



PARKS AND RECREATION COMMISSION

MINUTES

WEDNESDAY, August 5, 2015

**RIO MONTANA PARK
11180 N. 132ND ST., SCOTTSDALE, AZ**

PRESENT: Harry Schlegelmilch, Chair
Virginia Harris, Vice Chair
Anne Wurth, Commissioner
Todd Davis, Commissioner
Ron Chambless, Commissioner

ABSENT: Sherry Woodley, Commissioner
Michael Bouscher, Commissioner

STAFF: Reed Pryor, Parks and Recreation Director
Kira Peters, Parks and Recreation Manager
Terry Erickson, Parks and Recreation Manager
Chris Walsh, Parks and Recreation Manager
Jody Pierce, Parks and Recreation Manager
Denise Clayton, Parks and Recreation Manager

Call to order

Chair Schlegelmilch called the meeting to order at 5:05 p.m.

Roll Call

Members present as noted above.

Public Comment

There were no members of the public who wished to speak.

Moment of Silence

Commission members observed a moment of silence.

1. **Approval of the Minutes**
 - a. **Work Study: June 3, 2015**

VICE CHAIR HARRIS MOVED TO APPROVE THE JUNE 3, 2015 PARKS AND RECREATION COMMISSION WORK STUDY SESSION MINUTES. COMMISSIONER DAVIS SECONDED THE MOTION WHICH CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONERS BOUSCHER AND WOODLEY WERE ABSENT.

- b. **Regular Meeting: May 20, 2015**

Commissioner Chambless commented on the discussion points from the June 3rd work study, which he was unable to attend. He expressed an interest in contributing to the strategic planning and the master plan. He commented on the importance of the cost recovery plan, recommending that the Commission receive periodic cost recovery reports. He suggested that the City focus on the community partnership model and leverage its assets. He stressed the importance of due diligence in the planning process, in particular with regards to a new indoor facility so that efforts are not duplicated. He requested that a discussion of the master plan be agendaized for a future meeting. Commissioner Chambless' comments will be provided to staff.

COMMISSIONER CHAMBLESS MOVED TO APPROVE THE MAY 20, 2015 PARKS AND RECREATION COMMISSION REGULAR MEETING. VICE-CHAIR HARRIS SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FIVE (5) TO ZERO (0). COMMISSIONERS BOUSCHER AND WOODLEY WERE ABSENT.

2. Parks and Recreation Marketing

Kira Peters, Parks and Recreation Manager, noted that Ann Porter, the new Parks and Recreation Operations Supervisor, was unavailable but would be attending future meetings.

Ms. Peters gave a presentation describing the preliminary plan for streamlining Parks and Recreation marketing department wide. Phase I will focus on the existing marketing tools that are available, including the City's website, Parks and Recreation newsletter, brochure, social media resources, posters, and local news sources and cross marketing with other Community Services departments.

Commission members were given an opportunity to ask questions. Mr. Pryor noted that Ms. Porter's position would be of benefit to the entire Community Services department and that she will be reporting to Brian Bundy. Ms. Porter will be attending Parks and Recreation staff meetings so that she can assist with the marketing of all programs. Chair Schlegelmilch commented that a City Council subcommittee discussed sponsorship marketing in the past and determined that if a sponsorship marketing route were ever to be taken, it would be as a City, not by departments.

3. City of Scottsdale's New Website

Ms. Peters gave an overview of the City's new website and how the new search method works to ease navigation, making it convenient for users. She noted that the new website was being created by City staff through the Office of Communication. A comparison of the existing website and the new website showed a simpler "search based" format incorporating metadata supplied by each department that will allow citizens to quickly navigate. The most notable improvement is the website will be mobile ready.

Commission members were given an opportunity to make comments. It was suggested that the City run a Google analytic model measuring the footprint. Ms. Peters said that staff would provide information to Commissioners regarding the rollout date.

4. Commissioner Report

Commissioner Davis said that he was able to participate in teambuilding sessions with staff from various Community Services departments over the summer and is impressed with staff changes.

Commissioner Harris attended Mighty Mud Mania and was impressed with the program and the attendance. She commended staff and noted particular enjoyment in seeing Mr. Pryor get dunked.

Commissioner Wurth said that she attended a couple of Arizona United Soccer Club games and commented about how good the stadium looks. She toured many City parks over the summer and is impressed how well the ball fields are being maintained. Her children attended the City's sports camp, and the coaches conducted themselves professionally and had a good demeanor with the campers.

5. Director's Report of Current Events

Reed Pryor, Parks and Recreation Director, introduced staff that have moved into new roles: Denise Clayton is now a Parks and Recreation Manager in charge of youth sport field allocation, the adult and youth sports program, youth development, and operations at Chaparral Park. Jody Pierce will be in charge of median and right-of-way contracts and maintenance and operations at each of the parks. Chris Walsh will oversee baseball operations, will handle golf course contracts, and will be the liaison with the Bureau of Reclamation.

The Water Safety Luau at Eldorado Park held on August 1st was successful and had approximately 450 attendees.

The City is working with Arizona United Soccer Club with the hopes of entering into a new contract for next year. Mr. Pryor noted that at the current time contracts are on a year-to-year basis, but the City is open to a longer term contract in the future.

A recycling program was recently kicked off in Civic Center Mall with the installation of new containers. It is hoped that the City will be able to incentivize the youth sports group to help with maintenance.

Fall recreation registration opens on August 10th for residents and August 12th for nonresidents. Pickleball is becoming more popular and is expected to be a big draw this year.

Commission members were given the opportunity to make comments and ask questions. Brief discussion ensued regarding offering more pickleball opportunities, reviewing the master plan, and adding an additional Commission work study session during the year.

Chair Schlegelmilch suggested that it would be helpful for Commission members to receive staff reports ahead of the meeting so they can be more prepared with questions.

6. Public Comment

There were no members of the public who wished to speak.

9. Adjournment

With no further business to discuss, and no need for an executive session, the regular meeting adjourned at 6:24 p.m.

Respectfully submitted,
A/V Tronics, Inc. DBA AVTranz