



PARKS & RECREATION ADVISORY BOARD MINUTES

July 13, 2022

The Parks and Recreation Advisory Board of the City of Mesa met at 708 W. Baseline Road, Building 4, on July 13, 2022, at 5:01 p.m.

BOARD PRESENT

Nycole Leyba, Chairperson
Claud Cluff, Vice Chair
Troy Campbell
Nina Fader
Brent Maldonado
Jacob Martinez
Orchidia Peterson
Amelia Romney

BOARD ABSENT

Robert Ingram

STAFF PRESENT

Tarrah Dofelmier
Andrea Moore
Haylie Smith

1. Call to Order.

Chairperson Leyba called the meeting to order at 5:01 p.m.

2. Roll Call.

Chairperson Leyba conducted a roll call and welcomed new Boardmember Nina Fader.

Chairperson Leyba excused Boardmember Ingram from the entire meeting.

3. Approval of the Minutes.

It was moved by Boardmember Martinez, seconded by Boardmember Romney, that the May 11, 2022, Parks, Recreation and Community Facilities (PRCF) meeting minutes be approved.

Upon tabulation of votes, it showed:

AYES – Leyba–Cluff–Campbell–Fader–Maldonado–Martinez–Peterson–Romney

NAYES – None

ABSENT – Ingram

Carried unanimously.

4. Public Comments.

There were no items from citizens present.



5. Master Plan Presentation and Recommendation.

Parks, Recreation, and Community Facilities Department Director Andrea Moore introduced Teresa Jackson, Senior Consultant at BerryDunn. She stated that as part of the master planning effort, Ms. Jackson presented the public outreach results and is here today to present the draft PRCF Comprehensive Master Plan. She noted Boardmembers have received the draft document and invited them to share their thoughts and ideas. She commented moving forward, the Master Plan will undergo final revisions and be presented to Council for consideration at the September 22, 2022, Study Session. She added the City is preparing to initiate an update to the Comprehensive General Plan, which will include the Comprehensive PRCF Master Plan for open space and parks and be introduced to the voters in 2024.

Ms. Jackson displayed a PowerPoint presentation on the draft PRCF Comprehensive Master Plan. **(See Attachment 1)**

Ms. Jackson stated previous conversations with the Board focused on the planning process and the community engagement results. She highlighted the benchmarking data and budget analysis. She noted an inventory analysis was conducted on City facilities and service components were identified at 1,200 Homeowner's Associations (HOA) and apartment providers throughout the city. She indicated the top items from the engagement survey include a strong desire for trails, shade, splash pads, and indoor recreation. (See Page 3 of Attachment 1)

Ms. Jackson reported a good distribution of parks, with 95% of residents within walking distance of some outdoor recreation opportunities. She stated that 69% of residents are within the target area of five recreational components based on a ten-minute walk service area. She noted the desired outcome is to increase access. She highlighted public aquatics facilities, adding these facilities occur within two to three miles of each other, which is a great overall distribution. She pointed out that parks and facilities are well maintained, with 87% of components performing as expected. She outlined opportunities including a more consistent visitor experience, a park refresh, a replacement schedule for playgrounds and courts, formalized trails, and conservation through turf reduction. (See Page 4 of Attachment 1)

Ms. Jackson explained the process of identifying low-service areas by analyzing population, diversity, and crime. She noted the pedestrian barriers and lack of recreational components in some areas of West Mesa. She stated parks would benefit from activation programs and events and presented ideas regarding safe and cool routes to play. She stated community center distribution is typically at a three-mile mark, and several areas have gaps in service. She remarked that Southeast Mesa does not have access to a public aquatic facility within five miles, and the Fremont Pool has had low attendance and dated infrastructure. (See Pages 5 and 6 of Attachment 1)

Ms. Jackson highlighted that recreation programs are doing well, noting that the fill rate is 81%, generally reaching capacity. She stated additional facilities would allow for growth in that area. She pointed out that the survey demonstrated special events were highly valued in meeting the community's needs. She noted that survey respondents indicated a desire for nature-based programming, adding that 40% of respondents say the programs are not meeting their needs. She summarized that many opportunities exist to diversify programming and create more opportunities. (See Page 7 of Attachment 1)



Highlighting key recommendations at Commercial Facilities, Ms. Jackson reported that golf rounds have increased with new management at Dobson Ranch. She explained that pre-COVID, the Convention Center brought in \$3 million annually, and in Fiscal Year (FY) 22, the revenue is expected to exceed \$5 million. She stated that the FY 23 budget includes funding for the formation of a Special Events Office which is important to keep up with population growth. She recommended a strategic plan be completed for the Convention Center and Amphitheater to look at opportunities for modernization of the facilities and services. She highlighted opportunities, including developing the cemetery's southwest corner and adding The Post to provide a dynamic community event space. She emphasized that PRCF staff maintains and manages over 11 million square feet (sf) of City-owned properties, adding in FY 20/21, Facilities Maintenance staff responded to more than 6,000 work order requests. She recommended developing a Facilities Master Plan and implementing a more defined preventative maintenance plan. (See Pages 8 and 9 of Attachment 1)

Ms. Jackson stated Goal No. 1 provides consistently exceptional parks and recreation facilities throughout the system. She identified eight parks that will benefit from park renovation or beautification. She continued by saying 18 playgrounds were identified for replacement over the next 10 years and recommended adopting a cycle to replace two to three per year.

Ms. Jackson noted Goal No. 2 continues the development of a well-connected system that provides equitable access with a priority on adding service to low and no-service areas. She outlined opportunities to add community desired features and components, reduce pedestrian barriers, provide cool routes, implement park projects, and expand trail networks. She recommended conducting a feasibility study of the Fremont Aquatic Center to determine renovation or relocation possibilities. (See Pages 11 and 12 of Attachment 1)

Ms. Jackson presented Goal No. 3 to deliver quality programs for residents of all ages and abilities that are equitably distributed. She discussed opportunities to increase the fill rate by diversifying offerings and conducting fitness classes and other programs in existing outdoor facilities. She recommended conducting a feasibility study for an additional recreation center, developing a "Nature in Your Neighborhood" program, and identifying park areas for nature trails. (See Page 13 of Attachment 1)

Ms. Jackson reviewed Goal No. 4 to plan for staffing and seek expansion of service contracts to meet future demands. She recommended increasing staffing and budget of Facilities Maintenance to increase resources for both reactive and preventive maintenance.

Ms. Jackson stated Goal No. 5 is to advance the operations of the Mesa Cemetery, Mesa Convention Center, and Amphitheater. It includes planning for future burial plots expansion at the Cemetery. She recommended an annual review of the Convention Center and Amphitheater's booking policies to ensure community needs are met. She suggested developing a Strategic Plan for the Convention Center and Amphitheater. (See Page 14 of Attachment 1)

Ms. Jackson remarked Goal No. 6 is to use innovative processes, methods, and procedures to maximize efficiencies and effectiveness of vertical asset management. She summarized that the department has opportunities to utilize and expand the work order system. She recommended developing a facilities master plan and maintenance policies to establish responsibilities and guidelines.



Ms. Jackson indicated Goal No. 7 continues to maintain and expand strategic partnerships to grow and explore. She recommended an annual review of partner agreements. She noted an option with the County to establish a trail north of Red Mountain to connect to the Hawes Trail System. She mentioned meeting with Mesa Public Schools to review aquatic operations, clarify roles and discuss public access to facilities. She noted a need for a partnership with Queen Creek School District to develop a pool in Southeast Mesa on the Eastmark High School campus. She summarized other opportunities for public and private partnerships to meet community needs. (See Page 16 of Attachment 1)

Ms. Jackson identified Goal No. 8 diversifies funding sources for long-term financial sustainability. She provided recommendations, including pursuing a bond, remaining open to public-private partnership opportunities to address gaps, expanding the cost recovery philosophy, and maintaining current per capita spending and staffing levels as the population grows. She indicated that the three top gaps relate to indoor recreation facilities, aquatics, and gaps of service identified at parks. (See Pages 17 and 18 of Attachment 1)

Ms. Jackson explained action items and feasibility studies are short-term goals planned for the next five years.

Boardmember Campbell asked if safety recommendations are reflected in the plan. Ms. Jackson answered safety was reviewed in the inventory and scoring and was also raised by survey respondents for West Mesa. The action items related to activation of the parks through programming relates to these findings.

Ms. Moore continued by saying the areas identified for activation are related to parks where families might feel intimidated by the presence of unsheltered people and vandalism. She added that the addition of PRCF-hosted programs and staffed events results in increased comfort levels for general park use and positive family-orientated activities.

Boardmember Martinez asked if there are priorities within the goals. Ms. Jackson answered there is no correlation between how the goals are numbered and the order of priority. She added within each goal, there are near- and long-term action items.

Boardmember Martinez expressed a concern over a focus on cost recovery versus affordable services. Ms. Jackson explained the City has relatively strong cost recovery similar to what is seen in similarly sized communities. Ms. Jackson further explained that a systematic approach can be incorporated into the City's policies that looks at what level of subsidy should be applied to each type of program based on the community benefit of the service or program.

Boardmember Campbell asked what the next steps are for the plan. Ms. Moore stated that if Boardmembers are comfortable with the goals presented today, their recommendation to adopt the Master Plan could be forwarded to Council for consideration of adoption.

Boardmember Martinez emphasized the need for further discussion on long-term financial sustainability in the communities we serve to identify gaps in West Mesa and ensure that children in this area are served appropriately. He stated he would like to see long-term accessibility versus financial sustainability.

Ms. Moore clarified the Master Plan provides a plan for areas in need of further development. She discussed cost recovery tools to identify the cost and revenue associated with each program. She recommended developing a subcommittee of the Parks Board to discuss cost



recovery as it relates to establishing fees and charges.

Ms. Jackson revised language for Goal No. 8 to diversify funding sources for long-term financial sustainability by adding “to maintain community access to programs, facilities, and services.”

Boardmember Peterson recalled helping to develop the Gilbert Parks Master Plan and reiterated the goal is to give an overview of what the City hopes to achieve in five to ten years . She provided examples of recreational opportunities throughout Mesa and stated Mesa strives to ensure all kids have equal benefits.

Boardmember Romney indicated the need for a Facilities Master Plan and expressed concerns that it may not be implemented due to the high costs involved. She added that the inclusion of preventative maintenance of assets would recover more money to allow for a higher level of service. She also stated voters would like to see equity and park improvements and encouraged finding ways to help voters see this high-level perspective in future funding discussions.

Chairperson Leyba stressed the importance of maintaining current facilities.

Boardmember Maldonado expressed concern about lack of space for an aquatics facility at Eastmark High School. Ms. Moore explained that the discussion for adding a pool in this area has been focused on a corner of the Eastmark High School campus.

It was moved by Boardmember Campbell, seconded by Boardmember Cluff, that the Parks, Recreation and Community Facilities Comprehensive Master Plan moves forward to Council for consideration of adoption with the proposed revisions to Goal No. 8.

Upon tabulation of votes, it showed:

AYES – Leyba–Cluff–Campbell–Fader–Maldonado–Martinez–Peterson–Romney

NAYES – None

ABSENT – Ingram

6. Division Updates.

Due to time constraints, there were no division updates.

7. Director's Updates.

Ms. Moore announced a proclamation by Mayor Giles declaring Friday, July 15, as Parks and Recreation Professionals Day. She expressed appreciation to staff for their hard work.

Ms. Moore indicated that the fees and charges discussion will be on the upcoming agendas and encouraged those interested to participate in the subcommittee.

8. Reports Of Meetings or Events Attended.

Boardmember Campbell –

Mesa's Celebration of Freedom

Boardmember Maldonado –

Adaptive programs presentation of Lion King Junior High School Musical – Red Mountain High School Library Summer Programs



Boardmember Martinez –	Webster Summer Camp
Boardmember Cluff –	Desert Challenge Games
Boardmember Leyba –	Red Mountain Climbing Wall Mesa Recreation Centers – Summer Day Camps

9. Next Meeting.

Parks, Recreation, and Community Facilities Director Andrea Moore stated that the schedule of meetings is as follows:

Wednesday, September 14, 2022 – Regular meeting 5:00 p.m.

10. Adjournment.

Without objection, the Parks and Recreation Advisory meeting adjourned at 6:16 p.m.

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Parks and Recreation Advisory Board meeting of the City of Mesa, Arizona, held on the 13th day of July 2022. I further certify that the meeting was duly called and held and that a quorum was present.

ANDREA MOORE
PARKS, RECREATION, AND COMMUNITY FACILITIES DIRECTOR



PRCF Comprehensive Master Plan

July 13, 2022



Resources, Inventory and Level of Service

- ▶ Parks and Trails
- ▶ Recreation Programs
- ▶ Pools
- ▶ Recreation Facilities
- ▶ Commercial Facilities
- ▶ Vertical Assets

Parks and LOS: Strengths

- Parks are well distributed with 95 percent of residents within walking distance to some outdoor recreation opportunities, including 69 percent within a target value area of five recreational components based on a ten-minute walk service area.
- Public aquatics facilities in Mesa typically occur within two to three miles of each other.
- Parks and facilities are well maintained, and the majority are in good condition. This helps achieve the full lifecycle of the assets.

Parks and LOS: Opportunities

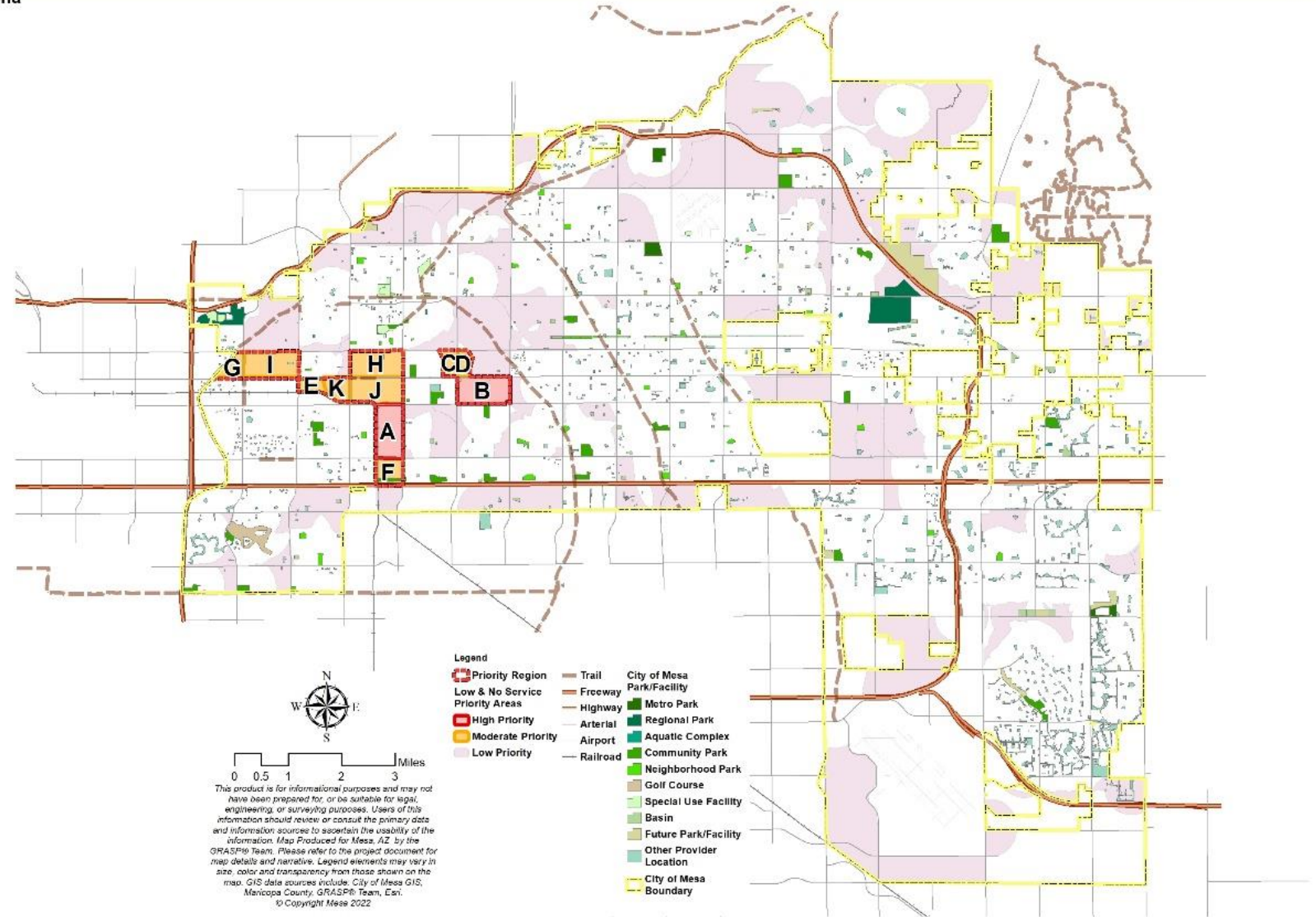
- A more consistent visitor experience
- Replacement Schedules: Playgrounds and Courts
- Trailheads at parks are not formalized
- Conservation through strategic turf reduction



Walkable Gap Low & No Service Priority Areas

Mesa, Arizona

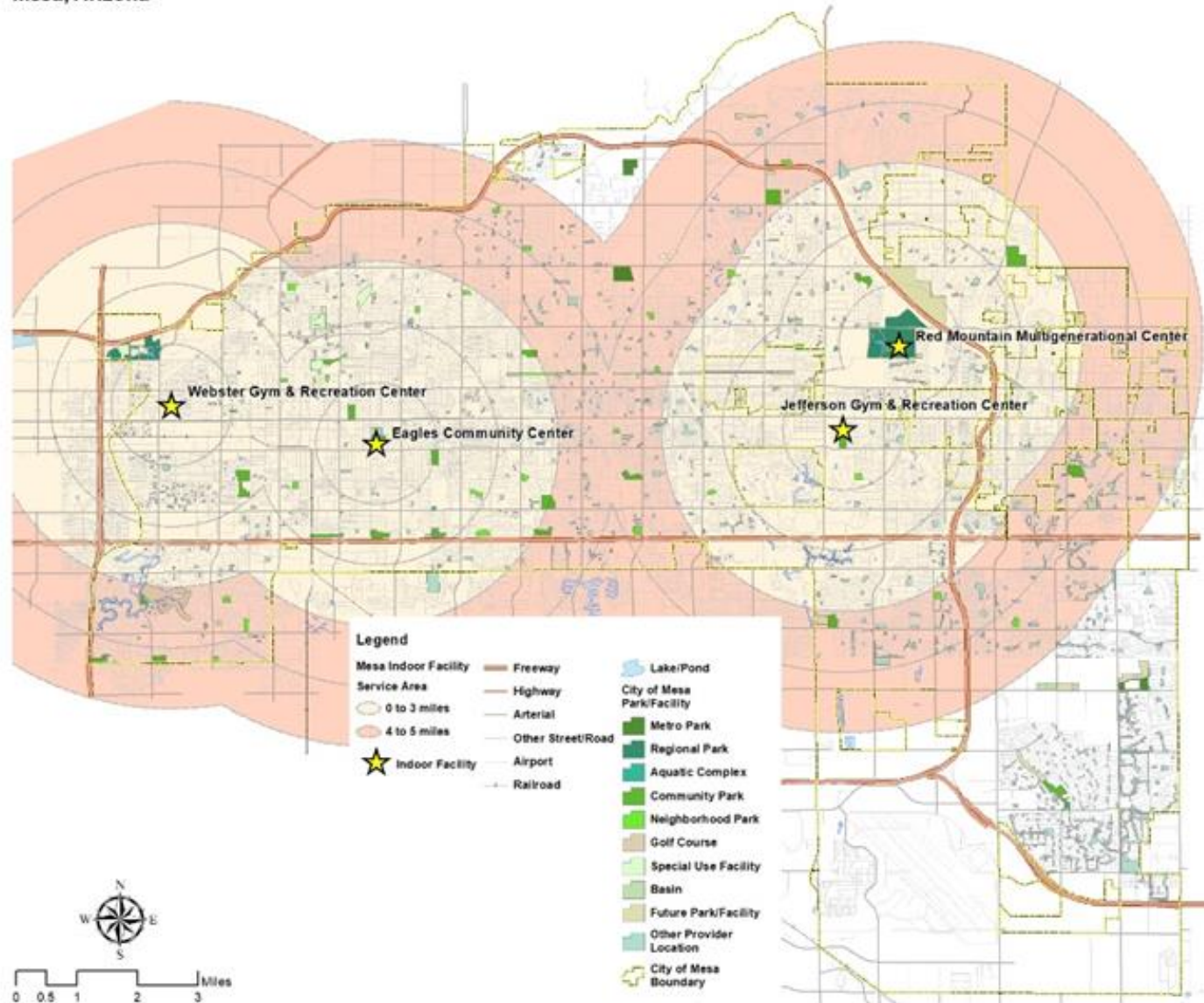
- We were able to identify key Low Service areas and prioritize them
- Some parks would benefit from programming opportunities or by adding new components
- Cool Routes/Safe Routes to Parks



Indoor Facilities - Service Areas

Mesa, Arizona

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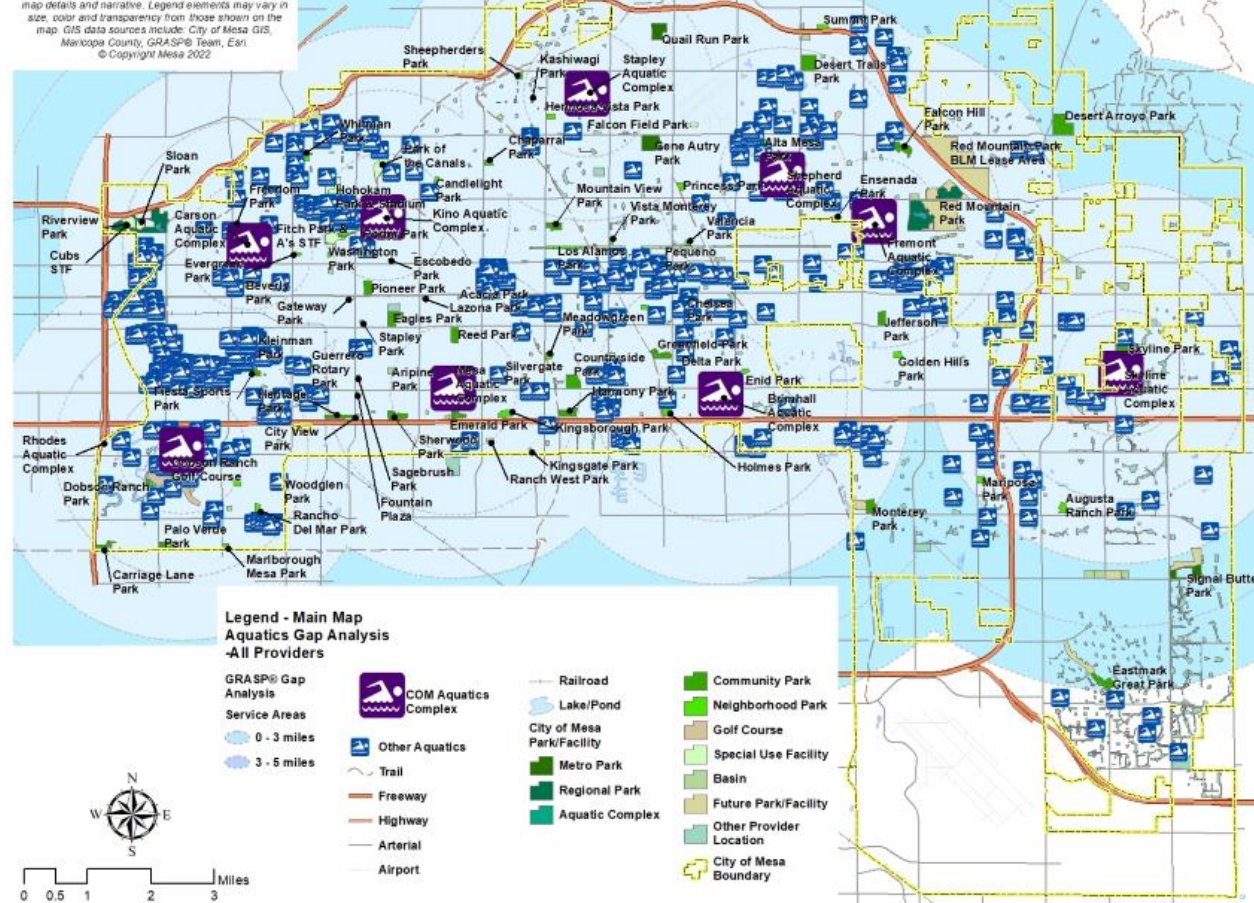
- Limited number and distribution of indoor recreation facilities. North, Central, and Southeast Mesa have the biggest gaps, with service often greater than a four to five-mile service area.

Aquatics Access

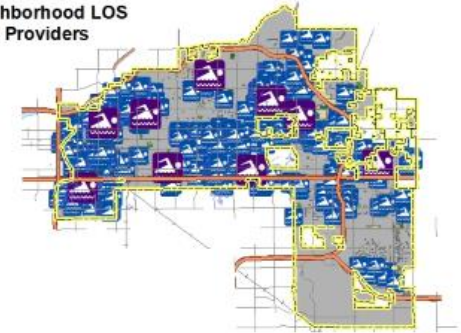
Mesa, Arizona

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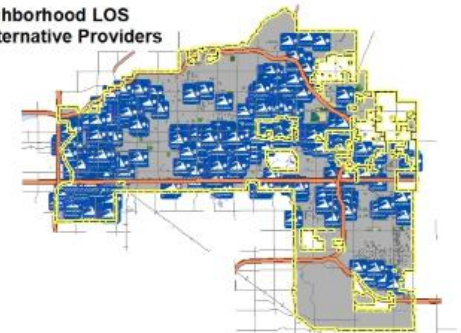
Gap Analysis -All Providers



Neighborhood LOS -All Providers



Neighborhood LOS -Alternative Providers



Neighborhood LOS -Mesa Only



- The Southeast does not have access to a public aquatic facilities within five miles.

Recreation Programs: Strengths

- Programs are well attended generally reaching capacity due to limited indoor programming space. The overall Department fill rate is 81%.
- Special Events were demonstrated to be highly valued and meeting the needs of the Mesa community.

Recreation Programs: Opportunities

- 52% of survey respondents say that environmental/nature-based programs are most important,
- 40% of respondents say these programs are not currently meeting the needs of the community



Commercial Facilities: Strengths

- Golf rounds at Dobson Ranch have been higher each month since Paradigm Golf assumed management in 2019.
- The average revenue for the Convention Center and Amphitheater for FY16-FY19 was 3 million annually. FY22 revenue will exceed 5 million.
- The FY23 budget includes funding for the formation of a Special Events Office.
- Recent expansion of the Mesa Cemetery



Commercial Facilities: Opportunities

- The Convention Center and Amphitheater are well maintained, and improvements take place on a continual basis; however, there are opportunities for modernization of the facility and services. A Strategic Plan for the Convention Center and Amphitheater should be pursued
- Undeveloped land in the southwest corner of the cemetery is available for a future expansion.
- The addition of The Post will provide a dynamic community event space.

Vertical Assets: Strengths

- In FY 20/21 FM responded to more than 6,000 work order requests.
- PRCF staff effectively maintains and manages over 11 million sq. ft. of City owned properties.

Vertical Assets: Opportunities

- Development of a Facilities Master Plan
- Implement preventative maintenance tasks for all building systems.





Recommendations

- ▶ Goals
- ▶ Action Items

Goal 1: Provide Consistently Exceptional Parks and Recreation Facility throughout the system.

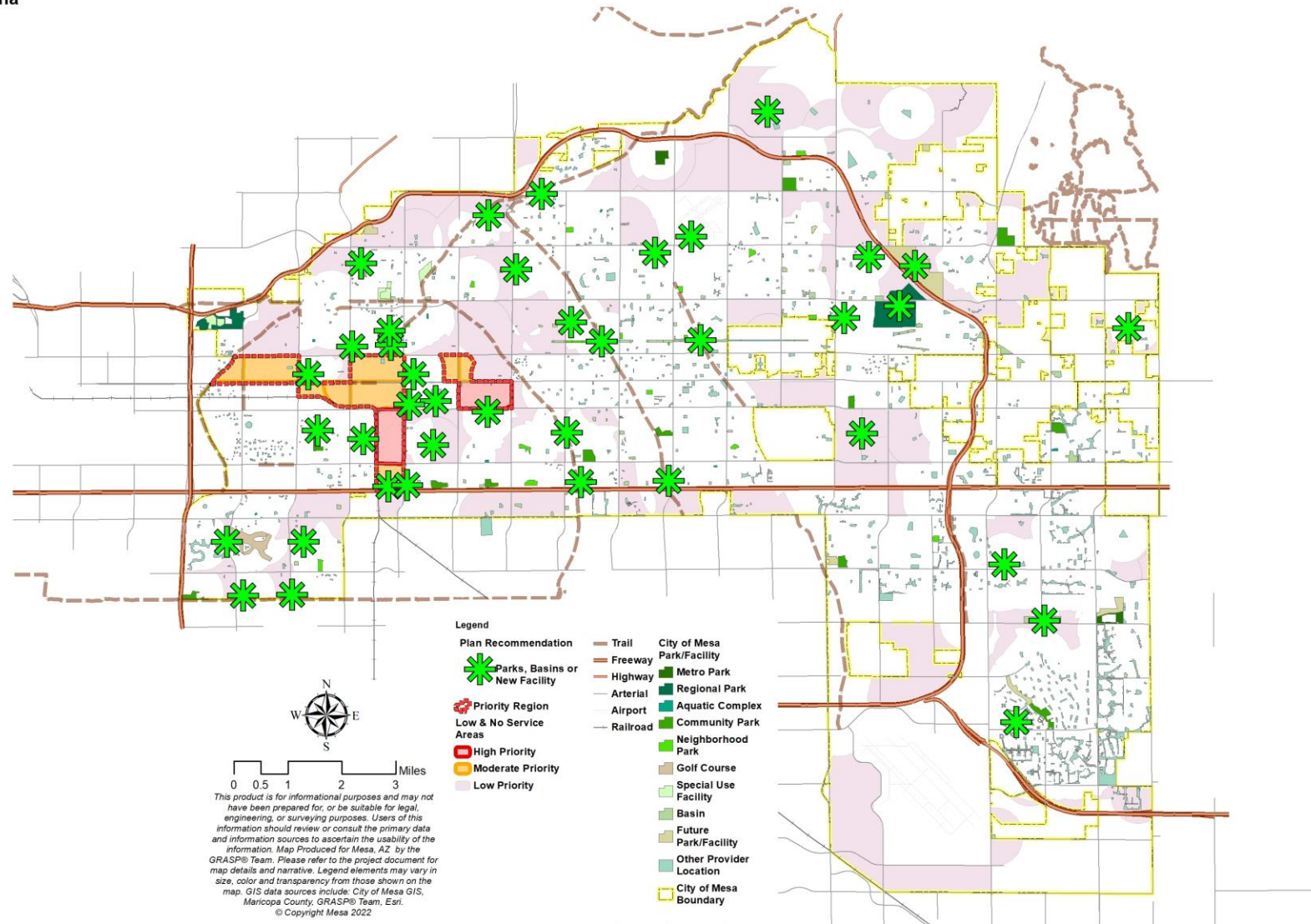
- Eight PRCF parks identified as benefiting from a park renovation or beautification project:
 - Holmes Park
 - Marlborough Mesa Park
 - Meadowgreen Park
 - Palo Verde Park
 - Kleinman Park
 - Whitman Park
 - Reed Park
 - Falcon Field Park
- Eighteen playgrounds were identified for replacement in the next ten years
- Update park maintenance standards by assigning properties to maintenance service levels or “modes”

Goal 2: Continue the development of a well-connected system that provides equitable access

- Make large-scale and small-scale park improvements by adding community desired features and components
- Reduce, modify, or remove pedestrian barriers
- Implement planned park projects
- Expand trail network
- Engage alternative providers

Level of Service Recommendations Map

Mesa, Arizona



Goal 3: Deliver quality programs for residents of all ages and abilities that are equitably distributed

- Increase fill rate for general enrichment classes through further diversifying offerings.
- Take advantage of existing outdoor facilities by conducting fitness classes and other programs in the locations.
- Enhance the Recreation Program Assessment Matrix to track and monitor additional Key Performance Indicators (KPI).
- Pursue a feasibility study for an additional Community Recreation Center, similar in scope and scale to the Red Mountain Center. Include an analysis on whether other indoor recreation locations might be needed in addition to a complete Recreation Center.
- Develop a “Nature in Your Neighborhood” program and identify/create park areas that can be utilized as nature trails and areas.



Goal 4: Plan for staffing and / or seek contract support to meet future levels of service

- Maintain optimal personnel levels, contracted services, and volunteer positions within PRCF. Add necessary positions or contracted services as new facilities are added or expanded and the population increases.
- As budget allows, utilize contracted services, or add positions necessary to provide increased levels of preventive maintenance to the City's vertical assets.

Goal 5: Advance the operations of the Mesa Cemetery, Mesa Convention Center, and Amphitheater

- Plan for future burial plot and in-ground vault needs on the undeveloped tract in the Southwest corner of the Mesa Cemetery.
- Annual review of Convention Center and Amphitheater booking policies to balance meeting competing demands of community meeting space, trade shows, and convention business that drives community value, revenue goals, hotel nights, and outdoor concert opportunities.
- Pursue the development of a Strategic Plan for the Convention Center and Amphitheater with emphasis on Market and Demand, Site Analysis and Sensitivity/Gap Analysis.

Goal 6: Use innovative processes, methods, and procedures to maximizing efficiencies and effectiveness of vertical asset management

- Develop a Facilities Master Plan (FMP) as a guiding policy document to provide strategic direction and a holistic view of the city's building portfolio.
- Develop a Facility Maintenance Policy to establish guidelines, which includes building maintenance, contract management, capital/non-capital replacements, custodial services, facilities management, building security, utility costs, asset management, fire alarm monitoring & testing, safety inspection, loss prevention and energy conservation programs.
- Using the preventative maintenance plan, provided by BV, implement a comprehensive preventative maintenance plan using staff dedicated to this program.
- Maximize Cityworks. to help forecast the costs of future assets added to the system for improved maintenance budget allocation. This is particularly important when maintaining aging amenities and facilities as it will show any increased costs in maintaining older assets.
- Use Cityworks to catalog vital building assets for the purposes of scheduling regular maintenance and for lifecycle management. Track complete lifecycle information for all physical assets, including theoretical life, estimated replacement date and current value

Goal 7: Continue to maintain and expand Strategic Partnerships

- Meet with strategic partner representatives on an annual basis to discuss and review standing agreements and to evaluate continued opportunities for collaboration.
- Explore opportunities with the County to establish a trail north of Red Mountain to the Hawes Trail System.
- Review aquatic operations with MPS to explore the need to clarify roles and responsibilities.
- Approach MPS to discuss their ability to provide after-hours, public access to specific school sites where gaps in service exist.
- Pursue a partnership with Queen Creek School District to develop a pool in Southeast Mesa on the Eastmark High School campus.
- Identify other public and private partnerships that could support indoor facility needs.
- Partner with other providers on the development of equitable and inclusive nature-based environmental education.



Goal 8: Diversify Funding Sources for long-term financial sustainability

- Pursue a bond referendum for funding park and facility projects to address gaps in service and to maintain the Department's current LOS relative to the City's growth.
- Remain open to public-private partnership opportunities and recognition of private service providers to address gaps in service or facilities and programs.
- Expand the current Cost Recovery philosophy and policy to further define Partial Cost Recovery goals.
- As the population grows maintain current General Fund per capita spending and staffing levels in the area of parks and recreation.



Future Financial Needs

