

CITY OF GLENDALE
PARKS AND RECREATION ADVISORY COMMISSION MEETING
GLENDALE ADULT CENTER
5970 W. BROWN ST. – ROOM 104
September 14, 2016
6:00 P.M.

MEMBERS PRESENT: Manuel Padia, Chair
Lorrie Moreno
Henry Rosas
Ethan McAfee
Barbara Cole
John Faris
Len Koh

MEMBERS ABSENT: Kerry Dewberry, Vice Chair
Alicia Rubio

OTHERS PRESENT: Erik Strunk, Director Public Facilities, Recreation & Special Events
Tim Barnard, Assistant Director
Stephanie Miller, Program Manager
Paul King, Administrator Sports, Recreation & After-School
Mike Gregory, Deputy Director
Kim Larson, Marketing & Communications Program Manager
Cameron Dewaele, Administrative Support Supervisor

A brief tour of the facility was given prior to the meeting.

I. CALL TO ORDER

Chair Padia called the meeting to order at 6:30 p.m.

II. ROLL CALL

Chair Padia took roll call.

III. APPROVAL OF MINUTES – JULY 11, 2016; AUGUST 13, 2016

Commissioner Koh motioned, second by Commissioner Cole, to approve the July 11, 2016 and August 13, 2016 meeting minutes as written. Motion carried 7 – 0.

IV. BUSINESS FROM THE FLOOR

None.

V. PARTNERS IN ACTION FIESTA BOWL GRANT

Mr. Strunk noted that in May 2016, the City entered into a Memorandum of Understanding to engage the services of Partners in Action (PIA) at the Glendale Community Center at 5401 W. Ocotillo Road. Mr. Strunk announced that on June 6, 2016, PIA submitted a grant to Fiesta Bowl Charities to fund physical improvements to the Center and to provide seed money to enhance youth programs. In August 2016, PIA staff was notified by Fiesta Bowl Charities that they were to receive a \$100,000 grant: \$75,000 toward physical improvements and \$25,000 for program enhancements. Mr. Strunk thanked Mr. Gregory, Mr. Barnard, and their staff for their hard work on the grant efforts.

Mr. Gregory provided a picture of the front entrance design and diagrams of the parking lot and proposed interior physical improvements. Mr. Gregory explained that the physical improvements would include:

- Interior
 - Painting and drywall repair of the interior rooms, updating lighting, removing and replacing flooring, refurbishing the accordion wall, constructing a culinary teaching counter, and replacing the mirrors, bars, and flooring in the dance room.
- Exterior
 - Replacing the shade structure fabric and resurfacing the basketball/volleyball court for multi-use.
 - Potentially installing raised planters for a community garden program, however, logistical issues must still be resolved with the City engineers.

Mr. Gregory announced that the program enhancements would be used to engage Playworks to supervise and provide organized programming on site. Mr. Gregory commented that additional program enhancements include adding the Ambassadors of Compassion (AOC) Leadership Program. Mr. Gregory explained that AOC is an interactive program designed to teach critical life principles to high school kids.

Mr. Gregory reported the following:

- Physical improvements are currently in the design phase.
- PIA has engaged a landscape architect.
- The Building Standards Committee has approved the design sheets.
- Asbestos testing is being conducted, but is not expected to be found.
- One wall will be removed and replaced with an accordion wall to offer multiple room uses.
- Meetings are being held on an ongoing basis.
- The grand opening is expected in December 2016, just before the Fiesta Bowl and participation from both teams is anticipated.

Mr. Barnard stated that the project is very unique. Mr. Barnard added that PIA is very happy with the grant opportunity and may apply again in future years. Mr. Barnard noted that this grant helps PIA, the children, and the City of Glendale.

Commissioner Koh inquired about the role of PIA. Mr. Gregory replied that PIA is a non-profit agency that assists various groups with a special focus on youth.

Chair Padia commented that PIA gave a presentation to the Commission in the past and suggested inviting a representative to an upcoming Commission meeting. Mr. Strunk suggested the possibility of having a mobile Commission meeting at the Glendale Community Center along with a tour.

Chair Padia inquired if there has ever been a discussion of enclosing the basketball court and constructing an indoor gymnasium. Mr. Gregory replied that the suggestion is well taken; however, construction and maintenance of a gymnasium would be expensive and is not currently in the City budget.

VI. O'NEIL PARK PUBLIC OUTREACH

Mr. Strunk provided background information on the aquatics facility at O'Neil Park located at 64th Avenue and Missouri Avenue. The park features the O'Neil Recreation Center which offers afterschool programming, lighted ball fields, lighted basketball court, lighted racquetball courts, a soccer field, playground, picnic tables, grills, and ramadas. The pool was constructed in 1966 and was operational for 44 years. Mr. Strunk noted that in 2011, the pool had been deemed no longer safe by the county due to need of reconstructive repair. The pool

was subsequently closed due to declining patronage and required reconstruction with costs exceeding the City's financial ability.

Mr. Strunk commented that the unused bathhouse and pool area have become blight to the neighborhood. The issue needs to be addressed with sensitivity to the community. Some Council members have inquired about the future plans for the park; however, the Master Plan does not include rebuilding the aquatics facility or repairing the existing structure. A report was provided to the Commissioners with details regarding the cost of repair, patronage numbers, and estimates for a new pool or splash pad at the site.

Mr. Strunk stated that in order to determine the community's needs and wants regarding the Park, public outreach will be conducted and spearheaded by Ms. Miller.

Ms. Miller highlighted the proposed public outreach initiative regarding O'Neil Park.

- September – November: Initial Input Phase
 - Door Hangers
 - Media Release
 - Surveys
 - The proposed questionnaire was distributed to the Commissioners.
 - Hardcopy and online
 - Areas of distribution include Breakthrough Life Church, Community Centers, the Boys & Girls Club, Council member newsletters
 - Social Media & Web
 - Flyers to Schools
 - Ads
 - O'Neil Recreation Center
 - Personal Contact will be Key!
 - Personal, concentrated, targeted outreach efforts
- What would you like to see as a replacement?
 - The survey will ask what features the public would like to see at the park.
- November Commission Meeting Update
- Request for Design Fund via Budget Process
- Multi-Year Initiative

Ms. Miller displayed the O'Neil Park Public Outreach Timeline which delineates the initiative activity, targeted start and end dates, and materials.

Commissioner Moreno suggested coordinating the outreach with the two schools in that community and organizing a raffle for returning completed surveys. Chair Padia suggested working with the Parent-Teacher Associations in the schools as well. Ms. Miller agreed upon the importance of outreach to the schools and noted that this is in the plan.

Mr. Strunk announced that Mr. Barnard is coordinating a Market Potential Index Study which will provide information that will be helpful for this initiative as well. Mr. Barnard explained that Market Study is a tool for ranking people's interests, needs, and wants. Mr. Barnard commented on the service differences for a neighborhood, community, and regional park.

Chair Padia commented that the public should not be provided with options in the survey for items that the City cannot afford, such as a new pool. Chair Padia felt that the options offered should be realistic or a statement

should be included on the survey such as “funding is to be determined” so the residents do not get the impression that there are budgeted funds available for all of the options. Commissioner Koh felt all options should be included in the survey to determine the top three or four and then staff can pursue feasibility.

Commissioner Koh inquired as to the minimum survey response required to make a decision and the size of the area around the park to be surveyed. Mr. Strunk replied that approximately a one-mile radius around the park will be surveyed; however, other demographics may be surveyed as it will be distributed by various partners and online. Mr. Strunk added that Parks and Recreation will soon be undergoing an updated Master Plan, with the process to begin in January or February of 2017. Mr. Strunk explained that the process is fairly rigorous which will involve sophisticated analyses and detailed surveying. Mr. Strunk announced that Mr. Barnard is beginning the RFP process for consultants for the Master Plan and asked if any Commissioners would like to assist Mr. Barnard. Commissioner Koh volunteered.

Commissioner Rosas inquired about the outreach promotion via social media. Ms. Miller explained the promotion would be a call to action with links to the City website.

Commissioner McAfee motioned, second by Commissioner Koh, for staff to continue to move forward in the direction presented regarding the O’Neil Park public outreach initiative. Motion carried 7 – 0.

VII. FINALIZE PARKS AND RECREATION ADVISORY COMMISSION WORK PLAN

Mr. Strunk noted that at the August 13, 2016 summer study session, the Commissioners identified activities which they were interested in pursuing and/or learning about over the coming year. Discussion was held in order to review the topics and determine a Commission Work Plan for FY16-17. Mr. Barnard noted items which will be addressed by the upcoming Master Plan update. Potential items included the following:

- Examine socio-economic issues in terms of neighborhood revitalization and also to consider the needs of the south Glendale and the heart of Glendale
 - Will be addressed as part of the Master Plan update.
- More STEM programming for Glendale youth.
 - Chair Padia suggested working with a partner to create a STEM night or event.
 - Mr. Gregory suggested partnering with staff to develop a STEM program or curriculum which could be used at five community centers.
 - Commissioner Cole stated that she would like to learn more about STEM. Mr. Barnard stated that the topic could be discussed more in depth on an upcoming agenda. Chair Padia suggested a hands-on approach at an upcoming Commission meeting.
 - Mr. Strunk commented that a visit to the Martin Art Center could be scheduled.
 - Tentative Work Plan Item: Further opportunities regarding STEM would be pursued.
- Develop Heroes Regional Park and consider that many Glendale residents do not have transportation to the park.
 - Will be addressed as part of the Master Plan update.
- Ensure alignment of the City Plan, the Centerline Plan, and the Economic Development Plan.
- Create more SIC classes that stress civic responsibility, civic pride, and grass roots leadership.
- Examine how citizen participation could be increased in certain communities.
 - Will be addressed as part of the Master Plan update.
 - Chair Padia noted that this topic was initially brought up by Vice Chair Dewberry.
 - Chair Padia stated that this issue could be tackled by inviting nearby residents to the mobile Commission meetings.

- Mr. Gregory noted that Commissioner Cole could invite students to attend a Commission meeting. Commissioner Cole asked if the students would receive community service hours for attending.
- Commissioner Moreno felt that Vice Chair Dewberry's input on the issue was needed in order to ensure that the discussion was on target in regards to his original intent. Commissioner Koh suggested that the topic be tabled until the next meeting. All agreed.
- More scholarships and a STEM camp.
 - Chair Padia inquired about scholarships for SIC classes. Mr. Strunk replied that scholarships are available; however, any additional funding partnerships would be helpful. Mr. Strunk commented that the Commissioners could reach out for scholarship donations. Chair Padia asked if staff had a flyer which the Commissioners could distribute to potential donors. Mr. Strunk replied that a flyer could be provided with information such as how the funds are used and success stories. Mr. Strunk added that a Commissioner fundraiser has not been held in the past however, but it could be considered as well. Commissioner Cole suggested a booth at the Chocolate Affaire and invite members of MYAC to partner with the Commission at the booth.
 - Tentative Work Plan Item: The Commissioners will reach out to two outside partners to contribute to the Parks and Recreation Youth Scholarship Fund.
 - Commissioner Moreno inquired if staff had a template for outreach. Mr. Barnard stated that staff currently has a template for a thank you memo, but an outreach memo could be drafted.
- Conduct Commission meetings at different Glendale locations and invite community residents to the meetings to obtain comments and feedback.
 - Chair Padia suggested posting flyers at and near the mobile meetings prior to the meetings to increase nearby resident participation. Mr. Barnard stated that postings could be made on social media and the City website as well.
 - Mr. Strunk commented that a newspaper reporter could be invited to an upcoming meeting to profile the Commission. Mr. Strunk will contact Ms. Kim Larson of the Marketing Department to outline potential ideas.
 - Commissioner Cole noted that this evening's meeting is being held at the Glendale Adult Center.
 - Mr. Strunk commented that other mobile meetings are scheduled for the year.
 - Tentative Work Plan Item: The Commissioners are to invite members of the public to the Commission meetings. Flyers will be developed as well.
- Develop a map depicting where SIC classes are currently offered and identify underserved niches.
 - Will be addressed as part of the Master Plan update.
 - Commissioner Moreno noted that some SIC classes might be popular in one area, but not in another. Chair Padia stated that unique offerings to different areas should be explored.
 - Mr. Barnard explained that the Master Plan will identify gaps in the services and facilities and offer recommendations for resolution.
 - Commissioner Cole suggested targeting one community by having a meeting in their park.
- Follow through with the development of a Youth Master Plan and conduct a survey.
- Learn more about partnering with the Boys and Girls Club.
- Address the need for free services at the parks and libraries.
 - Will be addressed as part of the Revenue and Fee Study.
 - Chair Padia stated that the public may not be aware of the free services that are already available.
 - Chair Padia commented on the upcoming Far West Lib Con and suggested distributing a targeted survey to youth at this event. Chair Padia explained that the Far West Lib Con is an event geared towards teens and is similar to a Comic Con, but for reading. Chair Padia noted that the Glendale Library is participating in the event and this could be a good opportunity to conduct teen outreach and capture feedback.

- Tentative Work Plan Item: A potential participation opportunity with the Far West Lib Con would be explored in regards to youth outreach/survey.

Commissioner Rosas suggested raising rates for facility rentals and allocating the extra funds to the Youth Scholarship Fund. Mr. Strunk noted that in the City water bill, residents can donate to the Youth Scholarship Fund via the From the Heart program. Mr. Strunk added that when residents sign up for a class, they can also donate to the Scholarship Fund at that time. Commissioner Rosas suggested implementing rounding up a payment for a class, with the difference being allocated to the Scholarship Fund, such as how grocery stores have done with other charities.

Mr. Strunk stated staff will take the focus items from the discussion this evening and draft a tentative Work Plan which will be placed on the October 2016 Commission agenda for final review and formal adoption.

Commissioner Cole announced that she will not be at the October 2016 Commission meeting since she will be out of town. Commissioner Cole wondered if she could cast her vote early in regards to the plan. Mr. Barnard replied in the negative. Mr. Barnard explained that the draft Work Plan would be sent out via email with the meeting documents. Commissioner Cole could submit her formal comments to the Chair via email which could be read at the meeting and included in the meeting minutes.

VIII. STAFF UPDATES

Mr. Strunk gave an update, which included the following:

- Update on the Fall 2016 “Movies in the Park” series
 - A calendar of movies was provided to the Commissioners.
- The dedication ceremony will be held on October 15th for the new Archery Ranch at Heroes Park.
 - Mr. Gregory noted that Mayor and Council will be at the grand opening, as well as Mr. Erik Bennett, a paralympian, and Mr. Mel Nichols, the U.S. Olympic Archery Coach. Archery demonstrations will be held. All are invited to attend.
- Request by the Chamber of Commerce to construct and place a flag pole in Thunderbird Conservation Park
 - Mr. Strunk explained that this request is being handled carefully as this is a conservation park and there should be no commercial or manmade encroachment on the park. Someone has placed a flag at the park over the years and there is a movement to permanently install the flag along with lighting. Mr. Strunk stated that all respect to the flag is well-deserved and well-intended. Staff will meet with the Chamber of Commerce in regards to the issue.
- Brush Fire at Thunderbird Conservation Park
 - The fire occurred a month ago and covered approximately five acres.
 - The terrain was very steep and BLM air support had to be called to extinguish the fire.
 - The cause of the fire is still unknown and is under investigation by the BLM.

Mr. Gregory introduced Mr. Dewaele, the Administrative Support Supervisor. Mr. Dewaele gave a brief description of his responsibilities. Mr. Gregory noted that Mr. Dewaele is researching new and better software options for registrations.

Mr. Gregory provided the following updates:

- The department has received an Arizona Diamondbacks Play Ball Grant in the amount of \$1,000.00 which will go into the Youth Sports Scholarship Fund to fund youth teams.
- The Glendale Adult Center hours have been expanded to 7:00 p.m. Kudos to staff members for being flexible with shifts to accommodate the change. No additional staff was needed.

- A STEM Club has been introduced at the Desert Mirage Elementary Afterschool Program.
- The Harvard University astronomers and Smithsonian Institution astronomers partner together as the Harvard-Smithsonian Center for Astrophysics. The Department has joined the Center's "Search the Universe" club which allows children to go to their website and access telescopes to view various parts of the universe.
- The Glendale Community Center is partnering with the Library on arts and crafts programming.
- The Touch-A-Truck event will be held on October 22nd. Volunteers are needed. Commissioner Cole volunteered.
- An RFP has been issued for urban farming on undeveloped park land.

Mr. Barnard provided the following updates:

- On October 25th, Mayor and Council will vote on resurfacing the tennis courts at the Paseo Racquet Center.
- The RFP for the update of Master Plan for the Sahuaro Ranch Historical Park will be distributed to potential contractors by the end of the month. Commissioner volunteers are needed for scoring. Commissioner Cole volunteered.
- An on-call consultant will be used for the Heroes Regional Park Master Plan update. The contract will be signed soon.

Chair Padia stated that he would like to see the Movies in the Park series held at Rose Lane. Mr. Barnard replied that the schedule distributed was only for the fall, and the spring schedule will be developed in the near future.

X. COMMISSION COMMENTS

Commissioner McAfee stated that the meeting was very good.

Commissioner Cole found the meeting to be very informative. Commissioner Cole likes the suggestion of having a Commission booth at events and also likes the Movies in the Park. Commissioner Cole volunteered to work the Commission booth.

Mr. Gregory announced that the City's GAIN event will be held on October 28, 2016, and more information will be sent to the Commissioners.

Commissioner Koh stated that it would be beneficial to have a specific list of questions for the Commissioners to ask when working a booth or events.

Commissioner Rosas enjoyed meeting at the Glendale Adult Center and was pleased that the meetings will be held at other facilities too.

Chair Padia stated that he is very excited about the new programs such as the Archery Range and the Movies in the Park. Chair Padia looking forward to the continued growth of youth programming in the City.

XI. ADJOURNMENT

The meeting was adjourned at 8:17 p.m. by consensus.

Respectfully submitted,

Denise Kazmierczak