

CITY OF GLENDALE  
PARKS AND RECREATION ADVISORY COMMISSION MEETING  
5850 W. GLENDALE AVENUE, B-3  
MARCH 11, 2013  
6:00 P.M.

MEMBERS PRESENT: Robert Portillo, Chair  
John Krystek  
Alexa Salas  
Mike Buettner  
David Moreno

MEMBERS ABSENT: Samantha Cooke  
Rachel Nowakowski  
Gail Meyers  
John Baribault

OTHERS PRESENT: Erik Strunk, Executive Director  
Mike Gregory, Park Manager  
Lori Bye, Recreation Manager  
Deanna Ortiz, Recreation Manager  
Michelle Yates, Recreation Coordinator  
Gwen Benoit, Senior Secretary

I. CALL TO ORDER

Chair Portillo called the meeting to order at 6:10 p.m.

II. ROLL CALL

Chair Portillo introduced new Commissioners Salas and Moreno. Commissioner Salas is the new student Commissioner from Raymond Kellis High School. The new Commissioners gave a brief background of themselves.

Mr. Strunk administered the Loyalty Oath to Chair Portillo, who signed the Oath for his new term.

III. APPROVAL OF MINUTES – JANUARY 14, 2013

**Commissioner Buettner motioned, seconded by Commissioner Krystek, to approve the January 14, 2013 meeting minutes as written. Motion carried 5 – 0.**

IV. BUSINESS FROM THE FLOOR

None.

## V. PARK NAMING OF TWO PARKS

Mr. Gregory distributed the list of names received during the park naming contest for the parks at 83<sup>rd</sup> Avenue and Bethany Home Road and 79<sup>th</sup> and Orangewood Avenues. Mr. Gregory asked the Commissioners to review the proposed names and stated that the Commissioners will vote on the park names at the April meeting. The Commission recommendations will then be sent on to City Council.

Ms. Bye explained that ballots were distributed at the city libraries and parks and recreation community centers as well as City Hall. A website was created with links from other web pages and social media outlets. Also, a press release was given to the media. Ms. Bye announced that for the contest, there were 160 online responses received and 112 ballots received.

Chair Portillo proposed that the Commissioners review the list of proposed names and email their top five choices for each park to staff. It was agreed that staff would compile the choices for review, discussion and vote at the April Commission meeting.

Mr. Strunk thanked Mr. Gregory, Ms. Bye and staff for the excellent job on the park naming contest.

## VI. 2012 Aquatics Annual Report

Ms. Bye presented the 2012 aquatic programming and facility statistics for the Foothills Recreation & Aquatics Center and the Rose Lane Aquatic Facility. Highlights of the presentation included the following:

- There were 1,789 participants in the Learn to Swim program, which generated \$49,649 in revenue.
- There were 55,023 participants in the recreational swim program, which generated \$180,211 revenue.
- Birthday parties, pool rentals, water aerobics, private swim and dive lessons and a junior lifeguard program all generated \$44,248 in revenue.
- For the 2012 summer program, a grand total of \$265,144 in revenue was generated.
- Attendance was down for both centers for 2012 compared to 2011, however group swim lesson revenue increased by 27%. This can be attributed to an increase in fees and the change in hours and season length.
- The City received a \$5,000 donation from Southwest Ambulance and \$420 from Drowning Prevention Coalition for fee-waived swim lessons for Glendale residents. These donations provided 208 free swim lessons to Glendale residents.

Ms. Bye presented detailed statistics for Recreational Swim Participation, Group Swim Participation, Birthday Parties and Pool Rentals, the Junior Lifeguard Program, Water Aerobics Classes, Private Swim Lessons, Private Dive Lessons and the Aquatic Staffing Expense.

Ms. Bye shared comments received from the Foothills Aquatic Center and Rose Lane customer surveys which were overwhelmingly positive and also included suggestions that staff has already remedied or will follow up on.

Ms. Bye announced that the city aquatic facilities will be open from Saturday June 1, 2013 to Saturday August 3, 2013. Staff is currently preparing for the upcoming season.

Chair Portillo stated that there was no Water Safety Day held during 2012 at the city pools. Ms. Bye explained that information on water safety was held in conjunction with the swim lessons. Chair Portillo commented that the children who are not taking swim lessons are then missing out on this important information. Chair Portillo felt that a dedicated Water Safety Day at the pools should be conducted as it was in the past and is still currently conducted at some other valley pools. Chair Portillo suggested that funds might be obtained by requesting a grant or corporate sponsorship for a stand-alone Water Safety Day event at the pools. Chair Portillo asked staff to provide an estimated cost of a Water Safety Day event in order to approach a sponsor. Ms. Bye will follow up on the suggestion and possibility of a stand-alone event for 2013.

Mr. Strunk noted that in conjunction with Southwest Gas, there was an event at Rose Lane whereby the Fire Department came out to discuss water safety and performed a demonstration of a child falling into a pool and being rescued.

Commissioner Krystek expressed concern over the large decrease in swim participants at Rose Lane and inquired about the greatest budget expenses leading to cut backs. Ms. Bye stated that staffing cost is the largest budget expense, not maintenance. Mr. Strunk explained that the rise in fees is due to a Council directive that staff is to strive for cost recovery of 50% at Rose Lane. Mr. Strunk added that staff will keep an eye on the participant statistic to see if the decreased 2012 levels are becoming permanent or this is just a temporary dip due to the adjustment to the new fee schedule.

Commissioner Buettner praised Ms. Bye and staff on doing a great job at the aquatic facilities during tough times.

#### VII. 501(c)3 “Gifting for Glendale”

Ms. Yates and Ms. Ortiz gave an update on the proposed non-profit “Gifting for Glendale”. The foundation will enhance the ability for the receipt of possible grants and fundraising opportunities for the Parks, Recreation and Library Services Department.

Ms. Yates stated that due to the drastic city budget cuts, the department is applying for 501(c)3 status in order to be able to apply for many grants for which the department was previously unable to do. Also, private donations can be easily accepted by an organization. Ms. Yates shared the mission statement of Gifting for Glendale.

Ms. Ortiz explained that in the past, the department has had to partner with other 501(c)3 organizations in order to accept private donations or grants. Ms. Ortiz noted that several other valley municipalities have successfully set up 501(c)3 status.

Commissioner Salas inquired as to the minimum age of a volunteer. Ms. Yates replied that a volunteer must be 16 years or older.

Commissioner Buettner asked if a private donation could be made to a specific program instead of the department as a whole once the 501(c)3 status is attained. Ms. Ortiz replied in the positive.

Ms. Ortiz stated that staff is looking for board members for “Gifting for Glendale” and a minimum of three board members would be needed.

Chair Portillo suggested the use of a “Legacy Donation” or pins given for every donation of \$50.00.

Chair Portillo stated that he will volunteer to be a board member if it is not a conflict with his position as a Commissioner.

Commissioner Krystek asked if there were state tax credits available for donations to the department as there are for schools. Ms. Ortiz did not believe that was available for the parks department.

Commissioner Buettner suggested that once the 501(c)3 status is attained, a request for a donation be included in the city water bill. Ms. Ortiz will follow up on this suggestion.

Chair Portillo thanked Ms. Yates and Ms. Ortiz.

#### VIII. UPDATE ON WESTGATE GALLERY PROJECT

Mr. Strunk presented information on a partnership with New Westgate, LLC whereby the Parks, Recreation and Library Services Department will be provided with approximately 3,050 square feet of space at Westgate at no cost, including utilities, for a one-year period. In exchange, the department is asked to host events at the site on Friday and Saturday nights.

Mr. Strunk shared the following information:

- The original site location has been changed from the old Ridemakers store into a larger space.
- It is proposed that the site will host municipal art displays, central library functions, recreation programs for youth and seniors and special interest classes.
- Promotion of Glendale events and activities will be done at the site.
- The partnership has been reviewed and supported by the Glendale Arts Commission, the Library Advisory Board and the Parks, Recreation and Library Commission.

- Cross-promotion will be done via the City website, social media, newsletters, publications, City calendars, use of the LED billboard at the Loop 101 and Glendale Avenue, the placement of Westgate banners at certain city-owned sports facilities as well as information distributed at parks and recreation and library facilities.
- It is estimated that the project will cost the city \$18,000, which will be covered by \$8,000 from the Arts Commission Annual Art Plan and up to \$10,000 in parks and recreation self-sustaining funds.
- May 17, 2013 is the targeted grand opening and all Commissioners will be invited.

Mr. Strunk displayed photos of the site, the surrounding businesses, inside and outside views of the space and the nearby fountain and plaza areas.

Commissioner Moreno inquired as to how the art would be hung in the space. Mr. Strunk explained that the art would be displayed in such a way so as not to intrude upon the general use of the space. Mr. Strunk added that potentially, various artists guilds would also display art in the space and possibly art would be displayed in various monthly themes.

Commissioner Moreno asked if the art could be sold by the artist and if art classes could be held at the site. Mr. Strunk replied in the positive for both questions and noted that staff is working to firm up the details.

Chair Portillo thanked Mr. Strunk for the update.

## IX. STAFF UPDATES

Mr. Gregory announced that he will facilitate the Commission meetings in place of Mr. Strunk and that Ms. Benoit is the new staff contact for Commission meeting information.

Mr. Gregory provided the following updates:

- March 23<sup>rd</sup> and 24<sup>th</sup>: The Folk & Heritage Festival will be held at Sahuaro Ranch Park which is a free event. There are many volunteer opportunities and the Commissioners were encouraged to contact staff to volunteer.
- April 13<sup>th</sup>: The next Partners N Parks event for the Commissioners will be held at North Horizon Park from 8:00 a.m. to 11:00 a.m. The Commissioners were encouraged to invite family and friends to the event.
- April 20<sup>th</sup>: In a partnership with the City of Peoria, a clean-up project will be held from 7:00 a.m. to 10 a.m. at 83<sup>rd</sup> Avenue just north of Union Hills. Debris will be picked up from the river bottom and the trail system at this location.
- Park Inspection Sheets are still outstanding from some Commissioners.
- Only four million gallons of water was used in February which is the least amount of water ever used. The heavy rains did help as well. Kudos was given to Mr. Kraus and staff for managing the water use so efficiently.

Ms. Bye provided an update which included the following:

- Glendale Adult Center
  - February 14<sup>th</sup>: The Valentines Luncheon was held with 190 attendees who were entertained by T.A. Burrows. 99% of the feedback received indicated that the participants were satisfied with the event. The Mayor and two Councilmembers attended the luncheon.
  - This Friday at 10:30 a.m. a St. Patrick's Day event will be held.
  - On March 8<sup>th</sup> a Health Fair was held with 90 people in attendance.
- Foothills Recreation and Aquatic Center
  - Lifeguard and Swim Lesson Certification programs are beginning.
- GRASP
  - Five licensed GRASP sites each received a grant for \$4,000 from the Association for Supportive Childcare. The funds will be utilized in April.

Mr. Strunk provided an update which included the following:

- The Parks and Recreation Department executive offices will move from City Hall to the Glendale Main Library.
- On March 18<sup>th</sup>, the customer service component of the department will be housed and overseen by Ms. Bye at the Glendale Adult Center. Customer Service will also be offered at the Foothills Recreation and Aquatics Center.
- On March 27<sup>th</sup> and 28<sup>th</sup>, Council and city staff will begin budget discussions in Council Chambers. The discussions will also be televised on KGLN.

Chair Portillo inquired about changes in staff positions. Mr. Gregory will send the Commissioners a revised organizational chart. Ms. Bye stated that Mr. Seid is no longer with the City of Glendale, Mr. Gallagher is now handling the Foothills Recreation and Aquatics Center and Ms. Ortiz is handling the Glendale Adult Center.

Mr. Gregory stated that he is in charge of the parks, sports and health, the right-of-ways and the park rangers. Mr. Gregory added that Mr. Paul King is managing Sahuaro Ranch Park while maintenance of Sahuaro Ranch Park has been assigned to Mr. Bryan Wagner.

Mr. Gregory added that Mr. Pete Lavender is responsible for all weekend maintenance operations and Mr. Kraus is a parks manager responsible for contracts and the city-wide mow and tree team. Lastly, Ms. Yates is handling special events, special projects, the Glendale Gallery, the 501c3 project and acts as a liaison for Mr. King with Sahuaro Ranch Park.

Chair Portillo asked if a Vice Chair for the Commission has been decided upon. Mr. Strunk stated that this appointment was in progress.

## X. COMMISSION COMMENTS & SUGGESTIONS

Commissioner Salas enjoyed the meeting and complimented staff on all of the accomplishments.

Commissioner Moreno commended staff on the use of woodchips from the downed city trees in other areas of landscaping.

Commissioner Buettner enjoyed the meeting.

Commissioner Krystek announced that he would be on vacation and would therefore miss the next meeting.

Chair Portillo thanked staff for all of the information provided this evening.

## XII. ADJOURNMENT

**The meeting was adjourned at 7:45 p.m. by consensus.**

Respectfully submitted,

Denise Kazmierczak