

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

**TUESDAY, FEBRUARY 7, 2017
4:00 P.M.**

The Parks & Recreation Advisory Board of the Town of Chino Valley, Arizona, met for a Regular 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 4:02 p.m.

2) ROLL CALL

Present: Carrie Barnes; Todd League; Deryl Jevons; George Cooper; Celia A. Vander Molen; Eric Smith; Donna Armstrong

Staff Recreation Supervisor Chris Bartels; Library Director Scott Bruner; Senior Services
Present: Administrator Cyndi Thomas

3) APPROVAL OF MINUTES

- a) Consideration and possible action to accept the November 16, 2016, special meeting minutes.

MOVED by George Cooper, seconded by Donna Armstrong to accept the November 16, 2016 special meeting minutes.

Vote: 7 - 0 PASSED - Unanimously

- b) Consideration and possible action to accept the December 6, 2016, regular meeting minutes.

MOVED by George Cooper, seconded by Donna Armstrong to accept the December 6, 2016 regular meeting minutes.

Vote: 7 - 0 PASSED - Unanimously

- c) Consideration and possible action to accept the January 17, 2017, special meeting minutes.

MOVED by George Cooper, seconded by Donna Armstrong to accept the January 17, 2017 special meeting minutes.

Vote: 7 - 0 PASSED - Unanimously

4) PARKS & RECREATION MANAGER'S REPORT

Chris Bartels explained that over the next 12 months, Scott Bruner and Cyndi Thomas will transition, under his guidance, to take the reins of the Parks and Recreation/Community Services Department. This department will include Parks, Recreation, Aquatic Center, Library and Senior Center.

Chris Bartels will move into a more involved role in Public Works under Michael Lopez.

5) COMMITTEE CHAIR REPORT

a) Committee Chair - Todd League

Todd League had no report.

b) Recreation Committee - Donna Armstrong

Donna Armstrong reported the following:

- She will speak with the Del Rio Archery instructor to see if the PRAB can assist in broadening the scope of the program. Currently there is an after school archery club. Several kids attended national competition
- Lt. Schaan stated that there is a problem in Town with kids shooting arrows into their neighbor's yards.
- Once the Prescott Sportsmen Club contract is final she will speak with them about hunter safety classes for kids.
- Attended a grant writing class in order to assist the equestrian group. She has attended several of Equestrian Association meetings.
- The Equestrian Association has obtained equipment from the Cameron Ranch in Paulden, which is owned by the Town.

c) Aquatics Committee - Carrie Barnes

Carrie Barnes had nothing to report.

d) Parks & Trails - George Cooper

George Cooper had nothing to report.

e) Finance Committee - Eric Smith

Eric Smith and Celia Vander Molen attended a grant writing workshop in Prescott.

- They were looking for grants for the Memory Park Expansion. However, it does not appear that these grants would be a good funding sources for Memory Park.
- The deadline to apply is at the end of February.
- Most of the grants are not interested in building stuff but in programs.

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.

There was no response to call to the public.

7) CORRESPONDENCE

There was no correspondence.

8) OLD BUSINESS

- a) Continued discussion and review of the Parks and Recreation short term project priority improvements implementation strategy, receiving updates on high priority items, and revising priorities for Chino Valley facilities and programs for possible 2017 implementation.

This item was tabled to a later date.

- b) Report and discussion regarding the Christmas Tree Decorating and Lighting event.

This item was postponed until the July 2017 PRAB meeting.

9) NEW BUSINESS

- a) Discussion regarding the Parks and Recreation transition plan.

Chris Bartels gave an overview of the Transition Plan for Parks & Recreation.

- Community Center will get a facelift. There are \$69,000 in funds for the project. The 4000 sq ft. building will be divided into zones A B & C.
- The building is structurally sound but needs HVAC, electric and plumbing repair. Redecoration will include flooring, painting kitchen remodel. Need to determine whether it will be a commercial or warming kitchen.
- There are issues outside that need to be addressed such as drainage around the building.
- Carlos Meadmore and the Recreation department will all be located in the building.
- The Council wants this building to be used as a long-term recreation venue.
- The Boys & Girls Club would likely use Zone A, since that is a larger area but they would not get the entire building

Currently Parks & Recreation staff is tapped and cannot do anything more.

- There are open positions for Recreation Lead and Recreation Coordinator. The recreation Lead will also manage the Aquatic Center.
- Parks & Recreation has 2 full time employees and 1 seasonal position which is usually split into 2 part-time positions.
- There are 25-30 seasonal staff at the aquatic center.
- Council wants to rebuild the Parks & Recreation Department and add staff.

PRAB manages the following events:

- July 4th celebration
- Chino Mudder
- Halloween Trick or Treat
- Chino Family Christmas

The Needs assessment includes:

- Memory Park playground
- Community Center playground upgrade
- Trees, landscaping, lighting and seating at the dog park
- Memory Park bathroom remodel

Goals include:

- Develop the Christmas event
- Apply for Yavapai Community Foundation Grants

The Transition from Parks & Recreation move from Public Works to Community Services will be in a 5 step process. Chris Bartels will bring the Transition Plan back to PRAB for review and consideration.

The Mayor's Ad Hoc Committee was abolished. All Old Home Manor and Parks & Recreation matters will come through PRAB.

b) Discussion regarding Parks and Recreation Needs Assessment.

With the transition, Parks & Recreation have added 2 employees to assist with the project: Scott Bruner and Cyndi Thomas.

Needs assessment consists of surveys, market research, community meetings and phone contact.

- The purpose is to determine what is important to the citizens of Chino Valley.
- Data is gathered and analyzed.
- Factors include, age, activities, participation rates.
- Grant funding is tied to survey results.
- The new incoming staff would facilitate collection of the information along with help from PRAB members.
- This information guides in budget request for the upcoming years.
- Service area may differ with some being local and others from a larger, broader market.
- Marketing to a broader area also brings in additional revenue.
- A marketing company provided some information about the area:
- There are 93,000 potential users in the surrounding areas (Prescott, Prescott Valley, Ashfork, Williamson Valley).
- One factor is to determine how long it takes for people to reach the recreation service area (10, 20 or 30 minutes).
- The median age in this area is 46.

Chris Bartels will bring more detailed information to the next PRAB meeting.

c) Consideration and possible action on the proposed fee schedule for the 2017 Aquatics Season.

Carrie Barnes learned that to advertise at the movie theaters to run 15-30 second runs for each movie it costs \$2,200.

The Board discussed the following:

- Due to the increase in minimum wage from \$8.05 to \$10.00 it appears that it will be necessary to increase the rates for the summer season.
- In 2015 attendance was 12,225. In 2016 attendance was down 2000 due to closure due to equipment's problems early in the season.
- The Board discuss whether to continue to close the pool from 2:-3:00 pm in order to clean and test.
- It is common for pools to close for 30-60 minutes.
- Problem was created when kids from Paulden were brought to the pool to swim for the afternoon, and paid an entry fee until the pool closed and then had to hang out and pay another entry fee to get into the pool for the rest of the day.
- Can the time the pool closes be changed to later in the day?
- Can the pool stay open without closing?
- The Board decided to do a split swim 2 years ago.
- They did not have a good result when they stayed open through Labor Day.
- The pool's capacity is 380 people which requires 6 lifeguards so there must be 1 lifeguard for every 63 people.
- The Recreation Lead will need to monitor the number of swimmers and adjust the number of lifeguards on duty as necessary.
- They can increase the markup at the concession stand.

There are 4 pools in the region:

- Mountain Valley Splash - Prescott Valley
- YMCA – Prescott
- Yavapai College - Prescott
- Pool -Williams

Marketing Ideas

- Val Pack was not very effective
- Newspaper was not very effective
- A banner art the library may be an option.
- Pass out flyers to kids at the end of the school year
- Send email blast through Chino Valley School District.

The Recreation Coordinator should have a marketing background.

The two positions are open until filled.

MOVED by Deryl Jevons, seconded by George Cooper to accept the proposed rate increase.

Vote: 7 - 0 PASSED - Unanimously

10) FUTURE AGENDA SUGGESTIONS

- Preparation for the Chino Mudder
- Master calendar of events and timeline
- Needs assessment
- Pool schedule to be discussed at the April 4, 2017 PRAB meeting.

11) ADJOURNMENT

MOVED by George Cooper, seconded by Eric Smith to adjourn the meeting.

Vote: 7 - 0 PASSED - Unanimously

Submitted this 15th day of March 2017.

By: *Amy Lansa, Town Clerk Assistant*

Approved: April 4, 2017