



Meeting Minutes

Parks & Recreation Advisory Commission

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Wednesday, July 8, 2015

6:00 PM

Parks & Recreation Conference Room  
14455 W. Van Buren St., Ste. C103  
Goodyear, AZ 85338

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**1. CALL TO ORDER**

Vice Chairman Jon Richardson called the meeting to order at 6:03 p.m.

**2. ROLL CALL**

**Present:** 4 - Vice Chairman Richardson, Commissioner Padilla, Commissioner Landefeld and Commissioner Harris

**Absent:** 4 - Chairman Silvester, Commissioner Murphy, Commissioner Peters and Alternate Wilson

Staff Present: Parks and Recreation Director Nathan Torres, Parks and Recreation Manager David Seid, Ballpark General Manager Bruce Kessman, and Management Assistant Diana Vasquez.

**3. APPROVE MINUTES**

- 3.1 Approve draft minutes of the Parks and Recreation Advisory Commission meeting held on April 1, 2015.

**MOTION BY Commissioner Landefeld, SECONDED BY Commissioner Harris, to APPROVE the draft minutes of the Parks and Recreation Advisory Commission meeting held on April 1, 2015. The motion carried by the following vote:**

**Ayes:** 4 - Vice Chairman Richardson, Commissioner Padilla, Commissioner Landefeld and Commissioner Harris

**Absent:** 3 - Chairman Silvester, Commissioner Murphy, Commissioner Peters and Alternate Wilson

**4. CITIZENS COMMENTS/ APPEARANCES FROM THE FLOOR**

None.

**5. OLD BUSINESS**

Commissioner Landefeld inquired about the Community Build for Wildflower South. Director Torres explained that the event went very well. There was a great community turnout and it was a fun event. Commissioner Harris was present and the event update will be covered in more detail at the end of the meeting.

**6. NEW BUSINESS**

**6.1 Veterans Day Event Update (David Seid, Parks and Recreation Manager)**

Manager David Seid reviewed a slide presentation with the Commission that was going to be presented to City Council on Monday, July 13, 2015 during an evening Work Session.

Manager Seid informed the Commission that the request to create a Veterans Day Event arose during the last City Council Retreat (November 7-8, 2014). He explained that City Council expressed an interest in hosting a Veterans Day Event in Goodyear on November 11, 2015. Since then, staff has coordinated several meetings to gather input including meeting with employee veterans, holding a public open house, and meeting with community focus groups in order to determine what veterans would like to see in the event. From the meetings, staff was able to compile a list of activities that would be honoring to veterans. Some of the Veterans Day Event activities include: a Veterans Tribute Flag Garden, interactive activities provided by the armed services recruiting offices, historic static displays, the Goodyear Mobile Museum, a veterans artwork exhibition, and a youth art activity. Manager Seid further explained that the Veterans Flag Garden would be outlined with 50 large United States flags. Through invitation to the public and support from the schools, all will be invited to plant a flag in the Garden. Staff has secured Goodyear resident, retired Admiral Vern Clark as the keynote speaker. Desert Edge High School has also confirmed that they will be present to provide patriotic music during the event.

The Ballpark Plaza was chosen as the site due to location, accessibility, parking, and the number of visitors that will pass by the Tribute. Staff hopes that in time, it will become a destination place. The suggested time for the event is from 2:00 p.m. until 5:30 p.m. with the formal program beginning at 3:30 p.m. As part of the pre-event activities, the Veterans Flag Garden will be on display beginning on Tuesday, November 10, 2015. Staff will provide lighting and security to safeguard the Garden. Staff will inform residents about the Garden and that it will be open for them to place a flag from Tuesday, November 10, 2015 through Thursday, November 12, 2015.

Manager Seid reviewed the proposed public art piece with the Commission. He explained the theme of the piece was "Brothers in Arms". When speaking with the focus groups, they expressed thoughts of strength, brotherhood, and dependence on each other as it related to a public art piece. They also expressed that this event should be a tribute, not a memorial. This information was passed on to the Wham Art Association who has a special Veterans Art Program: A Path to Healing. This program was created as a response to the National Initiative of Arts and Health in the Military. The Path to Healing group is comprised of 19 men and women from all branches of service who range between 28 and 90 years old. Their experience ranges from World War II to the Current War on Terror. Throughout the design of the public art piece, the community has been involved and will continue to be involved through completion of the art work. The artist's rendition of the public art piece was displayed for the Commission to see. Manager Seid explained that each branch of the military will be displayed on the pedestal of the piece. The arms indicate that it takes everyone's help to support the

Nation's military. Manager Seid reiterated the piece was created by veterans, for veterans and is intended to represent the values in the community and support for the military.

Vice Chairman Richardson expressed he would like to see the songs from the different branches sung. Manager Seid explained that we have reached out to Desert Edge High School to see what they can do about possibly learning the Armed Services Medley, which is a collaboration of the songs for each branch. Vice Chairman Richardson suggested that even if it is on tape, it would be a good addition. He also inquired as to if staff had contacted the Veterans of Foreign Wars. Manager Seid explained that there are several groups that staff has reached out to including the VFW and Wounded Warriors. Staff has informed them of the event, asked for their input, and asked for them to spread the word. Director Torres added that we want to ensure the veterans that attend the event are recognized. Staff will be ordering lanyards for the veterans so that the public can easily identify them and thank them for their service. Staff is considering have a booth for the Veterans where they can pick up their lanyards. Staff contemplated shirts and hats, but thought the lanyards would be the best option. Vice Chairman Richardson suggested different colors for different branches. Commissioner Harris suggested we reach out to groups that provide service animals to veterans. These animals help in healing and might be a good touch. Manager Seid explained that they would explore all possibilities and suggestions.

**MOTION BY Commissioner Padilla, SECONDED BY Commissioner Landefeld, to SUPPORT the Veterans Day Event. The motion carried by the following vote:**

**Ayes:** 4 - Vice Chairman Richardson, Commissioner Padilla, Commissioner Landefeld and Commissioner Harris

**Absent:** 3 - Chairman Silvester, Commissioner Murphy, Commissioner Peters and Alternate Wilson

6.2 Annual Highlights (Nathan Torres, Parks and Recreation Director)

Director Torres reviewed the Parks and Recreation Annual Highlights. He explained that the fiscal year just concluded on June 30, 2015 and wanted to share some highlights from the past year as well as the direction the Department is headed.

The last Citizen Survey was conducted in 2012 and the overall findings were that citizens wanted more Parks and Recreation opportunities. Their top funding priorities included maintaining and improving parks as well as providing recreational opportunities. Director Torres explained that City Council's vision includes fiscal and resource management, economic vitality, sense of community, and quality of life.

Manager Seid reviewed some of the Park Division's accomplishments. He explained that as part of Parks and Recreation, we have to maintain what we have. The Department received funds to complete some overdue maintenance. One of the projects included re-plastering the Loma Linda Pool. 25,000 people visit the pool each year, so this is a tremendous asset to the residents and visitors. Staff recently completed a playground installation at Wildflower South with the help from a community build event. Residents and the general public came out to support the project. Rio Paseo also received a number of replacements to include shrubs, trees,

and granite. Falcon Park and Goodyear Community Park received lighting upgrades ensuring the parks are safe and the lighting is reliable. The Pump Track is a great new amenity that was created this year. The community saw this project through from start to finish. Goodyear recently received word from the Arizona Parks and Recreation Association that they will be receiving an award for the partnership efforts that were utilized during the design and construction of the Pump Track.

The Parks Division has received funding for fiscal year 2016 to complete several overdue improvements. Staff has created an Asset Management Plan to capture the fixed assets for the Department and to assist with funding future improvements. As part of the process, staff uses park audit scores to determine the priority needs for the parks. The current park audit score is 85%. In order to get the scores, staff surveys each park quarterly and notes the condition of the park to include trees, shrubs, granite, structures, just to name a few. This is a way to objectively determine how a park is performing based on established standards. This is always a work in progress and it should be noted that just under two years ago, the park audit score was 15% below the current score. The scores help staff to identify and justify the funding that is needed. Director Torres added that Wildflower South had a park score in the 60% range, however once the improvements were completed, it shifted to 86%.

Summer Recreation has expanded to three sites this year: Copper Trails, Desert Thunder, and Wildflower. Copper Trails and Desert Thunder have approximately 150 kids at each site and Wildflower has approximately 50 kids. The Recreation Division constantly surveys participants enrolled in programs to ensure customer satisfaction. 94% of the participants stated the recreation programs were above average or excellent. 82% of the participants have established friendships that they will continue outside of the program. Manager Seid explained that they will be working diligently to enhance teen programming. Staff is also working to strengthen the YMCA and school partnerships.

Manager Seid also provided an update on Arts and Culture. The Mobile Museum has been a huge success. It is a way to get the history of Goodyear out to the public. The Arts and Culture Commission created the Museum and take it with them to their events. Over 16,000 people have expressed that they have had a unique art experience. If any of the Commissioners have any thoughts about any new programs, please let Manager Seid know.

Director Torres mentioned that Commissioner Harris had brought forward some ideas in the past. He encouraged all the Commissioners to do the same. Commissioner Harris mentioned that it had been difficult to find volunteer opportunities. Director Torres informed that Goodyear has a volunteer coordinator that can help to place people with opportunities.

The Ballpark had a record breaking year. The total season attendance was 150,102 with the highest single game attendance of 11,549 during the Indians v. Angels game. The Ballpark received gross revenue of \$5.3M during Spring Training. The Fourth of July event drew in 12,600 attendees with fireworks at 10:00 p.m. Attendees came from all over the west valley to enjoy the festivities. Staff introduced a cornhole tournament which was well received with 14 participating teams. The All American Cookout was more popular than staff anticipated. The

Ballpark has booked over 700 use days and have lined up new events: Flavors of the West, adventure runs, and the K-9 Trials. Staff has also partnered with other departments for events such as Fix-A-Leak. The Ballpark has several tournaments on deck, including the USA Junior Olympic Tournament, the Perfect Game World Series, and the Prospect Wire World Series. Director Torres added that these events are driving businesses and the economic vitality of Goodyear. The Non-Spring Training events are placing "heads in beds" during the off season and have had a tremendous impact on the economy. Staff is maximizing the impact on the economy and created an online app that provides Ballpark information, places to eat, and places shop. The app also has coupons for local restaurants. Staff is distributing flyers at the Ballpark and around town. The commissioners had actually received emails earlier in the day, notifying them of the app.

Director Torres reviewed the budget updates. City Council's theme this year was to maintain the current assets. City Council has authorized \$5.1M for this purpose. Of this funding, Parks and facilities will receive \$1.1M in improvements and Right-of-Way will receive \$3.5M. Staff will be completing irrigation repairs, tree replacements, new sports courts and lighting at Loma Linda, and many other repairs. Three parks will receive new playgrounds: Canada Village, Estrella Vista South, and Palm Valley. There are also several art projects that are upcoming: the Library book return and the City Hall entrance project. Torres also reviewed the supplemental budget approvals which total \$430,000 in one-time funding and \$166,150 in ongoing funding.

Commissioner Landefeld expressed interest in Performing Arts. Director Torres advised that there are classes available and will get her in touch with the Arts and Culture Coordinator.

6.3 Budget Update (Nathan Torres, Parks and Recreation Director)

This item was discussed in 6.2 Annual Highlights.

6.4 Staff Updates

This item was discussed in 6.2 Annual Highlights.

**7. INFORMATION ITEMS**

Director Torres advised the Commission that after a Nation-wide recruitment, David Seid was chosen as the new Parks and Recreation Manager. David's previous position as Recreation Superintendent has been filled by Michael Beadle who will officially start on July 27.

**8. ADJOURNMENT**

There being no further business to discuss, Vice Chairman Richardson adjourned the meeting at 7:42 p.m.

Respectfully Submitted by:

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Diana Vasquez, Management Assistant

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Jon Richardson, Vice Chairman

Date: \_\_\_\_\_