



Meeting Minutes

Parks & Recreation Advisory Commission

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Wednesday, June 28, 2017

6:00 PM

Goodyear Library Community Room  
14455 W. Van Buren St., Ste. C102  
Goodyear, AZ 85338

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1. **CALL TO ORDER**

Vice Chairman Padilla called the meeting to order at 6:11 p.m.

2. **ROLL CALL**

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

**Excused:** 4 - Chairman Murphy, Commissioner Landefeld, Commissioner Stephens and Alternate Beard

Staff Present: Parks and Recreation Director Nathan Torres, Parks and Recreation Manager David Seid, Ballpark General Manager Bruce Kessman, Recreation Superintendent Michael Beadle, Management Assistant Diana Camacho, Administrative Assistant Julie Pierce, Administrative Assistant Jacque Bento do O'

**MOTION BY Commissioner Wilson, SECONDED BY Commissioner Harris, to EXCUSE Chairman Murphy, Commissioner Landefeld and Commissioner Stephens from the meeting. The motion carried by the following vote:**

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

**Excused:** 3 - Chairman Murphy, Commissioner Landefeld and Commissioner Stephens

3. **APPROVE MINUTES**

- 3.1 [MINUTES](#) Approve draft minutes of the Parks and Recreation Advisory Commission meeting held on May 3, 2017.  
[48-2017](#)

**MOTION BY Commissioner Harris, SECONDED BY Commissioner Wilson, to APPROVE the minutes of the May 3, 2017 Parks and Recreation Advisory Commission Meeting. The motion carried by the following vote:**

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

**Excused:** 3 - Chairman Murphy, Commissioner Landefeld and Commissioner Stephens

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

**5. OLD BUSINESS**

None.

**6. NEW BUSINESS**

**6.1 Fee and Cost Recovery Study Review and Recommendation (David Seid, Parks and Recreation Manager and Michael Beadle, Recreation Superintendent)**

Parks and Recreation Manager David Seid and Recreation Superintendent Michael Beadle presented a PowerPoint overview of the Fee and Cost Recovery Study and their Policy Recommendations. They explained the history and purpose behind using “The Pyramid Model” to develop accurate program classifications, placement, and cost recovery goals for the Parks and Recreation community programs. Manager Seid and Superintendent Beadle’s approach to the study included broad involvement and input from the Goodyear Community for the cost recovery review including: participant surveys throughout the Goodyear community, Parks and Recreation staff, Parks and Recreation Advisory Commission, other municipalities, valley benchmarks and the Arizona State University, Marvin Andrews Fellowship Partnership Study.

There are six levels of classification in the Pyramid Model. The base of the pyramid represents 0% fee & cost recovery which increases to 100% at the peak of the pyramid. The recreation programs were classified into categories based on services and their benefit to the community versus the benefit to the individual on a sliding scale. The City of Goodyear Parks and Recreation programs were identified as follows:

Community (0%-15%): Community Events and Signature Special Events

Community/Individual (15%-40%): Swim Lessons, Active Adult Socials, Open Swim

Individual/Community (40%-70%): Youth Sports, Specialty Programs, Summer Recreation, Youth Special Interest, Team Swimming

Highly Individual (70%-100%): Active Adult Trips, Adult Team Sports, Adult Special Interest

When calculating the fees and cost recovery, staff used the universal pricing formula:

$$\text{fee} = (\% \text{cost recovery} \times \text{program expenses}) / \text{participants}$$

The recommended adjustments will only affect 12% of the existing programs for a total of 6 programs. Of these 6 programs, 5 programs would see a nominal fee increase and one program cost would be reduced for participants.

In addition to the fee and cost recovery model, Manager Seid presented a program discount

option for the commission to consider. These discounts include: Multi-child discounts, Early Bird Registration, Online Discounts, and Scholarships. Manager Seid indicated the discounts would require director approval.

Manager Seid requested the recommendation of the Parks and Recreation Advisory Commissioners to endorse the following:

Pyramid model program classification to City Council for consideration

Cost recovery to City Council for consideration

Discount programs to City Council for consideration.

**MOTION BY Commissioner Richardson, SECONDED BY Commissioner Wilson, to APPROVE the Pyramid Model Program Classifications to City Council for consideration. The motion carried by the following vote:**

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

**Excused:** 3 - Chairman Murphy, Commissioner Landefeld and Commissioner Stephens

**MOTION BY Commissioner Harris, SECONDED BY Commissioner Wilson, to APPROVE the Cost Recovery to City Council for consideration. The motion carried by the following vote:**

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

**Excused:** 3 - Chairman Murphy, Commissioner Landefeld and Commissioner Stephens

**MOTION BY Commissioner Wilson, SECONDED BY Commissioner Harris, to APPROVE the Discount Programs to City Council for consideration. The motion carried by the following vote:**

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

**Excused:** 3 - Chairman Murphy, Commissioner Landefeld and Commissioner Stephens

## **7. INFORMATION ITEMS**

- 7.1 Parks and Recreation Updates and Reports - Goodyear staff will provide updates and reports on Parks and Recreation attendance, improvements, renovations, upcoming events and recreational programs.

Recreation Superintendent Michael Beadle reported that Summer Recreation was in full gear with 130 kids at each site. Due to the overwhelming demand for the program, a budget supplemental has been approved to open a 3rd the summer of 2018. The Commissioners were

all invited to Summer Recreation's Family Night, which will be held on July 19th at Copper Trails Elementary School. Superintendent Beadle also provided an update that the fourth session of swim lessons have started, serving over 130 participants.

Ballpark Manager Bruce Kessman informed the Commission that the infield renovations were in the final phase and would be ready for play on July 5th. The Indians have begun expansion on their clubhouse adding an additional 14,000 square ft. at a cost of \$11 million. USA Baseball 17U division finished a 90 team tournament with 300+ games played between Goodyear Ballpark, Camelback Ranch and Peoria Sports Complex. The 14U division is playing this week with close to 90 teams and a scheduled 300 games. Teams from across the country compete in these tournaments annually which also includes teams from Hawaii and Alaska. The Ballpark is gearing up for the Star Spangled 4th, the largest event of the year with an anticipated attendance of 13,000.

Management Assistant Diana Camacho provided an update on the Goodyear Community Health Park. Master planning of the site is almost complete. Logan Simpson, the master planning team, has held four workshops and two public meetings. The public meetings drew a crowd of over 130 attendees. The Conceptual Master Plan will be presented to the Commission for recommendation on July 12th at 6:30 p.m. in the Development Services Conference Room. Staff will also be providing a courtesy project update to the Planning and Zoning Commission on July 12th at 6 pm at the Justice Center. The master plan will then be presented to City Council for adoption on July 17th at 6:00 p.m. at the Justice Center. Chairman Murphy, who is also on the Executive Board for the park, is unable to attend the City Council meeting, but suggested the Commission draft a letter of support to be presented to the Council. Chairman Murphy will send the letter to the Commissioners to review.

## 8. ADJOURNMENT

There being no further business to discuss, Vice Chairman Padilla adjourned the meeting at 7:22 p.m.

Respectfully Submitted by:

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Julie Pierce, Administrative Assistant

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Brian Murphy, Chairman

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