

**MARICOPA COUNTY PARKS AND RECREATION DEPARTMENT  
PARKS AND RECREATION COMMISSION MEETING**  
Meeting of November 9, 2010

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**LOCATION:** Maricopa County Parks and Recreation  
234 N. Central Avenue  
Phoenix, Arizona 85004

**COMMISSION MEMBERS PRESENT:** Jack Stapley, Joe Marvin, Salomon Leija, Anne Lynch

**COMMISSION MEMBERS ABSENT:** Carl Yoshioka, Heidi Fischer, Rod Jarvis

**STAFF PRESENT:** R.J. Cardin, Director; Aimee Upton, Administrator; Ken Mouw, Chief Engineer; Dawna Taylor, Public Information Officer; Jennifer Waller, Westside Regional Superintendent; Debbie Lemon, IT Administration; 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 November 9, 2010 Parks and Recreation Commission meeting.

**PARKS AND RECREATION COMMISSION MEETING**

**ITEM # 1 – CALL TO ORDER – Salomon Leija, Chair, Maricopa County Parks and Recreation Commission**

- Meeting called to order at 10:12 a.m.

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

**ITEM # 3 – APPROVAL OF THE MINUTES OF THE OCTOBER 12, 2010 PARKS AND RECREATION COMMISSION MEETINGS – Salomon Leija, Chair, Maricopa County Parks and Recreation Commission - ACTION ITEM**

- Vice Chair Joe Marvin motioned and Commissioner Stapley seconded the motion to approve the October 12, 2010 minutes as written. All present 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**

- The White Tank Library and Nature center video from You Tube was played for the commission. Director Cardin reviewed some of the highlights from the October Director's Summary. The Arizona Science Center has requested an additional Friday at Usery Mountain for home-schooled classes; Usery campground sold out each weekend in October with campers taking advantage of the buy-one-get-one promotion; Lake Pleasant had a great turnout of volunteers during the National Public Lands Day Volunteer Cleanup; and the Desert Outdoor Center has several weddings scheduled.

**ITEM #5 – SUBCOMMITTEE REPORT AND NOMINATION OF OFFICERS – Jack Stapley and Heidi Fischer, Subcommittee Members, Maricopa County Parks and Recreation – ACTION ITEM**

- The special subcommittee recommended Commissioner Marvin as a nominee for Chair, and Carl Yoshioka as nominee as Vice Chair for the 2011 Parks Commission. Commissioner Lynch moved and Commissioner Stapley seconded the motion to close the nominations. All present were in favor and the motion was approved.

**ITEM #6 – ELECTION OF PARKS AND RECREATION COMMISSION OFFICERS – Jack Stapley and Heidi Fischer, Subcommittee Members, Maricopa County Parks and Recreation – ACTION ITEM**

- Refer to Agenda Item #5.

**ITEM #7 – JANUARY 2011 COMMISSION MEETING DATE – Salomon Leija, Chair, Maricopa County Parks and Recreation – ACTION ITEM**

- Commissioner Lynch moved and Commissioner Stapley seconded the motion to set the January Parks meeting for January 11, 2011 at headquarters. All present were in favor and none opposed.

**ITEM #8 – BUDGET UPDATE – Aimee Upton, Administrator, Maricopa County Parks and Recreation – INFORMATION ITEM**

- Ms. Upton updated the Commission on the current status of the budget. The General Fund is currently reporting expenditures 30% or \$50,573 under the year to date (YTD) budget; the Enhancement Fund is reporting revenue at 33% or \$145,395 over the YTD budget and is currently 6% or \$50,465 under the YTD operating budget for expenditures; the Lake Fund is reporting revenues at 12% or \$53,047 over the YTD budget and operating expenditures under budget at 7.5% or \$32,626; and Spur Cross is reporting revenues at -5% or \$1,621 under the YTD budget and operating expenditures under budget at 21% or \$16,865. .
- Vice Chair Marvin asked when the 2011 budget is prepared. Ms. Upton replied the budget is prepped in January and February for submission to Office of Management and Budget (OMB) in March 2011.

**ITEM # 9 – POINT-OF-SALE UPDATE – Debbie Lemon, Maricopa County Parks and Recreation – INFORMATION ITEM**

- Ms. Lemon informed the commission that the Beta site for the new point-of-sale (POS) system was scheduled to go live on November 15, 2010 in testing mode for thirty days at Utery Mountain Regional Park, barring any unforeseen problems. Each Park will have new POS computer cash registers.
- Vice Chair Marvin asked how the public would find the reservation system. Ms. Lemon responded a link from the parks homepage would connect to the reservation page.
- Commissioner Stapley asked why Utery Park was chosen for the Beta testing and Ms. Lemon responded they had volunteered.
- Debbie Lemon provided a presentation of the POS system including how reservations are made; mapping of camp site locations and amenities; number of dogs allowed and camp site dimensions. Two views were displayed – the employee view and what the public would view once on the site. Once a reservation is made, a confirmation is sent via email to the customer.
- Commissioner Stapley asked if there were cancellation fees. Ms. Upton stated there was a \$10 cancellation fee and a \$5.00 site transfer fee for any changes to reservation under thirty days.
- Director Cardin stated San Diego County uses the same POS system and experienced the 1<sup>st</sup> year was a transition year, but now eighty percent of reservations are processed through the reservation system.
- Commissioner Stapley asked how long it would be until all Parks have the POS system. Ms. Lemon responded by January 1<sup>st</sup> all Parks would be on line.
- Commissioner Lynch asked if the system would help control the public staying for extended periods of time. Ms. Lemon responded the system would only allow reservation for up to fourteen days.
- Director Cardin commented that since this is a complete cash collection process it will assist the accounting procedure of both cash and credit cards.
- Commissioner Marvin asked how annual passes would work. Ms. Lemon stated in the future a swipe card would be used for annual passes and would provide the history of the individual.

- Director Cardin commented this system provides options for county residents which allow them to see availability and avoid being turned away at the gate due to park capacity.
- Commissioner Stapley asked the cost of the entire system. Ms. Upton reported it will be approximately \$145,000.00 for everything, except once we go live there will be charges for software updates. The Parks and Recreation Department has the ability to change all photos.
- Director Cardin thanked Ms. Upton, Ms. Lemon, Ms. Waller and Ms. Retterbush for going above and beyond in development and getting to the January, 1 2011 launch date.

**ITEM # 10 – ESTRELLA GOLF COURSE UPDATE – RJ Cardin, Director, Maricopa County Parks and Recreation – INFORMATION ITEM**

- Textron, the lienholder on the original concessionaire, hired the management firm Synergy Golf Course Management to take over management of the Estrella Golf Course. Mike Dooley, the General Manager of the newly renamed 'Tres Rios Golf Course' provided a before and after PowerPoint presentation.
- Mr. Dooley has been on-site since August 1<sup>st</sup> and oversaw improvements totaling \$747,000.00 including:
  - Maintenance Equipment - \$332,000
  - Golf Course including bunkers, cart paths - \$35,000
  - Clubhouse including paint, patio furniture, new T.V. and computers - \$21,000
  - Clubhouse HVAC - \$10,000
  - Cart Fleet - \$294,000
  - Irrigation – \$10,000
  - New Signage - \$15,000
  - Tree Maintenance - \$20,000
- During Mr. Dooley's first visit to the course, it was obvious the property had been in disrepair for at least 6 months. The only major items remaining are the pad under the pump station and corroded pipes aboveground at the pump station. Commissioner Stapley asked where the pumping station is located and Mr. Dooley responded it's out by the lakes that water the course.
- The course fees will be the same or lower as comparable local competition to bring back players. After over-seeding was complete, the course reopened on October 29<sup>th</sup>. During the week the course attracts approximately one hundred golfers and on the weekend two hundred players.
- Commissioner Stapley asked what their commitment was and Director Cardin responded there was a 20-year contract with a 10-year extension. Synergy has a 2-3 year commitment.

**ITEM # 11 - CALL TO THE COMMISSION – Salomon Leija, Chair, Maricopa County Parks and Recreation Commission – INFORMATION ITEM**

- Chair Leija noted that the Estrella Park attendance is down 27% and Director Cardin stated there was a meeting scheduled with the City of Goodyear to discuss collaborations which would help increase attendance.

**ITEM # 12 – CALL TO THE PUBLIC**

- None

**Item # 13 – ADJOURNMENT**

- There being no further business, Chair Leija, Maricopa County Parks and Recreation Commission, adjourned the meeting at 11:28 a.m.

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R.J. Cardin, Director/Secretary

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Salomon Leija, Chair