

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

Meeting of May 8, 2012

LOCATION:	234 N. Central Avenue Phoenix, Arizona 85004
COMMISSION MEMBERS PRESENT:	Jack Stapley, Carl Yoshioka, Joseph Marvin, Anne Lynch, Rod Jarvis
COMMISSION MEMBERS ABSENT:	Heidi Fischer
STAFF PRESENT:	R.J. Cardin, Director; Kevin Costello, Maricopa County Attorney Office; Barbara Lehner, Recorder

The official correspondence and staff recommendations contained in this Commission folder are hereby entered as supportive material to the official minutes of the May 8th, 2012 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 9:00 a.m.

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

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

- Commissioner Lynch motioned and Commissioner Marvin 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 presented a few highlights from the May Director’s Summary.
 - The R&PP has been submitted for the Vulture Mountain Recreation Area
 - BLM is currently working on a travel management plan
 - The Director included the Overview of Duties and Parks current organizational chart for the Commissioners review
 - Spur Cross hasn’t received its full allocation from the Town of Cave Creek but overall Parks is in healthy financial condition
 - The Arizona Republic published an excellent article on our Park Hosts and Volunteers
 - MCSO enforcement patrolled both San Tan and McDowell and issued only a few citations. Their presence is good to have so the public understand the paying of park entrance fees is taken seriously
 - An Invitation to Negotiate has been issued for the Lake Pleasant commercial area
 - Chair Stapley inquired what would be there and Director Cardin responded possibly a four star resort

ITEM #5 – EMPLOYEE OF THE QUARTER AND RETIREMENT RECOGNITION – R.J. Cardin, Director - Maricopa County Parks and Recreation Department – *INFORMATION ITEM*

- Chris Simpson was voted Employee of the Quarter for the 4th quarter of 2011
- Eldon Heydenreich was voted Employee of the Quarter for the 1st quarter of 2012
- Two members of the headquarters staff will be retiring this summer - Tom Timmons Contract Administrator and Ken Mouw Engineering Manager

ITEM #6 – CONSERVATION ALLIANCE WITH THE DESERT BOTANICAL GARDEN – Dr. Kimberlie McCue, Desert Botanical Gardens – *INFORMATION/PRESENTATION ITEM*

- Dr. McCue provided a presentation on the Conservation Alliance
 - Gallup poll done in 2009 determined what the public wanted most from its state. Two goals identified are the core of the alliance – Protect Arizona’s natural environment, water supplies and open spaces; and increase civic involvement and citizen connection to one another
 - The alliances goal is to foster community involvement in the local parks

ITEM #7 – PARK FEE REVIEW AND SPECIAL CIRCUMSTANCES – Aimee Upton, Administrator - Maricopa County Parks and Recreation Department – *INFORMATION/DISCUSSION ITEM*

- Ms. Upton presented 3 Summer Promotional options to the Commission. None of the options would apply to Lake Pleasant because it has just started its busy season.
 - Option 1 is to reduce vehicle entrance fees to \$3 per vehicle
 - Option 2 is to reduce vehicle entrance fees to \$4 per vehicle
 - Option 3 is to buy one entry, get one for free. Visitors would have to redeem the coupon at the Nature Center which could increase sales there
- The Commissioners preferred Option 3 and would like to try it for a month to see its impact. If its not substantial then we would have the right to cancel the promotion
- Director Cardin recommended implementing Option 3 for the month of June and bring it back to the July Commission meeting
- Ms. Upton also discussed complaints received 3-4 times per year from disabled Veteran’s. They feel that they should have free entrance into all County parks at all times
- On the topic of the fee schedule, Chair Stapley would like to revisit the fee structure. Because we are self-funded it’s normally done every 5 years. Parks has held off doing any fee increases during the recession. The Veteran’s admission and fee schedule review can be done at the same time.
- Chair Stapley requested Commissioner Lynch head the committee consisting of Vice-Chair Yoshioka and Commissioner Marvin. He requested it be added to the July Agenda for discussion and the August meeting for an action item.

ITEM #8 – POS 1ST YEAR ANNIVERSARY REVIEW – Aimee Upton, Administrator - Maricopa County Parks and Recreation Department – *INFORMATION/DISCUSSION ITEM*

- Ms. Upton provided information on the new POS system on its one year anniversary
 - There have been approximately 300,000 transactions
 - 7,843 annual passes issued, which is an increase compared with previous year-to-date
 - Public reaction has been very positive
 - There have been some software glitches that have proven to be challenging
 - We are still refining policy and procedures for the system
 - There has been a maintenance module recently constructed that will be implemented over the next few months
 - All of the data collected will be used for analytics

ITEM #9 – ESTRELLA TRAILS PLAN AMENDMENT – Teresa Retterbush, East Side Superintendent and Allen Ockenfels, Trail Development Supervisor - Maricopa County Parks and Recreation Department – *INFORMATION/DISCUSSION/ACTION ITEM*

- Ms. Retterbush stated that the public comments have been received on the proposed trail changes and we have 3 positive inputs and 3 negative inputs. The negative are from riders of the rogue trail because we didn’t include them on the plan. Newland, a builder out at Estrella has requested access a ¼ mile south of trail 2-12 for their homebuyers, which we have agreed to do
- Commissioner Lynch motioned and Commissioner Jarvis seconded the motion to approve the Trail plan Amendments as presented. All members were in favor and the motion was approved.

ITEM #10 – CONTRACT REVIEW – Tom Timmons, Contract Administrator - Maricopa County Parks and Recreation Department – ***INFORMATION/DISCUSSION ITEM***

- There are 123 assorted contracts currently in place with 10% providing revenue stream.
- CMCA's generate \$25,000 in revenues
- The Use Management Agreements bring in \$2,380,710 annually
 - Chair Stapley inquired on any recommendation on how to maximize revenues with our contracts. Mr. Timmons responded he and the Director have been in discussions on this topic

ITEM #11 – PARK COMMISSION BY-LAWS – Jack Stapley, Chair - Maricopa County Parks and Recreation Commission – ***INFORMATION/DISCUSSION ITEM***

- Chair Stapley asked for review of the Commission By-Laws and requested all members of the Commission refer to them often
- Ms. Retterbush and Park Supervisor Don Harris will ask for recommendations of someone from District 5 to be recommended to Board of Supervisor Wilcox
- Commissioner Jarvis will speak with Supervisors Wilcox' office
- Chair Stapley asked the Commissioners their opinion on the length of the terms served
 - Director Cardin feels 4-6 years would be ideal, but as with many of the 2011-2012 Commissioner's, the devoted ones stay

ITEM #12 – CALL TO THE COMMISSION – R.J. Cardin, Director - Maricopa County Parks and Recreation Department – ***INFORMATION/DISCUSSION ITEM***

- None

ITEM #12 – CALL TO THE PUBLIC – Jack Stapley, Chair - Maricopa County Parks and Recreation Commission – ***INFORMATION/DISCUSSION ITEM***

- None

ITEM #13 – ADJOURNMENT

- Commissioner Jarvis motioned and Commissioner Lynch seconded the motion to adjourn the meeting at 11:22 a.m. All members were in favor and the motion was approved.

R.J. Cardin, Director/Secretary

Jack Stapley, Chairman