Tempe

Minutes
Rio Salado/ Papago Park Ad Hoc Committee
April 14, 2009

Minutes of the Rio Salado/ Papago Park Ad Hoc Committee meeting held on April 14, 2009 at 4:00 p.m., Library Conference Room, 3500 S. Rural Road, Tempe, Arizona.

Members Present:
Sharon Doyle, Chair
Bob Gasser
Ed Parker
Lisa Roach
Darlene Justus
Stu Siefer

Members Absent:
Mary Ann Miller – Excused

City Staff Present:
Shawn Wagner, Recreation Supervisor– Parks & Recreation
Isabel Flores, Assistant Recreation Coordinator – Parks & Recreation
Mike Crusa, Mayor's Chief of Staff – Community Relations

Guests Present:
Jeff Kratzke, Olsson Associates, Inc.
Randall Kopff, Olsson Associates, Inc.
Ann Thompson, KDA Creative
John Arthur, Tempe resident

Meeting convened at 4:08 p.m.

Sharon Doyle called the meeting to order.

Agenda Item 1 – Consideration of Meeting Minutes: February 12, 2009
Committee members approved February 12, 2009 minutes.

Agenda Item 2 – Public Appearances
John Arthur, Tempe Resident, asked how the project was going to be funded and if the current and future attractions were negotiable.

Shawn Wagner, Recreation Supervisor, responded that potential alternative sources of funding for the implementation of the master plan will be identified as part of the completed project.

Jeff Kratzke, Olsson Associates, Inc. explained that the public input gathered from the workshops would drive the decision for existing and future amenities.

Agenda Item 3 – Papago Park Site Visit Discussion
Committee members reviewed handouts from the site visit to Phoenix Papago Park on April 9, 2009 from Tim Merritt, Parks Supervisor, City of Phoenix.

- During the tour, Tim Merritt, Park Supervisor, discussed their re-vegetation projects and how native plants are being re-introduced to Papago Park.

- The seeds are purchased from The Seed Lady who practices "scarring" to get native seeds.

Agenda Item 4 – Papago Park Master Plan Update
Jeff Kratzke, Olsson Associates, Inc. provided the Papago Park Master Plan update.

- Jeff Kratzke, of Olsson Associates, gave the committee a brief description of the team's progress including historical background and review of existing conditions through on-site investigation. He also expressed the desire to tap into the talents of the committee members to help identify additional public outreach resources.

- Olsson Associates, Inc. has been hard at work for two and a half months researching, collecting data and planning outreach.

- Jeff explained to the committee that the deadline for the master plan is the end of September 2009. The stakeholders will have the opportunity to review and make final comments or minor additions at that time.

- Bob Gasser asked about the cultural and historical progress made by EcoPlan Associates. Jeff Kratzke assured him that EcoPlan Associates have almost completed their reports. Any findings deemed non-sensitive will be shared upon completion.

- The committee discussed several locations for the second public workshop. The committee agreed that the Tempe North Multi-Gen Center would be an excellent location to hold the meeting. Anne Thompson will be researching this facility along with several Tempe schools to find a location that can handle both the parking and attendance demands.

Agenda Item 5 – Papago Park Community Outreach and Events
Jeff Kratzke, Olsson Associates, Inc. and Anne Thompson, KDA Creative provided the committee members an update on public dissemination of information.

- KDA Creative is on the team for the public involvement process.

- A copy of the media release/ press packet to each of the meeting's attendees. The packet can be used by committee members as a talking point to address any questions from the public. The packet also includes a contact list if further information is needed.

- The media packet also includes an at-a-glance card that gives details about the three upcoming public workshops. Each workshop has a capacity of 150 people and consists of a morning and an evening session. Based upon early registration for the workshop the capacity may be increased if necessary.

- Anne Thompson explained that the postcard had been mailed to 12,700 addresses and she will be providing a map of those locations to the committee.

- Committee members should contact Anne if they need any additional postcards, mailers, or posters.

- Public can R.S.V.P. online or by calling the project hotline.

- If someone is unable to attend the community workshop they may participate online or request a survey be mailed to them.

- The project website (www.discoverpapagopark.com) is live and active as of April 10, 2009. People have already started visiting the website and are participating in the online survey.

- The public workshops will take place April 29, 2009, June 15, 2009 and August 20, 2009.

- Data collected from the online survey will be analyzed with the information collected from the public workshops.

- Each question in the survey has a field that can be tracked and can be categorized as needed.

- Ed Parker questioned whether the community interviews would be used to craft the workshop interviews. Jeff Kratzke assured him that the feedback obtained during the community interviews would be crucial in determining the questions for the workshop interviews.

- Darlene Justus stated that she had already obtained surveys from 12 members of the North Tempe Neighborhood Association. She will send those to the team. She also mentioned that this group will identify an overall position and list any concerns they may have regarding the master planning process. She encouraged the other members to identify a list of items, for the groups they represent, that they feel particularly strongly about.

- Sharon Doyle noted that there is currently not a category for age. Anne Thompson will add it after the meeting.

- The survey consists of two pages that are not lengthy. The user has the ability to scroll and view the next question and does not have to answer each one.

- Bob Gasser asked if questions regarding nearby attractions, like Pueblo Grande and Tempe Butte, should be included within the survey. Anne explained that there are

currently several open ended questions which users can elaborate on nearby facilities. She added that there is flexibility within the survey to add specific questions if necessary.

- Sharon Doyle asked what the team had identified as their goals/ objectives for the first meeting. Jeff Kratzke explained that the exact format is currently being determined. However, the beginning of the meeting would have roughly 20 minutes history, background, context, and an explanation of the need for a new master plan. With this information to help participants understand the site, they will break out into groups using different visual aids and provide input. Jeff Kratzke added that the majority of the meeting will involve reaching out to engage the public. He also described how the public will be educated throughout the process not only by the team but also by other workshop participants that some desired outcomes may not be appropriate for Papago Park.

- Stu Siefer asked if there was a theme or overall process behind the series of public workshops. Jeff broke each meeting down as follows:

    - Workshop #1 (4/29)
        - Identifying the opportunities, constraints, and design principles
        - Community response and discovery of 'what's important' to the public
    - Workshop #2 (6/15)
        - Response to input from workshop #1
        - Programming for the site
        - Conceptual alternatives
    - Workshop #3 (8/20)
        - Respond to input from workshop #2
        - Initial park alternatives
        - Focus of desired outcomes

- Stu Siefer then asked if the ultimate goal of the master plan was simply a bubble diagram or a dimensioned site plan. Jeff explained that while the master plan will include a traditional detailed master plan, it will also include reports, documentation and various sections delineating things like use areas and management zones.

- Mike Crusa, Mayor's Chief of Staff, expressed that each member of the Rio Salado/ Papago Park Ad Hoc Committee were selected for their valuable insight and strong ties to the community. He asked if the committee's information would be counter-productive to the team's efforts. The Olsson Associates, Inc. and KDA Creative team assured him that it would not.

- Sharon Doyle, chair, commented that the committee would like an active role in the process and will outreach to the Tempe community.

- Both Sharon Doyle, chair and Shawn Wagner, Recreation Supervisor agreed that the committee should wait to see how information is presented at the first workshop before holding any additional meetings. The committee agreed that any information gathered would be presented in a timely manner.

Agenda Item 6 – Future Agenda Items

Sharon Doyle, chair, asked committee members to send ideas for future agenda items to her or Shawn Wagner, Recreation Supervisor.

- Mike Crusa would like to include the Rio Salado/Papago Park Project on Tuesday, May 19, 2009 at 7:30 a.m. during Mayor Hallman's Tempe Talks series held at Pyle Adult Recreation Center.

Agenda Item 7 – Chair/Board Member Comments

Sharon Doyle, Chair, asked committee members to consider moving the May meeting to a week earlier.

- Shawn Wagner, Recreation Supervisor - will send committee members some suggestions for an earlier meeting date. The meeting will help determine their roles and responsibilities for the additional Tempe public involvement opportunities.

- Another option is to appoint a sub-committee that will complete this task and keep the committee informed.

Meeting adjourned at 5:24 p.m.

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