

CITY OF GLENDALE  
PARKS AND RECREATION ADVISORY COMMISSION  
5850 W. GLENDALE AVENUE, B-3  
GLENDALE, AZ  
SEPTEMBER 9, 2013  
6:00 P.M.

MEMBERS PRESENT: Mike Buettner, Vice Chair  
John Krystek  
David Moreno  
John Baribault

MEMBERS ABSENT: Robert Portillo, Chair

OTHERS PRESENT: Erik Strunk, Executive Director  
Mike Gregory, Park Manager  
Lori Bye, Recreation Manager  
Chris Gallagher, Recreation Manager  
Christine Frederickson, Management Assistant  
Gwen Benoit, Senior Secretary

I. CALL TO ORDER

Vice Chair Buettner called the meeting to order at 6:05 p.m.

II. ROLL CALL

Vice Chair Buettner took roll call.

III. APPROVAL OF MINUTES – MAY 13 and AUGUST 17, 2013

**Commissioner Krystek motioned, seconded by Commissioner Baribault, to approve the May 13 and August 17, 2013 meeting minutes as written. Motion carried 4 – 0.**

IV. BUSINESS FROM THE FLOOR

None.

V. MEMORIAL PLAQUES

Mr. Strunk stated that this agenda topic was a follow-up to the information disseminated at the Commission retreat in August regarding a proposed departmental administrative policy on parks amenity naming and recognition plaques.

Mr. Strunk gave a presentation on the proposed guidelines for the Parks Amenity and Recognition Plaques departmental policy. Mr. Strunk read aloud portions of the proposed

policy. It was noted that the placement of plaques or naming of a park amenity after a person of community prominence is an appropriate method by which to honor individuals who have contributed to the betterment of Glendale and/or are of historical significance to the City.

The Commissioners were in receipt of the proposed policy which detailed the guidelines and evaluation criteria. The application for the Parks Recognition Plaque and Amenity Naming was also included in the documents provided to the Commission.

Mr. Strunk noted that in the guidelines, the applicant is asked to enroll and become an active member of the Partners N' Parks program, whereby the applicant will coordinate quarterly volunteer service days at the appropriate facility.

Commissioner Moreno suggested a fee for a memorial installation or park amenity naming. Mr. Strunk explained that this would fall into a corporate sponsorship situation and this could be explored further by staff.

Commissioner Krystek inquired as to the amount of memorials that could be placed within a park. Mr. Strunk explained that most likely, there would be a limit of one memorial per park; however, this would depend on the size of the park and the amount of amenities in the park. Mr. Strunk stated that all installations would be tastefully done.

Vice Chair Buettner asked if staff would approve the applications and inquired as to the role of the Commission. Mr. Strunk replied in the positive, but stressed that the applicant must make their case and provide all required information for the request. Mr. Strunk surmised that staff will make all approvals but will provide an update to the Commission on an ongoing basis.

Vice Chair Buettner inquired about the construction process. Mr. Gregory explained that the City would handle the physical installation of the memorial plaque to ensure conformity and safety. Mr. Strunk noted that staff will work with the applicant regarding the exact location of the memorial. Mr. Gregory will follow up regarding the specific billing process to the applicant for installation costs.

Commissioner Baribault asked about liability to the City. Mr. Strunk commented that the City carries all responsibility for structures in the parks and the plaques will fall under the current insurance coverage.

**Commissioner Baribault motioned, seconded by Commissioner Moreno, to accept the guidelines for Parks Amenity and Recognition Plaques as written. Motion carried 4 – 0.**

## VI. FY13-14 COMMISSION WORK PLAN GOALS

Mr. Gregory presented the draft Work Plan as discussed at the Commission retreat in August, which included the following goals:

- 1) The Commission to conduct one park visit and provide comprehensive input on what they believe to be the:
  - a) Strengths

- b) Weaknesses
- c) Suggested Improvements
- d) Amenities or infrastructure that should be removed
- 2) The Commission participates in a tour of Foothills Recreation and Aquatic Center, Sahuaro Ranch Historic Area and/or Glendale Adult Center. Make arrangements to meet with staff to discuss facility operations.
- 3) The Commission participates in one Department or city-wide hosted special event.
  - a) Dr. Buck's Wild West Show
  - b) Folk & Heritage Festival
  - c) Earth Day
  - d) Touch A Truck
  - e) Downtown Holiday Events
- 4) The Commission participates in the "Wild Flower Project" at Thunderbird Conservation Park.
- 5) The Commission attends two other City of Glendale Commission meetings. (List of Commissions provided)
- 6) The Commission to conduct a minimum of two meetings at an alternative parks and recreation location.
- 7) The Commission to participate in the Partners N' Parks program by adopting Glendale Heroes Regional and Orangewood Vista parks and conducting one clean up event at each location in FY13-14.
- 8) Optional items include:
  - a) Approach sports teams for donations
  - b) Outreach for more corporate sponsorships
  - c) Find possible vendor for the X-Court
  - d) More focus on advertising, marketing and networking
  - e) Ride-along with parks and/or recreation staff

**Commissioner Krystek motioned, seconded by Commissioner Baribault, to approve the FY13-14 Commission Work Plan Goals as written. Motion carried 4 – 0.**

## VII. REVIEW OF DEPARTMENT REVENUE FEE AND PHILOSOPHY

Ms. Bye gave a presentation on revenue and participation for the summer aquatics program at Foothills Recreation and Aquatics Center and Rose Lane Aquatics Center. The following figures for lessons and gate admissions were included in the presentation:

- Summer 2010: 62,140 patrons and \$190,298 in revenue
- Summer 2011: 69,920 patrons and \$235,904 in revenue
- Summer 2012: 49,935 patrons and \$247,599 in revenue
- Summer 2013: 51,277 patrons and \$254,399 in revenue

Ms. Bye noted that prior to the start of the 2012 season, a fee increase was implemented as well as a decrease in hours to the summer schedule, which impacted the participation figures as the pool was not open as long as prior years.

Ms. Bye announced that on September 17<sup>th</sup>, staff will present the revenue and participation information to Council. Ms. Bye will also present the concerns expressed by the Commissioners regarding the aquatics program as follows:

- The need to continue monitoring the decline in participation at the Rose Lane Aquatics Center and to explore possible options to reverse this trend.
- Developing a “prime time” rate structure to control or limit use during high demand periods or encourage use during periods of low demand or use.
- Developing a discount program for individuals or families who may be unable to financially afford fee-based services but still desire the opportunity to experience a broad spectrum of recreation activities.
- Implement “differential fees” – additional fees charged to non-City residents for the use of Department facilities and programs. The fees would vary depending upon the program or service.
- Charge “nominal fees” – a minimal fee intended to recover a portion of the costs associated with a basic service, as in a field light fee for youth athletic leagues.
- Convey to Council that a formal non-profit fee rate be established.

Vice Chair Buettner inquired as to the aquatics cost recovery. Ms. Bye confirmed that the 60% cost recovery of summer 2013 was very good considering the guideline of 50%.

Commissioner Moreno asked if any high schools were using the pools. Ms. Bye noted that Deer Valley High School and Neptune, a private swimorganization, rent the pool at Foothills. Commissioner Moreno inquired as to the rental rates for the private rentals. Ms. Bye will provide information on the rental rates at the next Commission meeting.

### VIII. AQUATICS SUMMER REPORT

Mr. Gallagher gave an overview of the aquatics program for summer 2013, which included the following highlights:

- August was Drowning Impact Awareness Month.
- In total, over 100 lifeguards were hired this season to cover both pools. Prior to the season, it was determined that the hourly lifeguard rate was no longer competitive with other valley cities. Veteran lifeguards were leaving for higher paying jobs elsewhere. Therefore, a \$1.00/hour increase was implemented, which helped to keep some of the previous lifeguards on staff.
- About every two to three years, there is a large turnover in staff due to the fact that most lifeguards are in high school or college. This season, 55 new guards were hired so there were a lot of additional trainings and in-services necessary.
- Due to the layout and amenities of the Foothills pools, there are fifteen lifeguard stations.
- The Verano Sano Water Safety Event was held at Rose Lane on June 15<sup>th</sup>. This was a very successful event with approximately 600 attendees.
- On June 22<sup>nd</sup>, the Family Swim Night was held at Foothills with approximately 200 attendees.
- Two Glendale co-ed lifeguard teams participated in the Arizona Parks and Recreation Association Lifeguard Challenge. The teams faired very well.

- The splash pad at Glendale Heroes Regional Park is a very popular site. It was open from Memorial Day to Labor Day. A minimum of 200 people visited daily.
- The Junior Lifeguard Program consisted of 18 participants this season. The program teaches basic techniques. To become a lifeguard, one must be 18 years old. It is hoped that program participants will eventually become lifeguards.
- Overall, it was a very safe summer.
- The annual Aquatics Report should be ready by mid-October. There is currently a vacancy in a full-time aquatics position, so a student intern is assisting the department with various duties.

## IX. OVERVIEW OF GLENDALE HEROES REGIONAL PARK

Mr. Gregory presented information regarding Glendale Heroes Regional Park, which included the following:

- The park was previously named Western Area Regional. The total land mass is 87.781 acres and was purchased for \$2,957,670.68 in December 1998.
- To date, the amenities constructed and/or designed at the park is as follows:
  - Gateway Public Safety Facility - \$5,690,000
  - Initial Park Development - \$1,867,000
  - X-Court - \$3,800,000
  - Infrastructure Development - \$1,974,500
  - Western Area Park Pavilion - \$1,213,525
  - Design of Western Branch Library - \$2,890,974
- Grand total purchase cost and amenities/design is \$19,493,669.
- The remaining park development would include: four lighted ball fields, two multi-sport fields, a concession and restroom building, a seven-acre urban lake, irrigation system, dog park, aquatic facility, multi-generation recreation center, parking, landscape and pathways estimated at a cost of \$61,655,000. The remaining elements have been indefinitely deferred by City Council due to the lack of capital funds. The estimated operating and maintenance costs for the deferred amenities are \$16,288,000.

Mr. Gregory stated that staff is recommending a new conceptual plan for the some of the undeveloped park space for the near future. Mr. Gregory suggested the following:

- Soccer fields (part of Master Plan)
- Archery practice field
- Build-up/beautification of southwest portion of the park (part of Master Plan)

Mr. Gregory explained that these proposed interim projects may be financially feasible in the short term.

Commissioner Moreno wondered if nearby residents were included in the discussions for the original park plan. Mr. Gregory replied in the positive and added that there were various hearings and opportunities for public input.

Commissioner Moreno inquired if the archery field was part of the original park plan. Mr. Gregory replied in the negative. Mr. Gregory stated that currently the area where the archery

field would be constructed is open green space. Mr. Gregory has also received phone calls from various people who have offered to assist with the development of the archery field and to volunteer to assist with an archery program.

Commissioner Moreno stressed that the residents in the area should have a voice in any changes to the original park plans.

Commissioner Baribault asked for further information on the archery suggestion. Mr. Gregory explained that the archery practice field was suggested by a citizen and the suggestion was backed by various Councilmembers. Mr. Gregory will research the usage pattern of other valley archery fields and will also look into liability issues.

Vice Chair Buettner commented that there is never enough rentable green space for organized sports such as soccer and football. Commissioner Moreno agreed and expressed concern about archery in an urban environment. Mr. Gregory indicated that it would be a short range field.

Commissioner Krystek suggested saving short-term capital funds for the previously planned long-term projects.

Mr. Strunk stated that more research will be done on the proposed items and further discussion will be held. Mr. Strunk added that a few years ago, the suggestion of an urban farm was also brought up for a small section of Glendale Heroes Regional Park, which could be looked into further as well.

## X. STAFF UPDATES

Mr. Gregory announced that staff members Joanna Brace and Paul King received the Arizona Parks and Recreation Association Outstanding Educational Program Award. Mr. Gregory explained that Ms. Brace and Mr. King have produced seven two-minute videos on sustainable farming at Sahuaro Ranch Park which are narrated by state historian Marshall Trimble.

Mr. Gregory stated that Council has officially adopted the new names for two previously unnamed city parks as Glendale Heroes Regional Park and Orangewood Vista Park.

Ms. Bye gave the following update:

- The City of Glendale, in partnership with the City of Peoria, will be hosting the Special Olympics Softball Tournament in Surprise on October 18<sup>th</sup> and 19<sup>th</sup>.
- The participants in the Theater Kids program will perform High School Musical 2 at the Glendale Adult Center this fall. There are approximately 25 performers who are children with disabilities.
- On August 28<sup>th</sup>, an Afternoon Delight was held at the Glendale Adult Center. There were 83 people in attendance who were entertained by the Short and Sweet Entertainers.
- At Westgate, the Arbitrary Arts group will run the Gallery Glendale on Friday and Saturday nights.

- At the Foothills Recreation and Aquatics Center, Pickleball, a new offering, has begun on Wednesday and Friday mornings with a maximum of 15 participants. Also, the Halloween event will be held on Friday, October 25<sup>th</sup> from 6:00 p.m. to 9:00 p.m.
- Several staff members attended the Arizona Parks and Recreation Association annual conference in August. Conference highlights:
  - Staff member Michelle Yates received a \$500.00 professional scholarship from the Arizona Parks and Recreation Association.
  - Mr. Gallagher received the President's Award for outstanding service to the Parks and Recreation profession. Mr. Gallagher has been responsible for the state awards program for many years.
- The deadline to submit RFPs for the city community centers has passed. The submittals are in the scoring stages. Two groups will be scoring the RFPs: a technical group and a neighborhood group.
- On Saturday, November 19<sup>th</sup>, an outreach event by the Commission for Persons with Disabilities will be held at the Elsie McCarthy Sensory Garden.
- On October 5<sup>th</sup>, the Touch A Truck event will be held.

Mr. Strunk announced that this coming Thursday, at the Glendale Civic Center, the new City of Glendale Manager, Brenda Fischer, will hold an open house event. All are welcome to attend.

Mr. Strunk thanked the staff members for being active participants in the Arizona Parks and Recreation Association. Mr. Strunk thoroughly enjoyed the conference in August and encouraged the Commissioners to attend next year as well.

## XI. COMMISSION COMMENTS & SUGGESTIONS

Commissioner Krystek complimented staff on a job well done during a very busy summer.

Commissioner Buettner mentioned that he saw an exercise boot camp at Utopia Park on a recent Saturday and wondered if the program was registered with the City. Mr. Gregory will follow-up on the issue.

## XII. ADJOURNMENT

**The meeting was adjourned at 7:46 p.m. by consensus.**

Respectfully submitted,

Denise Kazmierczak