

DRAFT

MINUTES OF THE REGULAR MEETING PARKS AND RECREATION ADVISORY BOARD TOWN OF CHINO VALLEY

MAY 4, 2021
4:00 P.M.

CHINO VALLEY COMMUNITY CENTER
1527 N ROAD 1 EAST, CHINO VALLEY, AZ

Present: Todd League, Chair; Carrie Gofourth, Vice-Chair; David Somerville, Board Member; Celia van der Molen, Board Member; Donna Armstrong, Board Member; Richard Coleman, Board Member

Absent: John McCafferty, Board Member; Steven Werkheiser, Board Member; Billie James, Board Member

Staff Assistant Community Services Director Cyndi Thomas

Present:

1) CALL TO ORDER

Chair League called the meeting to order at 4:03 p.m.

2) ROLL CALL

3) APPROVAL OF MINUTES

- a) Consideration and possible action to approve the April 6, 2021, regular meeting minutes.

MOVED by Board Member Donna Armstrong, seconded by Vice-Chair Carrie Gofourth to approve the April 6, 2021, regular meeting minutes.

AYE: Chair Todd League, Vice-Chair Carrie Gofourth, Board Member David Somerville, Board Member Celia van der Molen, Board Member Donna Armstrong, Board Member Richard Coleman

6 - 0 PASSED - Unanimously

4) **PARKS & RECREATION MANAGER'S REPORT**

Cyndi Thomas reported the following:

- There had been several meetings with the Icorp Airsoft group. The group had impressed staff with their presentation, planning and organization. It was exactly what the Town had wanted for the area. They had it mapped out with the location of the beginner, intermediate and the hardcore advanced course. They also had a smaller course that would be for Nerf guns for small children. The charge for kids was minimal. All their products were biodegradable so that the ammo did not need to be picked up after use. They wanted a possible start date of July 4, 2021. The Parks and Recreation staff was working closely with the Economic Development Director.
- They finally had enough staff for the swimming pool, and they would be training staff for an opening date of May 29th.
- They would be having a family friendly Movie in the Park tentatively scheduled for June 18th at Memory Park. Leftover funds from the previous year's Fourth of July would be used to fund the event. There would be the blowup movie screen, popcorn machine, snow cone machine, etc. They would eventually like to have this a reoccurring event series for the entire summer.

They were still looking at using Old Home Manor (OHM) for the Fourth of July event. It would be called Tailgating (looking for cute ideas to finish off the event name). They were intending to have people bring their own snacks, drinks, etc. Bring a vehicle, blanket and lay out under the stars and watch the fireworks. The crowd may not be as big as in the past, but they were still going to have a show if the weather held. A member suggested that laser fireworks could be used in the event that the typical rocket type fireworks could not be used. It puts on a great display. Staff explained that it was a great idea but were wondering if the wide open space of Town would work with that type of show. Disney has used that same type of show. It could be cheaper as well. Staff would research to find out more information.

5) **COMMITTEE CHAIR REPORT**

a) Committee Chair - Todd League

No report.

b) Recreation Committee - Donna Armstrong

- Pickleball had picked up again. Since there was space available, they would be getting a fourth court. They were overbooked on court times. Mr. Bruner, the Recreation Director, had promised \$200,000 for four new pickleball courts, which allow for pickleball tournaments. The pickleball group requested that they wanted the trees cut down, but it was pointed out to them that it was a Town park, and the trees would remain. There was one scrawny tree that might be removed and replaced with a new tree. The courts were usually used in the morning for pickleball and could be used for other things like basketball and other sports. Staff explained that the \$200,000 was in the FY22/23 budget for construction of the courts, but they would need to begin the design process in the upcoming fiscal year. It was explained that some costs were due to the type of surface that needed to be placed, which

would prevent cracking.

c) Aquatics Committee - Carrie Gofourth

- A full crew had finally been hired. Staff explained the aquatics staff was typically on a four-year cycle. Young people were brought in and stayed for about four-years but were phenomenal by the end of the cycle. This year, the aquatic's staff was young and at the beginning of the four-year cycle, but it would be a good year.
- This year there would be no snack bar, but vending machines instead. It had worked very well the previous year as they were easier to keep stocked, and they still made money. This year they would be quadrupling the number of vending machines. The machines had frozen treats, and fresh products like sandwiches and yogurt, so they were continually maintained and serviced. Last year, after 17 days, they made a significant amount of money, and they did not need to pay staff to run a snack bar.

d) Parks & Trails - Richard Coleman

- There was consideration of doing something for National Trails Day, which was June 4th, but needed some good ideas. He had paperwork from George Cooper, and in the past, they had a trail dedication on National Trails Day with Search and Rescue people in attendance.
- A Member suggested a dog walk event, which spurred the idea of having a pre Mud Run event called the Mutt Run. It could be a good opportunity to raise money for guide dogs.
- A low-key event to encourage families to come out would work well. It could be more of a marketing event, with a small gift item at each mile marker.
- It would be a great way to introduce people to trails.
- Staff and Members would work together to get something planned.
- The Town's trail was between five and seven miles long, but someone did not have to walk the entire trail to participate. The Yavapai Trails Association had stated the Town's Peavine Trail system would connect to Prescott's in the current year.

e) Finance Committee -

To have this item removed from the agenda, it needed to go to Council for approval because it was part of the bylaws.

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.

- Jim Simkins questioned if Dallas Gray was still part of the group. It was explained that she was still a staff member of the Parks and Recreation Department. He also stated that the Mud Run course looked like a lot of work for the number of people that took part in the event, and questioned the actual number of participants and number they hoped to have. Staff explained at the last event they had a little over 300 participants but did not know what to expect for the upcoming year because Covid had changed things. Staff also explained they limited the number of participants and to add more people, they would have to extend their hours and days. They had the capacity to grow numbers but limited each wave to 30 people. They had grown from just over one hundred people the first year to three hundred in 2019. Mr. Simkins stated he had never heard of light shows for firework shows. He also only knew of one thing that competed against mud runs, which was color runs in which people wore white shirts and people threw colors at one another. Staff explained the Town was the only mud run event in the Tri-Cities area. They had participants from all over the U.S. and other countries and the event was rated very high. Mr. Simkins highlighted his background and current activities within the Town. Members encouraged him to become more involved in the Board due to his background and experience.

7) **CORRESPONDENCE**

8) **OLD BUSINESS**

- a) Discussion and possible action regarding the Chino Valley Mud Run.

Carrie Gofourth presented the following:

- She had gone through several mud run sites including Flagstaff, Payson, Tucson, Rawhide, Apache Junction, Tempe, and Phoenix. She found that when professional companies came into set up and run the events, it was very expensive. They did more entertaining through live music and beer gardens. The Town was more family oriented in their event.
- She found that prices were expensive if attending a more professional event. The Phoenix event varied from \$29-\$100, with the least expensive ticket prices for those that signed up at least six months in advance. Apache Junction charged \$10-\$25, but the person she spoke to did not have much information and nothing was on their website. Tucson had a \$49 fee with no children's fee; Payson was \$65 for adults and \$25 for children; Flagstaff was \$30-\$60, which took place March 7th. Towns like Payson, who did a good event, gave out t-shirts, medals, and a t-shirt number.
- She thought the Town's registration event price was in line with where they were at in 2019:
 - \$42 from opening of registration to 30 days prior to the event
 - \$48 for 30 days prior to the event
 - \$50 for walk up, day of the event registration
- They could look at different waves like they had done in the past, which included costume waves and other types. She had kept the numbers for the 2019 event:
 - Competition Wave (8:00 a.m.) – 13 participants.
 - Adult Run Wave (8:45 a.m.)– 53 participants
 - Family Run Wave (9:00 a.m.) – 24 participants
 - Adult Run Wave (9:15 a.m.) – 28 participants
 - Team Run Wave (9:30 a.m.) – 38 participants
 - Family Run Wave (9:45 a.m.) – 74 participants
 - Costume Run Wave (10:00 a.m.) – 0 participants – This might need to be advertised better because it was a fun wave to watch as a spectator. A Member suggested a

- superhero wave run.
 - Wave (10:15 a.m.) – 54 participants
 - Family Run Wave (10:30 a.m.) – 5 participants
 - Adult Run Wave (10:45 & 11:00 a.m.) – 3 participants each
 - Anyone Wave (11:30 a.m.) – 2 participants
- They may want to consider something other than a costume wave since there were such large groups before and after that particular wave. They had removed the first responder wave because they did not participate in large numbers.
- The competition wave averaged a completion time of approximately 21-25 minutes.
- Members discussed removing the wave times following the 10:15 event wave.
- The mud village needed some work so that there was more to do before and after the event waves. They also needed a mud pit that was about a foot deep for kids to play in. If it were developed more, they would have more participation because there would be more to do and something to stick around for. They could team up with a group like the Lions, who could do a BBQ fundraiser. A Member suggested that the Lions Club from the Tri Cities area could have a food competition amongst themselves.
- All the other area mud runs were giving t-shirts and some sort of medal, so it might be a good idea to include something similar in the Town's event. It would be a booster for the families and kids participating.
- They could consider a seating area because people were wondering around the courses once they completed their run. They also needed areas for shade with picnic tables.
- They had porta-johns and showers in the past, which had worked well. They had put out pallets to stand on, so people were not standing in the mud.
- Staff thought there would be areas in the future where there was electricity, the possibility of a snack bar, water, and bathrooms.
- Staff asked if they had heard from the Mormon Church to rent the area, because they had rented it in the past and had done some work there. It could help fund some things for the event and one year they had even built a new obstacle.
- Members had noticed that APS was removing telephone poles and cutting them up. If the Town could get those poles, they could use them for a barn type structure with a roof for a shaded area.
- There did not seem to be any event conflict with the October 2, 2021 date. Members thought it was a great date for the event.
- It was questioned if the Towns running mud events could advertise together with an Arizona Mud Run schedule to promote the State and mudding events. It was explained that there was a website called Mudrun guide.com in which the Town could pay for advertisement. It was a key place where mud run participants went to find events. Other professionally run events that had events Nationwide and beyond had their own sites and did not advertise other events. A member thought they could make a flyer advertising Arizona small family mud events that could be handed out by each Town and possibly bring in more participants.
- They needed to figure out an announcer if they could not get the previous person, who had done a great job.
- Staff had tentatively put \$8,500 as the mud run budget. In 2019, the Town spent \$7,600. That amount did not include staff time. This year they will save money with Airsoft in the area.

MOVED by Vice-Chair Carrie Gofourth, seconded by Board Member Donna Armstrong to accept October 2 as the official Mud Run day for 2021.

AYE: Chair Todd League, Vice-Chair Carrie Gofourth, Board Member David Somerville, Board Member Celia van der Molen, Board Member Donna Armstrong, Board Member Richard Coleman

6 - 0 PASSED - Unanimously

9) NEW BUSINESS

10) FUTURE AGENDA SUGGESTIONS

Wind Festival.

11) ADJOURNMENT

MOVED by Board Member Donna Armstrong, seconded by Board Member David Somerville to adjourn the meeting.

AYE: Chair Todd League, Vice-Chair Carrie Gofourth, Board Member David Somerville, Board Member Celia van der Molen, Board Member Donna Armstrong, Board Member Richard Coleman

6 - 0 PASSED - Unanimously

Submitted: May 17, 2021.

By: *Traci Lavelle, Deputy Town Clerk*

Approved: MONTH DAY, 2021.