



**PARKS AND RECREATION COMMISSION
REGULAR MEETING
VISTA DEL CAMINO
7700 EAST ROOSEVELT
SCOTTSDALE, AZ 85257
WEDNESDAY, FEBRUARY 4, 2009**

MINUTES

PRESENT: Robert Frost, Chair
Jeanne Alspaugh, Vice-Chair
George Adams, Commissioner
John Faramelli, Commissioner
James Duchene, Commissioner (departed at 5:30 p.m.)
Ron King, Commissioner
Stan Koczka, Commissioner

STAFF: William Murphy, Parks and Recreation Director
Terry Erickson, Senior Recreation Coordinator
Jona Davis, Scottsdale Sports Complex
Dick Olsen, Recreation Leader
Robin Meinhart, Downtown Liaison
Kathy Breen, Human Services Manager
Jan Cameron, Parks and Recreation Manager
Denise Clayton, Scottsdale Sports Complex
Chris Walsh, Scottsdale Sports Complex

GUESTS: Norma Saldana, Scottsdale International Club

1. CALL TO ORDER

Chair Frost called the meeting to order at 5:01 p.m.

2. ROLL CALL

A formal roll call confirmed members present as stated above, noting the presence of a quorum.

3. MOMENT OF SILENCE

Chair Frost called for a moment of silence.

4. APPROVAL OF THE MINUTES

Regular Meeting of January 21, 2009.

COMMISSIONER KING MOVED TO APPROVE THE MINUTES OF THE JANUARY 21, 2009 REGULAR MEETING. VICE-CHAIR ALSPAUGH SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

5. SCOTTSDALE INTERNATIONAL CLUB UPDATE AND PERFORMANCE

Terry Erickson, Senior Recreation Coordinator, will present an update regarding the Scottsdale International Club, its purpose and activities. In addition, Norma Saldana, the club director, will present a short performance with a few of the International Club members.

Ms. Erickson said the International Club was started in 1992 as a way for children to connect with their culture. It is a dance and community service group. Over the years, the club has grown to over 120 members, who range from 2 to 21 years of age. The club's community service efforts include working with police officers on a variety of projects, assisting with City events, and making nursing home visits. The group's costumes are made possible through donations from the public. Following the presentation, several members of the Scottsdale International Club performed a dance for the Commission.

6. HANDLEBAR HELPERS UPDATE

Terry Erickson, Senior Recreation Coordinator, will give an update regarding the Handlebar Helpers program. She will also introduce Dick Olsen, who is one of the Recreation Leaders who leads the program.

Ms. Erickson said Handlebar Helpers was started in 1994 by community activists with the goal of providing bicycles to those who could not afford them. It was created with an initial \$25,000 grant from the Arizona Community Foundation, and is now a City program. Volunteers help to recondition used bikes and pass along their skills as part of an apprentice program. The reconditioned bikes are an ideal way to introduce people to bicycling. Handlebar Helpers is open to people who either live in, or volunteer in Scottsdale. Those who volunteer their time can eventually earn a bicycle.

Vice-Chair Alspaugh encouraged the Commissioners to visit the shop.

Commissioner King inquired about the number of bikes that have been given away over the years. Ms. Erickson responded that the Earn-a-Bike Program has not given out as many bikes in the past year as it has previously. Interest seems to be picking up. Even though it only takes 20 hours of volunteering to earn a bike, many people choose to buy one instead. She asked the Commission to help get the word out about the program.

In response to an inquiry from Commissioner Koczka, Ms. Erickson said the bikes come from citizen donations and from the Police Department's surplus property. Commissioner King inquired about the current inventory. Ms. Erickson responded that the shop has a storage facility where it keeps the bikes until they are required at the shop.

7. SCOTTSDALE SPORTS COMPLEX UPDATE

Senior Recreation Coordinator, Jona Davis, will present an update on the 2008 activities and events at the Scottsdale Sports Complex.

Ms. Davis said the Scottsdale Sports Complex is a 71-acre facility with a multi-purpose land use that includes sports fields, flood retention, and parking. It opened in 2006, and currently has seven recreation staff and five maintenance staff. There are ten flat fields, four of which are lighted. Neighborhood amenities include basketball courts, a pedestrian bridge, restrooms, a playground, and numerous walking paths.

Total attendance for 2008 numbered 261,000, with 168,000 of those being directly related to sports. Event parking and the Bird's Nest accounted for about 48,000 visitors each. These numbers represent an increase of 41% over the previous year. Out of the 318 days in which the facilities were available, 315 days had at least one reservation. The flat fields were reserved for 5,600 hours. The new Musco Green lighting technology has saved approximately \$20,000 to date..

The targeted revenue of \$140,000 was exceeded by \$8,000. The peak usage months are in the spring and fall, with September, October and November being the busiest. The Complex's effort to attract multi-day tournaments was boosted with tournament reservations having increased from 30 days to 45 days. Tournament participants came from at least 19 states, and word is getting out that the facility offers national level amenities.

The promotional campaign effort has increased over the past year. The name change helped in establishing a clear identity. A new logo highlights the four primary sports played there. A master design package has been prepared which offers consistency in signage and packaging. A cooperative marketing effort has been entered into with Scottsdale Stadium to buy advertisements in two national sporting publications. The campaign targets the people who make decisions about site selection for sporting tournaments. Additionally, staff is sending newsletters to communicate with the local neighbors. Direct mail and e-postcards are used for local customers. Online applications allow staff to better interact with customers. Initially a reservation system was used that operated on a first-come, first-served basis, but the high demand created many problems. The new system has been working much better. The Scottsdale Convention and Visitors Bureau helped produce an online Sports Facility Guide. Eventually the goal is to add other municipal facilities to the guide.

Ms. Davis said great emphasis is placed on customer service, which entails everything from keeping the facility well-maintained to interacting with customers on a daily basis. An essential component of this strategy is accurate and timely information. The online facility availability search allows people to check the status of available facilities in real time up to three months in advance. Each tournament director gets an opportunity to evaluate the

facility once their tournament is over. The feedback has been consistently excellent across all categories. Maintenance crews plan closures to cause minimal disruptions, and staff communicate with customers so they realize the importance of maintenance. The Scottsdale Sports Complex parked 5,000 cars for the Barrett-Jackson auto auction, and 27,000 cars for the FBR Open. Maintenance crews have only a few weeks to get the playing surface back into shape in time for reopening in March.

Two goals have been inherited from last year, installing quick couplers behind every goal, and conducting an economic impact study. The staff is beginning to think about a life-cycle replacement program for equipment and amenities, and is budgeting for big-ticket items that will likely become necessary in the next few years. Additional lighting is being considered for Fields 5 and 6, as is geo-grid grass pavers near Field 6 to alleviate constant sod replacement due to wear.

In response to an inquiry from Commissioner Faramelli, Ms. Davis said the options for an economic impact study could include working with an ASU graduate student who is working on a thesis. Commissioner Faramelli said considering the facility attracts national tournaments, the return on investment would be worthwhile.

Commissioner Koczka said the damage to the fields due to parking looked minimal following the FBR Open, and crews were already working on fixing it. He inquired about negative comments from the survey. Ms. Davis responded that few negative comments have been received. The most consistent theme among the complaints is that there are not enough lights.

Chair Frost inquired about carpeting the goal mounts. Mr. Walsh explained that it acts like a firm blanket, and is used to prevent wear and tear. It is not slippery, yet still allows grass to grow. Chair Frost inquired about the signage program. Mr. Murphy responded that staff would present the signage program proposal to the Commission once it is fully implemented. Currently, the program is being explored, but the City does not have the money to pay for it.

8. DOWNTOWN EVENTS AND ACTIVITIES UPDATE

Downtown Liaison, Robin Meinhart, will present an update on the events and activities of the downtown area.

Ms. Meinhart provided an overview of recent downtown activities. She said the Downtown Office relies heavily on the efforts of the staff of the Parks and Recreation Department. The Fit City event is the most recent example of a successful collaboration. The downtown area roughly incorporates an area from the Fashion Square on the north, the Civic Center Mall to the south, 68th Street on the west, and Miller Road on the east.

A farmer's market is held on Saturdays in Old Town. Last week's event drew 2,000 people, and the feedback has been very positive. It is pet and family friendly, and offers music and locally grown fresh foods. Some concerns have been raised that the event takes up parking space that will be required during Spring Training, but overall the market is seen as offering more positives than negatives. A second market runs on Sundays on Craftsman Court, and focuses on sustainable lifestyles.

A free concert series is offered on the south side of the Marshall Way Bridge. Three restaurants there have café patios facing the performance space. The location highlights a section of the canal that is used for the Night Lights on the Canal events. Scottsdale faces a challenge in the future of finding a place to stage larger events in Downtown. The space that is currently used is privately owned and will eventually be developed. The Civic Center Mall offers free events such as Native Trails, and Sunday A'Fair. The Downtown Office is planning art-related festivals to draw attention to the arts district near the Loloma Transit Center.

Ms. Meinhart said residents usually bring out of town guests to the Downtown area, but this effort is intended to demonstrate all the new things that are available there to residents. Commissioner Faramelli agreed that typically, Downtown's focus has been on reaching out to tourists. The farmer's markets really reach out to the local community. It is a fabulous way to get citizens to discover what Scottsdale has to offer. Vice-Chair Alspaugh suggested getting art galleries to collaborate with chefs from local restaurants to create an event that would highlight the arts district.

9. VISTA DEL CAMINO PARK AND COMMUNITY CENTER UPDATE

Kathy Breen, Human Services Manager, will present an update on Vista Del Camino and Community Center programs and activities.

Ms. Breen reported that Vista Del Camino is the home of Scottsdale's emergency social services. It also offers recreational opportunities. The Center has been in existence since 1973, and was developed originally to serve the needs of the Yaqui Community, using funds from the Department of Housing and Urban Development, and the City of Scottsdale. The Center has recently undergone a renovation. Today it is the home of an emergency food bank and a clothing bank. It offers a back-to-school clothing program, a holiday adopt-a-family program, senior socialization, food stamps, and Salvation Army services. Scottsdale Teens on a Mission for Progress is a group that provides basic maintenance on homes where residents are either physically or economically unable to keep them up to code. Last year Vista del Camino handled 4,197 requests for emergency services. That number is expected to climb quite a bit this year. Assistance is provided in the form of prescription drugs, rent, mortgage and utility payments, special needs, and medical and eye care assistance. In many cases, the provided assistance helps families avoid homelessness, which would create an even larger problem.

Ms. Breen said Vista del Camino also offers recreation programs include an after-school program that is designed to develop good character traits and tutoring programs. The Grub Club facilitates conversations over a shared meal. The center is also home to a Ballet Folklorico group with about 40 children who perform throughout the community. The Career Center saw a 66% increase in attendance over the last year, and that figure has doubled in January. People can use the Center to get resume writing assistance, job coaching, networking sessions, and attend recruitment fairs. The service has the mission of getting people back on the road to self-sufficiency.

Vista del Camino Park was built in 1974 as part of an award-winning green belt flood control system. The 71-acre park offers volleyball courts, basketball courts, two lakes, two playgrounds, a softball complex, a horseshoe pit, an off-leash area, and a disc golf course. Ms. Breen invited the Commissioners to tour the facility following the meeting.

10. COMMISSIONER REPORT

The Commissioners will give updates on events, activities and reports from committees they have been involved with since the last Commission meeting.

Commissioner King commended staff on the Fit City program.

11. DIRECTOR'S REPORT OF CURRENT EVENTS (A.R.S. § 38-431.02(K))

William Murphy, Parks and Recreation Director, will update the Commission on the status of events and activities of the Parks and Recreation, and Parks and Grounds Management Divisions. This includes, but is not limited to, updates on programming, special events, calendars, and upcoming meetings.

Mr. Murphy reported that the National Arbor Day Foundation has named Scottsdale as a Tree City U.S.A. for the 27th year in a row. Scottsdale has also received a Growth Award for the 17th year in a row. The Arbor Day dedication is on April 2 at Eldorado Park.

Mr. Murphy noted a letter from a child in the After School program that describes how a staff person cheered her up following a bad day at school.

The Cactus Pool hosted the Winter Invitational last weekend. Lifeguard recruitment has begun at Eldorado. Water safety instruction classes have begun at McDowell Mountain Ranch. The new restroom/concession area at Chaparral Park should be complete within the next week. The remainder of the Club SAR's resurfacing project was completed a week ago, in time for the resumption of classes. Over 200 people attended the Fit City kickoff. Pitchers and catchers for the San Francisco Giants begin reporting to Scottsdale Stadium next week. The Buddy Schultz Celebrity Baseball Game is this weekend. Japan's national team will be practicing at Scottsdale Stadium in preparation for the World Baseball Classic.

12. PUBLIC COMMENT

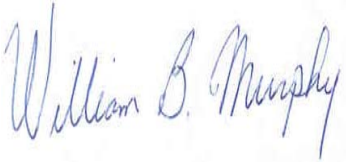
There were no public comments.

13. ADJOURNMENT

With no further business to discuss, and no need for an executive session, the meeting adjourned at 6:23 p.m.

Respectfully submitted,
AV-Tronics, Inc.

Meets established criteria.

A handwritten signature in blue ink that reads "William B. Murphy". The signature is written in a cursive style with a large initial 'W'.

William B. Murphy
Parks and Recreation Director