



Minutes Parks, Recreation and Golf Advisory Board November 17, 2010

**Minutes of the Parks, Recreation and Golf Advisory Board meeting held on
November 17, 2010 6:00 p.m., Library Board Room, 3500 S. Rural Rd.**

Members Present:

Chuy Carreon – Chair
Scott Hamilton – Vice Chair
Ron Cosner
Frank Granillo
Robert Lofgren
Ed Roberts
Clem Star
Don Watkins

Members Absent:

Chris Dahm

City Staff Present:

Travis Dray, Deputy Manager – Community Services, Recreation
Jodie Garth, Assistant Recreation Coordinator – Community Services, Recreation
Sam Thompson, Parks Manager - Public Works Department
Jerry Judkins, Sr. Recreation Coordinator - Public Works
Sergeant Carlos Benavidez – Police Department
Officer Daniel Brown – Police Department
Jared Wilson – Community Services, Recreation
Alicia Stuebner – community Services, Recreation
Linda Cano – Community Services, Recreation
Shauna Warner – Neighborhood Services

Meeting convened at 6:01 p.m.

Chuy Carreon called the meeting to order.

1) Consideration of Meeting Minutes

- a) The minutes of October 20, 2010 were accepted.

2) Hudson Park Ramada Reservations

- a) Phil Amorosi, Hudson Manor Neighborhood Association Chairman, informed the committee of observations of homeless activities in the park that made it difficult for the local residence to use the park. Officer Brown and Sergeant Carlos Benavidez reinforced Mr. Amorosi's words by saying that they, as police officers, needed additional tools that they could use to enforce and provide park users the proper availability to all the park amenities. It was Mr. Amorosi's desire to petition the committee to add Hudson Park to the list of parks that need reservations in hopes that a reservation system would help the situation.

Motion: Ed Roberts made a motion to add Hudson Park to the list of parks that are on a reservation system in the city.

Second: Ron Cosner

Motion Carried.

3) Golf Business

- a) Rounds and revenue-Rolling Hills was down 553 rounds (\$6,250) in October '10 compared to October '09. Ken McDonald was down 171 rounds (\$4,383) in October '10 compared to October '09. Sam Thompson introduced into discussion that the time may come that we will need to introduce a flat fee into our fee structure at the courses. He stressed that this is simply a consideration for future discussion and not something that is being recommended today.
- b) Marketing update-Jerry Judkins presented the various costs related to web marketing advertising at the State Press. Staff will remain in contact with ASU in hopes of getting more students involved in golf on city courses. Perfect Day, a package of a Spring Training Baseball game at Diablo Stadium and a round of golf at either Rolling Hills or Ken McDonald will be promoted again this year. Last year it was very successful at Ken McDonald so the decision to add Rolling Hills this year was made. Rate for this year is still in discussion. Jennifer Marsh stated that the GolfNow special is still being used. So far this month (16 days in to November) there have been 24 specials already purchased at Ken McDonald and 14 at Rolling Hills. Twenty-four specials equates to 96 players (\$2400).
- c) Maintenance update-Play is good and the course is in good shape, staff is getting ready to fertilize. The building at Ken McDonald has been uplifted. It is being painted and is looking very good. New carpet in the pro-shop will happen soon. Every effort to being made to make improvements with the money that is available.
- d) Rolling Hills water rate update-Staff is working with the City's Water Department and Don Hawks, Deputy Director, to find leverage in reducing the water bill at Rolling Hills. An agreement and plan should be final by the end of the month and Sam Thompson will report in January the findings.

4) Fee Assistance Discussion

- a) Jared Wilson, Assistant Recreation Coordinator, presented Pricing Policy Committee findings related to the Scholarship Assistance Committee. A study on the fee assistance program has been done to see who is using it, who is benefitting from it and what the intent of the program was supposed to be when it was originally set up. The committee had to keep in mind the need to be accountable to department budgets but still provide assistance to families who might want to sign up for a program but have personal financial restrictions.

MOTION: Don Watkins made a motion to recommend to council committee that the newly revised Scholarship Assistance Program be considered.

SECOND: Ed Roberts

MOTION CARRIED.

5) Paddle Boarding SUP

- a) Alicia Stuebner, Assistant Recreation Coordinator, presented the aspects of the sport of Stand Up Paddling and that this extremely fast growing sport would be very adaptable for users on Tempe Town Lake. The board is considered a vessel and has to follow all the rules and regulations as a vessel on the water.

MOTION: Ed Roberts made a motion to make the recommendation to council that paddleboarding on Tempe Town Lake is approved.

SECOND: Frank Granillo

MOTION CARRIED.

6) Board Meeting Time Change Discussion

- a) Clem Star suggested that the newly combined committee of the Golf Board and the Parks and Recreation Board go back to the time that the Golf Board used to meet which was in the mornings rather than the Parks Board meeting time of the evening.

MOTION: Clem Star made a motion to change the Committee's meeting time to the morning.

SECOND: Don Watkins

MOTION DID NOT CARRY.

7) Chair/Board Member Comments

- a) The Committee decided as a whole that the December meeting would be cancelled.
b) Committee Chair, Chuy Carreon, would like to have an open discussion at an upcoming, regularly scheduled meeting about other options for Rolling Hills Golf Course due to the negative cash flow.

The next meeting will be held January 19, 2011.

Meeting adjourned at 7:28 p.m.

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