

## **Parks & Recreation Advisory Board Meeting Minutes**

The Parks and Recreation Advisory Board of the City of Mesa met in a regular session at the Parks and Recreation office at 200 S. Center Street, Building 1, Mesa, on November 12, 2014.

### **Members Present:**

Kent Bulkley  
John Duclos  
Bert Millett  
Kathleen Rahn  
Ron Wills  
Mark Yarbrough

### **Staff Present:**

Michael Holste  
Leslie Clark  
Tammy Davenport  
Jo Donovan  
Lacy Bienkowski  
Kylie Powell  
Debera German  
Bud Page, Hohokams

### **Members Absent:**

Milt Fort  
Jennifer Madsen  
Wayne Manske

The meeting was called to order at 5:02 p.m. by Ron Wills, Chair.

### **Approval of Minutes**

Mr. Wills asked if there was a motion for approval of the minutes from the September 10, 2014 Parks Board meeting. Kathleen Rahn made a motion to approve, Kent Bulkley seconded, and it was unanimously carried to approve the minutes.

### **Public Comments – None**

### **Presentation by the Mesa HoHoKams to Making Waves and Youth Sports Programs -**

Bud Page with the Mesa HoHoKams made a presentation of two checks for \$2,500 each to the Making Waves Aquatics Program and the Youth Sports Programs.

### **Appointment of a Fees and Charges Subcommittee -**

Mr. Holste explained that every year our Fees and Charges are reviewed, staff surveys neighboring communities to stay comparable. Mr. Holste reminded the Board that the City does “ranges” for most of the fees, and as long as we stay within those ranges we do not need to make any changes to those fees. Mr. Holste recommended that this year due to a minimal amount of changes that instead of appointing a Subcommittee that staff will present the changes to the full Board at the January meeting for approval and then send the recommendation to City Council Audit and Finance Committee and then on to full City Council. Mr. Wells recommended that the Board move to not appoint a Fees and Charges Committee, it was seconded by Mr. Bulkley, but to discuss at the January Board meeting.

Bert Millett recommended that Aquatics and PRCF create a year-round punch pass for those that participate in the lap swimming at Kino Jr. High. Mr. Millett felt that it would increase the participation. Mr. Holste and Tammy Davenport, Fiscal Analyst for PRCF stated they would speak with Marc Heirshberg, Director and have an answer at the January Board meeting.

### **Report on Registration and Reservation**

Mr. Holste introduced Leslie Clark, supervisor over Registration and Reservation, she in turn introduced Debera German, who was recognized as an employee with the City for over 30 years and who will be retiring in January. Ms. Clark and Ms. German presented a PowerPoint presentation highlighting the Reservation and Registration process. The front desk staff handles activity registration, facility reservations, general questions, process aquatics on-site registrations and special events. In April, 2014 PRCF went to a new registration and reservation system, ActiveNet, which allows for easier account creation, more robust search options, improved cash handling, and advanced marketing tools. During the time frame of April 14, 2014 through October 31, 2014 there was a total of \$296,043 in revenue generated through facility reservations, with a total call volume of 21,159 calls. Although staff is still learning this new system, it has proven to be very favorable in the eyes of the customers.

### **Director's Comments**

- Mr. Holste mentioned that Mr. Heirshberg was in Las Vegas with Visit Mesa at the T.E.A.M. Conference working to bring new business to Mesa.
- Saturday, November 15<sup>th</sup> is the Desert Trails Park grand opening. This park is the first mountain bike park in the City.
- Breakfast with Santa is Saturday, December 13<sup>th</sup> at the Mesa Convention Center.
- Mr. Holste mentioned that due to the increase of homeless at some of our parks, there will be a delay in the opening of some of the parks restrooms.
- Mr. Bulkley asked about the status of Buckhorn Baths. Mr. Holste reported that the City was still in negotiations with the owners.

### **Reports on meetings and/or events attended by Board Members**

Mr. Millet attended the Mesa Sprint Triathlon which had approximately 400 registrants and raised approximately \$10,000.

Mr. Yarborough attended Fall Ball and Punt, Pass and Kick, which he felt was a great event. Little League winter league will be opening soon.

Ms. Rahn attended Celebrate Mesa and was pleased with the turnout and felt the new layout was a great improvement.

Mr. Duclos is anxiously waiting for the new Desert Trails Park to open.

Mr. Bulkley attended Celebrate Mesa and the Mesa Sprint Triathlon.

Mr. Wills has been swimming at Kino Jr. High.

Although, Ms. Madsen was unable to join us she did send a report on events attended, she attended the Pumpkin Splash at Brimhall and Celebrate Mesa, she felt both events were very well done and wanted to extend kudos to those that work so hard in the Parks and Recreation Department.

The meeting was adjourned at 5:55 p.m.

Respectfully submitted,

Marc Heirshberg, CPRE  
PRCF Department Director