

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 708 W. Baseline Rd, Bldg. #4, Mesa, on November 13, 2019.

Members Present:

Claud Cluff
Matt Erickson
Nycole Leyba
Brent Maldonado
Jo Martin

Jacob Martinez

Members Absent:

Kimberly Forest
Jaime Glasser
Cindy Hayton
Justin Murdock
Orchidia Peterson

Staff Present:

Marc Heirshberg
Fred Rustam
Andrea Moore
Tammy Davenport
Aimee Manis
Maigon Hudson
Jo Donovan
Roy Nunnally
Brett Burton

Visitors:

Joe Dahlstrom – DRGC
Jason Davis – DRGC
Aaron Raine – Mesa PD

The meeting was called to order at 5:02 p.m. by Jo Martin, Parks Advisory Board Chair.

Approval of Minutes

Ms. Martin asked if there was a motion for approval of the minutes of the September 11, 2019 meeting. Nycole Leyba made a motion to approve, Brent Maldonado, seconded and it was unanimously carried to approve the minutes.

Upon tabulation of votes, it showed:

AYES – Cluff, Erickson, Leyba, Maldonado, Martin, Martinez

NAYS - None

Appointment of Fees and Charges Subcommittee:

Mr. Heirshberg explained that each year staff reviews the Fees and Charges in their areas and make recommendations for changes. There are several changes occurring in the different areas of the Department. This will require that a Subcommittee review the changes. This meeting will be held sometime in December to recommend they move forward to Council at the January meeting. It was recommended that the date be sent out to all Board members, and those available will attend.

Dobson Ranch Golf Course Transition Update:

Mr. Heirshberg explained that in June Paradigm Golf Group took over the management of the Dobson Ranch Golf Course, and there have been many improvements implemented already, so they were asked to come in and present some updates on what has changed.

Dyan Seaburg, Commercial Administrator introduced Joe Dahlstrom, the Chief Operating Officer and Jason Davis, the General Manager of Paradigm Golf Group.

Mr. Dahlstrom explained that Paradigm has been in the golf course management business for 17 years, and they are a full-service company which focus on third party management. They were very excited about the opportunity to manage Dobson Ranch Golf Course (DRGC). The first thing they wanted to do was build trust with the existing groups that were loyal to DRGC. They have used marketing efforts to bring some customers back to DRGC and to bring new customers to the golf course, which has taken off very well. They have shared some of their excess golf clubs with junior programs and those involved with Community Outreach, so they can experience golf. Paradigm is working with Councilmember Heredia to do Toy Drive for Cardon's Children's Hospital. As being part of the Community, they want to have the golf course to be a big part of the neighborhood. The restaurant will also be changing up the menu and will start offering some exciting changes such as Friday Fish Fry's

Mr. Davis shared some new things that will be happening at DRGC. The restaurant menu has completely changed, and customer service has improved. There have been several upgrades throughout the property to make it a fun setting and well groomed. The business model is shifting to make the property a premier place to golf and affordable for Mesa residents.

Mr. Heirshberg stated that there has been an increase in rounds over the last four months and that is direct relationship to the great partnership with Paradigm and the improvements they are making in the facility.

Homelessness in the City Parks

Mr. Heirshberg explained that this is an issue that he has spoken with several of the Parks Board members about in the past and there have been many discussions with Councilmembers, and this is a growing issue.

Leslie Clark, Recreation Administrator, introduced Aaron Raine, Homeless Resource Coordinator working in the City Manager Office with a primary focus on reducing homelessness. Homeless is a national issue in Maricopa County in the last 4 years has increased by 175% with the rise in shelter costs and earnings not matching the raise in costs. Things that have changed is the way homelessness is being handled by Mesa Police Department and the PRCF Park Rangers. Due to recent legislation Urban Camping could not be enforced for the last year, but recent changes are allowing an enforcement shift, and with this change a Community Court was created. In Community Court instead of being fined or given days in jail they are offered services instead to improve their quality of life. The programs allow them to get their life in order and once their behaviors are changed their records are wiped clean. Over the last year 119 people have completed the program and only 19 have been rearrested.

Homelessness is a complex problem. Those that have entered homelessness a week ago, want help, those that have been homeless for 10 years are the challenge. Homelessness can be just one lost paycheck away for several people due to the high cost of the current housing market.

Director's Comments:

Mr. Heirshberg provided the following updates:

Eastmark Great Park: The Grand Opening was on November 9th. This included baseball fields, playground, sand volleyball courts, basketball courts, ramadas, and a grass field. This park will eventually be 90 acres, currently it is at 45 acres.

Eagles Park: The Grand Opening will be on December 7th.

Signal Butte Park: The Grand Opening will be January 18th. This is a signature playground for the east part of the City.

North Center Street Project and Red Mountain Park: Designers have been selected and Community meetings will be held soon.

Certified Autism Center Announcement: Mesa will be recognized as the First City to be Autism Certified on Monday, November 18th.

Reports on meetings and/or events attended by Board Members

Nycole Leyba: Attended the Celebrate Mesa.

Brent Maldonado: Attended Celebrate Mesa

Jo Martin: Celebrate Mesa and Eastmark Great Park Phase II Opening.

Claud Cluff: Attended Celebrate Mesa.

Motion to adjourn was made by Mr. Cluff, seconded by Mr. Erickson and the motion was carried.

Upon tabulation of votes, it showed:

AYES – Cluff, Erickson, Leyba, Maldonado, Martin, Martinez

NAYS - None

The meeting was adjourned at 6:00 p.m.

Respectfully submitted,

Marc Heirshberg, CPRE
PRCF Department Director