



**PARKS AND RECREATION COMMISSION  
REGULAR MEETING  
GRANITE REEF SENIOR CENTER  
1700 N. GRANITE REEF ROAD  
SCOTTSDALE, AZ 85251  
WEDNESDAY, JUNE 3, 2009**

**APPROVED MINUTES**

**PRESENT:** Robert Frost, Chair  
Jeanne Alspaugh, Vice Chair  
George Adams, Commissioner  
James Duchene, Commissioner  
Ron King, Commissioner  
Stan Koczka, Commissioner

**ABSENT:** John Faramelli, Commissioner

**STAFF:** William Murphy, Parks & Recreation Director  
Mari Steinbach, Parks & Recreation Manager  
Doug Nesselroad, Parks & Recreation Manager  
Jay Osborn, City Attorney  
Tim Barnard, CIP/Planning Coordinator  
Liz Hildenbrand, Sr. Rec. Coordinator  
Stephanie Johnson, Asst. Rec. Coordinator  
Jessica Watkins, Asst. Rec. Coordinator  
Trina Clemens, Administrative Secretary  
Jason Waldron, Stadium Coordinator

**1. CALL TO ORDER**

Chair Frost called the meeting to order at 5:04 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 May 20, 2009.**

**COMMISSIONER KING MOVED TO APPROVE THE MINUTES OF THE MAY 20, 2009 REGULAR MEETING. VICE CHAIR ALSPAUGH SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SIX (6) TO ZERO (0).**

**5. PUBLIC SERVICE ETHICS TRAINING FOR APPOINTED CITY OFFICIALS**

**The Board/Commission will view a presentation by City Attorney Deborah Robberson on public service ethics for appointed city officials, which is required annually by Scottsdale Revised Code Section 2-48. Following the presentation, Senior Assistant City Attorney Jay Osborn will respond to questions the Commissioners may have concerning the presentation, the City's Public Ethics Program or Code of Ethical Behavior.**

The Commission viewed a public service ethics training video prepared by the City Attorney's Office.

Commissioner Duchene felt that the open meeting laws made it difficult for Commissioners to engage in something as simple as discussing what to include on an upcoming agenda. It hinders the Commission's work. Mr. Osborn cautioned that something that starts simply could easily invite further discussion that would clearly violate the law. The City considers the open meeting law to be one of the most important laws it has. He suggested the staff liaison could send out a message to the entire Commission whenever someone wanted to include an item on the agenda. Chair Frost added that Commissioners are also free to discuss agenda proposals with him.

**6. FISCAL YEAR 08/09 LEISURE EDUCATION PROGRAM SUMMARY**

**Liz Hildenbrand, Sr. Recreation Coordinator, and Assistant Recreation Coordinators Stephanie Johnson and Jessica Watkins will present program statistics and information from our FY08/09 recreational program offerings.**

Ms. Hildenbrand presented a statistical report on the Leisure Education Program. Registration distribution has remained steady. Some registrants reside outside the city boundary, but pay higher fees and register later than Scottsdale residents do. Ms. Johnson displayed demographic information pertaining to the program.

Ms. Hildenbrand said the programming goal for special interest classes is to provide a variety of recreational experiences and opportunities to citizens at a reasonable cost. Council authorizes the fees and charges document as part of the City's budget process. Recreation program pricing is authorized by pricing formulas, which allow for flexibility as prices fluctuate throughout the year. The special interest classes are set at 110% cost recovery. Adult sports programs have just been increased to also recover 110% of the direct costs. The after-school programs do not charge fees. Registrations have decreased recently, which may be due partially to fewer programs being offered. People are also spending less money on non-essential expenses because of the economy. Subsequently,

program revenue has decreased. Fee assistance is offered to those who meet criteria. This revenue is simply waived.

Ms. Watkins explained that the program offerings are chosen by instructors who contact the City with a proposal. The City also recruits instructors to fill specific needs. Citizens also place requests for certain types of classes in their area. Staff monitors national trends and looks for instructors to fill classes that seem popular. Instructors are contracted independently on a session-by-session basis. Classes are formally evaluated once a year. Participant feedback, along with financial and registration data is used to determine whether classes should be discontinued or not.

Ms. Johnson said the City now distributes three brochures per year, instead of four, though the number of weeks with programming has not changed. This change, along with the use of more economical printing options, is expected to save \$25,000 over the next fiscal year. She provided summer registration data through May 31 for a variety of facilities and programs. Overall, registrations are down by about 15% compared to this point last year.

Ms. Hildenbrand noted that the quality of life aspects of the program are harder to quantify. Fitness registration is up compared to last year, which contributes toward the City's Fit City campaign. Over 1,100 children spent time in City after-school programs. The Youth Corps provided almost 14,000 hours of service to the community. Nearly 3,700 people took classes to learn to swim.

Vice Chair Alspaugh thanked the City for supporting the Youth Corps program. It teaches young people about responsibility, and gets them to interact with others exploring activities they otherwise would not. She inquired about qualifying for fee assistance. Ms. Hildenbrand explained that children qualify if they also qualify for free school lunch. Otherwise, applicants are evaluated using Social Services criteria. Commissioner King supports fee assistance.

Commissioner Duchene noted that since program fees are based on direct cost recovery, the City does not lose money due to fewer registrations. In response to an inquiry from Commissioner Koczka, Ms. Hildenbrand said 15% of classes are cancelled because they do not attract enough registrants. She added that Leisure Education and Senior Center class registrations drop off in the summer. Fall is the busiest season.

## **7. SKYSONG PASEO PLAZA UPDATE**

**Tim Barnard, CIP/Planning Coordinator, will give an update on SkySong Paseo Plaza.**

Mr. Barnard updated the Commission on recent developments in the SkySong Paseo Plaza project. The recent changes were based on comments received from the Commission and as a result of the public outreach effort. The plaza will be hardscaped with concrete and stabilized decomposed granite. Native desert trees and shrubs will match the palette of the surrounding area. The design will allow nearby residents and businesses to see into the area, while maintaining a relaxing area with plenty of shade.

Mr. Barnard explained that the goal is to complete the design development of the plaza in the summer of 2009. Construction will be coordinated with the development of the

residential units, planned for early in 2010. Shade structures will allow visual sightlines into the center for safety reasons. Tables and chairs will be available in the seating area.

Commissioner King inquired whether the space had the potential to allow outdoor dining or a vendor. Mr. Barnard responded that the main floors of nearby building would have retail outlets that could include restaurants. As people pick up food, they could utilize the plaza for dining. Vice Chair Alspaugh commended the use of different types of seating, which allows people to use the space in different ways.

Commissioner Duchene inquired about lighting. Mr. Barnard said the space will have security lighting, but is primarily intended for use during daytime hours. The residential area will have amenities that will be attractive for people at night. In response to an inquiry from Chair Frost, Mr. Barnard said the screening is intended to provide some personal space without presenting security concerns.

## **8. SCOTTSDALE STADIUM 2008-2009 RECAP**

**Jason Waldron, Stadium Coordinator, will give a recap of the 2008-2009 year of Scottsdale Stadium, which included the Arizona Fall League, Giants Spring Training and Rookie League, Little League games, many special events and various maintenance projects.**

Mr. Waldron reported that 248,000 people visited Scottsdale Stadium in the past year, including 70,000 outside of spring training. Many of the events were public City events such as the Starlight Sleepover, the City Awards ceremony, the Safety Expo, Juneteenth, and the Saguaro High School graduation. The Fourth of July celebration was held for the first time at the Stadium last year, and attracted over 300 people.

The Stadium also hosted 31 private events last year, including company picnics, softball games, dinners, two weddings, four receptions, and birthday parties. Over 8,000 people attended the closing ceremony of the Arizona Breast Cancer walk. Over 100 private and City meetings are held in the Team Store, press box, and activity room.

Mr. Waldron said the Stadium hosted 108 baseball games last year, including those for the Rookie League, Men's Senior Baseball League, Arizona Fall League, Giants spring training, Scottsdale Little Leagues, high school tournaments, and baseball camp. The practice facility at Indian School Park hosted an additional 240 games, both professional and amateur recreational.

The Arizona Fall League consists of the top prospects from each major league baseball team. The Scottsdale Scorpions are one of six teams in the league. There were 21 Scorpions home games and one championship game held at Scottsdale Stadium. The City is working on a two-year contract with the team. Facility booking revenue was close to \$400,000. Stadium improvements the year include stair treads, several new doors, an expanded clubhouse, and shade. The new recycling bins made it possible for the facility to recycle 40,000 pounds of material.

In response to an inquiry from Commissioner Koczka, Mr. Waldron said the City of Scottsdale has an agreement with the San Francisco Giants until 2025, and there is a ten-year extension option.

**9. 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 reported on joining an outing to Cave Creek organized by the Paiute Center. She said the online registration process works very well. Commissioner Koczka spoke about the training for the summer staff at Horizon. Commissioner Duchene praised the family swim pass option for the McDowell Mountain Aquatic Center.

**10. 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 the aquatics summer program runs from June 8 through July 24. He provided registration figures for the City pools. The pilot program for family passes resulted in 136 passes being sold. All seven summer volleyball leagues are filled at Indian School Park. Park revenue increased by 4% over the same period last year. McCormick-Stillman Railroad Park was chosen as the best playground by the arizona.com Best Reader's Choice poll for 2009. It was also nominated for the 2009 Nickelodeon Parent's Pick Award for best playground and park.

The Youth Corps has attracted 240 participants this summer. Boy Scout volunteer efforts have helped to clear out dry wildflowers at Pinnacle Peak, thus reducing the fire hazard. The Mighty Mud Mania is set for July 17. Wet N' Wild is on June 26. The Old-Fashioned Fourth of July will take place again this year at the Stadium. He reminded the Commission that the June 17 Commission meeting will not be held because of the City's Board and Commission Appreciation Dinner.

Mr. Murphy said the Parks and Recreation Department is in the process of developing a strategic plan, and requested that a Commission volunteer participate. The goal is to create a strategic plan to have a clear direction in time for the next budget season. He noted Doug Nesselroad's retirement next week, and thanked him for his many contributions. Mr. Murphy also announced that this is his last Commission meeting as he has been promoted. Jan Cameron is assuming his duties.

Commissioner Koczka inquired about the impact that further cost cutting would have on programs. Mr. Murphy responded that the Department and other departments within the city have been instructed to come up with an additional \$9 million in savings. All programs and divisions are being considered. Chair Frost recommended an agenda item to discuss proposed cuts once staff is ready to make a presentation.

**11. PUBLIC COMMENT**


There were no public comments.

**12. ADJOURNMENT**

With no further business to discuss, and no need for an executive session, the meeting adjourned at 6:38 p.m.

Respectfully submitted,  
AV-Tronics, Inc.

Meets established criteria.



Janice M. Cameron  
Parks and Recreation Director