

**MINUTES OF THE SPECIAL
PARKS RECREATION ADVISORY BOARD
OF THE TOWN OF CHINO VALLEY**

**January 12, 2016
3:00 P.M.**

The Parks & Recreation Advisory Board of the Town of Chino Valley, Arizona, met for a Special Meeting in the Community Center Conference Room, located at 1527 N. Road 1 East, Chino Valley, Arizona.

1) CALL TO ORDER

Carrie Barnes called the meeting to order at 3:07 p.m.

2) ROLL CALL

Present: Carrie Barnes; Deryl Jevons; George Cooper; Donna Armstrong

Absent: Todd League; Celia A. Vander Molen; Eric Smith

Staff Present: Recreation Coordinator Kelsey Siggins

3) OLD BUSINESS

- a) Continued discussion regarding development and implementation of an annual Fun Mud Run in conjunction with the Chino Grinder Event on May 7th, 2015 as a fundraiser for the Parks and Recreation Advisory Board projects identified in the PRAB short term project priorities assessment

The Board discussed the following topics:

- Recreation Coordinator Siggins advised that Eric Smith, via email, provided information on copy write three clip art images
- Name: several names were discussed with the number one pick being Chino Mudders
- Branding/logo: Mud spot, a mud splat with a bare footprint in the middle
- T-shirt: different font, sizing, color, serial numbering
- Marketing: registration, website, library, chamber of commerce, marketing budget with APS, radio station and 6 free registrations, Groupon, Active.com tracking web site
- Expenses: current expenses is approximately \$2,000, not including labor, participant package, security, banners
- Participant package: T-shirt and water bottle @ \$14.00
- Participants: solo, two, four person teams and price break on early registrations.
- Entry cap, four heats through-out the day, no refunds, participant entry transfer
- Frequently asked questions (FAQ) section
- First Aid on site
- Sponsor packets: picture presentation packet, in-kind or cash donations, point of contact for selection of obstacle
- packet information includes: when, what, where, course length, age appropriate, elements involved and objective of obstacle

- Naming the obstacles
- Volunteers: Web site registration, T-Shirt as gift, background checks, add volunteers to a pool for future use
- The Board will review fonts and visuals

4) ADJOURNMENT

Submitted this 21st day of January, 2016.

By: *Liz Hart, Deputy Town Clerk*

Approved: February 2, 2016