

CITY OF GLENDALE, ARIZONA
PARKS AND RECREATION ADVISORY COMMISSION MEETING MINUTES
7 P.M., MONDAY, FEBRUARY 8, 2010
5850 W. GLENDALE AVENUE
CITY COUNCIL CHAMBERS – ROOM B-3

MEMBERS PRESENT: Rod Passmore, Chair
 Marissa Capleton
 Margaret George
 Jonathan Liebman
 Gary Parr
 Jose Rivas
 Danielle Silvas
 Pascal Tjahjo

MEMBERS ABSENT: Liz Farley, Vice Chair

OTHERS PRESENT: Becky Benná, Director

Karen Hesser, Deputy Director
Bill Schwind, Deputy Director
Roger Boyer, Project Coordinator
Clyde Brown, Senior Management Assistant
Christine Frederickson, Management Assistant
Marcheta Strunk, Management Assistant

CALL MEETING TO ORDER

Chair Passmore called the meeting to order at 7:00 P.M.

I. APPROVAL OF MINUTES OF THE JANUARY 10, 2010, MEETING

Commissioner Parr motioned to accept the January 10, 2010, minutes as written. Commissioner Silvas made the second. The motion passed 7 – 0. [Commissioner Tjahjo was not in attendance yet.]

II. PARKS AND RECREATION MASTER PLAN UPDATE

Mr. Jeff Kratzke, Project Principal/Vice President of Olsson Associates and Mr. Brian Trusty, Senior Manager of PROS Consulting provided an overview of the Master Plan focus and process: [Commissioner Tjahjo entered the meeting.]

Key Goals

- Focus on care and maintenance of existing park and recreation amenities and facilities
- Provide high quality equitable services and amenities throughout the community
- Plan and prioritize current and future park and recreation needs

Key Objectives

- Identify current and future community priorities and needs
- Update maintenance, safety, and care standards for existing and new amenities and facilities
- Identify potential new revenue and funding sources and partnerships
- Identify operational efficiencies for existing parks, facilities, and program services
- Establish capital and operating cost estimates and potential funding sources
- Identify potential land acquisition and easement opportunities to preserve open space
- Ensure open space and trail systems are accessible and continuous throughout the community

How will we accomplish these goals and objectives?

- Conduct and complete statistically valid survey
- Conduct and support city staff in conducting public input
- Identification of department's core services
- Benchmark Glendale park and recreation service/staffing levels to other mutually agreed to organizations and provide recommendations
- Recommendations of best practices and standards for parks and recreation services, open space and trails, parks, and facilities
- Review existing draft of the open space and trails master plan and provide trail and open space guidelines
- Review of current maintenance standards and costs associated to meet those standards
- Recommend 10-Year Capital Improvements Program (CIP) and estimated operating and maintenance expenses related to CIP
- Recommendations for funding alternatives and methods to sustain the updated plan
- Update Pricing Plan and Fee Philosophy
- Mapping and providing finalized Comprehensive Plan

Project Process and Proposed Schedule

- December 2009 to March 2010:
 - Data Collection
 - Community Profile
 - Leadership Interviews
- March 2010 to May 2010:
 - Financial and Operational Analysis
 - Community Inventory
 - Public Meeting #1
- May 2010 to July 2010:
 - Needs Assessment
 - Community Benchmarking
 - Public Meeting #2
- July 2010 to September 2010:
 - Prioritize Needs
 - Operational and Financial Plan
 - Public Meeting #3
- September 2010 to November 2010
 - Strategic Action Items
 - Pricing Plan
 - Programs and Services
 - Final Master Plan

Progress Update

- Data Collection
- Leadership Interviews
 - Mayor and City Council Members
- Next Areas of Focus
 - Review of existing facilities, infrastructure and programs
 - Continue community/leadership input
 - Support the preparation of Citizen Needs Assessment Survey
 - Demographics and trend analysis
- Needs Identification

Mr. Trusty facilitated discussion/questions relating to the Master Plan and captured the Commissioner's feedback and input as follows:

Question #1: Which Glendale Parks and Recreation Department parks and/or facilities do you feel are (a) most frequently visited by residents, and (b) most frequently visited by visitors from outside the city?

- Thunderbird Conservation Park (Resident – R, and Non-Resident – NR)
- Foothills Recreation and Aquatic Center (R)
- Sahuaro Ranch Park (R, NR)
- Bonsall Park North and South (R)
- Neighborhood parks (R)
- X-Court (R, NR)
- Foothills Skate Court (R, NR)
- Glendale Community Center (R)
- Glendale Youth Sports Complex (R, NR)
- Western Area Regional Park (R, NR)
- Thunderbird Paseo/Skunk Creek (R, NR)
- Murphy Park (R, NR)
- Golf courses (R, NR)
- Glendale Adult Center (R)
- Historical parks (R)
- Manistee (R, NR)
- Paseo Racquet Center (R)
- Community Pools – Ironwood, Rose Lane (R)

Question #2: What are the general perceptions of Glendale Parks and Recreation Department and its operations by community members?

- Very positive
- Rarely hear criticisms
- Held very highly in community
- Maintained well
- People gravitate to parks with trails, outdoor activities picnic areas
- Hear favorable opinions on Glendale parks from people outside of the city
- Non-resident notoriety of Glendale parks goes beyond immediate neighbors
- There is a general perception that Glendale parks are a step-above
- There is a lot going on that is both unique and popular parks and facilities

Question #3: How do you feel the facilities and services at Glendale Parks and Recreation Department are meeting public park and recreation needs?

- Our skate parks and afterschool activities for youth are popular
- Opportunities are available and accessible
- Needs of all ages are well met

- Glendale does well in offering a wide variety of recreational and non-recreational opportunities
- Opportunities available for families with toddlers and small kids
- Would like to see Senior Softball Tournament events attracted to Glendale

Question #4: What improvements would you recommend to better meet the community's parks and recreation needs?

- Getting community engaged in southern sliver of city
- Education and awareness of amenities/offerings in the community
- Hearing feedback from youth that skate parks and soccer fields may not be as close as preferred
- Need restroom facilities at the 63rd and Northern area in Thunderbird Conservation Park
- Partnering in the community to expand reach
- Southwest sliver of city may need future parks due to growth
- May need to explore how to educate people who are outside the "know" about what is available
- Glendale may be in a position to capture some of the voids that are developing in nearby cities

Question #5: Why do you believe some residents or visitors may not use Glendale parks and recreation facilities and/or programs more often than they do?

- Parental preferences
- Availability of shade/misting systems in the summer
- Lack of information
- Safety/security
- Supervision may be needed in some areas

Question #6: What are the strengths of Glendale Parks and Recreation Department that should be built upon as part of this master plan update?

- Programs and how they are organized
- Events and large programs are great
- Variety
- Sahuaro Ranch is a signature facility that we should be proud of
- There is great mobility of residents to various parks
- Cleanliness and upkeep of facilities
- Maintaining key people and leadership in the Department

Question #7: What are the challenges of Glendale Parks and Recreation Department that should be addressed in this master plan update?

- Budget
- Human resources
- Alternative funding
- Understanding the impact on our facilities from nearby park closures
- Availability of grants
- Exploring the best role for a park foundation
- What is the definition of open space and what will be our priorities in this area

Question #8: How do you feel the Glendale Parks and Recreation Department contributes to the local economy?

- Brings out-of-town visitors to town through events and programs
- Glendale is a destination and parks and recreation is a big part of that
- Health and fitness
- Business appeal to quality of life
- Crime prevention
- Explore impact of parks on property values
- Provides value for prospective home buyers

Question #10: What could Glendale Parks and Recreation Department do to improve revenue generation?

- Foundation support/Friends of the Parks group
- Corporate functions/diversified usage
- After hour revenues
- Presence at major events/expositions in the city
- Promotional signage
- Honor box entry fees (where appropriate)
- Explore naming rights, sponsorships, advertising

Question 11: Do you feel the local community would support increasing user fees or new user fees to cover capital and operating costs associated with park and facility improvements/services?

- People seem to be indicating that they are supportive of working to help keep facilities open and in high quality
- Communities are getting involved in keeping facilities open

Question #12: What financial resources do you feel are most appropriate for funding Glendale Parks and Recreation for services (i.e. programs), renovations/improvements, new parks and facilities?

- Services/Programs: Participation fees, grants
- Renovations/Improvements: Grants, bonds, partnerships (private and public), developers

Question #13: What do you believe should be the Glendale Parks and Recreation Department priorities for its operations and services in the next 5 – 10 years?

- Keeping up quality of parks and programs
- Weeding out parks/facilities that are not performing as they should or as they were intended or maybe developing a process to improve them
- More indoor facilities
- Improving older parks
- Staying in touch with new trends and innovations
- The Department is on right track
- A more supportive culture regarding the Parks and Recreation Department should be built in the community
- More pride in ownership
- Increasing community participation

Mr. Trusty and Mr. Kratzke thanked the Commissioners for their excellent opinions and feedback. Mr. Kratzke added that there would be many more opportunities at public meetings in the future to offer comments and suggestions. Furthermore, comments could be offered to staff by phone or email.

[The Commission took a five minute break.]

Ms. Benná stated that the Master Plan Update would remain a standing monthly agenda item. Ms. Benná also noted that suggestions for future focus group participants would be appreciated, such as seniors, youths or even specific participants.

III. COMMISSION GOALS

Chair Passmore opened the floor to any questions regarding the goals from the Commissioners.

Commissioner George inquired as to how to set up a job-shadowing session with a Park and Recreation staff member. Ms. Benná suggested that Commissioner George contact her or Ms. Hesser to schedule a session or to directly contact the specific staff member of interest.

IV. CITIZEN COMMENTS

None.

V. STAFF REPORTS

Ms. Benná provided a report which included the following highlights:

- The departmental re-organization will be presented in March.

Ms. Hesser provided the following update:

Parks Division

- Crew Leaders Bryan Wagner and Pete Lavander attended the first year class of the Parks Maintenance Management School held at Oglebay Park in Wheeling, WV. The school is conducted through the North Carolina State University, the National Recreation and Park Association and Oglebay Park.

Capital Improvements

- The tennis and basketball courts will be resurfaced at Sands Park beginning February 15.
- Older Neighborhood Park Renovations are continuing despite rain delays. The playground is in at Butler and beginning at Bicentennial. Concrete curbing and picnic table and bench nodes are nearly complete at both parks. Irrigation is being installed at Butler. Paseo Racquet Center Tennis Court renovation is completed.
- ADA improvements are being made to restrooms at the Paseo Racquet Center, Community Center North and Cactus and Ironwood Pools. These improvements should be completed by March.
- The renovation of the restroom in the historic area of Sahuaro Ranch Park is nearing completion. The contractor recently installed the new floor and wall tiles and is finishing the roof tiles the week of February 8. A preliminary walkthrough is scheduled for February 10.
- The Sahuaro Ranch Park Sports Complex renovation plans are at the 95% level and are under review by all departments. More information will be presented at next month's meeting.

Special Events and Historic Sahuaro Ranch Divisions

- The Citrus Zestival event was postponed from January 23 to January 30 due to weather. Numerous live television news segments were aired leading up to the event. Great partnership with City Marketing division and Tourism Office to use

- the event to debut the Centennial Cookbook. Event attendance was 1,750, up 46% over last year. The Civic Ambassador's breakfast was also successful.
- The 7th Annual Union Hills Classic Skateboard Competition was held on February 6. Barrow Neurological Institute donated brand new helmets to all competitors.
 - Upcoming events in February and early March:
 - Annual Tractor Show: February 13 and 14, 9 a.m. to 4 p.m. at Sahuaro Ranch Park
 - Touch-A-Truck: 10th Anniversary, February 27, 10 a.m. to 1 p.m. at Glendale Community College
 - Arizona Agriculture Day: March 6, 9 a.m. to 3:00 p.m. at Sahuaro Ranch Park

Mr. Schwind provided a report which included the following highlights:

- A Valentine luncheon will be held at the Glendale Adult Center this Friday and an AARP representative will be on site through April 15 offering free tax services.
- Lifeguard training classes will be held at Foothills Recreation and Aquatic Center and after hours programs, spring break programs, home-schooled children programs and Lego building activities.

VI. COMMISSION COMMENTS

Commissioner Rivas attended the Citrus Zestival and enjoyed the Master Plan Update.

Commissioner Liebman worked a booth at the Citrus Zestival.

Commissioner Parr worked a booth at the Citrus Zestival and played in the APRA Softball Tournament on January 24 at Rio Vista.

Commissioner George's activities included the following:

- Volunteered at the Citrus Zestival
- Attended the Sahuaro Ranch Park history presentation
- Attended the Martin Luther King luncheon
- Volunteered for Glendale Glitter 'n Glow and the Chocolate Affair.
- Attended a Motivational Leadership Event.

Commissioner Capleton went to Sahuaro Ranch Park on various weekends and went to Rio Vista for a school workshop.

Commissioner Silvas volunteered at the Citrus Zestival and attended a public meeting for the Paseo/Skunk Creek transportation project at the Foothills Library.

Chair Passmore attended a John Akers historical presentation at the Sahuaro Ranch Fruit Packing Shed, the Martin Luther King breakfast, and the Glendale Glitter 'n Glow.

VII. NEXT MEETING SUGGESTED AGENDA ITEMS

- Master Plan Update
- Reorganization of Parks and Recreation Department
- Sahuaro Ranch Park Renovation Design
- Census 2010

VIII. ADJOURNMENT

The meeting was adjourned at 9:19 p.m. by consensus.

The next regular meeting will be Monday, March 8, 2010, at 7:00 p.m. in Room B-3, of the City of Glendale Municipal Office Complex, located at 5850 West Glendale Avenue.

Respectfully submitted,

Denise Kazmierczak