

MARICOPA COUNTY PARKS AND RECREATION DEPARTMENT
PARKS AND RECREATION COMMISSION MEETING
Regular Meeting of May 21, 2019

LOCATION: Adobe Dam Regional Park, Six Flags Hurricane Harbor, Tidal Wave Café, 4243 W. Pinnacle Peak Road, Glendale, AZ 85310

COMMISSION MEMBERS PRESENT: Thomas Rhoades, Megha Budruk, Jack Stapley, Denise Merdon, Robert Branch, and Eric Mears

COMMISSION MEMBERS ABSENT: Isabel Chavez,

STAFF PRESENT: RJ Cardin, Director; Donna Southard, Recorder; Ken Vonderscher, Planning and Development Manager; Dawna Taylor, Public Information Officer; Jennifer Waller, Operations Manager; Aimee Upton, Administrator; and Betsy Pregulman, Deputy Maricopa County Attorney

The official correspondence and staff recommendations contained in this Commission folder are hereby entered as supportive material to the official minutes of the May 21, 2019, Parks and Recreation Commission regular meeting.

PARKS AND RECREATION COMMISSION REGULAR MEETING

ITEM #1 – CALL TO ORDER – Thomas Rhoades, Chair, Maricopa County Parks and Recreation Commission

- The regular meeting was called to order at 9:00 a.m.

ITEM #2 – INVOCATION – None

ITEM #3 – PLEDGE OF ALLEGIANCE - Led by Commissioner Mears

ITEM #4 – ROLL CALL – Roll Call taken - a quorum was present.

ITEM #5 – DIRECTOR’S SUMMARY OF CURRENT EVENTS – R.J. Cardin, Director, Maricopa County Parks and Recreation Department

- Director Cardin provided highlights from the report to include: the signing of the Recreation and Public Purposes Act lease agreement at Vulture Mountain by the Bureau of Land Management (BLM) and the Board of Supervisors (BOS) on March 4, 2019; the approval of the McDowell Master Plan Update by the BOS on April 24, 2019; the approval of the agreements by the BOS with Scorpion Bay and Arizona Game and Fish Commission regarding the Government Dock; and the department kicked off the 2020 Strategic Park Master Plan Update.
- Director Cardin recognized the Concessionaires located within Adobe Dam Regional Park and invited them to introduce themselves. Businesses represented: 500 Club, Victory Lanes, AMPS (Arizona Model Pilots Society), PKRA (Phoenix Kart Racing Society), Sahuaro Central Railroad, Arizona Model Railroad Society, Maricopa Live Steamers, and Six Flags Hurricane Harbor Phoenix. Director Cardin thanked Mr. Spiller from Six Flags Hurricane Harbor Phoenix for hosting today’s Commission Meeting and the tour following the meeting. Director Cardin informed the Commission the primary purpose of Adobe Dam Regional Park is flood protection and the secondary purpose is recreation.
- Supervisor provided brief highlights from their divisions.

ITEM #6 – PARKS VOLUNTEER PROGRAM – Aimee Upton, Administrator, Maricopa County Parks and Recreation Department

- Ms. Upton provided a brief overview of the Parks Volunteer Program. Each park had been handling their own volunteer program individually. In 2012, a Volunteer Coordinator position was approved to bring a

uniform process across the system. The County has implemented several different software programs to track various areas of the volunteer program, however, they operate in silos which requires additional redundant management.

- The program has been refined to identify the different types of volunteers, their duties and what is required within their position (training, computer access, etc.). Strategic goals include increasing volunteer engagement and participation, demonstrate formal recognition, provide proper training and support, and maintain or increase the Core Volunteer retention rate.
- Chair Rhoades inquired about the number of volunteers within the park system and the rate of turnover. Ms. Upton informed that the number of Core Volunteers fluctuates between approximately 75 to 250 throughout the season. Service Volunteers are harder to count as some may volunteer several times while others only volunteer once; a rough estimate would be between 500-600 per year. Each park has approximately 2-3 host sites open each year that need to be filled with new Core Volunteers.
- Commissioner Branch asked if there was a volunteer mentorship program for new Core Volunteers to be mentored by current long-term volunteers. Ms. Upton informed the Commission that at this time there is no formal program, but would explore this in the future. The initial goal at this time is to ensure the service volunteers are matched with the best opportunity through the volunteer orientation meetings. Director Cardin informed the Commission that each park supervisor holds monthly meetings, socials and other gatherings with their staff and includes the Core Volunteers. Each park has an informal mentorship process; developing a formal mentorship program would take it to the next level.

ITEM #7 – RECOMMENDED FY20 BUDGET – Aimee Upton, Administrator, Maricopa County Parks and Recreation Department

- Ms. Upton provided an overview of the FY20 budget development schedule. The department used the forecasted data from the previous November/December time period to submit a flat budget for FY20. The total operating budget is approximately \$10.7M. The current fund balance will be used for vehicle purchases, repairs, and maintenance activities.
- Director Cardin informed the Commission that the department submitted a \$9M CIP budget request; \$3.9M was approved to complete existing projects. The largest difference comes from the \$6.9M request for Vulture Mountain construction which was not funded. The department moved \$500,000 from other projects to fund initial plans.
- Commissioner Mears asked if funds raised within parks stays within the Parks' budget or if any was moved to the general fund. Ms. Upton confirmed that all revenue earned stays within the Parks' budget.
- The final budget will be approved by the Board of Supervisors on June 24, 2019.

ITEM #8 – PARKS MARKETING OVERVIEW – Dawna Taylor, Public Information Officer, Maricopa County Parks and Recreation Department

- Ms. Taylor informed the Commissioners that the Parks Department has an approved Marketing Plan and provided an overview of the plan, marketing programs, and data analytics. The number one tool for marketing is the Parks' website, followed by social media accounts.
- Commissioner Mears asked how well does Parks' branding conform to the needs of the community. Director Cardin explained the best way the department can understand the needs of our customers is through the ASU (Arizona State University) Visitor Study which pulls data for visitor service needs, facility needs, demographics, expectations, and new service requests. In addition, the Department has conducted three to four general population surveys over the past 20 years. Results of both surveys are then infused into Operations and the Capital Improvement Program. Ms. Taylor informed the Commission that the department is required to use the County Seal on all Parks' publications and not able to develop an individual logo representing Parks' mission and vision.

ITEM #9 – CALL TO THE PUBLIC

- None

ITEM #10 – CALL TO THE COMMISSION

- None

ITEM #11 – ADJOURNMENT

- There being no further business, Chair Rhoades asked for a motion to adjourn, motion made by Commissioner Mears, seconded by Commissioner Branch. With all in favor, none opposed, the meeting was adjourned at 10:46 am.

ITEM #12 – SIX FLAGS HURRICANE HARBOR TOUR – Don Spiller, General Manager, and Andrea Harvey, Director of Marketing and Sales, Six Flags

- Mr. Spiller and Ms. Harvey provided a tour of the facility. No official business was conducted.