

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

DATE: Wednesday, September 14, 2022
TIME: 5:00 PM
LOCATION: 708 W Baseline Road Bldg. #4, Board Room, Mesa, AZ

BOARD MEMBERS: Chair Nycole Leyba; Board Members Troy Campbell; Nina Fader; Robert Ingram; Brent Maldonado; Jacob Martinez; Orchidia Peterson; Amelia Romney; and Jeff Rush

1. CALL TO ORDER

The meeting was called to order by Chair Nycole Leyba at 5:01pm

2. ROLL CALL

Chairperson Leyba conducted a roll of Board members.

Present: Nycole Leyba, Brent Maldonado, Nina Fader, Jacob Martinez, Amelia Romney, Troy Campbell, Robert Ingram, Orchidia Peterson

Absent: Jeff Rush

3. MOMENT OF SILENCE IN MEMORY OF CLAUD CLUFF

Chairperson Leyba called to order a moment of silence for the passing of Board member Claud Cluff.

4. INTRODUCTION OF NEW ADVISORY BOARD MEMBER – JEFF RUSH

Director Moore gave brief introduction of new Board member Jeff Rush. Board member Rush works for United Rentals and will give an introduction at next Parks Board meeting on November 9, 2022.

5. PARKS AND RECREATION ADVISORY BOARD ELECTION OF CHAIR AND VICE CHAIR

Chair Leyba asked for nominations for the positions of Chair and Vice Chair. Board member Campbell nominated Jacob Martinez for Chair and was seconded by Board member Romney. Jacob Martinez accepted nomination for Chair, and shared that he is excited to take on this role.

Upon tabulation of votes, it showed:

AYES: Leyba – Maldonado – Romney – Campbell – Ingram – Peterson

NAYES: None

Absent: Jeff Rush

Board member Martinez nominated Troy Campbell for Vice Chair, and was seconded by Board member Leyba. Troy Campbell accepted the nomination for Vice Chair. Troy mentioned that he has enjoyed his time on the board and learning from the other Board members.

Upon tabulation of votes, it showed:

AYES: Leyba – Maldonado – Romney – Campbell – Ingram – Peterson

NAYES: None

Absent: Jeff Rush

6. APPROVAL OF THE MINUTES

It was moved by Board member Ingram, seconded by Board member Maldonado, that the July 13, 2022, Parks, Recreation and Community Facilities (PRCF) meeting minutes be approved.

Upon tabulation of votes, it showed:

AYES: Leyba – Maldonado – Romney – Campbell – Ingram – Peterson

NAYES: None

Absent: Jeff Rush

7. PUBLIC COMMENTS

No public present for public comments.

8. SUMMER 2022 YOUTH PROGRAMS RECAP AND ONGOING OUTREACH EFFORTS

Director Moore shared the structure of the types of Summer camps offered, and the price for camps based off duration of the camps. The City offered twelve different locations for summer camps, along with different time options. Depending on the location and type of the camp parents could register for a half day camp or full day camp.

Regarding fee assistance available for camps, the Mesa Recreation Scholarship (MRS) provided 50% off youth programs for those who live in low to moderate income areas. This funding was provided through an ARPA grant (American Rescue Plan Act) and is available through 2023. The Developmental Disabilities Grant program pays for about 70% of participants who were enrolled in the Adaptive programs Camp Fiesta and Wiggles and Giggles. Making Waves helps bring the cost of swim programs to \$5 for individuals who need additional financial assistance beyond the MRS. The revenue received for program fees is from grant funds and registration fee that are paid.

Director Moore explained that if there is an interest to take a more in-depth look at the Fees and Charges for camps or other programs, that we are looking for volunteers for the Fees and Charges Subcommittee. She opened the floor to everyone discuss Summer 2022 programs.

Vice Chair Campbell, asked the question “Does the City use Peach Jar to promote to Mesa Public Schools, and if there is a cost to this service?” Ms. Moore stated that the City does use Peach Jar. Aimee Manis stated that there is a cost of \$25 per school to promote youth programs and information regarding fee assistance for these programs.

Director Moore believes that Peach Jar isn’t very effective for promoting the summer programs. Flyers and information coming to families directly from the schools themselves seem to be more effective. Ms. Moore and Aimee Manis both agree that the best form of promotion for the programs is word of mouth.

Board member Ingram posed the question, “Is the goal to expand the programs that we have?” Ms. Moore stated that we would like to expand, and that the department is up for the challenge of expanding programs.

Board Member Leyba asked the question “What is the difference between the Summer Adventure and Summer Escape Camps? Ms. Moore stated that Summer Adventure has slightly longer hours and goes swimming twice a week versus once a week.

Chair Martinez asked, “how can the board be a resource to help with outreach?” Ms. Moore expressed that department has never turned away anyone from programs, and that Aimee Manis and her team work with families who need more than the 50% off. The department has seen a better success rate when there is a slight cost versus a free program, since there is a buy in from the family to participate. Ms. Moore expressed that finding opportunities for sponsorships and scholarships to help with fee assistance is a good place for the Board to focus on, as well as getting the word out to community about the programs that the City offers.

Chair Martinez asked “When the MRS ends, will cost of programs increase? Aimee Manis answered that there won’t be a change in cost for the programs, but that cost recovery would decrease if the City’s General Fund is the only source of fee assistance.

Board Member Maldonado asked the question “How does the Parks Foundation raise money?” Aimee Manis stated that the Parks Foundation hosts the Mesa Sprint Triathlon and sells wrist bands at the Fall and Spring Celebrate Mesa events., that the proceeds go directly towards programs offered by the Parks Department.

Director Moore stated that 22% of the customers uses the MRS for the summer of 2022.

Chair Martinez, expressed concern that families see the price of programs and are discouraged from registering because they don’t have information on the types of fee assistance that the department offers. Board member Fader offered a solution that marketing should focus on what the program offers and not the cost. Once someone inquires about the program, provide them with the financial assistance the department has for the programs.

Board member Peterson asked are there areas with greater needs of fee assistance than others. Aimee Manis stated that there is need everywhere

Director Moore stated that the master plan highlights a deficiency of indoor recreation. Having more recreational locations and offerings will provide a diversity of programs and pricing that might be more appealing to more diverse groups.

Board members Romney and Fader asked if there were opportunities to donate directly to the Parks Foundation to help with fee assistance or set up a donation booth at the upcoming Celebrate Mesa in October. Ms. Moore stated that the Parks Foundation would have to decide on that.

Chair Martinez asked where the Parks Foundation money goes towards. Haylie Smith stated that this year, the money is funding the Positive Play Project, Making Waves, pee wee sports, teen programs and Park Ranger programs.

9. APPOINTMENT OF FEES AND CHARGES SUBCOMMITTEE

Board members Nycole Leyba, Chair Jacob Martinez and Brent Maldonado volunteered to participate in the Fees and Charges Subcommittee. Board member Orchidia Peterson agreed to be an alternate for the subcommittee. Director Moore indicated that the subcommittee will likely meet in October so that their recommendations can be presented at the November Parks Board meeting.

10. DIVISION UPDATES

Brandon Erno, Deputy Director, project updates

- Lehi Sport Complex is projected to open mid November 2022
- Red Mountain expansion is going well
- Monterey Park is being graded and is projected to open June 2023
- Eastmark Great Park, contractor having troubles completing project
- City Center Plaza is almost complete

Luis Ruiz, Deputy Director, Commercial Facilities updates

- Established special events office to assist with events and to simplify the process and communication.
- The cemetery expansion is completed
 - New urn garden
- The Mesa Convention Center continues to get improvements.
 - New flooring in the main hall
- Historic Post Office
 - Currently in construction phase
- Amphitheater
 - Had a banner year in 2021 in revenue

Aimee Manis, Deputy Director, Recreation Programs

- Webster Recreation Center received new gym floor
- Red Mountain Center received new walking track and gym floor.
- Eagles Community Center commissioned local artist to paint a mural.
- Fall programming has begun
- AZ Game and Fish donated 100 fishing poles and tackle
- All pools shut down after Labor Day for public swim.
 - Fall swim team and lap swim on going
- Scorpion hunts in Red Mountain Park

- Western Athletics Conference renewed contract through 2028

11. DIRECTOR'S UPDATES

- Master Plan - complete version going to City Council Study Session September 22, 2022.
- Celebrate Mesa – October 8th, 2022, 5pm-9pm at Red Mountain Soccer Complex.
- Mesa Sprint Triathlon September 24, 2022

12. REPORTS OF MEETINGS OR EVENTS ATTENDED

Board member Leyba attended Convening of Hispanic Leaders Lunch, the Adelante Gala, and a 9/11 Ceremony.

13. NEXT MEETING

The next meeting will be held on November 9, 2022.

14. ADJOURNMENT

Board member Maldonado motioned to end the meeting. Board member Leyba second. Meeting adjourned at 6:25pm.

Upon tabulation of votes, it showed:

AYES: Leyba – Maldonado – Romney – Campbell – Ingram – Peterson

NAYES: None

Absent: Jeff Rush



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