

CITY OF GLENDALE
SPECIAL MEETING PARKS AND RECREATION ADVISORY COMMISSION
FOOTHILLS RECREATION & AQUATIC CENTER, BOBCAT ROOM
5600 W. UNION HILLS DRIVE
August 24, 2015
6:00 P.M.

MEMBERS PRESENT: Barbara R. Cole, Chair
Manuel Padia, Vice Chair
Jeri Ann Soper
John Faris
Robert Irons
Kerry Dewberry

MEMBERS ABSENT: None

OTHERS PRESENT: Tim Barnard, Assistant Director
Mike Gregory, Parks, Recreation & Neighborhood Services Administrator
Lori Bye, Operations Manager
Paul King, Parks & Recreation Manager
Michelle Yates, Neighborhood Services Coordinator
Kristen Morgan, Office Support Supervisor
Diane Williams, Acting Civic Center Manager

I. CALL TO ORDER

Chair Cole called the meeting to order at 6:04 p.m.

II. ROLL CALL

Chair Cole took roll call.

III. APPROVAL OF MINUTES

Commissioner Dewberry motioned, second by Commissioner Padia, to approve the June 8, 2015 meeting minutes as written. Motion carried 5 – 0. [Commissioner Faris was not yet in attendance.]

IV. BUSINESS FROM THE FLOOR

None.

V. FACILITY TOUR

Ms. Bye and Ms. Morgan conducted an on-site facility tour.
[Commissioner Faris joined the tour at 6:08 p.m.]

VI. LOYALTY OATH OF OFFICE FOR NEW COMMISSIONER

New Commissioner Dewberry signed the Loyalty Oath of Office.

VII. USE OF MURPHY PARK/DOWNTOWN AMPHITHEATER

Mr. Barnard announced that the citywide signature events in Murphy Park such as the Glendale Glitter and Glow and the Chocolate Affaire are very successful. Mr. Barnard noted that staff is researching potential opportunities for community programming of the downtown amphitheater and the Murphy Park area, which include the following: allowing local/community groups to schedule the park and/or amphitheater for activities such as music, dance, art-based events and movies in the park as well as looking to partner with established events/activities to reactivate the park and bring the community and visitors to the downtown area. Staff will work to provide these additional events at little or no cost for admission. Mr. Barnard gave examples of a car show and/or partnering with local schools for band concerts or dance productions. Mr. Barnard asked Commissioners for feedback and suggestions.

Chair Cole noted that she has received comments from the public requesting the return of the Jazz Festival. Commissioner Faris commented that the bands that have played in the Jazz Festival are top touring bands who would charge for performance.

Commissioner Faris inquired as to which staff member is responsible for the amphitheater. Mr. Barnard replied that Mr. Strunk has ultimate responsibility. Commissioner Faris expressed concern that there is not a dedicated staff member responsible for booking performers and events at the amphitheater. Commissioner Faris stated that this has been an issue since the inception of the facility. Mr. Barnard will send on this comment to Mr. Strunk.

Commissioner Soper asked if the goal of these events was to make a profit or to be outreach to the community. Mr. Barnard replied that both goals are beneficial, but at this time, the focus is on low cost events which residents can easily attend.

Commissioner Faris asked where reservations for the amphitheater can be made. Mr. Barnard replied that reservations can be made through the Parks and Recreation office at 59th Avenue and Brown. Commissioner Faris stressed that the amphitheater and where reservations can be made should be in the same place.

Vice Chair Padia suggested outreach to local non-profits, special interest class instructors, and other groups who would like to showcase their performers or classes such as dance or gymnastics. Vice Chair Padia stressed that partnerships and sponsorships are important. Vice Chair Padia wondered how often events would be booked. Mr. Barnard replied that at this time, it would just be a few days a month of programming to determine demand and interest.

Chair Cole suggested a judo demonstration as many of the teens she works with are interested in the sport.

Mr. Barnard announced that an upcoming site evaluation of Murphy Park in regards to capacity will be conducted which will be shared with the Commission at an upcoming meeting.

VIII. APPROVAL OF REQUEST TO RENAME ROSE LANE PARK BALL FIELD

Mr. Gregory noted that at the June 8, 2015 Commission meeting, the renaming of Rose Lane Park Ball Field to Enrique “Mr. B” Banda Field was discussed and approved in concept. This evening, the Commission is asked to formally approve the name change and signage.

The Commission agreed by consensus to rename Rose Lane Park Ball Field the following: Enrique “Mr. B” Banda Field”.

IX. APPROVAL OF PILOT PROGRAM LOCATIONS TO STUDY SMOKING IN PARKS

Mr. Gregory stated that at the April 13, 2015 Commission meeting, Ironwood High School's Students Standing Against Tobacco made a brief statement on their concerns regarding smoking in public and their efforts to clean up cigarette butts in Desert Valley Park. The issue was put on the June 8, 2015 Commission meeting agenda and the student club returned to provide a formal presentation of their program and requested to complete an evaluation of Desert Valley Park in regards to being deemed a non-smoking park. Staff suggested the Commission consider a pilot program for multiple schools and parks throughout the city to evaluate a larger set of data. The Commission agreed with the recommendation. Staff has worked to identify schools in each of the City Council districts where possible and identified school-based clubs (Key Club and ROTC) that may be able to assist in the effort. Ms. Jo Ann Brown of the Maricopa County Department of Public Health has agreed to assist in the expanded effort. Mr. Gregory noted that staff will work with Ms. Brown and the student groups to develop guidelines for data collection and set park locations as close to the schools as possible. Once the data is collected and correlated, staff will provide the Commission with a full report at a future meeting.

Mr. Gregory noted school locations recommended for the pilot program, which include:

- Kellis High School - Yucca District
- Cactus High School – Sahuaro District
- Ironwood High School – Sahuaro District
- Deer Valley High School – Cholla District
- Mountain Ridge High School – Cholla District
- Apollo High School – Barrel District
- Independence High School – Yucca District
- Glendale High School – Ocotillo District
- Horizon or Burton School - Cactus District

Commissioner Faris inquired as to how many pilot programs would be done. Mr. Gregory stated that approximately seven to eight parks will be chosen. Commissioner Faris inquired as to the cost of the pilot program. Mr. Gregory commented that there are no direct costs but there may be some indirect costs in the form of staff correspondence to schools.

Commissioner Soper motioned, second by Commissioner Dewberry, to approve the recommendation for a pilot program, in partnership with the Maricopa County Office of Tobacco and Chronic Disease Prevention along with local school service clubs, to study smoking in various city parks. Motion carried 6 – 0.

X. ROLE AND MISSION OF THE COMMISSION

Mr. Gregory provided an informational overview of the mission, scope and function of the Commission, which included the following highlights:

Mission: The purpose of the Parks and Recreation Advisory Commission is to advise the City Council on policies, rules and regulations relating to the planning, acquisition, disposition, operations, use, care, and maintenance of parks and recreational facilities. The Commission is also responsible for the development of a continuous master plan for the city's park system and its recreation programs.

Composition: The Commission includes nine members, two of which will include high school students selected by MYAC and appointed by the Mayor and Council. Students are appointed to a one-year term and are eligible for reappointment for one additional year. Other Commissioners are appointed for a two-year term.

Essential Duties:

- Review and be familiar with park rules and regulations, the purpose and philosophy of recreation programs, and provide direction and recommendation on issues relating to parks and recreation.
- Become familiar with the Parks Master Plan, which establishes policies and procedures relating to the orderly acquisition and construction of parks and recreation facilities.
- Attend and participate in monthly meetings.
- Visit parks in district monthly and receive input from citizens on programs and facilities.
- Inspect parks in assigned district at least monthly.
- Provide general guidance and advice to the Parks, Recreation and Neighborhood Services Division.

Mr. Gregory also provided information regarding time commitment, meeting location, and minimum Commissioner qualifications.

Chair Cole inquired if the Commission was fully seated. Mr. Gregory replied that two new Commissioners will be sworn in on August 25, 2015. Vice Chair Padia commented that Commissioner Padia will be resigning. Mr. Gregory stated that his resignation has not officially been submitted yet.

XI. FY15 YEAR IN REVIEW

Mr. Gregory conducted a review of the FY2014-15 Commission Work Plan and corresponding achievements, which include the following:

- In compliance with the completion of goals outlined for the Commission during the past fiscal year, commissioners attended one other City of Glendale commission meeting including the Aviation Advisory Commission, Citizens Transportation Oversight Commission, Citizens Bicycle Advisory Committee and Planning Commission.
- During the October meeting, the Park Amenity Recognition Plaque Policy, adopted in 2013, was presented to the Commission for action regarding the need to include final approval by City Council to the policy. The Commission agreed to the change.
- Staff provided the Commission an overview of a project partnership with KaBOOM! and the Arizona Coyotes Foundation to construct a new playground at Bonsall Park. Upon hearing the presentation, the Commission provided recommendation to City Council to approve the installation of a new playground at the park. KaBOOM! is a non-profit organization focusing on the “play deficit” in low-income and/or special needs communities. The playground project included design day, site preparation and build days requiring youth and adult involvement. Commissioners Krystek, Cole and Padia also participated in the project attending on the design and build days.
- The Parks & Recreation Advisory Commission was one of three commissions/boards involved in public meetings conducted around the proposed sale of Foothills Library and it’s relocation to the Foothills Recreation & Aquatics Center. After hearing public comments and discussing the proposal with City staff, the Commission recommended City Council not pursue the sale and relocation of the Foothills Library.
- Taking the lead role in developing a Glendale Youth Master Plan was another of the Commission’s goals. Vice Chair, Manuel Padia, along with Neighborhood Services Coordinator, Michelle Yates, developed a draft action plan which indicated steps necessary to achieve this goal which include developing a steering committee and working group made up of city departments and community leaders; develop focus group questions and a vision for the youth master plan; market and solicit public input; hold focus group discussions and develop recommendations and strategies to complete the master plan. Because of the time commitment involved, this Commission goal will overlap into FY 15-16.

- The Commission approved a request of the Students Standing Together Against Tobacco (SSTAT), a high school student advocacy group, to present and discuss a proposal to designate Desert Valley Park as tobacco-free. The students gave their presentation during the June 8th meeting, after which, the Commission directed staff to conduct further research and draft a plan for a tobacco-free park pilot program to be presented at a future Commission meeting.
- The Martin Art Center (MAC) made a presentation to the Commission also during the June 8th meeting, giving an overview of their afterschool STE+[a]M program: Science, Technology, Engineering, Art and Math. Glendale Parks & Recreation invited MAC to the meeting to provide information to the Commission for approval to enter into a two-year contract to provide daytime, afterschool and evening programming at the Community Center North. The Commission agreed to enter into the contract.

Mr. Gregory added that during the fiscal year, other information was shared with and addressed by the Commission including: Parks Amenity and Recognition Plaques; water management, turf audit and field allocation plans, dealing with homelessness in our parks, ADA compliancy in our parks and facilities, a proposed archery range project, non-profit discount rental fees, the City's 5-Year Financial Plan and the Department's FY15 budget, park signage, strategic marketing plans for GAC and FRAC, and park improvements to Sonorita Park.

Ms. Bye distributed an organizational chart of her divisions and provided a review of the fiscal year, which included the following highlights:

- Glendale Adult Center (GAC)
 - Big 5 Events: 4th of July, Halloween, December Holiday, Valentine's Day and St. Patrick's Day. Over 825 participants attended these luncheons and enjoyed the entertainment.
 - Offerings this year were afternoon senior dances, fashion shows, health fairs, health-related seminars such as Diabetes and the Silver Sneakers program, which was added in February. GAC also hosts the AARP tax service assistance for a few months each year. The GAC location completes the most tax returns of any AARP tax service site in the state.
 - The center serves approximately 179,000 visitors yearly, with an estimated cost recovery rate through user fees of 64%. This does not count utilities/custodial services and most of the building maintenance.
 - GAC has 78 active volunteers who gave 9,623 hours of time which is a cost savings of \$216,998.58.
 - New staff members include Summer Steinke, Office Support Supervisor; Kim Kolaga, Secretary; and Sean McGary, Senior Recreation Coordinator.
- Foothills Recreation and Aquatics Center (FRAC)
 - Special events include Halloween with 600 visitors, 8th Annual Santa Workshop, daddy/daughter dances, and the new walking program. The summer 360 Youth Program serves 91 children per day and brings in \$92,000 in registration fees. There are over 480 special interest classes with over 3,700 participants. The Silver Sneakers program is offered at this location as well.
 - The center serves approximately 420,000 visitors a year with an estimated cost recovery rate through user fees of upwards of 85%, all inclusive.
 - New staff members include Kirsten Morgan, Office Support Supervisor and Kyle White, Recreation Coordinator Aquatics.
- Summer Aquatics for Rose Lane and FRAC
 - Much needed maintenance was completed this year such as painting the slides and poles, replacing some shade structures, deck painting and changing out certain equipment for the pumps and chemical circulation system.
- Group Swim Lessons

- Foothills had 1,074 participants, which decreased slightly from the previous fiscal year.
- Rose Lane had 583 participants, which increased by 12% over the previous fiscal year due to the increase in marketing.
- Recreation Swim
 - This fiscal year was a good, safe season.
 - More non-residents used the aquatics centers than in the past, which brought in \$9,000 in more revenue in total.

Chair Cole suggested extended hours for the GAC for visitors who work during the day. Ms. Bye understood the need for the night hours and hoped that in the future, the budget would allow for more expanded hours.

Commissioner Faris inquired about the future of the second floor build out at the GAC. Ms. Bye stated that due to level of current usage/demand and budget constraints, there will not be expansion to the second floor at this time.

Ms. Diane Williams, of the Civic Center, gave the following presentation:

- Downtown Glendale Event Venue
 - The Civic Center, built in December 1999, continues to be a cornerstone in the historical downtown area of Glendale drawing thousands of people into the downtown area each year. In July 2014, the Civic Center joined the Community Services Department as part of a city-wide reorganization under the Park and Recreation Division. The Civic Center remains one of the City's premier municipal buildings offering meeting and event space on a rental basis.
- Review of FY 2014-15
 - Event Days: 203
 - Revenue recovery percentage: 70%
 - General Fund Transfer: Decreased by 10.8% from prior year
 - Number of People that Attended Events: 57,517, which is an increase of 7.8% over prior year.
 - Repeat Bookings: 43%
 - Corporate Business increased by 6%, accounting for 36% of total business
- 2014-15 Civic Center Market Segment
 - Corporate: 36%
 - Education: 21%
 - Association: 16%
 - Social/Wedding: 15%
 - Trade Show: 5%
 - Religious: 3%
 - City: 2%
 - Government: 2%
- Awards
 - The Civic Center, has once again, received the #1 Ranking by Arizona Business Magazine's *Ranking Arizona: The Best of Arizona Business* publication.
 - Years the Civic Center has received this award 2012, 2013, 2014 and 2015.
- Social Media
 - Today, social media plays an integral part in event marketing. It gives the ability to market the Civic Center to many more people through the internet.
 - Pinterest, a social media site that enables the Civic Center to post event boards of photos, allows people to view the Civic Center from a variety of perspectives from the many photos used.
 - The Civic Center's Pinterest site is www.pinterest.com/GlendaleCivic
- Events

- Corporate Events
 - Draws in the most amount of revenue.
 - Revenue categories include: room rental, audio-visual rentals, equipment rentals, and room and beverage.
- Graduation Ceremonies
 - Hosted 18 large-scale graduation ceremonies equaling \$45,272 in revenues. Largest contributor for the Education market segment.
- Social Events
 - High school homecoming dances and winter formals are becoming a new source of revenue.
- Organizational Chart
 - Staff chart was provided.

Mr. Gregory asked for clarification regarding devices for the hearing impaired. Ms. Williams explained that the Civic Center received a grant for hearing-assistive devices and the Center is the only municipal building in the valley with the devices, which are used quite often.

Ms. Yates provided an update, which included the following highlights:

- Youth and Teen
 - Five Afterschool Licensed Programs during the School Year and Three Summer Programs
 - Sizzling Field Trip Program – Weekly Field Trips for Five Weeks
- Special Events/Projects
 - Touch A Truck: October 18th – 6,000 attendees at Westgate
 - KaBOOM! Playground Build: December 8th – Over 200 volunteers for \$100,000 new playground at Bonsall Park North
 - Arbor Day: April 22nd – Dos Lagos Park planted 12 trees with Highland Lakes Elementary School
 - Glendale Folk & Heritage Festival: March 21st and 22nd – Over 400 performers and 5,000 attendees at Sahuaro Ranch Historic Area
 - Surviving the Summer: Nearly 20 exhibitors provided safety information at Westgate
- Neighborhood Services
 - In total, over 55 projects, including community builds, park clean-ups, Adopt-A-Street, Eagle Scouts, individual assistance and community events
 - Nearly 6,000 volunteer hours contributed
 - October 25th: Painted 6 homes with nearly 150 volunteers
 - HOA Academies: Fall and Spring – Over 70 people have attended to gain the tools needed to more effectively manage and lead their HOA
 - MLK Day of Service/NFL Tree Planting: January 24th – Over 210 volunteers planted over 50 trees and gleaned existing trees at Sahuaro Ranch with NFL grant
 - Glendale's Serve Day: February 22nd and 29th: Nearly 250 volunteers participated in fruit gleaning, park and trail clean ups along the New River Trail system
 - Sonorita Playground Build: December 13th – Over 25 volunteers assisted with the community build funded by CDBG.
 - Community Tool Shed available

Ms. Yates reported that on August 25th, the third phase of sidewalk and landscape improvements and enhancements will be moving forward in East Catlin Court.

Mr. Paul King distributed an organizational chart of his divisions and provided a review of the fiscal year, which included the following highlights:

- KaBOOM Playground build at Bonsall North
- Over 600 ADA compliant signs installed
- New trail signs installed
- Sonorita Playground build
- Purchase of Igloo coolers for heat advisory days (Heat Advisory Warning Program)
- Water distribution to public at Thunderbird Conservation Park
- Assisted with Concert in the Park
- Youth Sports Complex – Rejuvenated turf
- Glendale Youth Sports League: 9 co-ed teams, 3 co-ed pitch teams, 11 volunteer coaches and 2 local business sponsors
- Adult Softball: 260 teams/3,640 team members over four softball seasons annually
- Field Allocation Program: 14 organizations in fall 2014, 11 in spring 2015 includes football, soccer, lacrosse, softball, baseball, hockey – over 8,000 youth participants
- Weekend Tournaments: Over 40,000 visitors per year to Paseo and Sahuaro Ranch sports complexes during tournaments – Glendale hosts tournaments 38 out of 52 weekends
- NFL Punt, Pass and Kick: 30th Year Glendale staff has served as State Chair in this NFL youth-supported program where kids ages 6-15 compete for accuracy and distance
- Heat Advisory Warning Programs – Staff has handed out chilled water
- In June 2015, 260 tons of granite was spread at 13 parks/recreation areas.

Mr. King displayed photos of the damage from the September 2014 storms and clean up efforts as well as Thunderbird Conservation Park parking lot improvement and erosion repairs.

XII. DISCUSSION OF FY15-16 COMMISSION WORK PLAN

Mr. Gregory facilitated a discussion of the Commission Work Plan for FY15-16, specifically mentioning the following general goals and focus:

- Rose Lane Pool Operational Study
- Community Services Department Fee and Revenue Study
- Youth Master Plan Update
- Community Services Department Master Plan Update Scope of Work
- Lease of Community Centers
- Follow Up on Smoking in Parks
- Park Signage Assessment
- Strategic Plan – Specifically Staffing and Customer Service

Mr. Barnard added that these specific items will be managed/directed by staff and presented to the Commission for review and recommendation. Mr. Barnard noted that subcommittees may be established to provide additional depth.

Chair Cole asked if the Commissioners were to focus on park visits this fiscal year. Mr. Gregory suggested that this could be an individual goal, however, in the past it was noted as a bit cumbersome by some Commissioners.

The Commission agreed by consensus to adopt the Commission Work Plan as presented for FY15-16.

XIII. RESCHEDULE OF SEPTEMBER 14, 2015 MEETING TO SEPTEMBER 21, 2015

Mr. Gregory announced that key staff will be out of town on September 14, 2015 for certification updating and training at the National Recreation and Parks Association annual conference. Mr. Gregory suggested rescheduling of the Commission meeting to September 21, 2015.

Commissioner Faris motioned, second by Commissioner Irons, to reschedule the September 14, 2015 Commission meeting to September 21, 2015. Motion carried 6 – 0.

XIV. STAFF UPDATES

Mr. Gregory announced that at the Council meeting on August 25, 2015, staff will request approval for the following positions: Marketing Coordinator and Civic Center Operations Manager.

Ms. Bye distributed the *Glendale@Play* recreation brochure and the *Foothills Update*.

Ms. Yates commented on upcoming events such as: Touch A Truck, Rock N Roll Paint-a-Thon, Stand Up for Vets and the HOA Academy.

Mr. King provided the following updates:

- The parks are being watered four days a week, which will be adjusted as the season cools off.
- Mr. Fred Abraham was hired as new Parks Manager beginning on September 5th.
- There is one staff vacancy for a Certified Playground Inspector.
- A new tractor, hot power washer and electronic message boards were recently purchased for the department.
- At the recent Arizona Parks and Recreation Association Conference, the Professional of the Year Award was presented to Mr. Barnard and the Parks Professional Award was presented to Mr. Bryan Wagner.
- On October 12th, a grand opening event will be held for the New River Trail System improvements.

XV. COMMISSION COMMENTS

Chair Cole announced that she handed out approximately 65 surveys at a Youth Sports League evening event and enjoyed the opportunity and meeting the park visitors. Mr. Barnard stated that the results of the survey will be shared with the Commission once compiled.

XVI. ADJOURNMENT

The meeting was adjourned at 8:25 p.m. by consensus.

The next regular meeting will be held on September 21, 2015, at 6:00 p.m. at City Hall in the Glendale Municipal Office Complex, 5850 W. Glendale Avenue, B-3.

Respectfully submitted,

Denise Kazmierczak