

**MARICOPA COUNTY PARKS AND RECREATION DEPARTMENT  
PARKS AND RECREATION COMMISSION MEETING**

Meeting of February 14, 2012

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<b>LOCATION:</b>	Estrella Mountain Regional Park Goodyear, Arizona 85338
<b>COMMISSION MEMBERS PRESENT:</b>	Jack Stapley, Carl Yoshioka, Joseph Marvin, Anne Lynch
<b>COMMISSION MEMBERS ABSENT:</b>	Rod Jarvis, Heidi Fischer, Jimmie Munoz
<b>STAFF PRESENT:</b>	R.J. Cardin, Director; Kevin Costello, Maricopa County Attorney Office; Barbara Lehner, Recorder

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The official correspondence and staff recommendations contained in this Commission folder are hereby entered as supportive material to the official minutes of the February 14, 2011 Parks and Recreation Commission meeting.

**PARKS AND RECREATION COMMISSION MEETING**

**ITEM # 1 – CALL TO ORDER – Jack Stapley, Chairman, Maricopa County Parks and Recreation Commission**

- The meeting was called to order at 9:04 a.m.

**ITEM # 2 – ROLL CALL – Roll Call taken - a quorum was present.**

**ITEM #3 – APPROVAL OF THE MINUTES OF THE JANUARY 10, 2012 COMMISSION MEETING – Jack Stapley, Chair, Maricopa County Parks and Recreation Commission – *ACTION ITEM***

- Commissioner Lynch motioned and Vice Chair Yoshioka seconded the motion to approve the minutes as presented. All members were in favor and the motion was approved.

**ITEM #4 – DIRECTOR’S SUMMARY OF CURRENT EVENTS– R.J. Cardin, Director - Maricopa County Parks and Recreation Department – *INFORMATION/DISCUSSION ITEM***

- Director Cardin pointed out some highlights from the February Director’s Summary. The Department is under budget in expenditures and over budget in revenues with some revenue gains from future POS bookings.
- The Maricopa Trail host sites and the electricity into the campgrounds are currently being worked on at White Tank Mountain Regional Park.
- MCDOT is widening and adding another lane to a ¼ mile stretch of Castle Hot Springs Road.
- The San Tan Mountain Regional Park parking lot expansion has been completed.
- Director Cardin introduced the new Park Planner Leigh Johnson and the new Parks Operation Manager Jennifer Waller
- Director Cardin also distributed a copy of the Division Duties for the Parks management staff and the Park Commission by laws
  - Chair Stapley requested the Commissioners review the By-Laws for discussion at the April meeting.

**ITEM #5 – MARKETING PLAN UPDATE – Dawna Taylor, Public Information Officer - Maricopa County Parks and Recreation Department – *INFORMATION/DISCUSSION ITEM***

- Ms. Taylor presented the first Parks Marketing Plan and Strategy to the Commission which outlines the plan for the next five years. The blueprint provides different strategies for the Parks through the organic living document.
- We are developing Psychographic and Behavioristic procedures as well as industry trends such as virtual tourism.

- Branding is the main focus moving into 2012 so the public understands the County Parks vs. the City Parks.
- Templates with the same format have been created for the monthly calendars the Rangers advertise their programs and an on-line program guide is also available.
- Survey Monkey is used to track the program and ranger feedback from the public.
- Internet technologies and social media are heavily used because there is no marketing budget it's a free resource for targeting the public and allows the Department to connect to the public via social media.
- Some new technologies that Parks has begun implementing are QR Codes for smart phone users; consistent signature blocks for all staff, social media contacts and Pinterest, a new social media program.
- Commissioner Marvin asked who the Parks web master is and Ms. Taylor was identified as our in house web master.
- Director Cardin noted that a few years ago we had requested approval from the Board of Supervisors to use \$25,000 from our enhancement fund for marketing, however due to the economy it was denied. Commissioner Stapley asked if we should go back again and present the request. Director Cardin suggested that we could request the approval when the economic conditions improve.

**ITEM #6 – CALL TO THE COMMISSION – R.J. Cardin, Director - Maricopa County Parks and Recreation Department – *INFORMATION/DISCUSSION ITEM***

- Commissioner Marvin updated the commission on the Maricopa Trail and Park Foundation. Updates included the successful meet and greet, the 501(c)3 status, the addition of another board member and the possible use of the Parks marketing plan for the Foundation.

**ITEM #7 – CALL TO THE PUBLIC – R.J. Cardin, Director - Maricopa County Parks and Recreation Department – *INFORMATION/DISCUSSION ITEM***

- None

**ITEM # 8 – ADJOURNMENT**

- Vice-Chair Yoshioka motioned and Commissioner Lynch seconded the motion to adjourn the meeting at 9:40 a.m. All members were in favor and the motion was approved.

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R.J. Cardin, Director/Secretary

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Jack Stapley, Chairman