

CITY OF GLENDALE  
PARKS AND RECREATION ADVISORY COMMISSION  
MEETING MINUTES  
HISTORIC SAHUARO RANCH PARK SUMMER RETREAT – FRUIT PACKING SHED  
9802 N. 59<sup>TH</sup> AVENUE  
August 13, 2016  
8:30 – 11:30 A.M.

MEMBERS PRESENT: Manuel Padia, Chair  
Kerry Dewberry, Vice Chair  
Lorrie Moreno  
Henry Rosas  
Alicia H. Rubio  
Ethan McAfee  
Barbara R. Cole  
John Faris  
Len Koh

MEMBERS ABSENT: None

OTHERS PRESENT: Erik Strunk, Director Public Facilities, Recreation & Special Events  
Tim Barnard, Assistant Director  
Stephanie Miller, Program Manager  
Mike Davis, Recreation Coordinator  
Paul King, Administrator Sports, Recreation & After-School  
Sherilyn Dean-Mason, Recreation Programmer  
Lisa Robson-Enciso, Recreation Programmer  
Mike Gregory, Deputy Director  
Kim Larson, Marketing & Communications Program Manager  
Martin Dickey, Special Events Administrator  
Bryan Wagner, Park Superintendent  
Diane Williams, Civic Center Administrator  
Lorraine Zomok, Convention & Visitors Bureau Manager

I. CALL TO ORDER

Chair Padia called the meeting to order at 8:39 a.m.

II. ROLL CALL

Chair Padia took roll call. Introductions were made.

III. REVIEW OF AGENDA AND OBJECTIVES

Mr. Strunk gave an overview of retreat topics that will be presented to the Commission.

IV. AMENDMENTS TO BENCH/TREE PROGRAM POLICY

At the July 2016 Commission meeting, new guidelines for the Dedicate-A-Bench and Dedicate-A-Tree programs were approved by the Commission. Ms. Miller stated that based on recommendations from the Commission at that meeting and further staff review, proposed enhancements to the policy were made which aim to provide more detail and clarity for the applicants. Ms. Miller presented the proposed amendments to the policy.

Mr. Strunk provided a brief background of the recent request which stemmed review of the policy specifics.

Commissioner Cole inquired if a resident could request a bench and a tree at the same time and if the bench could be placed under the tree. Ms. Miller replied in the positive, but added that the request would still need staff approval in order to ensure the tree and bench would fit all of the guidelines for the specific park and location. Commissioner Koh agreed with having a package choice of a tree and a bench. Chair Padia suggested including a package choice in the program policy and brochure.

Commissioner Cole inquired as to the timeframe for the process of approval and installation. Mr. Wagner explained that it would depend on the type of tree and the season when the request is made as certain trees should not be planted in the summer. Mr. Wagner stated that a concrete bench usually takes six to eight weeks for order fulfillment. Commissioner Koh suggested including general installation timeframes in the policy or brochure.

[Commissioner Faris entered the meeting.]

Commissioner Rosas asked if the application would only be available online or as a hardcopy as well. Ms. Miller replied that the application could be downloaded and printed or filled out online. Ms. Miller stated that consideration could be given to having hardcopies in specific locations.

Commissioner Rubio wondered if there would be a Spanish version. Ms. Miller replied in the positive. Commissioner Rubio suggested advertising or promotion of the program.

Commissioner Rubio stressed that the online application and choices for trees and benches should be user-friendly. Ms. Robson-Enciso commented that drop downs would be used for the online application which would show which trees and benches are available for the specific parks. Ms. Miller stated that it could be quite lengthy to include every available combination on the drop downs, but the most popular parks and choices could be included. Chair Padia noted that the data would have to be maintained to ensure accuracy in regards to the parks and optional trees, which could be quite a task over time. Mr. Gregory noted that park software is on the city website where a user can click on a park to see all of the amenities at the location. Mr. Gregory stated that there may be a possibility of tying into or using this system for the tree and bench program.

Commissioner Moreno inquired if the policy changes address the issues that arose with the recent request and Ms. Miller replied in the positive.

Commissioner Moreno asked if there was a notice in the brochure stating that personal items cannot be left at the bench or tree. Chair Padia replied that this was included in the brochure.

Commissioner Rubio suggested including examples of the plaque online.

Commissioner Rosas inquired as to how long a tree would remain in its location. Ms. Miller replied that the tree is guaranteed for one year. Mr. Barnard added that parks maintenance will take care of the tree as part of the regular maintenance schedule. Mr. Wagner commented that this leans to the importance of the proper location for the tree. Mr. King stated that staff will replace trees that are downed from storms and the customer service level will be held high for the trees. Mr. Gregory noted that Glendale is a Tree City USA and takes that designation very seriously.

**Vice Chair Dewberry motioned, second by Commissioner Rosas, to approve the amendments to the Dedicate-A-Tree and Dedicate-A-Bench Policy. Motion carried 9 – 0.**

## V. DISCUSSION ON COMMISSION MEETING DATES AND LOCATIONS

Mr. Strunk facilitated a discussion on proposed new meeting dates and locations for the Commission.

**Commissioner Faris motioned, second by Vice Chair Dewberry, to change the Parks and Recreation Advisory Commission meeting day to the second Wednesday of the month, pending approval by the Government Services Committee. Motion carried 8 – 1.**

## VI. DISCUSSION AND REVIEW OF NEW DEPARTMENT AND KEY STAFF

Mr. Strunk gave a presentation on the new organizational structure of the Public Facilities, Recreation & Special Events Department as of July 1, 2016. Mr. Strunk displayed a new organizational chart for the City and for the Department and highlighted key changes.

Mr. Gregory provided an overview of the Recreation and Administration Staffing Plan organizational chart. Mr. Gregory stated that the Glendale Recreation and Customer Service Division's mission is to provide diverse recreation programs, facilities, and services which respond to changing needs within our community.

Mr. Gregory highlighted the FY2016-17 Recreation and Customer Service Division Objectives as follows:

- Improve technology, enhance customer experience, ensure compliance of procurement policies
- Strive to expand Special Interest Classes programming opportunities to include other areas of the city
- Improve, enhance, and expand after-school, teen, adaptive, cultural, and after work programs
- Expand youth and adult sports programming to include more opportunities for formal and informal active programs and clinics

Mr. King introduced Ms. Dean-Mason, Ms. Robson-Enciso and Mr. Mike Davis, offering details on their roles in the Department.

Mr. King highlighted the FY2016-17 Recreation and Customer Service Division Projects as follows:

- Provide free "After Work Program" at the Glendale Adult Center (staggering shifts)
- Provide reduced cost Special Interest Classes at community and recreation centers
- Implement an academic based after-school curriculum to complement existing traditional drop-in after-school programs
- Enhance program opportunities at FRAC
- Reassess current departmental registration software and complete a market comparison
- Update sports operations manuals to better represent expansion and future facilities
- Develop a Youth Master Plan

Mr. King noted that Mr. Sean McGary has moved from the Glendale Adult Center to the FRAC and Ms. Jackie Anderson has moved from the FRAC to the Glendale Adult Center and the Sahuaro Park Historical area.

Mr. Wagner gave a presentation on the Parks Operations Division, which included the following:

- Parks Operations Division maintains all grounds of city parks, trails, open spaces and facilities.
- Full Time Employees – 22 and Temporary General Laborers (Part Time) – 29
- Number of Locations
  - 8 – Regional/Premier Parks
  - 9 – Community Parks
  - 54 – Neighborhood Parks

- 20 – Retentions (storm water basins)
- 24 – City Facilities - (such as fire stations, libraries, recreation centers, City Hall, Courthouse, golf courses)
- 39 Miles of Multi-Use Trails – this number will increase shortly when construction is completed between Grand Canal Linear Park and New River
- 93 Playground Structures – inspected twice a month
- 21 Sports Fields – such as Soccer, Softball, Baseball, Football, Lacrosse and 1 Hockey Rink
- Total of 122 Locations
- Our maintenance operations includes the following –
  - Opening and Closing of Parks
  - Safety Checks for Hazards
  - Irrigation which includes sprinkler/drip and flood
  - Turf Management which includes Aeration, Fertilization, Mowing and Weed Abatement
  - Restroom Cleaning and Restocking
  - Playground repairs
  - Trash and Litter Pickup
  - Pressure washing
  - Tree Pruning, Planting and Removal (Over 14,000)
  - Shrub Trimming, Planting and Removal (Over 60,000)
  - Sports Field Maintenance
  - Trail Maintenance
  - Storm Damage Clean Up
  - Graffiti Removal
  - Capital Improvement Projects
  - Plan Reviews
  - Anything else that may be asked of us
- Park Rangers are on duty from 8 a.m. to 12 a.m., 7 days a week
  - Provide Customer Service
  - Educate park users of the rules and regulations
  - When needed, enforce rules and regulations
  - Assist Glendale Police Department
  - Submit work requests to Parks Operations and Facilities
  - Collect information and take incident reports of damage to city property, and vandalism

Mr. Barnard added that there is an arborist on staff who ensures best practices for tree trimming and maintenance.

Mr. Wagner provided details on the various roles and responsibilities of the Operations staff. Mr. Wagner offered park ranger ride-alongs to the Commissioners.

Mr. Strunk noted that the department outsources a mowing contract for approximately \$750,000 to \$800,000 and praised Mr. Wagner for doing an excellent job of overseeing the contractor.

Commissioner Cole inquired as to who maintains the lakes in the parks. Mr. Wagner stated that there is one lake at Bonsall Park which is outsourced. Commissioner Cole wondered if staff maintained the skate parks and

Mr. Wagner replied in the positive. Mr. Strunk stated that the position of the park rangers will be elevated as they are the face and ambassadors of the Parks and Recreation.

Ms. Miller announced that she is the Department Program Manger and noted that she works on the budget, financial analysis and special projects, along with supporting the needs of various divisions. Mr. Miller announced that a new departmental internship program is being implemented in the fall. Ms. Miller explained that the new program will maximize department resources while providing experience to students. Ms. Miller noted that the internship program is being advertised on the City websites for Special Events, the Convention and Visitors Bureau and Parks and Recreation, as well at local universities and schools such as ASU, GCU, Glendale Community College and more.

Chair Padia asked if the internships were unpaid and Ms. Miller replied in the positive, but stressed that the experience will be invaluable.

Commissioner Rosas inquired as to the length of the internship. Ms. Miller stated that the length would be flexible depending on the project.

Ms. Larson gave a brief background of herself and current role in the Marketing Department. Ms. Larson provided information on the FY2016-17 Marketing Objectives, which included the following:

- Develop a 12-month marketing plan for the department, incorporating key areas and outlining major objectives to enable success in achieving overall departmental performance goals.
- Complete RFP process and implement redesign and branch new trafficking process for Glendale@Play magazine.

Ms. Williams gave a brief background of herself and current role managing the Civic Center and overseeing Audio/Visual Support Services. Ms. Williams provided the following information regarding the Civic Center:

#### Background

- The Civic Center opened its doors to the public on December 31, 1999. It was created to fulfill a need in the historic downtown to provide high-quality meeting space and attract more people to the area. In 2006, a second ancillary building, the Annex, was added to the campus, offering in total 40,000 square-foot of rentable space for corporate meetings, conferences, trade shows, graduations and a variety of social gatherings including weddings and proms.

#### Interesting Facts

- Total attendance the past 5 years: 260,005
- Average event days the past 5 years: 192
- Arizona Catering is the exclusive in-house food and beverage provider for groups ranging from 10 to 1,000.
- Ranked #1 by “Ranking Arizona: The Best of Arizona Business” – 2016, 2015, 2014, 2013, and 2012

#### FY2016-17 Civic Center Objectives

- Review overall business model of the Civic Center’s operations
- Re-evaluate the conference and event facility market within our community to determine our niche and how we can best meet client expectations
- Identify current trends and resources needed to remain competitive in the marketplace
- Partner with Glendale Convention and Visitor’s Bureau to promote the facility utilizing cross-promotional marketing programs
- Increase advertising, utilizing both print and online advertising resources to better promote the facility
- Promote continued usage by the community
- Increase community outreach to strengthen our relationships and build partnerships within the business community

#### FY2016-17 Civic Center Objectives

- To provide audio-visual support for Special Events within the City
- Working on creating a new audio-visual presentation system for B-3
- Working with the Police Department to update the City's surveillance camera system at City Hall
- Working on the design and installation for the new WIFI system at the Foothills Recreation and Aquatics Center and the Glendale Adult Center

Ms. Williams offered a tour of the Civic Center to all Commissioners.

Mr. Dickey stated that he was very excited about the new alignment of Special Events along with Parks and Recreation and felt that this would provide a wonderful synergy moving forward. Mr. Dickey announced that the Mayor recently proclaimed Commissioner Faris as Director Emeritus of the Summer Band, which is a very special designation.

Mr. Dickey noted that the Glendale Office of Special Events (OSE) is responsible for initiating and planning signature events in collaboration with community partners to better connect residents and tourists with Glendale, attract visitors and potential shoppers to the area, and foster community pride among residents.

Mr. Dickey commented that festivals and events are among the most successful tools available to communities, states, regions, and even countries to increase tourism, create powerful and memorable branding and imaging opportunities, bond people together, encourage positive media coverage, enhance economic impact, and add to the quality of lives for those who live there. Mr. Dickey noted that the Glendale Office of Special Events produces six award-winning major festivals: Glendale Glitters, Jingle Bell Rockin' Nights, Winter Wonderland Weekend, Spirit of Giving Weekend, Glendale Glitter & Glow Block Party, Glendale Chocolate Affaire, and the Glendale Summer Band Concert Series. These festivals attract an estimated 325,000 people annually.

Mr. Dickey announced the FY2016-17 Special Events Projects:

- Continue switching out lighting controls from manually set timers to digitally controlled web-based controllers for Glendale's 1.5 million holiday lights.
- Move offices from City Hall basement into Civic Center Annex to combine festival operations and event equipment storage in same building as our special event year-round administrative operations and permitting operations.

Mr. Dickey stated that Special Events has inherited events from Parks and Recreation such as Movie Nights, Touch-a-Truck, Folk & Heritage Festival and others. Commissioner Cole inquired if the Jazz Festival would return to Glendale. Mr. Dickey replied that discussions are being held regarding the Jazz Festival, including funding needs and methods.

Mr. Dickey commented on the impact of Glendale's Special Events as follows:

- For more than two decades, Glendale's signature festivals have played a key role in attracting both local and tourism dollars and businesses to our community. In addition, the events serve as tremendous advertising days for downtown Glendale and its businesses. A small budget has been leveraged into a remarkable return, approximately 5:1 return on investment.
- Currently, Special Events works exclusively with CBS radio through a partnership with KOOL Radio & KMLE Radio and Live 101.5 FM, two of the top-rated stations in the Valley.
- Currently, Special Events has a newspaper advertising partnership for the downtown area through a sponsorship with The Arizona Republic.
- New digital billboards at Loop 101 and Glendale Avenue promote downtown festivals

Commissioner Dewberry shared a story of the proprietors of the Gaslight Inn and the Desert Rose who were inspired to have a business in downtown Glendale after attending Glendale Glitters.

Commissioner Faris inquired as to which staff member is managing the Amphitheater. Mr. Gregory stated that he and Mr. Barnard work together to manage the Amphitheater. Mr. Strunk added that Commissioner Faris could call him directly regarding any issues with the Amphitheater.

Commissioner Cole commented that she attended the most recent Summer Band concert and was very impressed with the band and the event. Commissioner Cole noted that the event was well-attended and enjoyable.

Ms. Zomok shared a brief background of herself and history with the City of Glendale. Ms. Zomok provided information on the Glendale Convention & Visitors Bureau (CVB), which included the following highlights:

- The CVB promotes the West Valley as a desirable group and visitor destination on a local, national, and international level.
- The CVB opened 16 years ago and is a designated information center for the state of Arizona. Last year, approximately 200,000 national and international visitors were welcomed at the CVB.
- The CVB encourages/entices visitors to visit, stay, and spend money in Glendale.
- In 2012, a special 1.6% bed tax for City of Glendale hotels was approved, which goes directly to the CVB. The CVB is no longer supported from the City's General Fund.
- Last year, there was a 21% increase in gross hotel room sales in the City of Glendale.
- Examples of CVB advertising and special promotions were shared.

Ms. Zomok highlighted the FY2016-17 Convention & Visitors Bureau Objectives as follows:

- Position and brand the West Valley as a preferred year-round destination for visitors, conventions, meetings, and major events
- Generate bed tax, retail, and restaurant sales tax revenue for CVB members and West Valley tourism-related business
- Generate awareness and increase coverage and exposure of the West Valley
- Provide an exemplary climate of hospitality while exceeding customers' expectations with top-notch visitor service
- Operate as efficiently as possible while marketing, promoting, and selling the West Valley to targeted customers

Ms. Zomok highlighted the FY2016-17 Convention & Visitors Bureau Objectives as follows:

- Local, regional, national, and international promotion, marketing and advertising
- National/International travel-trade outreach
- National/International media outreach
- Glendale Visitor Center – Opened in October 2000
- Historic Downtown Glendale Shopping Promotions
- CVB Membership, Sales & Service

Ms. Zomok announced an upcoming Pokemon Go event in downtown Glendale on August 20<sup>th</sup> from 6:00 to 10:00 p.m. which will include 35 Pokestops, raffles, vendors and more.

Commissioner Faris commented on the new naming of the E. Lowell Rogers Amphitheatre and encouraged all to come and enjoy the shows offered.

## VII. BREAK

A ten-minute break was taken.

## VIII. KEY DEPARTMENT OBJECTIVES FOR FY16-17

Mr. Barnard gave an overview of the initiatives and objects of the department's Capital Improvement Plan (CIP). Highlights are as follows:

- Review of Capital Improvement Plan
  - The Capital Improvement Program budget is part of the City's annual budget process and is a key planning tool for the City Council, executive management and staff. The projects in the CIP generally cost more than \$50,000 and staff is proposing a five-year plan.
  - A capital project includes one or more of the following items: construction of new facilities; remodeling or expansion of existing facilities; purchase, improvement, and development of land; operating equipment, machinery, fixtures and furniture for new or expanded facilities; planning and engineering costs related to specific capital and street construction, reconstruction, resurfacing or renovation.
  - CIP cannot fund ongoing operations.
- Significant Department Projects
  - Sahuaro Ranch Master Plan - \$50,000
    - 13 different buildings with a historic preservation component
    - This is the first year funding cost of a phased renovation over three years
    - Includes an operational evaluation and structural evaluation
  - Heroes Regional Park Update - \$50,000
    - To date, the park has been partially developed. Diagrams were shown of the current and proposed amenities.
    - A consultant will be hired to update the conceptual Master Plan drawing.
    - All proposed amenities will be re-costed.
  - Parks and Recreation Master Plan - \$245,000
    - A consultant will be hired to conduct a public survey
    - A sub-committee could be established to assist with the guidance of the Master Plan
    - The Plan will include an inventory of infrastructure and operations.
  - Sahuaro Ranch Historic Area Improvements - \$100,000
    - Funds have been discovered in cultural and historic bonds
    - Current year: \$100,000
    - Second year: \$100,000
    - Third year: \$85,000
    - These funds will be allocated to current needs and Master Plan projects
  - Heroes Regional Park - \$564,000
    - The scope of this work is for the completion of the half street improvements along the east side of 83<sup>rd</sup> Avenue from Bethany Home Road to the park entrance at Berridge Lane.
  - Paseo Racquet Center Court Resurfacing - \$400,000
    - This includes resurfacing of all 19 tennis courts.

Mr. Strunk announced the Department Initiatives as follows:

- Continue department and related strategic planning
- Assessment of the defunct O'Neil Aquatics Facility
- Adoption of revised fee structures for the department
- Issue RFP for the operations of the Glen Lakes Golf Course
- Urban farming for three parks
- New irrigation telemetry for the City parks system
- Assessment of new reservation/facility management system

- Continuation of 2012 Department of Justice ADA enhancements
- Assessment of community/recreation center operations
- New docent program for Thunderbird Conservation Park
- Implementation of new recreation programs in various city parks

Mr. Barnard noted that all of the Department Initiatives will be brought back to the Commission over the upcoming fiscal year for a more detailed review.

Commissioner Rubio inquired about the use of CDBG funds for any of the initiatives. Mr. Strunk replied that CDBG funds will be pursued for those projects which would qualify.

Commissioner Rubio would like to see how the City could use some of the projects as a way to amend its relationship with the tribe, in light of Proposition 202. Mr. Strunk stated that on November 9<sup>th</sup>, Mayor and Council will work on a City Strategic Plan and the Department Master Plan rolls up into the City's Master Plan. Mr. Strunk added that the City just received revenue sharing funds from the casino due to Proposition 202 in the amount of \$100,000 for CVB and \$1.1 million for the City of Glendale.

Commissioner Cole inquired about the ownership of Glen Lakes Golf Course and if the City would consider selling the course. Mr. Strunk stated that this was researched; however, Council does not want to sell the golf course. An RFP was put out for another operator. Commissioner Cole suggested more programs at the golf course for kids and teens via the schools.

#### IX. FY16-17 COMMISSION WORK PLAN AND FUTURE AGENDA TOPICS

Mr. Strunk facilitated a discussion with members of the Commission in order to identify any special areas in which they would like to learn more, special initiatives in which they would like to explore and/or become involved in over the next twelve months. Mr. Strunk asked the following key questions:

- What does the Commission want to accomplish in FY17?
- Are there specific agenda items the Commission will want to study in FY17?

Commissioner Moreno suggested Commission tours of the proposed project sites discussed, which would provide opportunities for Commissioners to provide project input.

Commissioner Rubio stressed the need to be sensitive to socio-economic issues in terms of neighborhood revitalization and also to consider the needs of south Glendale and the heart of Glendale. Commissioner Rubio wants to see more STEM programming for Glendale kids. Commissioner Rubio understood the need to develop Heroes Regional Park but noted that many Glendale residents do not have transportation to the park. Commissioner Rubio stated that an alignment is needed with the City Plan, the Centerline Plan and the Economic Development Plan. Commissioner Rubio commented that she finds herself leaving Glendale to take classes offered in other areas of the valley. Commissioner Rubio stated that program offerings should stress civic responsibility, civic pride and grass roots leadership.

Vice Chair Dewberry wondered how citizen participation could be increased in certain communities.

Commissioner Rubio stated that she identifies herself as a Commissioner to her neighbors and tries obtain feedback on what the residents would like in the community. Commissioner Rubio stated that Parks and Recreation needs scholarships and a STEM camp.

Chair Padia stated that having the Commission meetings in various Glendale locations is an opportunity to invite the community residents to the meetings to obtain comments and feedback.

Chair Padia commented that there are potential resources for future development in the City and with partners. Chair Padia would like to see a map depicting where SIC classes are currently offered. Chair Padia wondered what the other cities in the valley are providing and how Glendale could fill any underserved niches. Chair Padia commented that the City could provide other unique offerings besides the traditional sports of basketball, football, and similar ones. Chair Padia would like to continue to follow through with the development of a Youth Master Plan.

Commissioner Cole suggested posting flyers in the specific communities where a mobile Commission is being held to encourage resident attendance.

Commissioner Cole asked about the City's partnership with the Boys and Girls Club. Mr. Strunk explained that the Boys and Girls Club is a separate provider in the community and is not overseen by the City. Commissioner Cole wondered about the programs for children in south Glendale.

Commissioner Rosas commented on the need for free services at the parks and libraries and noted that when he was younger, he used the parks and libraries a lot.

Chair Padia suggested a youth survey, which would be helpful for the Master Plan and future Youth Plan. Commissioner Rubio suggested conducting the survey at a youth expo.

Mr. Strunk thanked the Commissioners for their ideas.

#### X. CLOSING COMMENTS/SUGGESTIONS

Vice Chair Dewberry stated that he attended the Arizona Parks Association Conference Awards Banquet and met many people at the event. Vice Chair Dewberry commented that it was a very good networking opportunity and encouraged other Commissioners to attend next year. Vice Chair Dewberry suggested that the new Commissioners read the past Commission meeting minutes online, and minutes for other City commissions as well. Vice Chair Dewberry encouraged the Commissioners to attend a Council or budget meeting. Vice Chair Dewberry thanked staff for its professionalism and praised staff for a great job on developing projects which are always approved by Council because they are what the people of Glendale want.

Chair Padia also attended the Arizona Parks Association Conference Awards Banquet and noted that it was great to see the staff receive recognition for its accomplishments.

#### XI. ADJOURNMENT

**The meeting was adjourned at 11:46 a.m. by consensus.**

Respectfully submitted,

Denise Kazmierczak