

CITY OF GLENDALE
PARKS AND RECREATION ADVISORY COMMISSION MEETING
MUNICIPAL OFFICE COMPLEX – ROOM B-3
5850 W. GLENDALE AVENUE

MONDAY, DECEMBER 10, 2012
6:00 P.M.

MEMBERS PRESENT: Robert Portillo, Chair
 Jamie Aldama, Vice Chair
 Mike Buettner
 Gail Meyers
 John Baribault

MEMBERS ABSENT: John Krystek
 Rachel Nowakowski
 Samantha Cooke

OTHERS PRESENT: Erik Strunk, Executive Director
 David Seid, Recreation Manager
 Lori Bye, Recreation Manager
 Deanna Ortiz, Recreation Manager
 Mike Gregory, Park Manager
 Chris Gallagher, Recreation Manager

I. CALL TO ORDER

Chair Portillo called the meeting to order at 6:02 p.m.

II. ROLL CALL

Chair Portillo took roll call.

III. APPROVAL OF MINUTES – NOVEMBER 5, 2012

Commissioner Meyers motioned to approve the November 5, 2012, meeting minutes with the following change: On page 5, first paragraph, "Mr. Aldama commented that the team is bringing lights down to the area and was concerned about the safety..."to "Mr. Aldama commented that the team is bringing vehicles down to the area to be used as lights and was concerned about the safety ..."
Commissioner Buettner made the second. The motion passed 5 – 0.

IV. BUSINESS FROM THE FLOOR

None.

V. NAMING OF PARKS POLICY

Mr. Strunk presented information and a proposed departmental policy regarding the naming of two City parks: the Western Area Regional Park (WARP), located at 83rd Avenue and Bethany Home Road and the park located at 79th and Orangewood Avenue.

Mr. Strunk noted that with WARP, a process conducted in November 2005 resulted in over 200 names submitted for consideration via a public naming process. The list of names was included in the Commission packet. The Parks and Recreation Commission at that time recommended the name of "Yucca Crossing Regional Park" be sent on for Council approval. However, the item was never forwarded to the Council for action. Mr. Strunk stressed that since the park has remained unnamed for over seven years, staff is recommending the Commission initiate a new naming process.

Mr. Strunk presented the proposed Park Facility and Naming Policy, which consists of the following:

Purpose: To establish a policy, procedure and guideline for naming of public parks and facilities owned and/or operated by the City of Glendale Parks, Recreation and Library Services Department. The policy sets the criteria for name identification, citizen input process, Parks and Recreation Advisory Commission recommendation and City Council approval.

Procedures: The Parks, Recreation and Library Services Department shall solicit input from citizens, departments and city staff via methods deemed reasonable by the department director. Methods of solicitation may include, but not limited to, public meeting(s), public service announcement(s), or web-based input. Names submitted for consideration should provide some form of individual identity in relation to the following:

1. The geographic location of the facility.
2. An outstanding feature of the facility, whether it is natural, geographical, or man-made.
3. An adjoining subdivision, street, school, or natural feature.
4. Facilities within a park can be named separately from the park and/or facility in which they are located, subject to the general guidelines named in the policy.
5. Parks and facilities may not be named after an individual, group, event or organization unless the land or facility is donated or deeded to the City.
6. Duplication of other park or facility names in the City shall not be considered.

The Parks and Recreation and Library Services Department will announce the naming of a new park to citizens living within the service area of the park or facility. The means of announcement may be made through a mailed notice,

public service announcement and/or public meeting(s) to the residents within the service area. Residents shall respond with their input by mail, email or telephone within 15 working days of the announcement. Citizen input will be sorted and collected by the Parks, Recreation and Library Services Department Director or designee. The director will present all responses to the Parks and Recreation Advisory Commission at the next scheduled Commission meeting or when the Commission meeting schedule permits. The Parks and Recreation Advisory Commission will review all names submitted and provide a recommendation for the park or facility name to a City Council meeting or when the City Council meeting schedule permits.

Once adopted, the department will have 60 days to post the appropriate signage, with park name, in areas of the park or facility that will allow citizens to easily identify park or facility.

Chair Portillo inquired if land was donated for the two parks in question. Mr. Strunk replied in the negative.

Commissioner Aldama asked if there were any City parks named after a Councilmember. Ms. Meyers replied in the positive and Mr. Strunk added that this was a private park in an HOA.

Commissioner Aldama suggested that the winner of the naming contest be acknowledged in some manner and Mr. Strunk commented that a certificate of acknowledgement could certainly be sent to the winner.

Commissioner Aldama noted that the naming policy did not include a formal policy number. Mr. Strunk stated that this would be a departmental policy and not a City policy. Mr. Strunk added that this new naming policy will strengthen the Department's accreditation with the National Recreation and Park Association. Staff would like the Commission to approve the policy to be included in the Department's administrative guidelines.

Mr. Strunk presented the timeline for the park naming process:

- April 24, 2013: Press release on new names and signage ordered.
- April 23, 2013: Item presented for action at evening Council meeting.
- March 11, 2013: Item presented to Commission for final review and vote.
- February 11, 2013: Item presented to Commission for initial review and consideration.
- January 25, 2013: All name submittals due at 5:00 p.m.
- January 7, 2013: Naming contest begins. Website opened, naming contest flyers delivered to adjacent schools, neighborhood groups notified, press release, KGLN announcement, on hold announcement.

Commissioner Buettner asked how the parks were named in the past. Mr. Strunk stated that the methods in the policy were used, but the policy will now be formally approved.

Commissioner Aldama asked why a park could not be named after an individual. Mr. Strunk stated that unless land is donated or deeded, a park cannot be named after an individual and it is also left to the ultimate discretion of the City Council to do so. Mr. Strunk commented that the City policy has always been to handle the naming of a park facility on a case-by-case basis, subject to final approval by the City Council. A more recent example of this would be the Elsie McCarthy Sensory Garden.

Chair Portillo asked if there could be a distinction between living and deceased individuals. Mr. Strunk stated that the current policy is to not name a park after an individual, unless land has been donated or deeded to the City for the purpose, and Council has previously approved of it. There are many groups who could propose names of many individuals and this can get into a very difficult situation.

Commissioner Meyers motioned to accept the staff recommendations regarding the departmental Park and Facility Naming Policy and to move forward with the proposed process to obtain citizen input for the naming of two city parks that have not been officially named. Commissioner Buettner made the second.

Commissioner Aldama requested more time for review of the policy and to table the vote until the next meeting. Commissioner Meyers felt that there was not much more to discuss on the issue. Commissioner Buettner noted that the policy has been followed in the past and this would make it formal.

Chair Portillo called for the vote.

The motion passed 3 – 2.

VI. POTENTIAL USE OF VACANT PARK LAND

Mr. Gregory presented information regarding the possibility of lowering maintenance costs and generating revenue by allowing the undeveloped portions of certain city parks to be agriculturally farmed. Mr. Gregory explained that due to the economy, the final build-out of the WARP and the park located at 79th and Orangewood Avenue were never completed. Mr. Gregory stated that staff has explored the possibility of lowering maintenance costs and generating revenue by allowing the undeveloped portions of these parks to be agriculturally farmed. Mr. Gregory noted that the department spends approximately \$9,940 on weed and trash abatement at the undeveloped portions of WARP. Mr. Gregory added that this

suggestion could save on the cost of dust control and create a revenue stream for the City.

Commissioner Meyers felt that this could be a very good idea, especially if used for local farmers' markets which appear to be lacking in the City. Mr. Gregory stated that the concept of a farmers' market could be included in the Request for Proposal (RFP).

Commissioner Aldama stated that the suggestion was an innovative use of the land, but asked about any issues with pesticides and herbicides. Mr. Gregory commented that the farmers would have to follow federal and state guidelines regarding pesticides and herbicides.

Mr. Strunk stressed that the land would still be designated for park use in the future, but until a park amenity could be built, the land would be leased for farming.

Chair Portillo asked if public meetings would be held regarding this issue. Mr. Gregory replied in the positive.

Commissioner Aldama noted that the Glendale Elementary School District (GESD) owns property near these two parks and asked how a lease would be handled between the City and the GESD. Mr. Strunk stated that this issue would be worked out in the lease.

Mr. Strunk stated that urban gardening is growing and the City of Phoenix recently announced an initiative regarding urban gardening in vacant lots.

Commissioner Buettner inquired as to a price per acre in the lease for the undeveloped land. Mr. Gregory stated that the price per acre has not been determined as of yet.

Chair Portillo asked if one or two RFP's would be utilized. Mr. Gregory explained that two RFP's would be used because of the different aspects of the two locations.

Chair Portillo asked if the farm would need to be physically separated from the park. Mr. Gregory replied in the positive. Commissioner Meyers felt that it would be better to create a cohesive environment between the park and the farm, such as at Sahuaro Ranch Park. Commissioner Meyers commented that it would be optimum if the park visitors could have access to the farm to purchase produce during their visit or on the way home. Mr. Gregory agreed that this could be a good concept.

Commissioner Meyers asked if the final RFP's have been drafted. Mr. Gregory replied in the negative, but added that a sample RFP was included in the Commission packet.

VII. DEPARTMENT BUDGET UPDATE

Mr. Strunk provided the Commission with an overview of proposed department budget reductions and the steps the department is taking to continue to provide excellent services.

Mr. Strunk commented on the following:

- The increase in the City sales tax was approved by the voters, but will only be in place until August 2017.
- The Arena management agreement has been finalized. The City of Glendale is moving forward with the contract.
- For the rest of the fiscal year, the budget must be balanced, so \$6 million in reductions are necessary.
- In 2014, no reductions are necessary. In 2015, up to \$10 million in reductions might be necessary. In 2016, up to \$4 million in reductions might be necessary.
- On December 18, 2012, Mayor and Council will be in an all day workshop to review the departmental budget reductions.

Mr. Strunk presented the following budget details for 2012:

- \$1.4 million in departmental budget reductions.
- The department is proposing to eliminate 22.375 Full-Time Employees (FTE's).
- GRASP program:
 - 3.25 positions eliminated earlier this year.
 - GRASP will still be available to five other school sites that are reaching 100% reimbursement.
 - Searching for a non-profit to fill in for the schools that have had GRASP eliminated.
- Glendale Adult Center:
 - One position was eliminated.
- Library:
 - Has experienced the bulk of reductions and will be substantially reorganized with service hours remaining the same.
 - Consolidating and eliminating management positions and will not be refilling positions vacated due to retirement.
 - Organization will be leaner, flatter and more efficient.
 - The number of part-time employees will be increased.
 - Custodial duties are now outsourced to the same contractor the County is using
 - Maricopa County will soon be handling book processing for the library
 - A \$340,000 new computer system will be received at no cost.
 - The County will provide the library with funds to purchase new materials.
 - The changes will result in approximately \$840,000 in savings.

- The three City libraries are Velma Teague, Foothills and the Main Library.
- Moving the position of a CIP Project Coordinator from the General Fund to the Highway Safety Fund which results in a \$100,000 savings.
- Reduction of two Park Maintenance Service positions. Park emergencies will still be the priority, however regular maintenance will most likely go from 24-48-hour turn around to a 72-hour turn around.
- Removal of the Support Services Supervisor who was handling the staging in Murphy Park and Facilities Repair Management. There are still two workers in this area, however, one will be moved to Foothills and one will go to the Main Library. Commissioner Meyers asked who would set up the Jazz-N-Blues Festival this coming year and Mr. Strunk replied that this festival was discontinued until further notice. Mr. Strunk stated that the Glendale Glitter-N-Glow would still be held.
- Financial Services:
 - One position vacated due to retirement will not be filled.
 - A new division will be created: Administrative/Finance/Customer Service with other staff who can fill the necessary positions.
- Foothills:
 - \$73,000 in funds from the General Fund will be eliminated
 - An Office Manager position will be eliminated
 - The facility will be run at 100% cost recovery. It is currently at 78% cost recovery.
- Special Events and Programs:
 - This has been eliminated for a savings of \$5,800.
 - Will rely on specific groups to partner with.
- The reclassification of one manager will save \$11,000.

Commissioner Aldama noted that Deputy Director Hesser left this year and asked if her position was eliminated. Mr. Strunk replied in the positive.

Commissioner Meyers praised Mr. Strunk on the difficult budget decisions while maintaining service levels.

Mr. Strunk stated that staff will focus on obtaining corporate sponsorships, reaching benefactors and working on unique ways to keep the department running efficiently.

Chair Portillo thanked Mr. Strunk for his report.

VIII. COMMISSION WORK PLAN UPDATE

The Commissioners reviewed the status of work plan goals.

Mr. Strunk announced that the next Commission meeting would be held at the Glendale Public Library in January which would fulfill one of the Commission goals.

It was agreed by the Commission that staff would work on details for the Commissioners to man a booth at the Westgate Grand Opening on April 12, 2013, and at the Folk and Heritage Festival held on May 23 and 24, 2013.

IX. STAFF UPDATES

Staff updated the Commission on activities, accomplishments and items of note:

Mr. Seid (Foothills and Special Interest Classes) distributed the Activities Guide, the Foothills Update and a promotional mailer. Mr. Seid highlighted the following:

- January 12, 2013: Health and Wellness Fair at Foothills Recreation & Aquatics Center. This is a free event which will have many informational booths. Held from 10:00 a.m. to 1:00 p.m.
- January 7 – 12, 2013: Winter Sampler will be held whereby participants can attend special interest classes free of charge to sample a class and then sign up for the full roster if they like the class.

Ms. Ortiz (Youth and Teen):

- At Glendale Community Center this coming Saturday, the Glendale Youth Project will host a holiday celebration from 10:00 a.m. to noon. Children can come to meet Santa, have a picture taken, receive a gift and enjoy refreshments. Sponsors included the Glendale Motorcycle Club who raised funds to purchase all of the toys. Typically 250 to 300 children attend the event.

Mr. Gallagher reported on the 2012 weekend tournaments held at the sports fields:

- 44 youth and adult tournaments in 2012
- 749 teams: 101 out of state, 101 out of metro area, 547 in Phoenix metro area
- 1,638 games
- 10,000 participants
- \$72,000 generated for the department

Chair Portillo inquired if the City would consider hosting a national kick ball tournament. Mr. Gallagher explained that there were some adult kick ball teams who used the fields in the past; however, the teams fizzled out. Mr. Gallagher stated that if asked, the fields could be utilized for such a tournament.

Chair Portillo asked if the new ball park built by the City of Peoria at 83rd Avenue and Olive has made an impact on any of the Glendale recreational programs. Mr. Gallagher stated that Glendale has a good relationship with Peoria and there may be an opportunity to partner on a tournament.

Commissioner Buettner asked if there was any information on how much revenue the tournament play has brought to the City of Glendale. Mr. Gallagher explained that he has provided information to the Economic Development Department, but has not received details on any specific revenue breakdown. Mr. Gallagher explained that specific revenue can be difficult to pinpoint as staff does not know if the tournament participants are staying in Glendale hotels versus other city hotels and where the tournament players are spending their money.

Commissioner Aldama inquired as to the age of the softball fields. Mr. Gallagher stated that the fields are 1.5 years old and do require constant care to be maintained in the manner of a sports complex.

Commissioner Aldama asked if staff has faced challenges with the sports fields. Mr. Gallagher commented that the increased use of cement at the facility has caused increased dust and provides more cleaning challenges, but it does have benefits as well.

Ms. Lori Bye gave an update on the activities at the Glendale Adult Center:

- Fess increased in July 2012 and membership decreased by 5%.
- Containing gardening and jewelry making programs were successfully added to the offerings.
- The facility used to be open every Saturday night, but is now open on Saturday nights for special events only. Membership is not required to attend these events. Last month, 40 people attended the Saturday night special event.
- Volunteer Intergroup, Inc., a non-profit partner, folded due to lack of leadership and interest. Staff is running some of the previous offerings or has found other partners to assist. Especially For U Tours is providing travel trips, which provide \$1,000 annually to the department.
- The City of Glendale is offering a casino trip for participants. The City of Glendale provides the bus and the \$4.00 bus fee is revenue to the Adult Center.
- This Wednesday at 1:00 p.m., the Afternoon Delight will be held and is sponsored by Caremore. Line dancers will be performing a holiday show.
- More non-member events will be offered.

Mr. Gregory distributed the Park Inspection Worksheets to the Commissioners. Mr. Gregory noted that the worksheets have been streamlined and simplified.

Mr. Gregory announced the following Partners 'N Parks Program Events:

- January 19, 2013: Carmel Park – Trim shrubs, rake granite areas, paint volleyball posts, paint signposts.
- April 13, 2013: Northern Horizon – Trim shrubs, rake granite areas, weed removal.
- June 8, 2013: Hillcrest Park – Trim shrubs, paint gates, paint railings, rake granite areas, clean out v-ditch, rake sand in playground.
- October 5, 2013: Tierra Buena Park – Trim shrubs, rake playground sand, rake leaves/debris.

Mr. Gregory invited all Commissioners to the Partners 'N Parks events.

Mr. Gregory provided the following Parks updates:

- Rose Lane Car Show
 - Held on December 1, 2012.
 - Partnership with neighbors of the park.
 - Fundraiser to provide kids with free holiday gifts and school items.
 - Very successful with over eight car clubs in attendance.
- Sonorita Park
 - Issues with utility pole and utility ground wire which impacted park usage.
 - The utility company will relocate equipment as necessary.
- The process of new signage for the renaming of the Thunderbird Conservation Park trails is underway. New signage should be ready in early spring.
- This Friday at Sahuaro Ranch Park, the Artichoke Sisters will be at the Folk and Heritage Festival. The cost to enter is \$10.00.

X. COMMISSION COMMENTS & SUGGESTIONS

The Commissioners and staff made comments and observations regarding the meeting or other concerns.

Commissioner Buettner thanked staff for a great job amidst many budget challenges. Commissioner Buettner suggested a future agenda topic of recycling in park and public spaces.

Commissioner Aldama thanked staff for a great meeting.

Commissioner Baribault requested more information on facilities such as the Paseo Racquet Center in the future. Commissioner Baribault stated that he has received complaints regarding maintenance of the Paseo Racquet Center.

Chair Portillo thanked staff for a phenomenal presentation this evening.

Parks and Recreation Advisory Commission

December 10, 2012

Page 11

XI. ADJOURNMENT

The meeting was adjourned at 7:50 p.m. by consensus.

Respectfully submitted,

Denise Kazmierczak