

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

**March 15, 2016
4:00 P.M.**

The Parks & Recreation Advisory Board of the Town of Chino Valley, Arizona, met for a Special Meeting in the Chino Valley Council Conference Room, located at 202 N. State Route 89, Chino Valley, Arizona.

1) CALL TO ORDER

Todd League called the meeting to order at 2:00 pm.

2) ROLL CALL

Present: Carrie Barnes; Todd League; Deryl Jevons; Eric Smith; Donna Armstrong

Absent: George Cooper; Celia A. Vander Molen

Staff Present: Recreation Supervisor Kelsey Siggins

3) APPROVAL OF MINUTES

- a) Consideration and possible action to accept the March 1, 2016, regular meeting minutes.

4) PARKS & RECREATION MANAGER'S REPORT

Recreation Coordinator Siggins discussed group emails and not using the "Reply All" feature.

5) COMMITTEE CHAIR REPORT

There were no committee reports.

- a) Committee Chair - Todd League
- b) Recreation Committee - Celia Vander Molen
- c) Aquatics Committee - Carrie Barnes
- d) Parks & Trails - George Cooper

6) CALL TO THE PUBLIC

Call to the Public is an opportunity for the public to address the Board concerning a subject that is not on the agenda. Public comment is encouraged. Individuals are limited to speak for three (3) minutes. The total time for Call to the Public may be up to 15 minutes per meeting. Board action taken as a result of public comment will be limited to directing staff to study the matter, scheduling the matter for further consideration and decision at a later date, or responding to criticism.

Members of the public were not present.

7) CORRESPONDENCE

No correspondence received.

8) OLD BUSINESS

- a) Discussion, consideration and possible action regarding development and implementation of an annual Fun Mud Run “Chino Mudder” in conjunction with the Extreme “Spring Fling” Chino Grinder Event on May 7th, 2016 as a fundraiser for the Parks and Recreation Advisory Board projects identified in the PRAB short term project priorities assessment.

The Board reviewed the modifications made to the Extreme Fling Spring Flier. APS is paying for in-kind, banners, posters, and 1,000 full size pages or 2,000 half page fliers or combination.

- The layout of the flier.
- Flier for distribution, which focuses on the Mudder.
- Age limitations.
- Concessions and attractions with pictures included.
- Location.
- Thank you to donor and partner removed from flier but included in posters
- Rotary, APS, Mountain Dew display, 100 Club
- Overflow Coffee
- Play It Safe Playgrounds

The Board discussed the following advertising needs topic:

- Facebook ad at a cost of \$5.00 per day area specific.
- Advertising on the “for sale” pages at other town’s website at no cost.
- AZ Hometown Radio and Great Circle Radio.
- Radio station group packages for giveaways.
- Craigslist ad listed under events.
- Acknowledging donor/sponsor.
- Target group marketing.
- Location of posters/banners.
- Discount coupon with codes.

Kelsey displayed the logistics of the combined events.

- Embry Riddle Aeronautical University designed the course with V- very wet, S- semi wet, and D- Dry portions of the course.
- Mud run site is fenced off from the other events.
- Parks department created a beautiful entrance.
- Yavapai Adult Probation assisted in getting the grounds ready.
- ACE is unable to sponsor but is willing to donate items for the station to be built.

The Board reviewed the obstacles and the nine (9) sponsors.

Contacting local health workers and food stores to provide free massages, products and/or vendor space.

Army Competency designs for specific dimensions of obstacles.

The band is out of Phoenix and they requested additional speakers.

Storage of donated items for future use.

9) NEW BUSINESS

There was no new business.

10) FUTURE AGENDA SUGGESTIONS

There were no future agenda suggestions.

11) ADJOURNMENT

MOVED by Donna Armstrong, seconded by Deryl Jevons to adjourn.

Vote: 5 - 0 PASSED - Unanimously

Submitted this 22nd day of March 2016.

By: *Liz Hart, Deputy Town Clerk*

Approved: April 5, 2016