

CITY OF GLENDALE  
PARKS AND RECREATION ADVISORY COMMISSION MEETING  
PASEO RACQUET CENTER  
6268 W THUNDERBIRD ROAD  
November 9, 2016  
6:00 P.M.

MEMBERS PRESENT: Kerry Dewberry, Vice Chair  
Alicia Rubio  
Henry Rosas  
Barbara Cole  
Ethan McAfee  
Lorrie Moreno

MEMBERS ABSENT: Manuel Padia, Chair  
John Faris  
Len Koh

OTHERS PRESENT: Erik Strunk, Director Public Facilities, Recreation & Special Events  
Tim Barnard, Assistant Director  
Stephanie Miller, Program Manager  
Mike Gregory, Deputy Director  
Bryan Wagner, Parks Superintendent  
Darren Skousen, Recreation Programmer  
Ed Prudhomme, Paseo Racquet Center

**I. CALL TO ORDER**

Vice Chair Dewberry called the meeting to order at 6:00 p.m.

**II. ROLL CALL**

Vice Chair Dewberry took roll call. Mr. Strunk announced that he received a phone call from Chair Padia indicating that Chair Padia was unable to attend this evening's meeting.

**III. APPROVAL OF MINUTES – OCTOBER 12, 2016**

**Commissioner McAfee motioned, second by Commissioner Rubio, to approve the October 12, 2016 meeting minutes with the following changes:**

- **As Commissioner Moreno was absent, any references to comments or motions attributed to Commissioner Moreno should be changed to Commissioner Rubio.**
- **Page 6, under Commission Work Plan add: Commissioner Rubio explained that the purpose of an open house is to increase public participation and stressed the need for more creative public outreach to increase public participation. Commissioner Rubio suggested the possibility of an open house at the November mobile meeting.**

**Motion carried 5 – 0. [Commissioner Rosas was not yet present.]**

**IV. BUSINESS FROM THE FLOOR**

None.

**V. FACILITY TOUR**

[Commissioner Rosas entered the meeting during the tour.]

Mr. Prudhomme conducted a tour of the Paseo Racquet Center. Mr. Prudhomme commented on his background and his operation's history in running the Paseo Racquet Center. Mr. Prudhomme noted other offerings at the center, including hosting birthday parties, weddings, cardio-tennis, clinics for disadvantaged youth, and partnerships with the Boys and Girls Club, Camp Soaring Eagles and Glendale schools. Mr. Prudhomme provided information as to the \$4.00 per person cost for using the courts, the hours, and the basic reservation/walk-in policy. Mr. Prudhomme noted that public tennis centers in neighboring valley cities have less operating hours than the Paseo Racquet Center. Mr. Prudhomme commented that seniors are an increasing sector using the center. Mr. Prudhomme added that all nineteen courts will be refurbished. Mr. Prudhomme commented that the center needs 25 courts to host a national tennis tournament, has the room for the additional courts, and he will open a discussion with the City regarding potential possibilities. Commissioner Rubio inquired if Mr. Prudhomme has pursued celebrity endorsements to increase exposure for the center. Mr. Prudhomme shared recent examples of some sports celebrities using the center and noted that he has hosted pro/ams with local tennis pros during the Superbowl. Mr. Prudhomme has also reached out to the Diamondbacks and Coyotes in the past.

After the tour, the Commissioners and staff thanked Mr. Prudhomme for the tour and information.

#### VI. ADOPTION OF THE PARKS, RECREATION, AND LIBRARY DRAFT FEE STUDY REPORT

In December 2015, the Norris Design Group was hired to conduct research and provide analysis and recommendations on the fee policies and procedures of the program and rental fees to the Parks, Recreation, and Library divisions. In October 2016, the Parks and Recreation Advisory Commission received a presentation on the draft fee study. Having reviewed the draft fee study in preparation for the November 9, 2016 Commission meeting, staff seeks discussion on and approval of the fee study report from the Commission. Mr. Strunk and Mr. Barnard facilitated a discussion and answered Commissioners' questions regarding the report.

Mr. Barnard highlighted the recommendations from the draft Fee Study Report, which, at the high level are:

- Recommendations to increase revenue
- Recommended updates to activity and class fees
- Recommended updates to rental fees
- Recommended updates to membership and use fees for recreation centers and aquatic facilities
- Recommended updates to existing fee policy

Mr. Barnard noted that a four-tiered pricing policy will be utilized, with a fifth added tier of Partnerships. Mr. Barnard presented the Fee Philosophy included in the Fee Study Report, which included the following information:

- Category 1: Fixed Programs
  - Programs expected of the City and receive up to 100% subsidy.
- Category 2: Core Programs
  - Baseline programs that add value to the quality of life and receive up to 75% subsidy.
- Category 3: Tiered Services
  - Programs, services, and facilities that users gravitate towards and receive up to 50% subsidy.
- Category 4: Revenue Centers
  - Programs that are revenue producing and typically cover 75%-100% of their expenses.
- Category 5: Partnerships
  - Programs, services, and programs that are provided through partnerships and generate revenue to offset all city expense.

Mr. Barnard stated that staff is currently conducting the financial analysis impact of the proposed recommendations and will provide the analysis to the Commission at the December 14, 2016 meeting. Mr. Barnard added that should the Commission approve the recommendations in the Parks, Recreation, and Library Fee Study Draft Report, the recommendations will move forward to Council for approval. Mr. Barnard opened the floor for questions or comments.

Commissioner Cole inquired if the new closing hours at 7:00 p.m. at the Glendale Adult Center has removed barriers for use of the center and increased usage. Mr. Barnard replied that the change in hours was made approximately seven weeks ago and staff is conducting intercept questions to determine usage and the desires of the users. Commissioner Cole shared a comment from her family member from Sun City who would like to use the Glendale facilities but the non-resident fee went up too high. Vice Chair Dewberry noted that the Fee Study Report does include a recommendation to consider eliminating non-resident fees. Mr. Barnard noted that all fees would not be able to be eliminated, however, the Commission could vote on recommending the elimination of specific fees. Commissioner Cole did not want to recommend elimination of all non-resident fees. Mr. Barnard stated that the Commission could vote on recommending equal resident and non-resident fees. Mr. Strunk stated that the philosophy of a lower resident fee is because the resident pays for the facility while the non-resident does not. Mr. Strunk noted that there are a few offerings where it may be feasible to charge the same for resident and non-resident. Commissioner Cole stated that her family member from Sun City would like to use the Glendale libraries; however she has told Commissioner Cole that the fee is too high. Mr. Strunk explained that there is no fee to use the Glendale libraries because the City participates in a reciprocal Maricopa County borrowing program, which also includes other valley towns such as Phoenix, Gilbert, and Avondale.

Commissioner Rubio inquired if staff could break down program costs specifically for senior citizens and approach insurance companies to develop a partnership to cover or subsidize the costs. Commissioner Rubio commented that Maricopa County offers these types of partnerships. Mr. Strunk inquired if Commissioner Rubio was referring to Silver Sneakers. Commissioner Rubio commented the partnerships are similar to Silver Sneakers, but included all other programs. Commissioner Rubio stated that insurance companies would want to put funds into preventative healthcare, such as a cardio tennis program. Commissioner Rubio shared another example, such as programs geared toward children with diabetes. Commissioner Rubio stressed the need for staff to be creative with partnership programs and to not use a cookie cutter approach. Commissioner Rubio stated that creative offerings and partnerships will increase participation. Commissioner Rubio indicated that the fees are in line with other valley cities and she works in a city which has higher fees than Glendale. Commissioner Rubio stated that the City needs to rethink its model and think outside of the box. Commissioner Rubio suggested outreach to seniors for cardio tennis. Mr. Barnard replied that staff has had discussions with Glencroft regarding offerings. Commissioner Rubio suggested more partnerships with insurance companies and seeking donations to increase scholarship opportunities. Mr. Strunk replied that fee structures are based on different variables and need to be functionally viable. Mr. Strunk noted that the Paseo Racquet Center operators would need to be part of the discussion regarding a separate senior fee structure. Mr. Strunk added that there may be some part of Silver Sneaker funding to look at. Mr. Barnard stated that staff does look for subsidy and partnership opportunities. Vice Chair Dewberry commented that there is flexibility in the policies and the Fee Study Report at this time involves the philosophy in the study, not the detailed fees. Mr. Barnard agreed.

Commissioner Rubio confirmed that the study includes the four-tiered pricing policy. Mr. Barnard agreed and stated that the fifth tier which has been added is the Partnerships tier. Mr. Barnard stated that there is flexibility to shift between tiers due to the market and participation.

Commissioner Cole commented on a cell phone plan discount she receives for working in the school district if her monthly plan was at a certain cost and suggested that the insurance company may consider a similar subsidy if a customer is a member of the center. Mr. Strunk stated that there is flexibility in the philosophy. Mr. Strunk commented that if the base fees are set within a range based on the market, there may be an insurance company

willing to partner or buy sponsorships. Mr. Stunk noted that staff will work with partners to determine how various partnerships can fit into the fee structure.

Commissioner Cole stated the study indicates that a survey was utilized. Mr. Stunk replied that an unscientific study of 124 people was conducted. Commissioner Cole inquired as to the demographic chart regarding the survey in the study. Mr. Barnard replied that the demographics categories included in the chart are those used in the census. Commissioner Cole inquired as to the definition of private sector. Mr. Barnard explained that private sector is an entity which is not a public entity, such as a government or school. Mr. Barnard noted that the Paseo Racquet Center is considered private sector because it is run by a private operator, even though the center and land is owned by the City. Mr. Strunk added that this is a very common type of public-private partnership. Commissioner Cole asked if the City had any control if the operator wanted to change the fees at the Paseo Racquet Center. Mr. Barnard explained that the operator would have to advise the City of fee changes; however, the City cannot control the fees.

Commissioner Rosas inquired if the study goal is to be budget neutral. Mr. Barnard replied that there are programs for which the City charges over 100% of cost in order to offset the free or low-cost offerings.

Commissioner Cole asked if the fees set at the Foothills Recreation and Aquatics Center would be the same at Rose Lane. Mr. Barnard replied in the negative and explained that staff is asking for the flexibility to have a different fee structure at FRAC and Rose Lane, which are called "differential fees". Mr. Barnard explained that there are different types of amenities at the Rose Lane pool and the pool at FRAC.

Commissioner Moreno requested a breakdown by district for the public outreach of 110 interventions and 131 questionnaires. Commissioner Rubio requested a breakdown by zip code. Mr. Barnard will request the information from the consultants.

Commissioner Rubio inquired if the Fee Study will be updated every three years. Commissioner Rubio inquired what would be done if, for example in a year from now, the Commission or staff sees a need for change in the fee structure or policy. Mr. Barnard replied that in the past, it was updated every five to ten years, which has now been changed to every three years. Mr. Barnard added staff will review the fee structure yearly as staff will be held accountable to the Commission and Council.

**Commissioner Rubio motioned, second by Commissioner Cole, to approve the Parks, Recreation, and Library Draft Fee Study Report as written. Motion carried 6 – 0.**

#### VII. APPROVAL OF THE FY16-17 COMMISSION WORK PLAN

At the August 13, 2016 summer retreat and the September 14, 2016 Commission meeting, the Commissioners discussed ideas for the Commission's FY16-17 Work Plan. The Work Plan was reviewed.

Commissioner Rubio inquired if the Commission Work Plan would be included in the Master Plan. Mr. Strunk replied that the Work Plan is the Commission's working document, however, it may be referred to in the Master Plan. Mr. Barnard noted that the Work Plan also assists with the national accreditation.

**Commissioner Rosas motioned, second by Commissioner Rubio, to approve the Parks and Recreation Advisory Commission FY16-17 Work Plan as written. Motion carried 6 – 0.**

#### VIII. APPROVAL OF THE ARIZONA DIAMONDBACKS FOUNDATION GRANT AWARD

Mr. Gregory announced that the Arizona Diamondbacks recently awarded the City of Glendale with a grant in the amount of \$1,000 to benefit its summer baseball and softball programs. Mr. Gregory noted that the grant

will allow an additional 20 children from the community centers located in the 85301 zip code to participate in the program.

Commissioner Cole inquired if staff had a list of the children who will be receiving the grant. Mr. Gregory replied in the negative and explained that staff chose to designate the specific area, although it was not part of the grant requirement.

Commissioner Rosas inquired as to what fees the grant would cover for the children. Mr. Gregory stated that it would cover the registration fee, uniforms, coaches, practices, and any equipment needed can also be provided. Commissioner Rosas confirmed with Mr. Gregory that the zip code for the grant use is 85303, although the agenda and staff memorandum indicates 85301.

**Vice Chair Dewberry motioned, second by Commissioner Moreno, to approve and accept the Arizona Diamondbacks Foundation Grant Award in the amount of \$1,000.00. Motion carried 6 – 0.**

Mr. Gregory announced that the Arizona Diamondbacks Foundation Grant will be on the Council's November 22<sup>nd</sup> agenda for approval.

#### IX. APPROVAL OF INTERGOVERNMENTAL AGREEMENT WITH GLENDALE ELEMENTARY SCHOOL DISTRICT

Mr. Strunk announced that the City of Glendale and the Glendale Elementary School District would like to enter into a five-year Intergovernmental Agreement (IGA) that would allow each other the opportunity to use the other's public rental facilities at no charge. Information was provided in the Commission packet. This resolution was adopted and passed by the Glendale Elementary School District No. 40 Governing Board on September 29, 2016.

Vice Chair Dewberry inquired if this was the first IGA with the GESD. Mr. Strunk explained that this is a different version, but a continuation of previous IGA's and will create new options and opportunities for both parties to one another's facilities for future services and programing. Mr. Strunk stated that this IGA references the facilities in general, which opens up the opportunities.

Commissioner Cole inquired if a weight room class at a high school could use the FRAC facilities, possibly for a field trip. Mr. Strunk replied that the IGA excludes revenue generating facilities so as not to displace paying members, however, a future conversation could be held. Mr. Strunk provided examples of how the IGA would function. Commissioner Cole liked the IGA as it benefits everyone.

**Vice Chair Dewberry motioned, second by Commissioner Cole, to approve the five-year Intergovernmental Agreement with the Glendale Elementary School District as presented. Motion carried 6 – 0.**

#### X. YOUTH SCHOLARSHIP FUND

As requested by the Commission, Ms. Miller drafted and presented a template letter to better assist the Commissioners with approaching possible donors for the Youth Scholarship Fund.

Commissioner Cole inquired if the Commissioners were to send the letter to potential donors themselves. Ms. Miller replied that a digital format of the letter could be sent to the Commissioners or the Commissioners could send Ms. Miller a list of potential donors for a mailing by staff. Mr. Strunk commented that the Commissioners could use the template letter to reach out to donors; however, the donors should follow the established donation procedures. Mr. Strunk stated that the Commissioners do not have to accept funds but rather direct donors with the donation procedures. Commissioner Rosas inquired how to handle any funds the Commissioners may have

already received and who would send the Thank You letters. Ms. Miller commented that in the template letter, there is information on how to make a donation. Ms. Miller stated that staff will send the Thank You letters.

Commissioner Moreno thought that in a past discussion on goals, it was agreed that each Commissioner was to make two donation solicitations. Mr. Strunk replied that staff will recheck the goals.

Commissioner Rubio suggested less wording in the letter and to keep the letter to only one page, instead of two.

Ms. Miller thanked the Commissioners for their suggestions. Ms. Miller requested additional comments to be sent via email and will compile another draft letter for the Commissioners' review. Commissioner Rubio suggested including a deadline by which final comments will be taken and the final draft will be made.

#### XI. AGREEMENT WITH GLENDALE ARIZONA HISTORICAL SOCIETY (GAHS)

Mr. Strunk noted that as a result of a recent review of existing contracts and agreements with various partners who operate many of Glendale's recreation facilities, it was discovered that the City has no formal agreement with the GAHS for its current presence and activities at Sahuaro Ranch Park Historical Area (SRPHA). Mr. Strunk stated that the GAHS is its own 501c3 which conducts tours and wedding ceremonies, presents historical displays, and provides educational information. Mr. Strunk explained that the proposed five-year agreement with GAHS will formalize a needed license agreement to allow the GAHS to continue its efforts to preserve and promote historical preservation at the SRPHA and throughout Glendale. Mr. Strunk added that the draft agreement is for five years, with an option to renew annually for up to five years.

Vice Chair Dewberry stated that he was a member of the GAHS and would abstain from the vote.

Mr. Strunk explained that the GAHS does not charge a fee, but does accept donation for tours. Mr. Strunk noted that the GAHS does require a donation for weddings in the Rose Garden, which is used to fund operations.

**Commissioner Cole motioned, second by Commissioner Rubio, to approve the five-year license agreement with the Glendale Arizona Historical Society to continue its work at the Sahuaro Ranch Park Historical Area. Motion carried 5 – 0 – 1. [Vice Chair Dewberry abstained from the vote.]**

#### XII. STAFF UPDATES

Ms. Miller provided information on the following:

- Update of Outreach Meetings at O'Neil Park: Staff has conducted in person surveys on October 17<sup>th</sup>, October 22<sup>nd</sup>, and November 4<sup>th</sup>. The survey dates were planned to coordinate with existing events at the park. Surveys can also be completed online and over the phone. The findings will be presented at the December 14<sup>th</sup> Commission meeting.
- Recap of the New Archery Range: On October 15<sup>th</sup>, the grand opening of the Heroes Park Archery Range was held with various special guests and elected officials including the Mayor and Chair Padia. The event was very successful.
- Glendale Farmers Market: A copy of the flyer was provided. The market is held every other Saturday from October 8<sup>th</sup> through May 20<sup>th</sup> from 8:00 a.m. to 12:00 p.m. at the First United Methodist Church.
- Annual Veterans Day Ceremony: The ceremony will be held on Friday, November 11<sup>th</sup> at 9:00 a.m. at the Glendale Library at 5959 W. Brown Street.
- The 20<sup>th</sup> Annual Holiday Open House will be held on Saturday, November 12<sup>th</sup> from 10:00 a.m. to 4:00 p.m. in downtown Glendale and Catlin Court.
- Treats for the Troops Drive: A flyer was distributed regarding information on items to be collected through November 12<sup>th</sup> at the Glendale Visitor Center.

- Glendale Glitters Spectacular Weekend: November 25<sup>th</sup> and 26<sup>th</sup> from 5:00 to 10:00 p.m.
- Jingle Bell Rockin' Nights: December 2<sup>nd</sup> and 3<sup>rd</sup> from 6:00 to 10:00 p.m.
- Winter Wonderland Weekend: December 9<sup>th</sup> and 10<sup>th</sup> from 6:00 to 10:00 p.m.
- Santa's Workshop: December 10<sup>th</sup> from 10:00 a.m. to noon at FRAC.

Mr. Skousen reported on the FRAC 10<sup>th</sup> Anniversary event, held on September 30<sup>th</sup> and October 1<sup>st</sup>, which included the following activities:

- Free Zumba glow party class – approximately 60 attendees
- Sampler fitness classes
- Yoga and belly dancing
- Rock wall climbing
- Half-court basketball contest
- “Minute to Win It” games
- DJ
- “Foothills Top 10” self guided tour
- Poker tournament

Mr. Skousen stated that approximately 112 surveys were completed, of which approximately 30 were completed by first time FRAC users. Commissioner Cole inquired if any new memberships were purchased during the event. Mr. Skousen was not sure at this time.

Mr. Gregory provided an update, which included the following highlights:

- December 3<sup>rd</sup>: Clubs for Cars will be held at O'Neil Park from 11:00 a.m. to 4:00 p.m. This is an event hosted by eight car clubs which use their own resources to provide approximately 1,000 gifts for the community. Gifts given last year included twenty-six bikes and twenty 52” flat screen televisions. Every child who attends the event receives a gift.
- The agreement for the operator of the Archery Range is currently being drafted.
- An RFP will be issued next Thursday for irrigation telemetry.
- Discussions will be held with the Peoria Unified School District to identify several schools in which to expand the Glendale youth sports programs such as volleyball and basketball.
- One response was received for the Urban Farming RFP which staff will be reviewing in order to negotiate a contract.
- Staff is assisting the non-profits at the Community Centers with writing grants for sports equipment.

### XIII. COMMISSION COMMENTS

Commissioner Cole appreciated and enjoyed the meeting. Commissioner McAfee enjoyed touring the facility. Commissioner Rosas appreciated the tour of the facility. Vice Chair Dewberry thanked Mr. Prudhomme for his time during the tour.

### XIV. ADJOURNMENT

**The meeting was adjourned at 7:47 p.m. by consensus.**

Respectfully submitted,  
Denise Kazmierczak