa. Smith responded that were \$6,200 in sales.

Member Manning attended Celebrate Mesa as well as the Mesa Triathlon Event.

13. NEXT MEETING

The next meeting will be held on January 10, 2024.

14. ADJOURNMENT

Motion to adjourn by Vice-chair Ingram and seconded by Member Peterson. Approved 10-0 without objection., The meeting was adjourned at 6:36 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.