

CITY OF GLENDALE, ARIZONA
PARKS AND RECREATION ADVISORY COMMISSION MEETING
7 P.M., MONDAY, MARCH 7, 2011
CITY COUNCIL CHAMBERS – ROOM B3
5850 W. GLENDALE AVENUE

MEMBERS PRESENT: Rod Passmore, Chair
Jonathan Liebman, Vice Chair
Dana Dale
Danielle Silvas
Donna Williams
Elizabeth Fernandes
Gary Parr

MEMBERS ABSENT: Edgar Hernandez
Margaret George

OTHERS PRESENT: Becky Benná, Director
Bill Schwind, Deputy Director
Mike Gregory, Project Coordinator
Roger Boyer, Project Coordinator
Christine Frederickson, Management Assistant
Marcheta Strunk, Management Assistant
Erik Strunk, Community Partnerships Director
Cathy Gorham, Deputy City Manager
Jeff Kratzke, Olsson Associates
Randall Kopff, Olsson Associates
Brian Trusty, PROS Consulting

CALL MEETING TO ORDER

Chair Passmore called the meeting to order at 7:00 p.m. and noted that Commissioners Hernandez and George were absent. Chair Passmore announced that this would be Ms. Benná's last meeting and wished her well in her new career endeavor in Ohio. All Commissioners wished Ms. Benná great success in the future and stressed that she would be deeply missed.

I. APPROVAL OF MINUTES OF THE FEBRUARY 14, 2011, MEETING

Commissioner Dale motioned to approve the February 14, 2011, meeting minutes as written. Commissioner Liebman made the second. The motion passed 7 – 0.

II. PARKS AND RECREATION MASTER PLAN UPDATE

Ms. Benná introduced the Master Plan Update consultants Mr. Jeff Kratzke and Randall Kopff from Olsson Associates and Mr. Brian Trusty of PROS Consulting. Ms. Benná was very excited about the Master Plan Update and thanked staff, the consultant team and the Commissioners for their valuable time, expertise, feedback and dedication to the process. Ms. Benná acknowledged Ms. Cathy Gorham, Deputy City Manager, who was in attendance and thanked Ms. Gorham for her support during the process as well.

Mr. Kratzke stated that the Master Plan Update was truly reflective of the phrase “by the people, for the people.” Ms. Kratzke stressed that at the heart of the Master Plan Update were various levels of community input. Mr. Kratzke stated that the presentation would be more along the lines of an Executive Summary presentation as the Master Plan Update is a very detailed report available to the Commissioners for in depth reading outside of the meeting.

Mr. Kratzke began the Master Plan Update presentation, which included the following information:

- Objectives of the Master Plan Update
 - Identify current and future community priorities and needs
 - Update maintenance, safety and care standards for existing/new amenities and facilities
 - Identify potential new revenue/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
- A Vision for the Future
 - The foundation of this Master Plan Update was a comprehensive public input process to capture and understand the shared vision of the community for parks and recreation in the future. While not all residents agree on all aspects of the Glendale Parks and Recreation Department, its services and its function, there is a respectable consensus around the following:
 - The creative integration of art, culture and recreation is an underlying strategy for growing the appeal of the community and its economy
 - The recreational needs of residents are the primary area of focus for the Glendale Parks and Recreation Department; while serving visitors from surrounding cities in a balanced format can help support the costs of programs and services to everyone

- Supporting the healthy lifestyles of residents and safety of neighborhoods through facility design, programs, partnerships and operational practices and common priorities
- The Department should find appropriate and innovative ways to improve revenue generation to support operating costs in order to become more financial sustainable
- The recreational needs of the community outpace facilities in the system in certain areas of Glendale, making upgrades and enhancements to site facilities a relevant priority in the near future
- What is Most Important to Residents
 - Maintain and improve what we have
 - Complete what we've started
 - Expand our partnerships
 - Manage use and participation from non-Glendale residents through various means
 - Maintain diversity of programs and services
 - Maintain balance of facilities and programs in the community

Mr. Trusty continued the Master Plan Update presentation with the following information:

- Key Strategies
 - The strategies listed below were derived from extensive public input and participation in the Master Plan Update process and are intended to guide the Department in meeting community needs now and into the future. These strategies are featured in the Plan, as well as, more detailed tactics within each.
 - Maintain and enhance park and recreation facilities and programs to promote community interaction, healthy lifestyles and safety
 - Update and utilize standards for development, design, operations and maintenance of park and recreation facilities
 - Provide balance and consistency in delivery of programs and services by meeting the needs of the diverse community
 - Manage park and recreation facilities and programs that support Department and City cost recovery goals and priorities
 - Maximize resources through partnerships that leverage facilities and open space development and program opportunities
- Recommended Priorities
 - There are multiple recommendations featured and detailed throughout the Master Plan Update. The recommendations highlighted below are some of the more critical priorities for the Department to address in the near future.
 - Enhance the ability to take care of what we have through partnerships, contracting and streamlined means and methods

- Understand the maintenance needs of the system (sites, facilities, infrastructure, etc.) in order to protect the quality of these assets for future planning and development
- Improve awareness of facilities, services and programs available in the community
- Complete the Western Area Regional Park
- Support the development of a primary non-profit partner for fund development – conservancy, friends group or foundation
- Establish and follow prudent standards for amenity development as the community grows
- Expand or enhance the financial resources of the Department through multiple means
- Primary Action Plan
 - The following actions are detailed and supported within this Master Plan Update as the recommended major areas of focus according to the priorities and interests of the community.
 - Initiate a partnership program to engage alternative providers in the community as a network of recreational opportunities in the City of Glendale
 - Develop programs that improve the health and lifestyles of residents
 - Enhance the quality and accessibility of youth programs
 - Enhance the quality and diversity of programs for adults of all ages
 - Update the quality and diversity of programs for residents with special needs
 - Utilize programs that promote safety in the community
 - Complete the Western Area Regional Park
 - Develop and improve shade structures/amenities in parks
 - Upgrade existing restrooms
 - Revitalize conditions of neighborhood parks
 - Improve existing and develop new trails, greenways and complete Trails Master Plan
- Secondary/Long Term Action Plan
 - The following actions are detailed and supported within this Master Plan Update as the second tier of recommendations to achieve based on the priorities and interests of the community.
 - Endorse programs that celebrate the significance of natural and cultural resources of Glendale
 - Develop new programs that will engage families in recreational experiences
 - Maintain an appropriate balance of traditional (athletics, team sports, fitness, etc.) and non-traditional (BMX, skateboarding, rock climbing, etc) sports and activities that are representative of community interests and predominant demands

- Initiate programs that promote and draw tourism to the community and contribute to economic development
- Improve existing and develop new playgrounds
- Enhance and improve the Thunderbird Conservation Park
- Improve existing and develop new picnic areas and ramadas
- Revitalize conditions of community and regional parks
- Upgrade parking lots
- Develop additional skate/BMX amenities as needed
- Include additional aquatic facilities as needed
- Construct additional multipurpose athletic fields as needed
- Develop additional dog parks as needed

Ms. Benná opened the floor for questions or comments.

Commissioner Liebman asked if the Thunderbird Conservation Master Plan was separate from the Trails Master Plan. Ms. Benná replied in the positive and added the documents could be found online for review.

Commissioner Liebman questioned the ranges of capital costs for some of the capital projects, such as additional aquatic facilities or additional ball fields. Commissioner Liebman noted that the costs start from a \$0 range. Mr. Kratzke explained that because these are very expensive endeavors with many levels of enhancements, the consultant team did not want to give an impression of specific minimum that would be spent; therefore, the range began at \$0. Mr. Trusty added that these are two specific areas where there are other providers in the community and the Parks and Recreation Department may be able to partner with these providers in order to access the facilities for programs at no capital costs.

Commissioner Liebman commented that all of the projects suggested come to a total of nearly \$100 million. Mr. Trusty stated that the team is not recommending completion of all of the projects in the plan or at the specific costs, but only that these are possible projects which could be considered based on community need, desire and funding availability. Mr. Kratzke stressed that the distinction of short-term versus long-term projects should be kept in mind when considering the recommendations.

Ms. Benná announced the next steps in the Master Plan Update as follows:

- Staff requests the Commission's approval to forward the updated Master Plan recommendations to City Council for its approval and adoption of the plan.
- The updated plan is tentatively scheduled for the May 17 City Council Workshop. The plan needs to be adopted by the end of June 2011.
- The Annual Business Plan will incorporate action strategies and measurable action steps to accomplish the priorities identified in the updated plan.
- The Annual Business Plan will be reviewed with the Commission on an annual basis.

Ms. Benná noted that there is an Alternative Funding Team currently in place that is researching various sources of funding opportunities.

Commissioner Parr motioned to approve the updated Master Plan recommendations and forward to City Council for its approval and adoption of the plan. Commissioner Liebman made the second. The motion passed 7 – 0.

Ms. Benná thanked the consultant team for the excellent performance on the Master Plan Update, the Commissioners for their input and review as well as the tireless efforts by staff to complete the project.

Commissioner Parr commented that the Commissioners were very fortunate to be part of the Master Plan Update process, considering that it is a ten-year document.

III. COMMISSION GOALS

The Commissioners discussed the status of the completion of goals. It was agreed that the following were still subject to completion:

- Goal #3: The second round of park visit reports will be completed in the spring.
- Goal #4: This goal will be completed with a Commission table at the Green Festival on March 26 from 12:00 p.m. to 4:00 p.m.
- Goal #5: This goal will be completed with a tour of the Water Treatment Plant. Ms. Benná will provide options to the Commissioners for times and dates via email.

IV. RECOGNITION OF OUTGOING CHAIRPERSON ROD PASSMORE

Ms. Benná announced the expiration of Chair Passmore's term as a Commissioner and recognized his three years of service on the Parks and Recreation Commission. Ms. Benná stated that Chair Passmore has exhibited great passion and commitment to the Glendale Parks and Recreation system and has been very supportive of staff and has challenged staff to continue to maintain the high standards befitting Glendale. Ms. Benná presented Chair Passmore with a Certificate of Recognition and announced that a plaque would be presented to Chair Passmore at an upcoming Council meeting.

Chair Passmore thanked Ms. Benná and added that his time on the Commission has been a great experience during which much has been accomplished by staff, such as the Western Area Regional Park, the Department achieving accreditation, the Master Plan Update and the major improvements at various parks. Chair Passmore was pleased to be part of and provide input on these and other achievements in the Parks and Recreation Department, especially under the difficult budget constraints of the past few years.

Ms. Benná also presented a Certificate of Recognition to Commissioner Liebman in recognition of his performance as Vice Chair of the Commission for this past year. Ms.

Benná announced that Commissioner Liebman has been appointed Chair of the Commission as a result of Chair Passmore's term expiration.

Ms. Gorham thanked Chair Passmore for his service to the City and noted that citizens such as Chair Passmore and Commissioner Liebman who are involved in the community make the City of Glendale the best it can be.

Ms. Gorham also praised Ms. Benná for her performance in the Parks and Recreation Department over the last six years, noting that during her tenure the Department has gone through tremendous change but with an incredible team has accomplished great things. Ms. Gorham stated that this Thursday is Ms. Benná's last day with the City and wished Ms. Benná much success with the wonderful career opportunity that has come her way.

V. CITIZEN COMMENTS

None.

VI. STAFF REPORTS

Mr. Mike Gregory provided an update, which included the following information:

- Staff members Bryan Wagner and Pete Lavander were congratulated for their completion of The North Carolina State University/National Recreation and Park Association training program held in Virginia.
- On February 12 and 13, the Antique Tractor Show was held at Sahuaro Ranch Park. Approximately 1,500 people attended the event.
- Mr. Wagner was interviewed recently on Channel 15 News describing the new, cost-saving toilet paper dispensers to be installed in the restrooms of various Glendale parks.
- The Sahuaro Ranch Park Sports Complex improvements will be completed on March 25.
- On March 19 and 20, the Folk and Heritage Festival will be held at Sahuaro Ranch Park.
- On April 21 at 9:00 a.m., Arbor Day will be celebrated at Desert Garden Park and a poster and poem contest will be held at the Desert Garden Elementary School.

Mr. Schwind provided an update which included the following highlights:

- Staff members Mike Grono and Chris Gallagher hosted two Arizona Senior Olympic events: the Senior Basketball Tournament at Foothills Recreation and Aquatics Center and the Trap and Skeet Competition at the Ben Avery Shooting Range, respectively.
- The Sahuaro Ranch Park Sports Complex improvements are nearly complete and a possible date for the grand opening is April 16. Approximately \$2.7 million in improvements were made to the complex. The kick-off for the grand opening is planned to be the Youth Fast Pitch Softball Tournament.

- On March 17, a St. Patrick's Day luncheon will be held at the Glendale Adult Center. The Irish Dragonfly Dance Troupe will be performing.
- Youth spring break programs will start on March 14 at Sahuaro Ranch Elementary and Desert Mirage Elementary. Full-day programs will be held at these sites.

Ms. Benná announced that, due to her leaving the Department, for the next six to eight weeks Mr. Schwind will be the Acting Parks and Recreation Director beginning this Friday. Ms. Hesser will fulfill the position after Mr. Schwind.

Ms. Benná was pleased to announce that Mr. Strunk has been promoted to Interim Executive Director overseeing the Parks and Recreation and the Library Departments.

VII. COMMISSION COMMENTS

Commissioner Dale commented on the great leadership of Chair Passmore and Ms. Benná. Commissioner Dale was pleased with the completed Master Plan Update.

Commissioner Williams stated that it has been a pleasure to work with staff and the consultants on the Master Plan Update.

Commissioner Parr thanked Ms. Benná and Chair Passmore for their guidance and expertise over the past years.

Commissioner Fernandes thanked Ms. Benná for making it very easy for a student to be a valuable part of the Commission.

Commissioner Silvas thanked Ms. Benná and the consultants for the final Master Plan Update and for inclusion in the process. Commissioner Silvas was very impressed with the final product.

Commissioner Liebman commented that the Commission is losing very seasoned people in Ms. Benná and Chair Passmore. Commissioner Liebman noted that Chair Passmore has been a great role model and Ms. Benná has been great to work with. Commissioner Liebman requested an update on the Adopt-A-Trail program next month. Commissioner Liebman noted that at the switchback at H4B and H1 at Thunderbird Conservation Park, there were lots of rocks and gouges and visitors were walking off the trail to avoid these sections.

Chair Passmore noted that this Commission has been very near and dear to his heart and wished great success to all in the future. Chair Passmore stated that the Commission will be in good hands with Commissioner Liebman at the helm. Chair Passmore felt that the Student Commissioners were very important to the Commission because they are the leaders of the future.

VIII. NEXT MEETING SUGGESTED AGENDA ITEMS

- Adopt-A-Park Update
- Adopt-A-Trail Update

IX. ADJOURNMENT

The meeting was adjourned at 8:22 p.m. by consensus.

The next regular meeting will be Monday, April 11, 2011, at 7:00 p.m. in the City Council Chambers, Room B-3, Glendale, Arizona.

Respectfully submitted,

Denise Kazmierczak