



**PARKS AND RECREATION COMMISSION
REGULAR MEETING
CITY HALL KIVA
3939 DRINKWATER BOULEVARD
SCOTTSDALE, AZ 85251
WEDNESDAY, FEBRUARY 18, 2009**

MINUTES

PRESENT: Robert Frost, Chair
Jeanne Alspaugh, Vice-Chair
George Adams, Commissioner (arrived at 5:02 p.m.)
John Faramelli, Commissioner
James Duchene, Commissioner
Ron King, Commissioner
Stan Koczka, Commissioner

STAFF: William Murphy, Parks and Recreation Director
Doug Makinen, Capital Project Manager
Tim Barnard, CIP/Planning Coordinator
Terry Erickson, Senior Recreation Coordinator
Brett Jackson, Maintenance Coordinator
Eric Ibsen, Maintenance Worker III
Steve Lehmann, Senior Recreation Coordinator
Doug Nesselroad, Parks and Recreation Director
Mari Steinbach, Parks and Recreation Manager
Lorelei Oien, Administrative Secretary

GUESTS: Kelli Hodge, SCVB

1. CALL TO ORDER

Chair Frost called the meeting to order at 5:00 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

At the request of Chair Frost, a moment of silence was observed.

4. APPROVAL OF THE MINUTES

- **Regular Meeting of February 4, 2009.**

COMMISSIONER FAREMELLI MOVED TO APPROVE THE MINUTES OF THE FEBRUARY 4, 2009 REGULAR MEETING. COMMISSIONER DUCHENE SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SIX (6) TO ZERO (0). COMMISSIONER ADAMS WAS NOT PRESENT.

- **Study Session of February 4, 2009.**

COMMISSIONER DUCHENE MOVED TO APPROVE THE MINUTES OF THE FEBRUARY 4, 2009 STUDY SESSION. VICE-CHAIR ALSPAUGH SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

5. CIVIC CENTER MALL WEST ENTRY RENOVATION

Doug Makinen, Project Manager/Capital Project Management, and Tim Barnard, CIP/Planning Coordinator, will give an update on the Civic Center Mall West Entry Renovation.

Mr. Makinen reported that the Mall renovation is a Bond 2000 project with the goal of improving ADA and pedestrian access and visual corridors. Many in the community feel that there is nothing to draw people's attention from the Old Town area into the Civic Center. Many also want assurances that whatever is done, Old Town should retain its feel.

Many of the water features and infrastructure on the Mall have aged to the point where they require constant repairs. The new infrastructure will be low maintenance. Businesses in the area are interested in drawing more attention to the west entry of the Mall. An art component will be incorporated into either the landscape or hardscape areas. Artist Elizabeth Connor has worked with the City on several other projects. Angela Dye Design has been contracted, and the design will be completed this year. Council will be presented with three low, medium and high cost concepts. The proposal will also offer a menu of amenities Council could add to or subtract from. Commissioner King commented that the public art component could be used as a mechanism to draw people into the Mall.

In response to an inquiry from Commissioner Adams, Mr. Makinen said that the public would have many opportunities to provide input on the project, given the sensitive nature of the area.

Commissioner Duchene inquired about the history of the project. Mr. Barnard responded that the remaining Bond 2000 money is insufficient to complete the entire renovation as planned. The recent restroom renovation was originally intended to be part of this project,

but that was done separately. The remaining Bond 2000 money will be used to pay for master planning the entrance, and to have seed money for the completion of the project.

Commissioner Duchene said he hoped that the City was keeping track of all the projects that are being delayed. At some point, the public expects some of these things are going to be completed as designed. Mr. Barnard said whenever staff discusses priorities for future needs, those projects that were not completed as part of Bond 2000 are at the top of the list. Commissioner Duchene questioned whether the design of the entrance would be substantial enough to draw attention to the Mall. Mr. Makinen noted that the current renderings are preliminary only. The adjacent businesses and Scottsdale residents will be provided with many opportunities to provide input on the design. Many strong opinions have been expressed for what should be done, and some prefer that it be kept the way it is.

Chair Frost inquired what was meant by a "sustainable gathering place." Mr. Makinen said the City is trying to incorporate green aspects into the project, particularly the construction materials used.

6. OVERVIEW OF CONVENTION & VISITORS BUREAU MARKETING PLAN FOR PARKS AND RECREATION

Kelli Hodge, Sales Manager, Scottsdale Convention & Visitor Bureau, will give an overview of the Convention & Visitors Bureau Marketing Plan for Parks & Recreation.

Ms. Hodge said the SCVB is a non-profit destination and marketing organization, with a budget that is funded primarily through a bed-tax. It is essentially an extension of the hotels' sales and marketing staffs, and represents over 600 members to meeting planners. In 2007, tourism contributed over \$3.7 billion in economic impact. In Scottsdale, 16% of the jobs are directly related to tourism. For every dollar that is invested in the SCVB, \$32 is generated back into the community. Property taxes are 36 % lower thanks to tourism. The SCVB helps meeting planners save their time and money.

Ms. Hodge said SCVB looks at Scottsdale facilities to determine what they can offer to groups and how they can enhance the guests' experience. The marketing effort includes trade shows, working with the Phoenix Regional Sports Commission, and generating for new business. For every athlete that travels to one of these events, an average of three others travel with them. The goal is to make Scottsdale a premiere sports destination and to take advantage of the City's many fine facilities. The biggest challenge the SCVB faces is use fees. Many groups have limited budgets and other cities are offering incentives to attract them. The SCVB is working with the City to determine what can be done on a case-by-case basis.

Commissioner Adams said Scottsdale does have some world-class facilities to offer, particularly in lacrosse and soccer, but softball and baseball has fallen behind other Valley cities in this regard. Scottsdale has a good reputation nationally, and an amenity-filled ball field complex would be a tremendous boost. He inquired about the effect a new facility that could compete with those found in Gilbert and Glendale, would have on Scottsdale tourism. Ms. Hodge said she has data that would answer that question.

Commissioner Koczka suggested that groups from cold weather cities would be interested in using school facilities during times of the year that would not conflict with the school schedule.

Commissioner Duchene asked whether the SCVB has data to justify the expenditure of funds on projects that would attract additional business to Scottsdale. Ms. Hodge responded that it does, especially when it comes to corporate and association groups. Commissioner Duchene said his experience with the fees and charges process has shown that future benefit can derive from better utilization of the City's facilities. He suggested that the SCVB share some advice with the Division on how to market facilities to the local residents.

7. ELDORADO PARK LAKE REVITALIZATION UPDATE AND LAKE REOPENING/FISHING EXPO

Eldorado North Lake reopened after several months of revitalization, on Saturday, January 31 in a "Grand re-opening" Fishing Expo. Terry Erickson, Sr. Recreation Coordinator will show a DVD of the revitalization project and a power point presentation of the Event on January 31.

Ms. Erickson presented a slide show on the lake revitalization process. The recent Fishing Expo attracted over 400 citizens. Arizona Game and Fish (AG&F) loaned equipment to participants and waived license requirements for the duration of the event. They also delivered 140 pounds of rainbow trout. Several City departments participated.

In response to Commissioner King's inquiries, Ms. Erickson said the renovation process did not change the size of the lake. The Park is working with AG&F to be part of the urban fishing program like the one at Chaparral Park. The main benefit of making the lake deeper is to reduce the algae problems in the summer. The fish now have 27 different habitats to live in where before there were none. There have been some calls from the public to bring back the paddleboats that once were available at the lake. Currently, there are no plans to do that, but it could be considered.

8. FITCITY KICKOFF EVENT RECAP

Terry Erickson, Sr. Recreation Coordinator will give a recap of the FitCity Scottsdale Kickoff event held in the downtown area.

Ms. Erickson reviewed the FitCity kickoff event. Fifty-six percent of Arizona adults are either overweight or obese, and the number increased 80% from 1990 to 2002. Twenty-four percent of Arizona high school students are at risk of becoming overweight or obese and 24% of low-income children from 2 to 5 are as well. These figures prompted the FitCity program. It was held in several locations downtown. The expo on Stetson Plaza featured 38 vendors, and there were over 700 in attendance there, 200 at Loloma, and 1,500 at the farmer's market.

The kickoff event was intended to get people focused on different ways to get fit, and will be an annual event representing a consortium of different groups that are interested in

promoting fitness. Their website, www.fitcityscottsdale.org, features new events and ideas posted each week for residents to participate in.

9. DOWNTOWN GROUNDS MAINTENANCE UPDATE

Brett Jackson, Maintenance Coordinator, will give a downtown grounds maintenance update.

Mr. Jackson updated the Commission on the grounds operations in the downtown area. The staff provides 15.5 hours of coverage per day, seven days a week to ensure that litter is picked up throughout the area. There are 12 recycling containers downtown and is a pilot program to increase recycling in general. Weeds are sprayed, and flowers replaced twice a year. The shrubs are pruned in medians, rights-of-way and ground planters. Contractors are hired to prune the 315 palm trees downtown. The other 419 trees are pruned on a regular basis as the budget allows.

Granite planters were installed in the Old Town and west Main Street area. The City took on a partnership with the Scottsdale Rose Society to maintain the garden that they plant. Staff also is responsible for power washing of hardscape features and cleaning of parking garages. Staff maintain the Southbridge area and help support the public events held there.

In response to an inquiry from Commissioner Faramelli, Mr. Jackson said the total budget is about \$750,000, and the Downtown Association does not contribute to this budget.

10. CIVIC CENTER MALL MAINTENANCE UPDATE

Eric Ibsen, Maintenance Worker III, will give a Civic Center Mall Maintenance update.

Mr. Ibsen noted that the Mall has been the venue of 130 outdoor events, including the Culinary Festival, arts festivals, and the Greek Festival. Total combined attendance for these events was just over 140,000. The Mall has eight full-time staff, and is considered a Service Level 1 area. The landscape for One Civic Center was renovated this year. The amphitheater was the main point of construction access for the project and had to undergo repairs once the work was completed. The lagoon received a new footprint, making it smaller and shallower. This enabled enlargement of the swan enclosure. The new restrooms are a major improvement over the old ones. Staff planted over 1,800 flats of flowers in the fall, and will plant 3,895 one-gallon plants for the summer. Four acres of turf are overseeded each year.

11. SCOTTSDALE PARKS AND RECREATION DIVISION 15-YEAR ACCREDITATION

Mari Steinbach, Parks & Recreation Manager, will provide an overview on the agency's continuing accreditation efforts.

Ms. Steinbach provided an overview of the Division's accreditation effort. Scottsdale has been continuously accredited since 1994 by the Commission for Accreditation of Park and Recreation Agencies (CAPRA). The National Recreation Park Association underwrites CAPRA. The process is a formal appraisal of how well an agency performs its service. It is measured against desirable and tested national practices. The City is committed to this absolute standard of excellence and goes through the process every five years. Scottsdale is the only Arizona community that is currently accredited. Only five agencies in the nation have been accredited as long, or longer than Scottsdale. Cities are measured against 156 major standards in ten categories, 36 of which are fundamental. CAPRA will decide Scottsdale's status in October, and award either accreditation, accreditation with conditions, or defer the decision.

Commissioner Koczka offered his assistance with the process.

12. COMMISSIONER REPORT

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

Vice Chair Alspaugh said she participated in the Bobcats Basketball Game. Commissioner Koczka reported on attending farmer's market on Valentine's Day.

13. 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 said Scottsdale kicked off the Papago Park Master Plan along with Phoenix, Tempe and the Salt River Pima Maricopa Indian Community. Olsen & Associates are consultants on the project. Mayor Lane has appointed Council Members Nelssen and Littlefield, along with Chair Frost, to the Executive Committee. The projected timeline is for completion by the end of September. The public workshops will begin in April. The goal of the Master Plan is to establish Papago Park as a regional destination. Many Scottsdale visitors utilize the park. The Park has connectivity with the McDowell corridor, and many local residents use it as their neighborhood park.

Mr. Murphy announced that registration has begun for Life and Leisure. There will be a birthday celebration for the founder of Scottsdale, Army Chaplain Winfield Scott, on

February 26. The Indian School Park Spring Tennis Social is set for March 20. It uses a round robin doubles format and the event is free. Club SAR is continuing to enjoy great attendance numbers. The facility has received new equipment to replace some of the older cardiovascular inventory. The Exclusively Little event at McCormick-Stillman Park will be held on March 7. The Scottsdale Sports Complex has recovered from the FBR Open parking and is ready for the Serrano College Showcase Classic from March 6 to 9. The Laura Burdick 5K Walk and Run will be on March 21. This charity event helps families of transplant recipients. San Francisco Giants pitchers have reported to spring training, and their first game at Scottsdale Stadium is on February 26.

Mr. Murphy noted that the March 4 meeting would be held at Via Linda Senior Center. The developers of Pinnacle Peak Patio plan to discuss the relationship they envision with Pinnacle Peak Park.

14. PUBLIC COMMENT

There were no public comments.

15. ADJOURNMENT

With no further business to discuss, and no need for an executive session, the meeting adjourned at 6:12 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.

William B. Murphy
Parks and Recreation Director