

CITY OF GLENDALE
PARKS AND RECREATION ADVISORY COMMISSION MEETING
5850 W. GLENDALE AVENUE, B3
MAY 12, 2014
6:00 P.M.

MEMBERS PRESENT: John Krystek, Chair
 Barbara R. Cole, Vice Chair
 David Moreno
 Robert Irons
 Manuel S. Padia, Jr.

MEMBERS ABSENT: Samantha Johnson
 Yesenia Rascon
 Manuel Padia

OTHERS PRESENT: Erik Strunk, Executive Director
 Mike Gregory, Parks and Recreation Manager
 Eugene Kraus, Parks Manager
 Gwen Benoit, Senior Secretary
 Ron Chambless, Kanet Productions Inc.

I. CALL TO ORDER

Chair Krystek called the meeting to order at 6:20 p.m.

II. ROLL CALL

Chair Krystek took roll and noted that because quorum was not reached, the meeting would commence in a presentation format only. No motions or votes would be taken.

III. APPROVAL OF MINUTES

Tabled due to lack of quorum.

IV. BUSINESS FROM THE FLOOR

None.

V. FRAC & Adult Center Strategic Plans

Mr. Strunk announced that in February 2014, Kanet Productions was hired to conduct a comprehensive market and operational study of the Foothills Recreation and Aquatics Center (FRAC) and the Glendale Adult Center (GAC). Mr. Strunk explained that the object of the study is to develop a strategic plan for both facilities to achieve 100% cost recovery over the next two years. Mr. Strunk introduced Mr. Ron Chambless of Kanet Productions Inc. and praised his extensive experience with recreational facilities on a national level. Mr. Strunk explained that Mr. Chambless will focus his discussion on the FRAC this evening and will then provide an update on the GAC at a later meeting.

[Commissioner Padia Jr. entered the meeting.]

Chair Krystek announced that due to the entrance of Commissioner Padia Jr., quorum has been established.

Mr. Ron Chambless gave a brief background of himself and his experience.

Mr. Chambless gave a presentation which included the following information:

- Overview on the Market and Operation Study Scope of Services
 - In the market, it is key to have a good product and to have a good community market for the product. FRAC has both. The FRAC is a top-notch facility.
 - The study will include three components: a price positioning strategy, benchmarking versus other providers and collaboration with other nearby partners such as employers, colleges and universities.
- Update on the Discovery Phase
 - The primary phase of discovery and the market study has been completed for the FRAC.
 - Various tools such as geodemography, data mining and data analytics were utilized in order to determine the target market of the FRAC. Nielsen was used for the data mining.
- Review the Primary Market Study on the FRAC
 - A Primary Market Area map was displayed which broke out the primary, secondary and tertiary zip codes for FRAC users.
 - It was noted that the Primary Market Area for the FRAC is within a 10-minute drive from the Center. Users from further away will still visit the facility, but they are not the primary market.
 - Key statistics:
 - 76,000: Households (HH) within the Primary Market Area (PMA)
 - 45,000: HH within 10-minute drive time
 - 1.3%: Overall market penetration percentage in PMA (3% to 5% is the typical range)
 - \$75,000: Average HH Income for PMA (\$62,000 Median)
 - \$85,000: Median HH Income for the FRAC members*
 - 50,000: Population age 55-84 (22,000 65-84) in PMA
 - 25,000: Kids age 5-14 within the PMA
 - 27,000: HH within PMA with children
 - 318: Number of Member HHs in Affluentials Market Segment (Represents 25% of the 1,257 membership households in study)
 - 2,100: Represents the number of Member HHs the FRAC has realistic potential to achieve, equates to \$900K annually in membership, or \$300k per year net growth.
- Short Term Growth Strategies
 - FRAC Summer Membership Campaign
 - This campaign kicks off tomorrow night.
 - A five-week membership program will be available beginning next Tuesday (May 19) via the campaign.
 - The goal is to increase the visibility of the FRAC brand at the time the pool will be opening.
 - A mailing will be sent to 25,000 targeted recipients in the Primary Market Area. The mailing is a beautiful, dynamic marketing material.

- It is hoped that with the new branding campaign, 2,100 new members will join the FRAC over the next 12 months.
 - Adult Center “New” Contract with Healthways Silver Sneakers
 - Silver Sneakers is an active lifestyle program for seniors which is already underway at the FRAC.
 - Membership is paid for by Healthways.
 - \$62,000 in revenue has been generated to the FRAC via the Silver Sneakers program.
 - There are currently 300 seniors in the program at the FRAC and the goal is to increase membership to 900.
 - Beginning next Tuesday, May19, the GAC was approved as a second location for the Healthways senior contract.
 - Every qualified senior will receive a Silver Sneakers marketing mailer with a personalized membership card. The mailer denotes FRAC and the GAC as certified Silver Sneaker locations.
- Next Steps: Additional Components for Completion
 - Price Positioning: This includes reviewing the FRAC pricing strategy.
 - Benchmarking: This includes FRAC benchmarks and comparisons to other providers.
 - Collaboration: This includes working with local employers, schools and other agencies.
- Final Report and Presentation Phase
 - Tomorrow, May 13, an update will be given to the Assistant City Manager.
 - Tomorrow, May 13, staff will be trained on the five-week campaign.
 - Once the entire study has been completed, a major final presentation will be made.
 - The whole process will be completed by the end of June.

Mr. Strunk stressed that the main end result of the study is to increase the self-sustaining ability of the FRAC. Mr. Strunk stated the FRAC opened in 2006 and the GAC opened in 2002 and it is time to renew the face of the centers in the eyes of the community. Mr. Strunk noted that the strategic planning documents for both facilities will be updated with both short-term and long-term opportunities.

Vice Chair Cole suggested a stronger partnership with insurance and medical centers in the community. Mr. Chambless stated that he and Mr. Gregory will be working on the group and corporate strategy.

Mr. Chambless noted that May is Employee Health and Fitness Month. Mr. Chambless will approach Honeywell and other large groups in order to establish a face-to-face relationship regarding the FRAC.

Vice Chair Cole stated that some large employers have their own fitness centers on site. Vice Chair Cole expressed concern for children who are unable to get transportation to the FRAC. Vice Chair Cole stated that children have to rely on their parents or others for transportation. Mr. Chambless commented that the FRAC is filled with children over the summer. Mr. Chambless agreed that a long-term relationship needs to be built with families so that the children continue to come to the FRAC after summer ends.

Vice Chair Cole stated that many seniors do not drive and wondered if a bus contract could be set up with the city or another partner. Mr. Chambless noted that many senior villages/centers have busses; however, this is an issue to consider.

Commissioner Moreno praised Mr. Strunk for hiring Mr. Chambless as his outside perspective and expertise are of great benefit.

Vice Chair Cole inquired about the 25,000 limit on the mailing. Mr. Strunk stated that 25,000 was the amount of pieces in the budget and staff is working with various partners so that the mailing is of no cost to the city. Mr. Strunk will make sure that the Commissioners get a copy of the mailing.

Chair Krystek thanked Mr. Chambless and Mr. Strunk for their presentation.

III. APPROVAL OF MINUTES (revisited)

Vice Chair Cole motioned, seconded by Commissioner Moreno, to approve the April 14, 2014 meeting minutes as written. Motion carried 5 – 0.

VI. SONORITA PARK IMPROVEMENTS

Mr. Gregory gave a presentation on the proposed improvements to Sonorita Park, located at 58th Drive and Market Street. Highlights of the presentation include:

- Sonorita Park
 - One acre neighborhood park constructed in 1975
 - Provides active and passive recreation opportunities for the area south of Glendale Avenue.
 - The park is located in a unique area in that it services an area consisting of businesses and residential.
 - Current amenities include: basketball court and playground
 - The park is identified in the department's capital plan to be renovated – however, there has been no funding available.
- Background
 - Conducted site assessment in 2003 and 2012 and both assessments identified similar recommended improvements as follows:
 - Benches
 - Shade Trees
 - Lighting
 - Artificial Shade
 - Playground Improvements
 - Refurbished Basketball Court
- Site Challenges
 - Homelessness
 - Vandalism
 - Graffiti
 - Utility Infrastructure Conflict: This has been resolved by the utility company who redirected an unusually placed guide wire for a utility pole.
 - Landscaping
- Protecting Our Investment
 - Engage the businesses and residents to implement the Partners 'N Parks program. It is an established program we implemented to preserve urban parks.
 - Work closely with Community Partnership to deliver community-based events.
 - CPTED Standards – Crime Prevention Through Environmental Design
 - Work closely with the police department's Community Action Team.
- Scope of Work
 - Applied for and received a \$61,500 Community Development Block Grant (CDBG)
 - Scope of Improvements

- Rough grading of the site
- Landscape rock
- Remove and replace playground surfacing
- Shade structure
- Trees and shrubs
- Concrete walkway/ADA accessibility
- Resurface basketball court
- Solar lighting
- Irrigation
- Playground expansion - Exerplay is donating a \$29,000 playground.
- Current Condition
 - A diagram of the current park layout was displayed.
- Sonorita Park Renovation
 - A diagram of the proposed park layout was displayed.

Commissioner Moreno asked if turf was included in the renovations. Mr. Gregory replied in the negative due to the high cost of maintenance and water. Mr. Gregory noted that Lawrence Park is nearby and has plenty of turf for play.

Chair Krystek asked if picnic tables were to be included in the renovations. Mr. Gregory replied in the negative but added that they could be added as the final design progresses.

Commissioner Padia Jr. inquired about the grass area off of 59th Avenue. Mr. Gregory stated that this area is part of the park, but is a passive area with trees and was not deemed to require improvements at this time.

Commissioner Padia Jr. asked about the type of trees to be planted in the re-design. Mr. Gregory stated that drought-tolerant trees such as Chinese Elm, Palo Verde and Sissoo would be used.

VII. COMMISSION GOALS

Mr. Gregory praised the Commissioners for their achievement of the fiscal year goals. Mr. Gregory stated that at the Commission Retreat in August a discussion would be held regarding goals for the upcoming fiscal year. Mr. Gregory asked the Commissioners to forward retreat or goal ideas to Ms. Benoit. This next fiscal year, Mr. Gregory would like to see more emphasis on park inspections.

VIII. STAFF UPDATE

Mr. Kraus gave an update on the following:

- Sports and Health
 - The spring softball season ends this month.
 - On June 9th, the summer softball meeting will be held regarding the season which starts at the end of June.
 - Weekend tournaments are in full swing at the Paseo Sports Complex and the Glendale Youth Complex.
 - The fall field allocation meeting was recently held.
 - Punt, Pass and Kick will start in August and end in December.
- Parks

- The Party for the Planet was held on April 26th and was a huge success. This is the fourth year for the event which is a partnership with the City of Peoria. Volunteers cleaned up approximately two tons of debris from the New River Trail.
- On May 2nd, AZ Project WET held a Water Festival at Sahuaro Ranch Park. Over 1,000 fourth graders learned about water conservation.
- Wood fiber was installed at Heroes Regional Park last week and will be installed at Mary Silva Park this week. This material is ADA accessible.
- Eight staff members will attend Traffic Control Tech class on May 29th where they will learn about roadway safety and barricading.
- The parking lot assessment will be completed by the end of May.
- The new ranger trucks are beginning to come in and they are smaller and more economical.

IX. COMMISSION COMMENTS

Vice Chair Cole enjoyed her first year on the Commission and also enjoyed doing the park inspection. Mr. Gregory stated that the information garnered from the inspections are very helpful to staff.

XI. ADJOURNMENT

The meeting was adjourned at 7:35 p.m. by consensus.

The next regular meeting will be held on Monday, June 9, 2014 at the Glendale Main Library, 5959 W. Brown Street, Glendale, AZ 85302.

Respectfully submitted,

Denise Kazmierczak