

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

DATE: Wednesday, March 12, 2025  
TIME: 5:00 PM  
LOCATION: 708 W Baseline Road Bldg. 4, Board Room, Mesa, AZ

The Mesa Parks and Recreation Advisory Board held a meeting open to the public at the date and time above.

**1. CALL TO ORDER**

Chair Campbell called the meeting to order at 5:01 PM.

**2. ROLL CALL**

**BOARD MEMBERS PRESENT:** Chair Troy Campbell; Vice-Chair Brent Maldonado; Board Members Nina Fader; Marie Johnson; Cali Goldsby; Melanie Narish; Michelle Streeter; Benjamin Manning and Jeff Rush

**BOARD MEMBERS EXCUSED:** Orchidia Peterson; Krista Rowley

**BOARD MEMBERS ARRIVED DURING MEETING:** Cali Goldsby

**3. APPROVAL OF THE MINUTES**

It was moved by Member Rush and seconded by Member Narish to approve the regular meeting minutes from January 8, 2025. The motion passed unanimously.

Upon tabulation of votes, it showed:

AYES: Chair Troy Campbell; Vice-Chair Brent Maldonado; Board Members Nina Fader; Marie Johnson; Benjamin Manning; Melanie Narish; Michelle Streeter; and Jeff Rush

NAYES: None

**4. PUBLIC COMMENTS**

Chair Campbell reported that Jan Holdeman submitted a comment card to address the board about Acacia Retention Basin.

Holdeman stated that the Acacia Retention Basin in his area has been taking a lot of abuse from people riding motorized vehicles. He stated that public education is not working and that the only thing that would be effective is barriers.

Chair Campbell thanked Holdeman for sharing his concerns with the board.

**5. TAKE ACTION ON RENAMING MONTEREY PARK TO CHRISTOPHER J. BRADY PARK**

Parks Board consideration of the staff recommendation to rename Monterey Park at 7045 E. Monterey Ave. to Christopher J. Brady Park.

Chair Campbell stated that Mr. Brady has been the City Manager here at the City of Mesa since 2006. He visits Monterey Park often and it would be special to recognize his time with Mesa as he gets ready to retire.

Director Moore stated that the naming policy process is to bring requests to the board to have a discussion and vote on it. If the board approves the request, the approved minutes from the meeting will be presented to Council for acceptance. At that point the new park name is established.

Chair Campbell stated that he thought that Mr. Brady has done a good job serving the City and had been very involved with Parks.

Member Rush inquired about the possibility of previous Mayor Giles having a park named after him as well. Director Moore stated that it is a possibility to consider. She continued by stating Mr. Brady has overseen major improvements to the Parks system and has led passage of three bond programs. Member Rush inquired if there was a list of criteria to help determine consideration. Director Moore stated that the policy talks about some considerations for naming a park after an organization or individual. Some examples would be if property is being donated, if a significant amount of money was donated for development or a person of interest was accepted as a local or national hero within the community.

There was discussion as to why this park was considered and Director Moore stated that it was largely due to Mr. Brady's vision that this park became more of a destination park with all the amenities and the first express library. She also commented that he runs through the park every morning.

There was discussion of the possibility of looking into renaming or naming parks after other impactful people within the community such as John Giles.

After further discussion it was moved by Board Member Rush; seconded by Vice-Chair Maldonado to approve the renaming of Monterey Park to Christopher J. Brady Park. The motion passed unanimously.

Upon tabulation of votes, it showed:

AYES: Chair Troy Campbell; Vice-Chair Brent Maldonado; Board Members Nina Fader; Cali Goldsby; Marie Johnson; Benjamin Manning; Melanie Narish; Michelle Streeter; and Jeff Rush

NAYES: None

**6. MARKETING PROGRAM PRESENTATION – Haylie Smith- Support Services Administrator; Dewey Jefferies- Marketing Coordinator; Bianca Barajas- Marketing and Communications Specialist II (see attached presentation)**

Haylie Smith started by explaining the roles within the Admin Support Team and more specifically the Marketing Team which includes the Marketing Coordinator, Dewey Jefferies, two Marketing and Communication Specialist II's, Bianca Barajas and Antonia Mejia, and 1 intern, Michael Wolman. They are tasked with communication of our services to the public. The team does an extensive amount of training with staff on how to follow the department's communication guidelines.

Bianca Barajas stated that she creates all the newsletters, looks over graphic design work and handles all the social media for PRCF. The interactive newsletter has over 74,000 subscribers who receive it monthly with 138 new subscribers in 2024. Social media audiences have been increasingly growing since January 1 due in part to new strategies put in place and a new content calendar. Posts going out are more interactive with more videos and collaboration with other entities.

Dewey Jefferies started by saying that he handles all marketing that involves technology including drones, video recordings and the website. We launched a new website in November which included a redesign and consolidation. The website has just under 175,000 visits so far in 2025.

Jefferies continued by sharing that The Jump in Catalog has been renamed and made into a magazine called "The Playbook" which is fully available online with hyperlinks. It is more engaging and simpler to read. The Playbook has already been viewed by 5,146 people.

Member Goldsby commented that there are still many people who are not aware of the services available through Parks and Rec. Haylie Smith stated that we are working on increasing outreach. She continued saying that staff are available to talk to small groups to educate them about our offerings. Looking into the future, we are working on updating sponsorship packets to try and educate different businesses within the community on what they can sponsor. We are also looking at better ways to reach our Spanish speaking population. Finally, we are looking at ways to integrate Commercial Facilities getting more information out to the public about their services as well.

Chair Campbell asked staff to look into outreach at opening days for Little League.

**7. DIVISION UPDATES** – Recreation, Commercial, Planning & Operations (see attached presentation)

**RECREATION**-Alison Walker-Senior Fiscal Analyst- filled in for Aimee Manis Deputy Director. Participation numbers were shared for aquatics, adaptive, park rangers, athletics, recreation centers, and youth programs.

**COMMERCIAL**: Roger Singleton – Deputy Director, Commercial Operations, presented information to summarize events and attendance at the Convention Center, Amphitheater, The Post, Dobson Ranch Golf Course, and the Mesa Cemetery.

**PARK PLANNING & OPERATIONS** – Brandon Erno – Deputy Director, Planning and Operations, presented updates on projects in progress at Carriage Lane Park, Pioneer Park, and turf to granite conversions.

Design is underway on ADA Updates at Quail Run Park, Airpine Park Playground Improvements, Countryside Dog Park Expansion, The Courts at Eastmark construction, Reed Park Playground Improvements, Signal Butte Park Phase II construction, and Whitman Park Playground Improvements.

Deputy Director Erno stated that Basin 306 is the basin that Jan Holdeman has concerns about and it is undergoing maintenance and repair. It is being fenced off and slopes are being reshaped to bring the landscaping up to standards. The project will take about 6 weeks to complete.

Member Rush inquired about the status of Mountain Vista Trail repairs. Deputy Director Erno stated that the project is still ongoing with the contractor making the repairs to meet specs but that it is almost complete.

#### **8. DIRECTOR'S UPDATES** Andrea Moore – Director

- Summer Registration begins April 7<sup>th</sup> for Residents and April 14<sup>th</sup> for Non-Residents.
- Celebrate Mesa Saturday, April 12, 2025, at Pioneer Park from 10:00-2:00.
- The Convention Center Strategic Plan is being presented to Council on March 20<sup>th</sup>.
- April 3<sup>rd</sup> will be the budget presentation to Council, with budget cuts happening due to the loss of Rental Tax Income and the Flat Income Tax totaling about \$20 million a year less to Mesa. Every department with general fund money is going through reductions. This will impact some programs, but the list of cuts is still being discussed. We will be asking the board to look at a second round of Fees and Charges changes to go into effect in the fall. The previous round is going into effect on April 1. The new changes will only include fees within approved ranges with about a 9% increase across the board. The operating budget for Parks will be reduced by about \$800,000.

Member Goldsby shared an idea of how to generate more money by adding night or evening swims at the pools. Director Moore stated that the pools are the most upside-down in cost recovery and they will more than likely be pulling back some aquatic programs. Director Moore stated that she is always open to the Board reaching out to her with any ideas.

#### **9. REPORTS OF MEETINGS OR EVENTS ATTENDED**

- Member Manning attended I Love Mesa Day
- Chair Campbell has been to multiple ball fields with his daughter's T-ball team
- Member Johnson did a ride-a-long with a park ranger
- Members Fader and Rush attended the Mesa Marathon
- Member Streeter is attending another round of Pickleball lessons starting next week

#### **10. NEXT MEETING**

The next meeting will be held on May 14, 2025.

#### **11. ADJOURNMENT**

Motion to adjourn the meeting by Member Manning; seconded by Member Johnson.  
Approved 9-0 without objection, the meeting was adjourned at 6:27 PM.





# March 2025

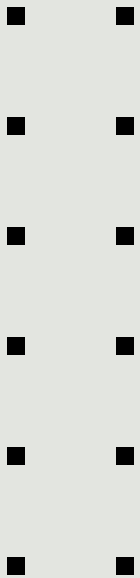
# MARKETING &

# COMMUNICATIONS



mesa.az

PARKS, RECREATION AND  
COMMUNITY FACILITIES

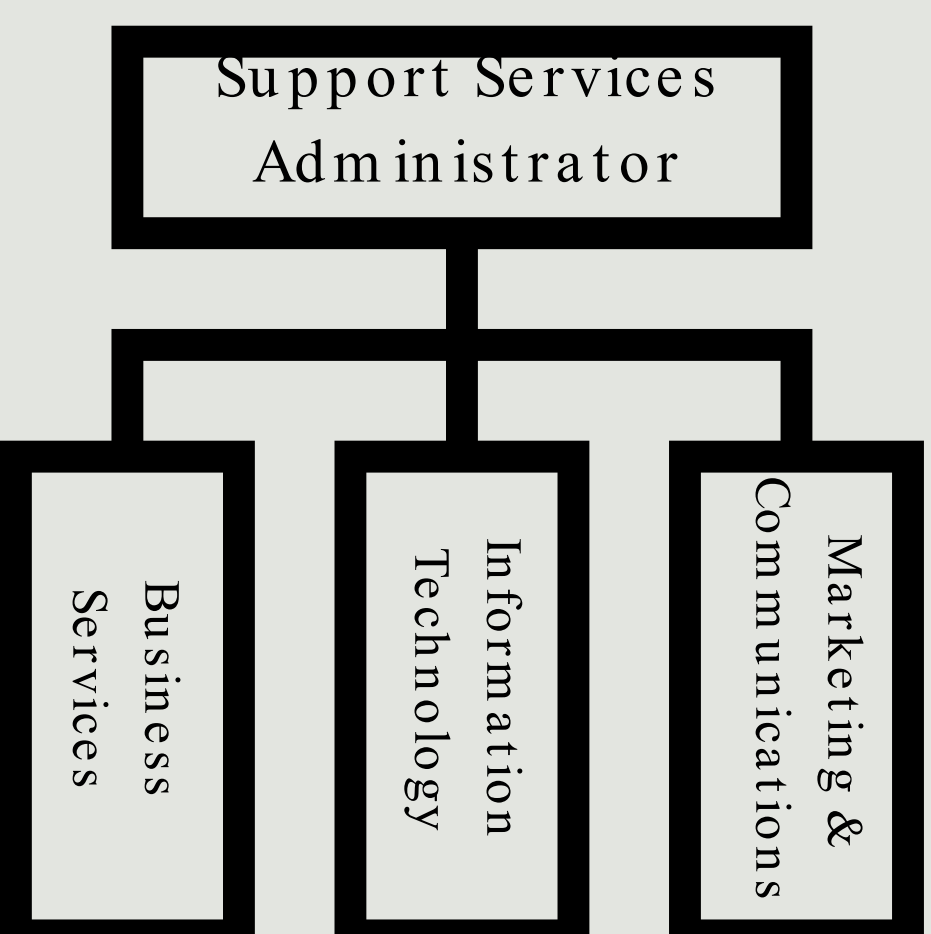




# ABOUT THE ADMIN SUPPORT TEAM

# Internal Support Team for all of Parks, Recreation and Community Facilities.

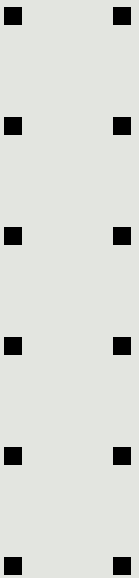
Grant writing, accreditation maintenance,  
public requests and concerns, data and  
performance management...



ABOUT THE ADMIN  
SUPPORT TEAM

PARKS, RECREATION  
AND

COMMUNITY FACILITIES





# THE TEAM



Dewey J.

Coordinator



Bianca B.

Specialist II



Antonia M.

Specialist II



Michael W.

Intern

# WHAT WE COVER

ACTIVITY  
GUIDE

SOCIAL  
MEDIA

WEBSITE

VIDEOS

PHOTOS

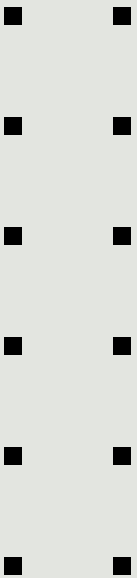
FLYERS

PUBLIC  
OUTREACH

AND  
MORE!

NEWS-  
LETTER

BROCHURE





# PROTECT THE BRAND

Publication Review Process for All Physical Collateral

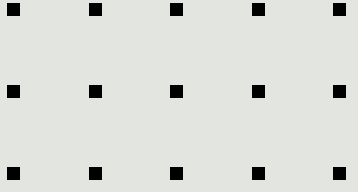
Marketing Training for New and Current Staff

Final Approval of City Graphic Designer

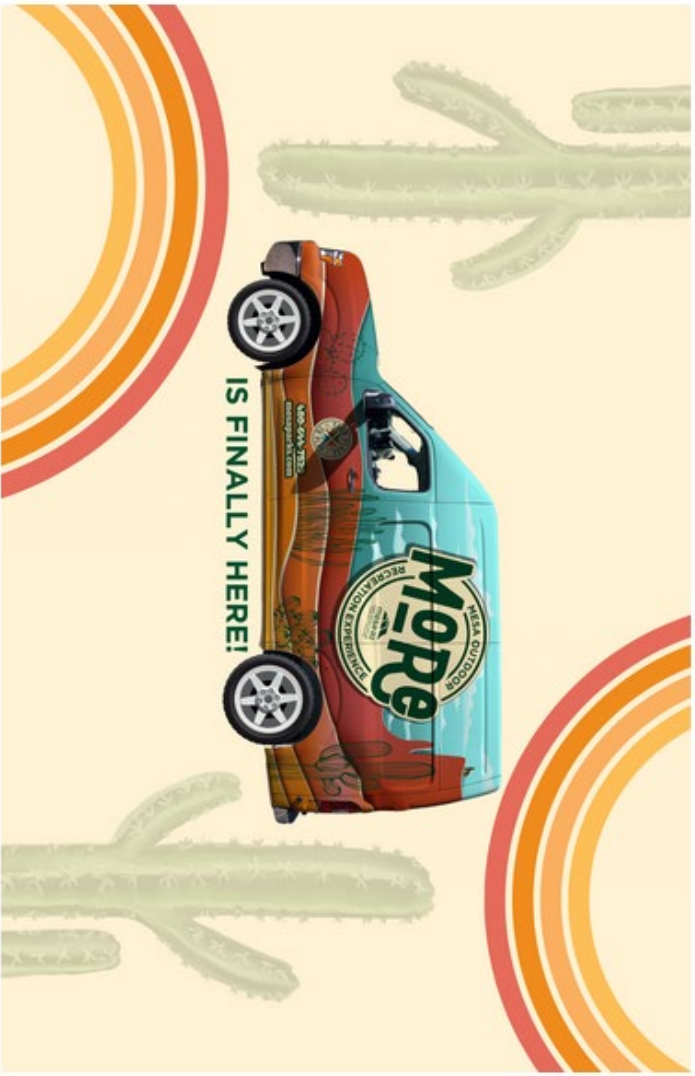




# NEW SLETTER



There's M.O.R.E. to look forward to in March!



M.O.R.E. is finally HERE!

We are thrilled to introduce M.O.R.E. – the Mesa Outdoor Recreation Experience – to our community! Join us from **10 AM - 12 PM, Saturday, March 8, at Greenfield Park** for the debut

[www.mesaparks.com](http://www.mesaparks.com)



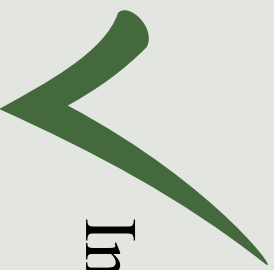
Sent to **74,231** subscribers



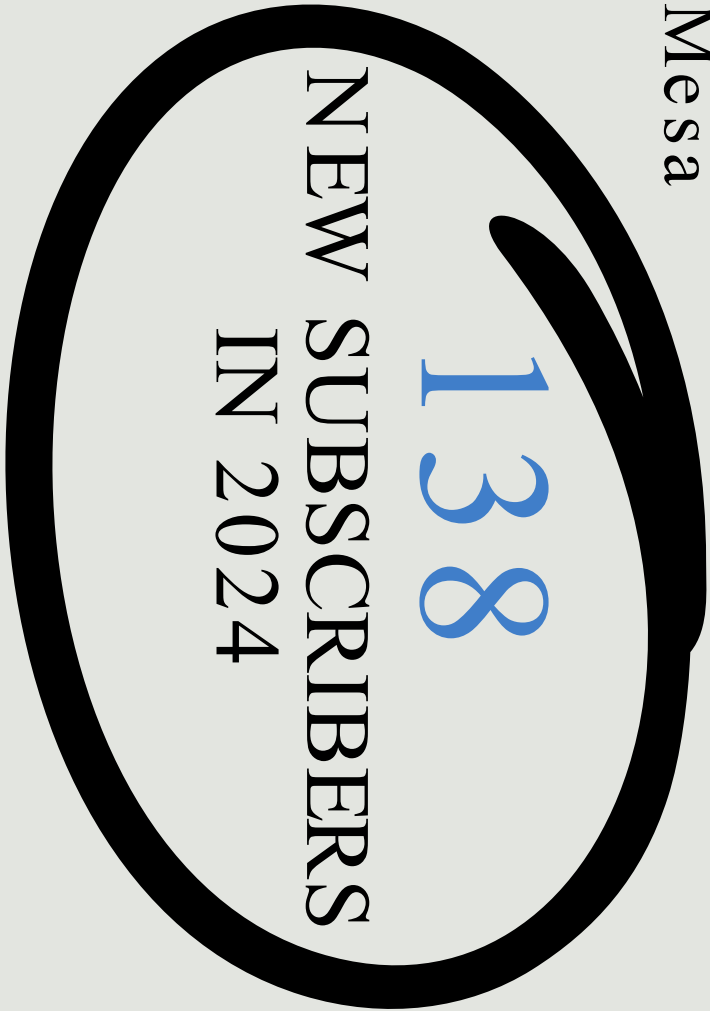
Monthly



Info on all things Mesa  
Parks and Rec



Interactive





Jan 1, 2025 - Mar 11, 2025

SOCIAL MEDIA  
AUDIENCE GROWTH

Platform

PRCF  
Facebook

PRCF  
Instagram

AMP  
Instagram

POST  
Instagram

Net Audience  
Growth

+18

+209

+119

+21

Audience Size

16,541

4,751

6,563

698

# SOCIAL MEDIA STRATEGY

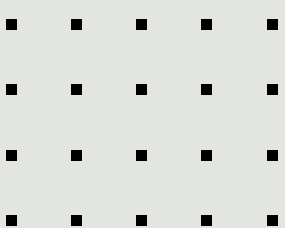


Plays	19k
Likes	379
Shares	92
Saves	14
Comments	4





# WEBSITE OVERVIEW



New website launched 11/18/2024  
Redesigned and consolidated over 400 pages  
into just over 200 pages

## Top 10 Visited Pages

Home Page



MTPC



Athletics



Facility Reservations



Parks & Facilities



Park Rules



Hohokam Stadium



Registration



Red Mountain Center

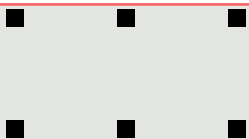


Pools & Aquatics



174,707  
VISITS  
IN 2025





# PHOTOS & VIDEOS

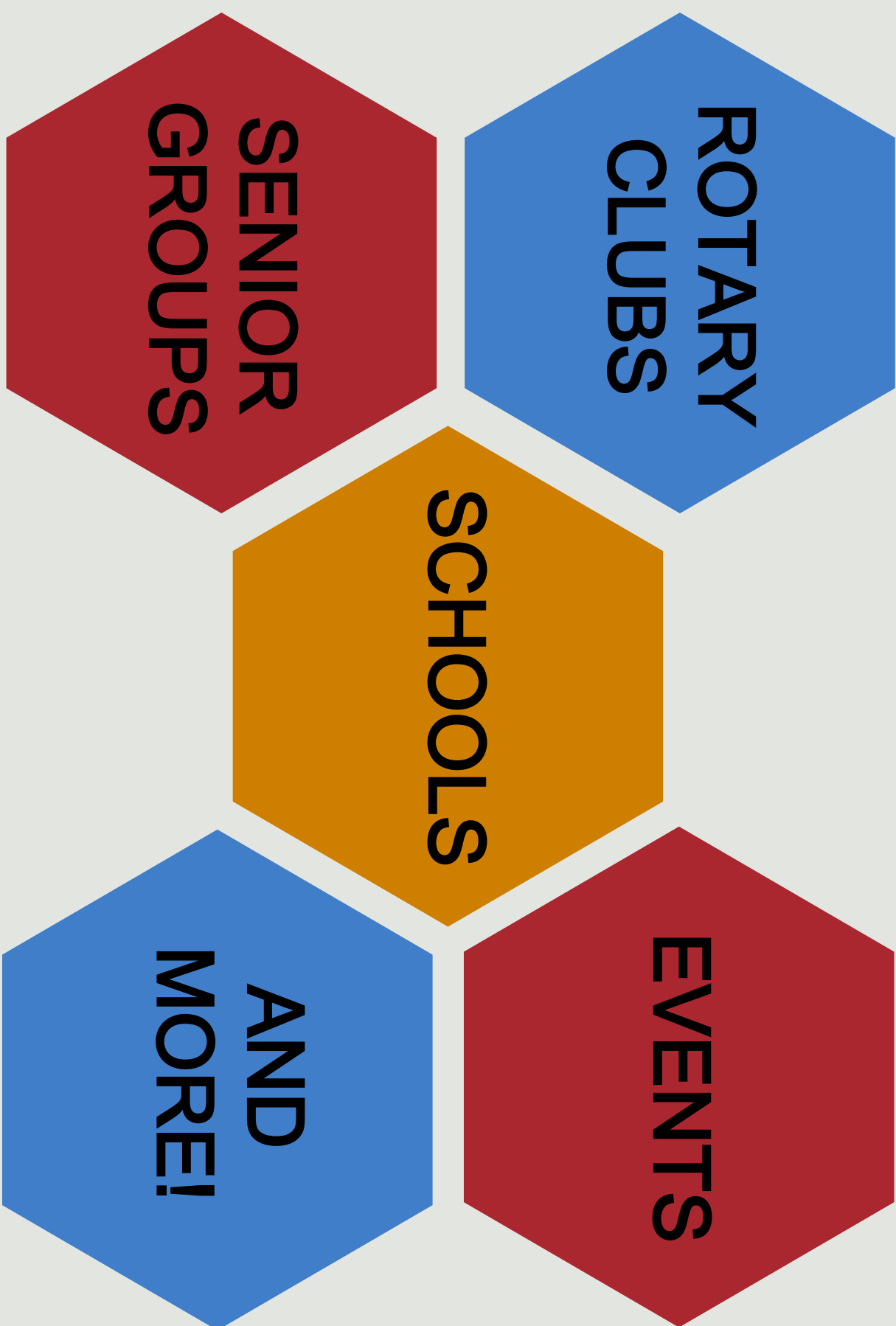




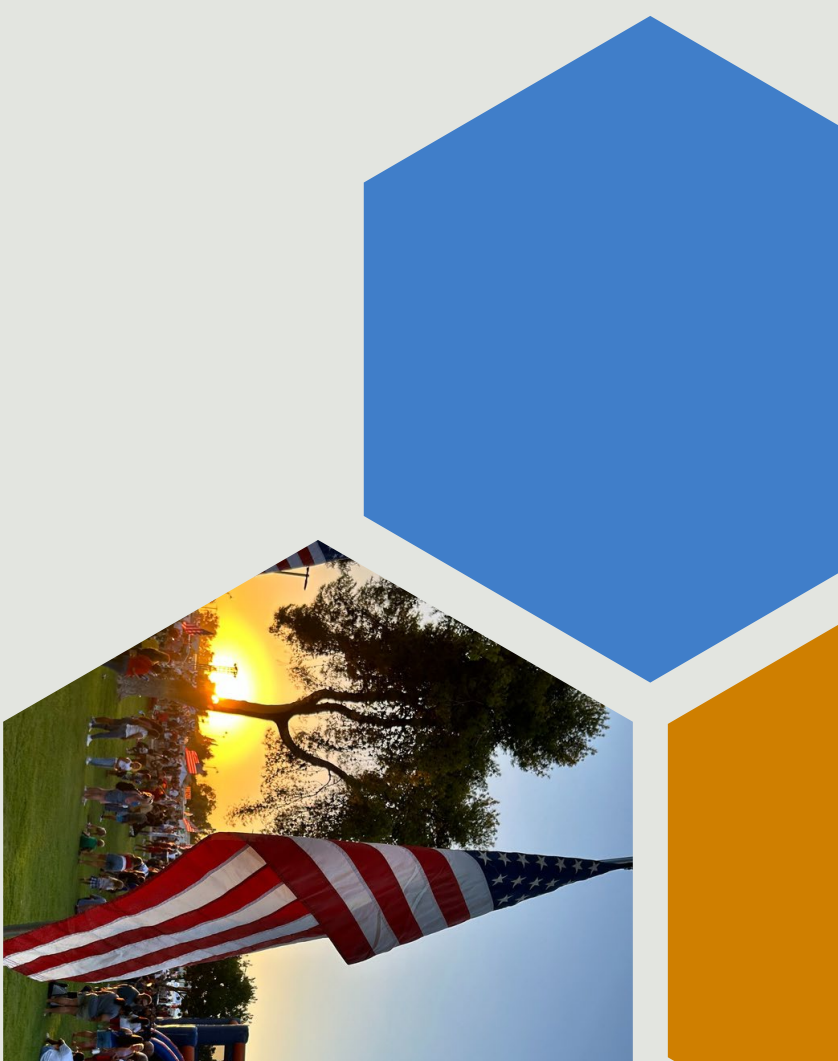








# PUBLIC OUTREACH



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# LOOKING TO THE FUTURE...

Sponsorship Packet

Translation Glossary and Timeline

Updated Evergreen Collateral

More than Recreation: Integrating Commercial Facilities Areas

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# CONNECT



Follow us on social



Sign up for the newsletter



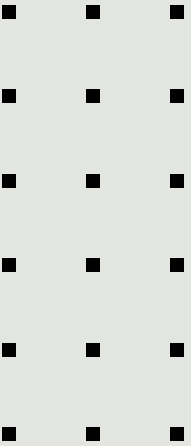
Invite us to your next event



Check out the PLAYBOOK



PRCFMarketing@mesaaz.gov



# Parks and Recreation Advisory Board

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MARCH 2025 DIVISION UPDATES



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PARKS, RECREATION AND  
COMMUNITY FACILITIES





# Recreation Division



# Aquatics

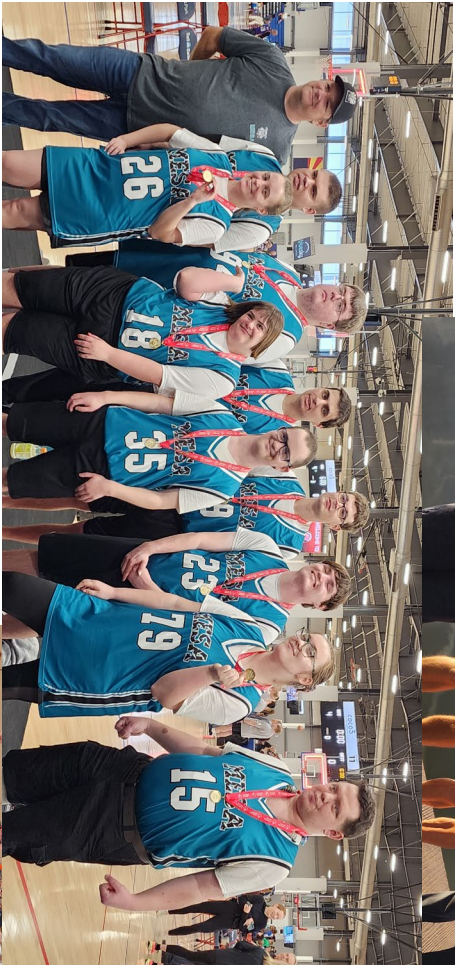
- Lifeguard Training classes began with 86 people registered.
- 2 Swim Competitions brought in 59 teams and 1,900 athletes and 7,500 spectators.
- Over 13,000 visitors came to Kino and Skyline in February.
- We welcomed new Programmer Natalie Janes to the Aquatics Admin' team.





# Adaptive

- **Special Olympics Basketball and Cheer groups attended the Area Competition.**
- **5 participants ran the Mesa Marathon 10K.**
- **Track and Field programs began with 32 registered participants and 9 on the waitlist.**
- **Off Broadway production of Finding Nemo Jr. began with auditions and rehearsals.**





# ark Rangers

- Conducted the Badges and Bobbers Fishing clinic with over 300 attendees @ Dobson Ranch Park.
- Outdoor education programming included archery for youth and adults.
- Ranger patrols and calls-for-service resulted in 2,022 unique park visits and 792 warnings issued during last month.



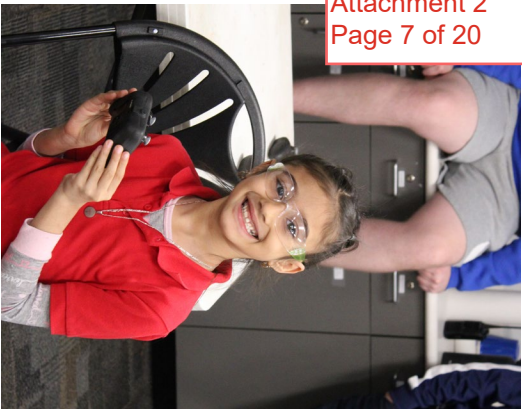


# Athletics

- Adult sports is now offering a pickleball league at Monterey Park.
- Youth Sports partnered with AYSO for a free soccer clinic @ Eagles park with 100 kids.
- Sports field rentals brought in \$147,238 in revenue during February.
- Mesa Tennis and Pickleball Center almost doubled their court rentals from February of last year with 3,714 rentals.







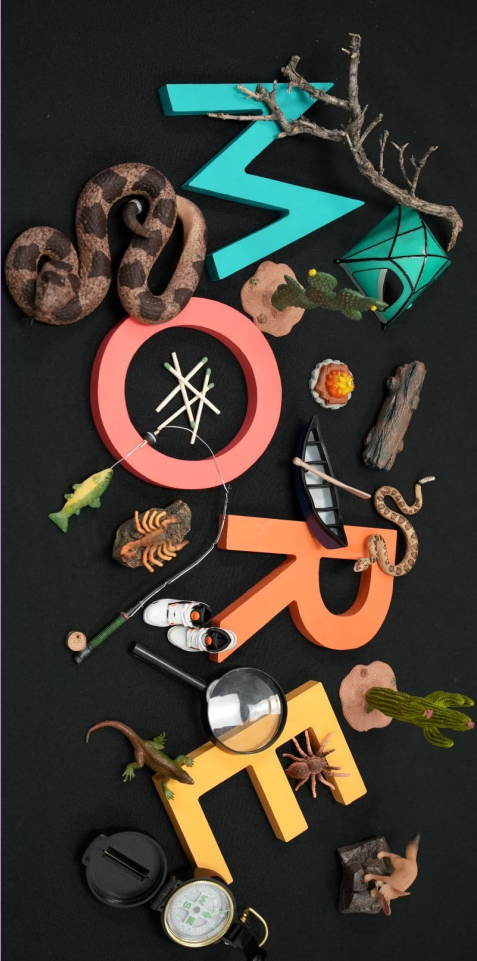
# Recreation Centers

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- Red Mountain Center monthly ARC blood drives have resulted in 1,546 units collected from 2020-2025.
- Teen Dodgeball event held at RMC welcomed 42 participants last month.
- Afterschool programs at the Tri-Centers had over 240 participants registered last month.
- The annual RMC customer satisfaction survey resulted in 200 responses and an over all rating of 4.5 out of 5.

# Youth Programs Update

- Fun N Fitness continues their daily visits with 1,962 participants last month.
- The M.O.R.E. unit just started visiting parks last week.
- Planning is underway for summer camps across the city.

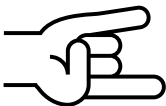


# COMMERCIAL OPERATIONS

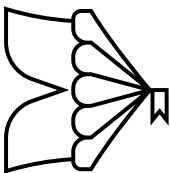
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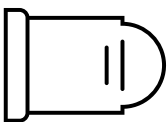
Mesa Convention Center  
The Post



Mesa Amphitheatre



Special Events Office



Mesa Cemetery



Dobson Ranch Golf Course



# Convention Center | Amphitheatre | The Post

Revenue			
	FY23	FY24	FY25
Jan	\$ 347,472	\$ 255,324	\$ 99,813
Feb	\$ 361,025	\$ 676,721	\$ 321,353*
Mar	\$ 584,845	\$ 887,324	n/a
Total	\$ 1,293,343	\$ 1,819,456	\$ 421,167*

\*as of 2/24/25

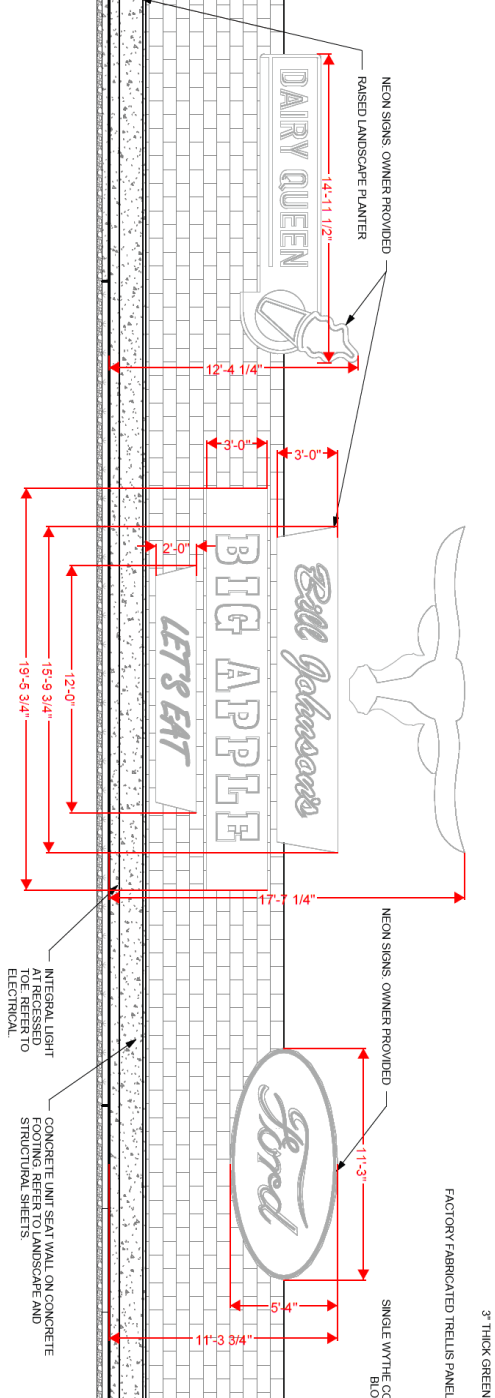
AMP CONCERTS	
January 17-18	8123 Fest – The Maine
UPCOMING	
<del>March 16</del>	<del>String Cheese Incident</del>
March 28	Strive To Be
April 19	Crankdat
April 29	Sturgill Simpson
May 10	Billy Currington
August 8	Maoli
August 15	Keshi

The POST (January - February)	
Banquets	5
Consumer Shows	5
Meetings	11
Private Parties	1
Weddings	0
COM Sponsored Events	9
Other	4
Total Events	35

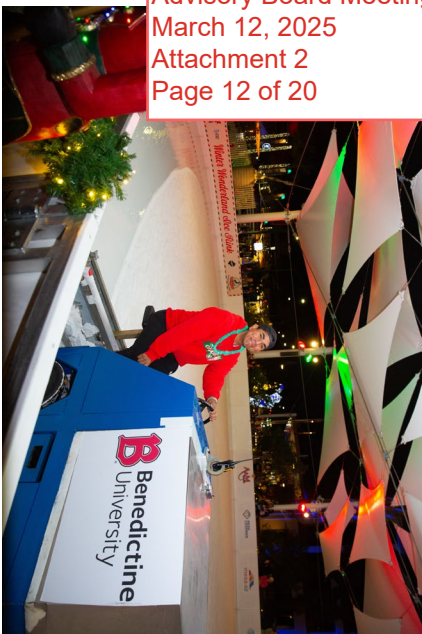
# Convention Center | Amphitheatre | The Post

## Facility Projects

- Facility Improvement Study – Presenting to City Council on Thursday, 3/20
- Pursuing replacement of Conference Theater screen with LED screen
- The Post – HVAC chiller replacement this summer
- Neon Garden – Grand Opening event Thursday, 5/15, 5:30-8:30pm







# SPECIAL EVENTS

## Winter/Spring Events Highlights

- 1/7/25 - Winter Wonderland Ice Rink last day
  - Total of 30,300 visits and \$194k in revenue
- 1/20/25 - MLK Parade and Festival
  - 71 parade entries and 2,350 visitors
- 2/8/25 - Mesa Marathon
  - 12,600 combined at Riverview Park
- 3/1/25 - I Love Mesa Day
  - 4,700 visitors

## Upcoming Spring Events

- 4/5/25 - CycloMesa at the Plaza Park
- 4/9-4/12 & 4/15-4/19/25 - Mesa Temple Easter Pageant
- 4/12/25 - Celebrate Mesa at Pioneer Park
- 4/18-4/19/25 - Breakaway Festival at Riverview Park
- 4/19/25 - Easter Events
  - PD Easter Egg Hunt at Reed Park
  - Easter Egg Hunt at Eastmark Great Park
  - CM Spilsbury Easter Breakfast at Greenfield Park
  - DMA Easter Eggstravaganza at The Yard Off Main





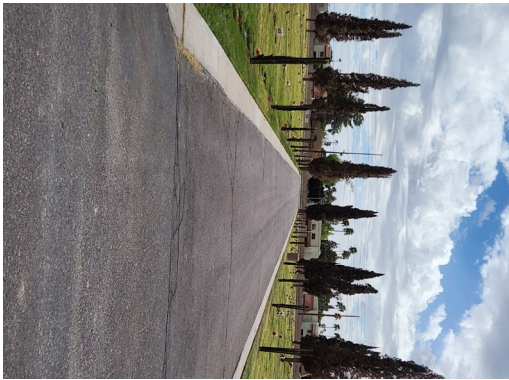


# Mesa Cemetery

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- 40 new cypress trees planted
- Perimeter fence project completed
- Trenching and installation of sprinkler lines from 11th to 12th street completed
- Curbing and DG added along west wall





# Park Planning & Operations







# Carriage Lane Park

## Project Components

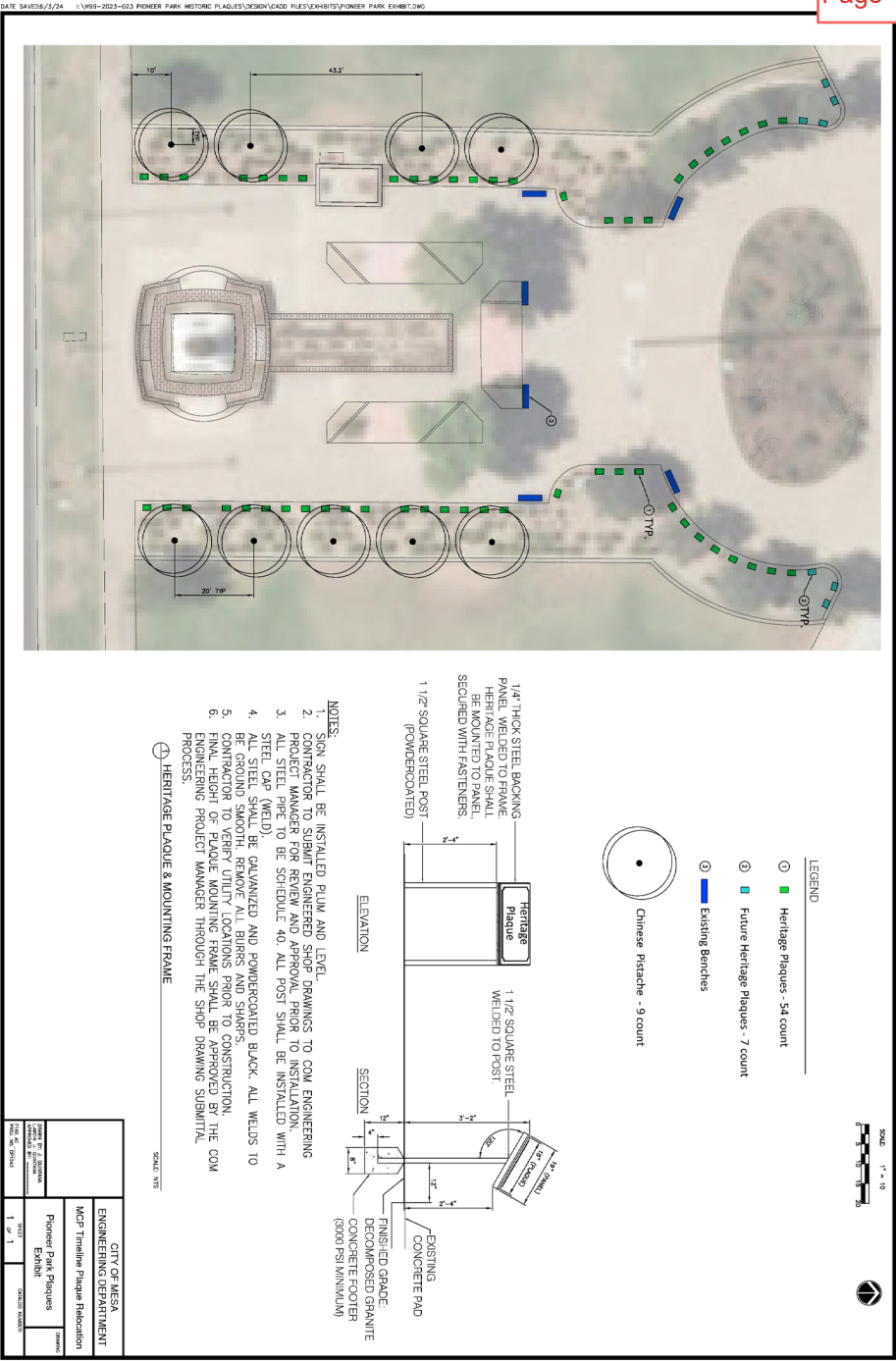
- Irrigation System Renovation
- Reduce watering window to 8-hours
- Reduce non-playable turf by 3.06 acres
- Estimated water savings: 4.69 M Gallons

## Construction Costs

- \$2,000,000

## Construction Schedule

- Project Start: February 3, 2025
- Completion: August 2025



# Mesa City Plaza Timeline Plaque Relocation

## Project Components

- Relocate 53 heritage timeline plaques
- Add 4 new plaques

## Construction Costs

- \$170,491

## Construction Schedule

- Project Start: Spring 2025
- Completion: Summer 2025



# Turf Conversion

## Project Components

- Removal of 5.08 Acres of Turf
- 54 locations impacted
- 17.65-acre feet which equates to 5,750,472 gallons a year in water saved
- Turf to be replaced with landscape curb and granite

## Construction Costs

- Grant Award \$1,061,626
- Operations Funding \$353,875
- Total \$1,415,501

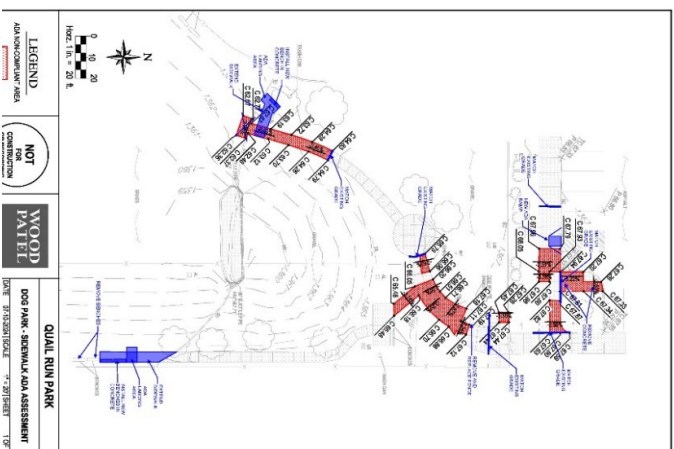
## Construction Schedule

- Council Presentation on January 18
- Dollars released June 2024
- Turf conversions completed by June 2026





Brookfield  
Eastmark Great Park - Phase 3



# Upcoming Projects

- ADA Updates at Quail Run Park – 100% Construction Documents
  - Construction: Summer 2025 to Winter 2025
- Airpine Park Playground Improvements – 30% Design Documents
  - Construction: Winter 2025 to Summer 2026
- Countryside Dog Park – Design Development
  - Construction: TBD
- The Courts at Eastmark – 100% Design Documents
  - Construction: Spring 2025 to Winter 2025
- Reed Park Playground Improvements – Submittal Review
  - Construction: Spring 2025 to Winter 2025
- Signal Butte Park Phase II – 90% Design Documents
  - Construction: Spring 2025 to Winter 2025
- Whitman Park Playground Improvements – 30% Design Documents
  - Construction: Winter 2025 to Summer 2026

m.e.s.a.n

