

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

DATE: Wednesday, January 8, 2025
TIME: 5:00 PM
LOCATION: 708 W Baseline Road Bldg. 4, Board Room, Mesa, AZ

The Mesa Parks and Recreation Advisory Board held a meeting open to the public at the date and time above.

1. CALL TO ORDER

Chair Campbell called the meeting to order at 5:02 PM.

2. ROLL CALL

BOARD MEMBERS PRESENT: Chair Troy Campbell; Vice-Chair Brent Maldonado; Board Members Nina Fader; Marie Johnson; Cali Goldsby; Orchidia Peterson; Krista Rowley; Melanie Narish; Michelle Streeter; and Jeff Rush

BOARD MEMBERS EXCUSED: Benjamin Manning

3. APPROVAL OF THE MINUTES

It was moved by Member Rush and seconded by Member Rowley to approve the regular meeting minutes from November 13, 2024. The motion passed unanimously.

Upon tabulation of votes, it showed:

AYES: Chair Troy Campbell; Vice-Chair Brent Maldonado; Board Members Nina Fader; Marie Johnson; Cali Goldsby; Orchidia Peterson; Krista Rowley; Melanie Narish; Michelle Streeter; and Jeff Rush

NAYES: None

4. PUBLIC COMMENTS

No public comments were received.

5. SPECIAL EVENTS PRESENTATION – Tiffany Krahenbuhl - Recreation Supervisor – Special Events

Director Moore introduced Tiffany Krahenbuhl, the new Recreation Supervisor over Special Events. Krahenbuhl explained how sports have shaped her life, she has worked for the City of Mesa for 28 years with 26 of those being in the Athletic Department. 3 years ago, when Special Events became part of Parks and Recreation she decided to join that team.

Krahenbuhl went over the organizational chart which included Andrea Moore – Director, Roger Singleton – Deputy Director, Tiffany Krahenbuhl as the Supervisor, 2 coordinators, 2 programmers, 2 specialists, a program assistant and 10 part-time assistants.

Krahenbuhl explained the 3 different types of events that Special Events handles. They are:

City-Sponsored Events which include community celebrations, parades, fitness activities etc.

- These events are designed to engage the community and enhance local experiences
- Financial support comes from the COM operating budget and external sponsorships
- The COM provides all necessary resources, including permit fees, event logistics and support staffing through the hosting city department

Krahenbuhl showcased Merry Main Street which offers a variety of activities over 44 days. This includes the ice rink which had 19,300 skaters and \$196,000 in revenue in FY23/24. She also talked about Celebration of Freedom which includes a naturalization ceremony.

City-Supported Events which include Mesa Pow Wow, the Sprint Triathlon and Marathon.

- These events contribute to the community and require significant private investment for event delivery
- Initiated by outside groups
- City support through defined contributions such as fee waivers, equipment (bandshell, bleachers, traffic barricades, spider boxes, etc.), volunteer recruitment, limited staffing

Private Events which include 20 annually at Eastmark and 12 annually at Riverview.

- These events are planned and supported entirely by outside organizations
- Require City involvement due to permitting and licensing requirements
- The event promoter must cover all event costs; the City budget provides no funding

Krahenbuhl also went over the Licensing Teams flow chart and what goes into processing a license once the request is received for an event. Licensing received 307 applications and issued 207 licenses with \$19,700 fees collected for the FY23/24.

Chair Campbell asked if there was still a roller-skating party. Krahenbuhl stated that there are 2; one in June and one in September.

Member Rush asked if the Mesa Marathon's participation has increased over the years. Deputy Director Singleton responded that it continues to increase largely due to being a Boston Marathon qualifier and being a slightly downhill route.

Member Rowley stated that she loves the new ice rink but did not make it this year. Krahenbuhl stated that it will remain open through 10PM on Saturday.

6. DIVISION UPDATES – Recreation, Commercial, and Planning & Operations

RECREATION Aimee Manis – Deputy Director

Aquatics: Brimhall and Rhodes Pools are undergoing plaster replacement projects. The AIA State High School Swim and Dive Championships were held at Skyline. There are 6 visiting collegiate swim teams holding their winter training camps in Mesa. Pools finished out the year welcoming 475,958 visitors.

Adaptive: Special Olympics Bocce events brought in new participants thanks to an adaptive launcher built by Josh Underwood. TGIF held a Friendsgiving picnic at the park.

The annual Mistletoe Magic dinner and dancing event was a hit with over 200 attendees.

Park Rangers: Conducted 3 Ride-A-Longs with community leaders last month. Outdoor education programming included a fishing clinic at Eastmark Great Park with 125 attendees. Jan 25th is the next fishing event at Riverview Park. Rangers received their new event trailer to support equipment needs for programs.

Athletics: November had 998 field rentals. The new All Girls Flag Football started this fall and was a success with nearly 50 participants. Mesa Tennis and Pickleball Center finished the year with 32,630 registered participants in activities and 39,280 court rentals.

Recreation Centers: RMC Teens collaborated with the library on a fleece blanket project. They donated 8 blankets to children in need. Eagle's gym curtain project is complete, and they can now divide the gym to accommodate more visitors. Winter Break Camps at WRC and JRC were a success with nearly 200 participants. One of their activities was a visit to the ice rink. RMC wood floors were resurfaced and got a much-needed facelift.

Youth Programs: Staff are actively recruiting interns to learn about PRCF and enhance program offerings. 2 are scheduled to begin this spring semester. Fun N Fitness continues their daily visits to parks with fun activities. Their new Mesa Outdoor Recreation Experience (MORE) unit is scheduled to begin in February. Planning is underway for summer camps.

Member Rowley inquired about adult softball scoring and why it had drastically changed recently. She stated that it is not user friendly and is super confusing. Deputy Director Manis stated that she was not aware of the change but would get more information after the meeting to investigate.

COMMERCIAL FACILITIES – Roger Singleton – Deputy Director

Convention Center/Amphitheatre/Post: We are on track to generate more revenue than previous years. The Amp just had a concert, Girl in Red, that sold over 2000 tickets. They have 5 concerts lined up in the next 6 months, including 8123 Fest which is a 2-day festival at the Amp. The Post had 53 events in November and December. Some facility projects going on are ceiling tile replacement in Main Hall in Building C. New carpet in Building A. Two new EV Blink Charger Stations installed in the main parking lot of the Convention Center. The Neon Garden is still under construction with the anticipated opening in April or May.

The Facility Improvement Study's first draft was received with the final draft expected in late January.

Special Events:

11/28/24 - Turkey Trot at Red Mountain Park - 5,000 attendees

11/29/24-1/11/25 - Merry Main Street in Downtown Mesa

- 4,300 attendees for Tree Lighting on 11/29
- 8,966 Visits with Santa
- 18,111 Skaters (goal of 20,000 – open until 1/11!!)

12/7, 12/14, 12/21 - Breakfast with Santa at The Post - 555 total tickets sold

12/13-12/15/24 - Santa Express at Downtown Mesa Light Rail - 2,500-3,000 riders

12/25/24 - Menorah Lighting Ceremony

Upcoming Winter/Spring Events

1/20/25 - MLK Parade and Festival in Downtown Mesa and the Plaza Park

2/8/25 - Mesa Marathon

3/1/25 - I Love Mesa Day

Dobson Ranch Golf Course: 3 property fence lines along the property perimeter were identified as needing to be repaired or replaced. Work completed 12/9/24. The City Toy Drive was a big hit again this year. A discount on golf/range was given to customers who donated toys. A large donation box was full along with financial donations given. Pops & Jr. hosted a holiday golf clinic, Fun for Hope & A Future kids' organization. Kids from various group homes enjoyed a great time and meal. Many look forward to coming back for the regular kid's program. Pops & Jr. Holiday Golf Festival was a huge success. There was a great turnout, with kids and families having a fun time and winning prizes. Mesa Community College team members did a wonderful job volunteering and working with kids. Mesa Community College Women's Golf tops the latest NJCAA rankings; Vongphosy, King, & Reichard ranked top 3 individually.

Mesa Cemetery: Royal Air Force Memorial event was hosted on 11/10/24. Perimeter fence repair/replacement project began 11/20/24. Trenching and installation of sprinkler lines from 11th to 12th street as part of the ongoing renovation project are ongoing. Wreaths were placed at markers during the holiday season. We continue to remove expired trees and replant strategically to promote turf growth.

PARK PLANNING AND OPERATIONS – Brandon Erno – Deputy Director

Mountain Vista Trail: Opened last week but has some issues with the trail that will need to be addressed to get it up to expectations. The ribbon cutting should be at the end of the month.

Firefighter Memorial Park – Project has been completed and is open. There will be a memorial service in February.

Water infrastructure Finance Authority of AZ Grant – The turf conversion project is a little behind schedule but is getting caught up and back on schedule.

Member Rush asked if there was a map available with a list of where the turf is being replaced. Deputy Director Erno stated that there is and that a link will be shared with everyone. Director Moore added that all the locations are East of the Eastern Canal because the grant is targeted for water reductions on the CAP Canal. Member Rush stated that he initially misunderstood and thought that turf was completely being removed. Erno stated that others had thought that as well and they changed the verbiage being used to help eliminate confusion.

Design Projects-

ADA Updates at Quail Run Park – 100% Construction Documents

Construction: Summer 2025 to Winter 2025

Carriage Lane Park Irrigation Renovation & Non-Functional Turf Removal – 100% Construction Documents

Construction: Spring 2025 to Summer 2025

Countryside Dog Park Expansion – Design Development, Construction: TBD

- The Courts at Eastmark – 90% Design Documents
Construction: Spring to Winter 2025
- Mesa City Plaza Timeline Plaque Relocation – Design Development Complete
Construction: Spring 2025 to Summer 2025
- Signal Butte Park Phase II – 90% Design Documents
Construction: Spring to Winter 2025

Chair Campbell asked why the lights at Hermosa Vista Park are orange. Erno explained that they are the older high pressure sodium lights, and they have not been converted to the new LED lights yet. Chair Campbell also asked about a side gate at Red Mountain Park that presented an issue for a patron in a wheelchair not being able to exit the park. Director Moore stated that the gate is not a designated ADA route but that she will work on getting better signing on it to eliminate confusion.

7. DIRECTOR'S UPDATES – Andrea Moore – Director

Director Moore stated that we are still waiting until after this month to confirm if the March meeting can be held at the new Council Chambers and will send out confirmation of it when she finds out. Moore stated that Chris Brady, the City Manager just announced that he will be retiring at the end of May.

Member Rowley asked if there was a possibility of moving the March meeting as it is scheduled during spring break. Director Moore stated that we don't typically move meetings. If we don't have a quorum then the meeting will be cancelled but she will check in on that as the date gets closer.

8. REPORTS OF MEETINGS OR EVENTS ATTENDED

- Member Peterson attended Breakfast with Santa and ice skating.
- Member Streeter went to the ice rink and took pickleball lessons.
- Chair Campbell went to Firefighter Memorial Park Opening Ceremony, Merry Main Street, pickleball and multiple parks for team sports.
- Member Rowley went to a Mesa PD event at the Post, pickleball and softball at multiple complexes. She complimented Jim Moline for his consideration in calling her school to find out when would be a good time to drop off wood chips so as not to block staff and parents from the parking lot.
- Member Narish attended the Mesa Historical Tour at the Mesa Cemetery.

Haylie Smith, Support Services Administrator, announced that everyone was given a pocket map that is new from the Marketing Team. A marketing intern designed and drew all the pictures. She also stated that the Marketing Team will be giving a presentation at the March meeting.

9. NEXT MEETING

The next meeting will be held on March 12, 2025.

10. ADJOURNMENT

Motion to adjourn by Member Rowley; second by Vice-Chair Maldonado. Approved 10-0 without objection, the meeting was adjourned at 6:16 PM.