



**PARKS AND RECREATION COMMISSION
SCOTTSDALE STADIUM TEAM STORE
7408 E. OSBORN ROAD
SCOTTSDALE, AZ 85251
WEDNESDAY, MAY 7, 2008**

MEETING MINUTES

PRESENT: Robert Frost, Chair
John Faramelli, Vice Chair
George Adams
Jeanne Alspaugh
James Duchene (departed at 6:40 p.m.)
Ron King
Ronald Petersen

STAFF: Tim Barnard, CIP/Planning Coordinator
Jan Cameron, Parks and Recreation Manager
Leslie Clark, Parks and Recreation Manager
Trina Clemens, Admin Secretary
Lieutenant Tom Henny, Scottsdale Police Department
Liz Hildenbrandt, Senior Recreation Coordinator
Stephanie Johnson, Assistant Recreation Coordinator
Steve Lehmann, Senior Recreation Coordinator
Bob McNair, Senior Recreation Coordinator
William Murphy, Parks and Recreation Director
Sergeant Jeromie O'Meara, Scottsdale Police Department Unit Supervisor
Sue Santee, Human Resources
Karen Weir, Recreation Coordinator

GUESTS: Diane Jacobs, Holly Streets Studio Architects
Michael Jacobs, Holly Streets Studio Architects
Evan Ward, Holly Streets Studio Architects

PUBLIC: Dana Bouckhout
Jim Bruner, McCormick Ranch Railroad Society
Robert W. Field, Paradise & Pacific Railroad Club
Larry Heath, McCormick Ranch Little League
Joseph McGuinness, Sportsco, Inc.
Russ Mosser, Paradise & Pacific Railroad Club
Robert W. Prehara, Paradise & Pacific Railroad Club
Bill Rodgers, Paradise & Pacific Railroad Club

Jane Sundeen, Lincoln Place
Tommye Taylor, Lincoln Place
Wayne Waltrip, President of Scottsdale Model Railroad 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**

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

4. **APPROVAL OF THE MINUTES**

Regular Meeting of April 16, 2008.

COMMISSIONER KING MOVED TO APPROVE THE MINUTES OF THE APRIL 16, 2008 REGULAR MEETING. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

5. **PARKS AND PRESERVE UNIT INTRODUCTION**

Sergeant Jeromie O'Meara, Scottsdale Police Department unit supervisor will discuss the presence of the police in the parks, the issues, and problems they encounter. The commission will be provided an opportunity to ask questions of Sergeant O'Meara, as well as Commander Steve Gesell and Lt. Tom Henny.

Sergeant O'Meara provided an update on the Scottsdale Police Department's new unit dedicated to park security and supervision. In its six months of operation, the unit has provided the Parks and Recreation staff with specialized training in personal safety, communication skills, and handling people under the influence of impairing substances. The unit has focused particularly on juvenile crimes and vehicle burglaries.

Vice Chair Faramelli inquired if the unit was involved in park design. Sgt. O'Meara said he has taken Crime Prevention Through Environmental Design (CPTED) training. The unit has not yet been involved in the design process for new parks, but has suggested improvements to existing facilities.

In response to Commissioner Duchene, Sgt. O'Meara said patrol coverage is largely complaint-driven and the unit responds to hot areas. Lt. Henny added that all patrol police officers have responsibilities in all areas of the city, including parks.

Sgt. O'Meara reported that over the last three to four months, the unit has made 50 arrests.

Chair Frost noted that Indian School Park was designed specifically to allow police vehicles to easily patrol them. He would like to see the Police Department provide input on park designs to identify any potential circulation problems.

6. McCORMICK-STILLMAN RAILROAD PARK MODEL RAILROAD BUILDING AND MASTER PLAN UPDATE

Staff will provide an overview of the updated master plan for McCormick-Stillman Railroad Park, which will include the location for the new model railroad building.

Mr. McNair updated the progress made since February on a new model railroad exhibit building for McCormick-Stillman Railroad Park. A meeting was held in March to ensure that the building site was agreeable to all stakeholders.

Ms. Jacobs, an architect on the project, said her firm was hired based on its expertise with interactive learning environments and exhibit buildings. Twelve sites in McCormick-Stillman Park were considered. The site was selected after listening to neighbors, City staff, club members, and the general population. She showed a series of slides illustrating the chosen site.

The park's model railroading clubs are not able to serve visitors the way they would like to because of the limitations of the existing bunkhouse building. The new building will house three different scales of model railroads, while creating an exhibit space with interactive opportunities for learning and discovering, as well as displaying memorabilia. The site was chosen to ensure that:

- It maintained green space.
- It maintained existing park entrances.
- It maintained existing park edges.
- The building is a destination within the park.
- Sensitivity to surrounding neighbors is maintained.
- The project incorporates feedback from user groups.
- The building has proximity to utilities.
- It links to sections of the park that visitors do not know about.

The original site plan was determined to be too close to the existing neighborhood. The second scheme addresses those concerns by relocating a fire lane and replacing a storage building to make room for the new building. It will now be located 120 feet away from the residential neighborhood, and will be built using a low profile to reinforce the Stillman station. Proximity to the parking area allows for easy loading and unloading of equipment.

With the Commission's recommendation the master plan would go first to the Planning Commission, and then the City Council for approval. The design phase is to last a little under a year, followed by a few months for permitting, and an aggressive construction schedule.

In response to Commissioner King, Ms. Jacobs said the buffer area between the building and the neighborhood currently contains a small storage building, a meeting room, and a row of trees. The master plan enhances the buffer zone while maintaining the landscaping. The Steamer Club will have a small place to meet within the building.

Chair Frost invited public commentary.

Russ Mosser, expressed support for the project, saying the park is very popular with families. The new building represents a once-in-a-lifetime opportunity for Scottsdale to have a railroad amenity equal to what San Diego has in Balboa Park. It would enhance Scottsdale's economy by providing another reason for people to visit. Currently the railroad building is open four hours each weekend day. The new building would allow visitors into the railroad building whenever the park is open. It could house static, rotating and interactive exhibits that would enhance the experience of visitors. The three railroad clubs are providing an amenity at no expense to the City.

Chair Frost noted that non-speaking comment cards were submitted from Mr. Field, Mr. Bouckhout, Mr. Prehara, Mr. Rogers, Mr. Waltrip, Mr. Bruner, Mr. Taylor, and Ms. Sundeen, all of who approved of the project.

VICE CHAIR FARELLI MOVED TO APPROVE THE LOCATION OF THE NEW MODEL RAILROAD BUILDING WITHIN McCORMICK-STILLMAN RAILROAD PARK. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

Chair Frost expressed appreciation for all those within the community who have contributed to the process of realizing the new building.

Mr. Murphy requested that a second motion be made to approve the master plan as well.

VICE CHAIR FARELLI MOVED TO AMEND THE MASTER PLAN FOR McCORMICK-STILLMAN RAILROAD PARK, INCLUDING THE LOCATION OF THE NEW MODEL RAILROAD BUILDING. COMMISSIONER ALSPAUGH SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

7. FIELD ALLOCATION TASK FORCE UPDATE

Staff will present the Youth Task Force update and revised field allocations policy for 2008-2009.

Mr. Murphy reported on the Youth Task Force's efforts to develop a revised field allocation plan. Representatives from the soccer, softball, baseball, football, and lacrosse communities provided feedback on how the existing policy could be improved. Upon approval, staff plans to take one year to implement it, in order to give all groups a fair opportunity to adjust to the changes. The first leagues affected by the changes would be the fall seasons of football and soccer. By July of 2009, the document would be resubmitted to the Commission for final approval. The new policy contains definitions, field sharing guidelines, allocation criteria, and field use guidelines.

Mr. Murphy highlighted some key changes. Section 5 focuses on eligibility, and defines what entities qualify as non-profit groups. Residents are defined as anyone living in Scottsdale, or within the boundaries of the schools districts that the City has entered into IGA's with.

Section 6 defines the responsibilities of the organizations. The original policy was perceived by the Task Force to be too strict. It was rewritten to describe a progressive set of steps the City can use to notify leagues of violations.

Section 7 defines the types of groups that would be given consideration for use of the fields. Organizations are prioritized according to the following criteria:

- They provide services to the greatest number of Scottsdale youth,
- They are non-profits with a good history of serving Scottsdale residents,
- Are in good standing with the City,
- Offer opportunities for residents to participate for reduced fees,
- They certify background checks of volunteers to league standards,
- They provide training for coaches.

Section 10 requires that organizations that share fields submit their written agreements with the City prior to field allocation. The Task Force will be reconvened at specific times to discuss issues as they arise.

Section 11 describes the appeal process. The ability to resolve disputes lies with the City first, followed by the quarterly Task Force meeting. If these forums fail to produce a resolution, the issue would come before the Commission.

Mr. Lehmann, in response to Commissioner Adams, said field priority would go to those groups that have applied for their use. Other groups would be able to use whatever was left over, but they would have to pay. They would have a lower priority than groups that meet the criteria.

Commissioner Adams inquired whether priorities were determined on a binary or gradient basis. Mr. Murphy responded that the consensus was to prioritize criteria in the order listed in the policy, with the primary concern being the number of Scottsdale residents served. The Task Force felt that the current document was too subjective, and the prioritization list was an attempt to address that concern.

In response to Commissioner Adams, Mr. Lehmann said groups would have to apply by certain deadlines, and allocations would be made once all applications were evaluated. Groups that have already received allocations would not be bumped by a later group, even one that met more of the criteria. Commissioner Adams felt the document should clearly specify that.

Commissioner King felt that an organization's non-profit status should be regarded as an eligibility issue, not a criteria for prioritization. Without that status, a group would be ineligible to begin with. Mr. Lehmann explained that the intent was to emphasize that a group is not eligible to apply for a fee-waiver unless it is a non-profit. An organization that pays a full fee would not have to apply for a field at all through this policy.

By consensus, the Commission agreed to make the change, as suggested by Commissioner King.

Commissioner Duchene emphasized the importance of allocating fields well in advance of a particular season, in order to allow groups time to make any necessary appeals. He also noted that many forms of baseball practice could take place on a variety of fields, not just baseball diamonds. Mr. Murphy said that topic could be presented to the Task Force for their consideration.

Commissioner Petersen supported the policy, saying it would allow the City to use limited assets more efficiently. It would also address the mentality of entitlement by user groups. The Task Force effort is an attempt to create a working relationship with all parties. The Council determined that fields could be used for free, and some monitoring has to be done by the City in order to allow that.

Commissioner Petersen suggested a way to amend Section 5 to address Commissioner King's concern, using language from Section 3 of the old policy.

"Non-profit youth sports organizations that provide services to youth 18 years of age or under, which includes services to Scottsdale residents and demonstrates benefits to the citizens of Scottsdale are eligible to apply for use of City recreational facilities."

The Commission agreed to place that sentence at the top of Section 5 of the new policy.

Chair Frost invited public commentary.

Joseph McGuinness, asked whether group history would transfer with the league or with the league founder. Mr. Murphy responded that new league would start with a fresh history. Mr. Lehmann said a lot of variables involved that are addressed in the criteria.

Larry Heath, said the City and Task Force have done a great job in preparing the policy. It is not perfect, but is the product of consensus. The gestation period will prove to be valuable. There was initial concern among leagues about the tightening of rules, but that concern has eased as the process has gone on. The new policy provides specifics, but allows room for flexibility.

COMMISSIONER PETERSEN MOVED TO APPROVE THE STAFF RECOMMENDED CHANGES FOR THE 2008-2009 FIELD ALLOCATIONS, AS AMENDED BY THE COMMISSION. COMMISSIONER DUCHENE SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF SEVEN (7) TO ZERO (0).

8. CLASS SOFTWARE UPDATE

Staff recently attended a conference regarding our registration and reservation software, Class. They will present to the commission potential service enhancements, upcoming features and potential challenges in addition to the direction of Class software products in the future as well as possible uses for new technology.

Ms. Johnson discussed a recent conference regarding Class, a software product from Active Network. Staff uses Class to book facilities, run cash registers, print passes, provide statistics, and take program registrations.

Mr. Lehmann reported that teams would now be able to register for leagues online. League schedules, standings, statistics will also be available for viewing. The program should be fully running by fall of 2008. Class Calendar allows staff to view in real time, a listing of what is going on at any facility.

Ms. Johnson said the program also has the ability to generate a list of emails for marketing park programs to participants. The challenge of this feature is to avoid generating what could be considered spam.

Ms. Hildebrandt said Affinity Marketing is a promotional feature of Class that allows people to earn points upon registration that can be redeemed for future registrations. Staff plans to meet with the Finance Department and Human Services to address the challenges of implementing this type of a program. Several cities are using it to encourage enrollment and reward long-time customers. The Facility Interest feature works like a waiting list for facility reservations. There is also a feature available to track attendance for classes, leagues, and memberships.

Ms. Johnson said staff plans to upgrade to Class version 6.04 over the summer. This would allow emailing of receipts to registrants, thus saving money. Ms. Hildebrandt said version 7.0 would be available in December of 2008. One essential feature of version 7.0, is its ability to display all league game times and locations. This could eliminate the need for Adult Sports to maintain a separate web page. There are also important features to protect consumer credit card numbers.

Mr. Lehmann said the City of Phoenix decided to let Active Network handle registration services, rather than having to purchase and maintain servers. Discussions are underway to determine if Scottsdale should take this path in the future. Some cities are also using Class add-on software to verify the residency of registrants.

In response to Commissioner King, Mr. Lehmann said the City has invested close to a half million dollars in Class since 1997.

9. SCOTTSDALE RANCH PARK AND TENNIS CENTER UPDATE

Karen Weir, Recreation Coordinator, will present an overview of the programs and facilities at Scottsdale Ranch Park, new construction for six tennis courts and baseball field improvements.

Ms. Weir displayed slides of the facilities work being done at the Scottsdale Ranch Park and Tennis Center. The facility celebrates its 20th year of existence next year. It was recently named one of the top 50 tennis centers in the U.S. for a second year in a row.

There are two full time positions and several part-time staffers. Fees are kept reasonable, and visitors usually express amazement at the amenities offered for the price.

The new tennis court project will add six new courts for a total of 18. This will reduce the waiting lists for leagues and lessons. The Center is looking to add new tennis personnel, and expand programming. With 18 courts, the Center would be capable of accommodating larger tournaments without having to rent outside facilities.

The baseball programs are just as popular as tennis. All four fields are kept busy all year. Volleyball, racquetball, and squash programs are also very popular.

The Center has been working with the Scottsdale Ranch Park Community Association to develop signature events for the park. Events include family movie nights, live concerts, Diamondbacks camps, USTA events, USPTA events, and Grand Slam Socials.

10. COMMISSIONER REPORT

The Commissioners will give updates on events and activities they have attended since the last Commission meeting.

Commissioner Alspaugh reported on the Cycle for the Arts event, and a recognition lunch for spring training volunteers.

Chair Frost reported on the budget meeting with City Council on April 17. He pointed out that Scottsdale's recreational needs continue to grow as the population does, and warned that it would be difficult to catch up if the City falls too far behind.

Chair Frost said the public meeting for Troon North Park was very interesting. There are still some concerns about what park supervision would be like. He suggested that the next meeting open with an overview of Scottsdale Parks and Recreation for the benefit of citizens who are unfamiliar the Department.

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 said the Summer Kick Off occurs on May 16 at the Granite Reef Senior Center.

The Grayhawk Community Park project has gone to Council approval. Valley Rain has begun to salvage trees off the property, and will do some grading work in mid-summer. Phase II is not been funded by council.

A recognition dinner for Commissioners will be held on June 26 at SMoCA, and is hosted by City Council and the Mayor.

He noted that Connie James will be retiring after 30 years with the City. A farewell event is scheduled for June 2.

12. PUBLIC COMMENT

Citizens may address the members of the Parks and Recreation Commission during Public Comment. This “Public Comment” time is reserved for citizen comments regarding non-agendized items. However, Arizona State Law prohibits the Parks and Recreation Commission from discussing or taking action on an item that is not on the prepared agenda.

No members of the public wished to address the Commission.

13. ADJOURNMENT

With no further business to discuss, and no need for an executive session, the meeting adjourned at 7:26 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, prominent 'W' and 'M'.

William B. Murphy, Director
Parks and Recreation