

**MARICOPA COUNTY PARKS AND RECREATION DEPARTMENT  
PARKS AND RECREATION COMMISSION MEETING**  
Meeting of September 10, 2013

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**LOCATION:** 234 N. Central Avenue, Suite 6400, Parks Conference Room, Phoenix, AZ 85004

**COMMISSION MEMBERS PRESENT:** Carl Yoshioka, Jack Stapley, Anne Lynch, Dr. Robert Branch, and Rod Jarvis

**COMMISSION MEMBERS ABSENT:** None

**STAFF PRESENT:** RJ Cardin, Director; Donna Southard, Recorder; Michele Kogl, Planning and Development Manager; Aimee Upon, Administrator; Jennifer Waller, Operations Manager; Dawna Taylor, Public Information Officer; Sarah Steele, Park Supervisor; and Betsy Pregulman, Deputy Maricopa County Attorney

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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 September 10, 2013, Parks and Recreation Commission meeting.

**PARKS AND RECREATION COMMISSION MEETING**

**ITEM #1 – Call To Order – Carlton Yoshioka, Chair, Maricopa County Parks and Recreation Commission**

- 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 August 13, 2013, Parks and Recreation Commission Meeting – Carlton Yoshioka, Chair, Maricopa County Parks and Recreation Commission - *ACTION ITEM***

- Commissioner Lynch motioned and Commissioner Stapley seconded to approve the minutes of the August 13, 2013, meeting as presented. All in favor, none opposed, and the motion was approved.

**ITEM #4 – Director’s Summary of Current Events – RJ Cardin, Director, Maricopa County Parks and Recreation Department – *INFORMATION ITEM***

- Director Cardin provided highlights of the Director’s Summary to the Commission: Eligible staff received pay increases in July for the first time in several years. The department is undergoing a cost of service assessment and will present a proposed fee revision at the November meeting. An RFP has been released for potential Wi-Fi service in county parks. Applications for park volunteer/hosts have been received with only a few host positions still open. The final open meeting for the White Tank Regional Park Master Plan Update was held with over 25 citizens in attendance. Reservations for school groups to attend the DOC center are nearly full for the upcoming school year. Park staff has developed several successful night time programs, such as mountain bike rides and archery leagues that draw visitors to the parks during the hot summer months. ASU is currently conducting a study on the effects of trail use on reptiles at Usery Park; staff continues to work with area colleges to gather data regarding conservation aspects within county parks.

Commissioner Jarvis arrived at 9:10 am.

**ITEM #5 – San Tan Mountain Regional Park Updates – Sarah Steele, Park Supervisor, Maricopa County Parks and Recreation Department – *INFORMATIONAL ITEM***

- San Tan Mountain Regional Park is physically located within Pinal County. In 1986, the park was officially established through a Cooperative Recreation Management Agreement and became part of the Maricopa County park system. The first master plan was completed in 1990 and revised in 2004. The park is 85% mountainous and contains 20 miles of trails.

**ITEM #6 – Marketing Plan Update – Dawna Taylor, Public Information Officer, Maricopa County Parks and Recreation Department – *INFORMATION ITEM***

- In February 2012, the Marketing Plan was presented to the Commission with a 5-year list of objectives. During the past year, branding for the parks was standardized through logo standards, establishment of pallet colors, uniform signature lines, newsletter templates, park signage standards and connection of the department's tagline throughout our theme and branding. Each park has customized and cohesive materials to use for promotions.
- Along with the Maricopa County's general population customer satisfaction survey and ASU park visitors study, staff has begun using Survey Monkey and Google Analytics to customize surveys and collect additional data.
- Parks launched several campaigns over the past year to draw additional visitors into the parks. Google Trekker and Parks teamed up to develop 3D mapping images of many of our trails. The launch of the virtual trails is scheduled for January 2014.
- Parks works with a host of media partners to promote activities and features within our park system. A quarterly on-line program guide was established last year to assist out-of-state snowbirds to plan their activities while staying in our parks. Numerous private partnerships have been developed offering program and events within our parks. QR codes have been placed in the trailhead kiosks, in press releases and at our Nature Centers. The Parks' Twitter account was launched in April 2009 and currently has nearly 2,000 followers. In July 2012, Parks launched 12 Facebook accounts that allow the parks to connect with their communities. By linking to Twitter, all pictures, videos and other information is automatically uploaded to Twitter and provides a good and free resource for Parks. Metrics data from each of the Facebook accounts will allow the rangers to begin customizing their pages to fit their audience. The Parks' YouTube account has had close to 130,000 views. A Pinterest account has also been established and a board will be developed for each park.
- Future plans include enhanced customer appreciation campaigns and challenges, prepared park activity itineraries, expanded partnerships, cross promoting with other Maricopa County departments, developing Facebook offers, and building a mobile-friendly website.

**ITEM #7 – SOLID Agreement Termination – RJ Cardin, Director, Maricopa County Parks and Recreation Department – *DISCUSSION/ACTION ITEM***

- Director Cardin informed the Commission that an agreement had been entered into with SOLID USA Inc. in January 2006 to install a solar thermal air conditioning and heating system as a means to reduce electrical costs at the Desert Outdoor Center. The system was also a good opportunity to provide interpretive education to the school groups on how solar power can work. However, the system has never been fully functional. Staff will be meeting with APS for possible solutions. Termination of this agreement is requested if no solution is found.
- Commissioner Lynch motioned to recommend to the Board of Supervisors to terminate the agreement (#C-30-06-017) with SOLID for non-performance. Commissioner Jarvis seconded, all in favor, the motion passed.

**ITEM #8 – Park Commission Meeting Schedule – Carlton Yoshioka, Chair, Maricopa County Parks and Recreation Commission – *DISCUSSION/ACTION ITEM***

- Director Cardin presented a proposed schedule for 2014. After reviewing the 2013 agendas, it is recommended to hold meetings every other month. The Commission Bylaws requires a minimum of 6 meetings per year with the option to hold a teleconference meeting if emergencies occur.
- Discussion was held suggesting an additional meeting be added to the schedule in the event one of the meetings is cancelled or does not have a quorum.
- The October agenda currently has one item; to set the hearing for the proposed fees. Director Cardin suggested that the meeting be held telephonic if no other agenda items occur.
- The proposed schedule will be placed on the November agenda. No action was taken.

**ITEM #9 – CALL TO THE COMMISSION**

- Commissioner Jarvis inquired on the status of the Lake Pleasant Development RFP and if the City of Peoria has provided any input. Director Cardin updated the commission on the status of the ITN (Invitation to Negotiate); a pre-development agreement is under review by Red Rock Inc., due back this week. Additional information will be available at the November meeting. Maricopa staff is also working with the City of Peoria's Economic Development staff; Peoria had a representative on the interview panel to review the ITN. An IGA (Intergovernmental Agreement) has been signed with the City of Peoria for this type of development.

**Item #10 – CALL TO THE PUBLIC**

- Mr. Michael Mayer addressed the Commission regarding firearm hunting within McDowell Mountain Regional Park. Mr. Mayer expressed concerns about an aerial survey showing very low numbers of wildlife in the park. Hunting has been eliminated in the McDowell Sonoran Preserve, but still allowed in the park. Mr. Mayer requests the Commission to address the extension of the hunting season and access by hunters from the preserve area into the park.

**Item # 11 – ADJOURNMENT**

- There being no further business, Commissioner Lynch motioned and Commissioner Stapley seconded the motion to adjourn the meeting at 10:02 am. All members were in favor and the motion was approved.

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RJ Cardin, Director

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Carlton Yoshioka, Chair