

**City of Mesa
Parks and Recreation Advisory Board
Minutes**

DATE: Wednesday, September 11, 2024
TIME: 5:00 PM
LOCATION: 708 W Baseline Road Bldg. #4, Board Room, Mesa, AZ

Pursuant to A.R.S. § 38-431.02, notice is hereby given that the Mesa Parks and Recreation Advisory Board will hold a meeting open to the public at the date and time above.

1. CALL TO ORDER

Chair Campbell called the meeting to order at 5:03 PM.

2. ROLL CALL

BOARD MEMBERS PRESENT: Chair Troy Campbell, Board Members: Nina Fader, Marie Johnson, Benjamin Manning, Melanie Narish, Orchidia Peterson, Krista Rowley, and Michelle Streeter

BOARD MEMBERS EXCUSED ABSENCES: Cali Goldsby and Jeff Rush

BOARD MEMBERS UNEXCUSED ABSENCES: Vice-Chair Brent Maldonado

3. INTRODUCTION OF NEW ADVISORY BOARD MEMBERS – MARIE JOHNSON AND KRISTA ROWLEY

Marie gave a quick introduction of herself and mentioned that she is a teacher and has lived in Mesa for 12 years. She loves to participate in marathons and spend time in the parks.

Krista has lived in Mesa for 22 years and is a principal at a Mesa school with 4 grown children. Krista plays softball on one of our leagues and enjoys playing pickleball.

4. APPROVAL OF THE MINUTES

It was moved by Board Member Narish, seconded by Board Member Peterson to approve the regular meeting minutes from May 8, 2024. The motion passed unanimously.

Upon tabulation of votes, it showed:

AYES: Troy Campbell, Nina Fader, Marie Johnson, Benjamin Manning, Melanie Narish, Orchidia Peterson, Krista Rowley, and Michelle Streeter

NAYES: None

5. PUBLIC COMMENTS

Chair Member Campbell reported that Kim Choppi and Mary Kyle submitted comment cards to address the board about the Mesa Tennis and Pickleball Center.

Kim Choppi stated that she and Mary are in a social group of 64 women who have been reserving courts for the past 3 years. They usually use an average of 4 courts, 2 times a week for 2 hours per reservation. The reservation is from 7:00 to 9:00 AM and they were wanting to start at 6:30 AM during the summer months due to the high temperatures. Kim voiced concerns of frustration with the front desk and lack of communication for getting back to her in a timely manner.

Mary Kyle mentioned that she and the group are ambassadors for the center, and from a customer service standpoint, she wants to feel like they are heard and listened to and treated with courtesy and respect.

Chair Campbell thanked them for their time and for sharing their experiences. Director Moore stated that staff will reach out to them.

6. APPOINTMENT OF FEES AND CHARGES SUBCOMMITTEE AND POSSIBLE DATES

Director Moore explained the role of the subcommittee is to do a detailed review of all fees and charges. The subcommittee is then asked to give the full Board a recommendation for approval of the fees and charges ranges that are proposed to change. The full Board will then make a recommendation to City Council for consideration of the proposed changes.

After discussion Members Manning, Rowley, Peterson and Johnson volunteered. Chair Campbell stated that Members Manning and Peterson will be the primary members with Member Rowley being the alternate. The Subcommittee Meeting will be October 15th at 5:00 PM.

7. PARK ENGAGEMENT/ FUN 'N FIT Oscar Venegas – Recreation Supervisor

Venegas started by asking if anyone knew anything about Fun 'N Fit. Peterson stated that it is an amazing program that is well organized and focuses on bringing families to the parks.

Venegas shared how initially the program went out to elementary schools but that it was being utilized as a baby-sitting service. It has since transitioned into being offered at parks that have a gap in service to access recreation opportunities. The pilot program started at Pioneer Park to connect with and reengage the community while decreasing negative activities within the park. There are now 3 mobile units. They have home parks at Pioneer and Kleinman which they visit daily. The 3rd unit rotates among other downtown parks. The program includes many different activities like crafts, special events and fitness which are tailored to each individual community and include partnerships with Mesa Police, Fire Departments and the Park Rangers. The impact has been very positive with over 10,000 interactions with community members and a major decrease in negative activities and citations at each park.

Narish asked about the interactions with homeless and how much is impacted by the Park Rangers' efforts. Venegas responded by sharing a story of how the community rallied together after having a negative experience involving a homeless person. The community continues to attend Fun 'N Fit activities which keeps the park environment positive and fun. That individual with the negative behaviors has not been seen since. Director Moore added that there are multiple programs and agencies working together to provide more holistic services for people experiencing homelessness. This has contributed to reenergizing the parks and making them a healthier place for neighborhoods to enjoy.

Rowley inquired if the programs are at the same time every night. Venegas responded that it varies by needs and activities at each park, but the times and locations are listed on the website.

8. RECREATION, COMMERCIAL OPERATIONS, AND PARK PLANNING AND OPERATIONS UPDATES Aimee Manis – Deputy Director

Aquatics: Fall Swim lessons were at capacity with over 200 registrants. Private pool rentals generated \$36,658 in revenue. Public swim welcomed 93,705 people to the pools and taught over 8,000 learn-to-swim lessons this summer.

Adaptive: Camp Fiesta was at capacity with a talent show on the last day of the program. The Off-Broadway play was Madagascar with 80 participants. The Adaptive swim meet will be tomorrow, September 12th and Saturday, the 13th.

Park Rangers: Conducted 11 Ride-A-Longs with community leaders last month. They started offering outdoor education programs like Scorpion hunts. They continue to participate in the Mesa Hydration Campaign by giving out over 1000 bottles of cool water monthly to park visitors. Park Ranger Arnulfo Magdaleno retired after 42 years. The Rangers presented a session at the APRA conference concerning homelessness solutions in parks.

Front Desk: The Registration and Reservation team received a total of 846 calls and 709 emails. There were 8,964 registrations for programs in August and 44 Ramada reservations totaling \$2,841.50 in revenue. 130 individuals were approved for the MRS Scholarship this month and 94 customers utilized over \$2,500 through MRS discounts to register for programs.

Recreation Centers: TEEN programs attended a field trip to the FlowRider at Rhodes. RMC had 13,446 member visits in August, and they welcomed 5,370 fitness class attendees. Tri-center afterschool programs have started and are running at capacity.

Athletics Update: MTPC rented 1,953 court hour times last month despite the heat. Online court bookings at Kleinman & Monterey welcomed 1,044 people in July and August. Adult Sports had 136 teams registered in August. The grand opening for Red Mountain expansion fields was a success.

Youth Programs Update: Fun N Fitness is maintaining over 1,000 visitors even during the hottest months and they hosted a summer birthday bash with 200 attendees. Summer camps ended with 3,126 attendees over the June and July months at 10 locations. Volunteers gave 28,454.50 hours of service this summer.

COMMERCIAL OPERATIONS Roger Singleton – Deputy Director

Director Moore introduced Roger Singleton as the new Deputy Director for Commercial Operations. She noted that Singleton is an experienced veteran with PRCF, most recently as the Supervisor who launched the Citywide Special Events Office.

Singleton mentioned that the Convention Center/Amp continues to maintain \$6 million dollars in revenue annually. The Amp has 7 concerts scheduled through the end of the year.

The Post had a total of 65 events scheduled from April to July.

The Facility Improvement Study is currently doing site visits and meetings with City Management and stakeholders. The final report should be delivered in November.

Special Events recently had the Celebration of Freedom with about 20,000 people attending and a total of 40,000 viewing the fireworks. Singleton showed a short video with some highlighted pictures from the event.

Dobson Ranch Golf Course just opened “The Stable”, which is an additional attraction for young golfers along with the 100 Hole Challenge and the Summer Smash Pass for all youth skill levels. The kids’ programs were a big success with almost 350 kids in clinics on a weekly basis. Women’s Day on 5/31 had over 300 participants.

The Mesa Cemetery had \$1.8 million in revenue for FY23/24 with 77 graves sold.

PARK PLANNING AND OPERATIONS Brandon Erno – Deputy Director

The Mountain Vista Trail should be finished by the end of November.

The Fire Fighter Memorial Park is in construction and should also be done by November.

The Water Infrastructure Finance Authority Grant project is beginning and will continue through June of 2026.

9. DIRECTOR’S UPDATES Andrea Moore – Director

Director Moore noted that the Parks department has a new Senior Fiscal Analyst, Alison Walker, who will be guiding the Fees and Charges review process with the Board.

She mentioned that City Council did add two 2024 Bond Questions to the November ballot. This includes \$170 Million in question 3 for parks and cultural projects and question 2 for \$90 million to address public safety projects. More information will be going out with more detailed project explanations. There is a ballot question to approve Mesa’s Comprehensive Plan. This document includes a chapter that adopts the Parks Master Plan into the larger City plan. The 4th question on the ballot will request a permanent increase to the home rule budget adjustment.

The Foundation’s Mesa Sprint Triathlon is on September 21st and is still in need of volunteers, as well as the Celebration of Mesa on October 12th. Opportunities to sign up to volunteer will be emailed to the Board.

10. REPORTS OF MEETINGS OR EVENTS ATTENDED

- Member Fader attended Madagascar and the Red Mountain Grand Opening. She played in the summer tennis league and tried playing disc golf for the first time. She also attended a Diamondback game with the Arizona Parks and Recreation Association and used the tennis courts at Kleinman.
- Chair Campbell attended Pickleball lessons, went to the City of Mesa Board Appreciation Breakfast, talked at the Red Mountain Expansion event and attended a

soccer game that was being played at the same time. He visited Stapley Pool and plans to go on a ride along with the Park Rangers in the near future.

- Narish appreciates the eclectic musicians at the Amphitheater and attended the reptile expo at the Convention Center. She mentioned that the tight layout between vendors made it difficult for participants to walk around.
- Peterson attended Madagascar with her family and is planning on doing a ride along with the Park Rangers.

11. NEXT MEETING

The next meeting will be held on November 13, 2024.

12. ADJOURNMENT

Motion to adjourn by Member Manning; second by Member Johnson. Approved 8-0 without objection, the meeting was adjourned at 6:23 PM.