



Minutes Parks, Recreation and Golf Advisory Board February 16, 2011

**Minutes of the Parks, Recreation and Golf Advisory Board meeting held on
February 16, 2011 6:00 p.m., Library Board Room, 3500 S. Rural Rd.**

Members Present:

Chuy Carreon – Chair
Scott Hamilton – Vice Chair
Ron Cosner
Robert Lofgren
Sharon Doyle
Travis Campbell
Don Watkins

Members Absent:

Chris Dahm (unexcused)
Frank Granillo (excused)
Karen Barno (excused)
Clem Star (Excused)

City Staff Present:

Travis Dray, Deputy Manager – Community Services, Recreation
Jodie Garth, Assistant Recreation Coordinator – Community Services, Recreation
John Osgood, Deputy Manager - Public Works Department, Field Operations
Jerry Judkins, Sr. Recreation Coordinator - Public Works
Oliver Ncube – SROG Program Manager, Interim Parks and Golf Supervisor
Timothy Pfannenstein – P & G Course Supervisor – Public Works
Jennifer Marsh – Golf Courses
Jim Bellows – Golf Courses
Kathy Berzins – Community Services Director
Nancy Ryan – Sr. Planner
Renie Broderick – Human Resources Director

Guests Present:

Sue Lofgren
Bill Justus
Darlene Justus/North Tempe Neighborhood Association
Tyler Scott/Papago Riding Stable

Meeting convened at 6:04 p.m.

Chuy Carreon called the meeting to order.

1) Consideration of Meeting Minutes

- a) January 19, 2011 minutes were accepted as written.

2) Welcome to New Members

- a) Chuy Carreon welcomed two new 2011 board members, Travis Campbell and Sharon Doyle.

3) Equestrian Facilities Concept Plan – Nancy Ryan

- a) Nancy presented a concept map which illustrated equestrian facilities for an RFP in the LoPiano Habitat. The purpose is to continue the history of western trail riding at Papago Park and to find out if there is interest in trail ride operations that would be located in the park area. Proposal is to provide a lease of city land for long-term use as stables and trail rides. All the improvements would be the responsibility of the lessee. The plans include an arena, stables, corrals, parking, pedestrian path, tack room and possible office /storage space. Issues that they are addressing as they consider the RFP include activity types, security, ADA access and continued public access to park, number of horses allowed on site, feed storage, animal waste disposal, dust control, parking and access to site, fire protection, signage, hours of operation, other Town Lake event conflicts, term of the lease, rent and/or fees; training and safety procedures, financial capacity of leasee, and clearly defining roles and responsibilities of City and leasee.

Nancy will be back in a couple of months to present to the Board an update regarding the RFP.

4) Golf Program Work Plan and City Golf/Recreation Pass Update-Travis Dray and John Osgood

- a) Renie Broderick (Human Resources) and Kathy Berzins (Community Services) began the discussion with historical and financial updates. Last year, when departments were charged with the challenge of a \$30,000,000 budget reduction, HR identified a \$20,000 cost for FICA tax that was being paid by HR for golf (recreation) passes. It was an item that Renie put on the table for elimination as a budget reduction. This also represented a \$60,000 transfer from the general fund to the golf fund. This basically meant that the pass program for retirees and other recipients was eliminated. Kathy explained what the passes had entitled current board or commission members, retirees, and past and current council members to facilities and activities in the golf and recreation arena.
- b) Don Watkins had recommendations regarding passes in the future. They were:
- i) Limit all passes to one person per use, no guest, same number of pass uses as previously issued
 - ii) Grant all pass users 50% off whatever the season rate is at the time the pass is used, no guests, limited to the same number of uses as previously issued
 - iii) Grant all pass users 50% whatever the season rate is at the time the pass is used, no guests, with unlimited uses

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- iv) Establish a fair and reasonable annual fee to be paid in advance, as a membership, in the city's proposed loyalty rewards program, unlimited uses, fees paid in advance. Other possibilities of a new pass structure were suggested but it was agreed that more time needs to be given to the issue so another meeting will be required to discuss it further.
 - c) John Osgood illustrated elements of a work plan that his team is working on. They will look at a pass or discounting policy that will be discussed in the context of a broader policy that will maximize course utilization and optimizes city revenue per round targets. Long range forecasts for the enterprise as a whole represents a very large gap of lost revenue if nothing is done. Policy is to make the golf fund self-sufficient so that revenues and expenditures match. Currently, the breakdown of a player's expenditures when they come to the course is: 60% green fees, 5% range balls, 28% carts and the remainder club rentals and pro shop merchandise. John said that work is underway to address the following issues: review current business practices, develop a sustainable pricing structure, develop a comprehensive marketing plan and evaluate and restructure all golf course related contracts.

5) Golf Business-Jerry Judkins

- a) **Rounds and revenue-**
 - i) Ken McDonald Golf Course: 5291 rounds in Jan 2011 which was 74 less than the number of rounds played in Dec 2010. Revenue for January was \$112,979, up \$24,178 from Dec 2010.
 - ii) Rolling Hills Golf Course: 5120 rounds in Jan 2011 which was 721 more than in Dec 2010. Revenue for January was \$76,694, \$10,132 higher than in Dec 2010.
 - iii) Both courses realized an increase in January 2011 from December 2010.
- b) **Maintenance-**Tim reported that the course was looking very good. Sand bunkers are being addressed. It costs about \$250 a bunker to add the appropriate amount of sand. The Men's Group has offered to donate a load of sand which will address 3 bunkers. Top dressing is being done to the greens, a pre-emergent is being applied next month and post-herbicide applications has been done.

6) Board Member Removal/Absenteeism-

Chuy Carreon reported that board member Christopher Dahm has had seven unexcused absences in the past eight meetings. The last meeting that he attended was in May 2010. He has not responded to phone calls or email inquires regarding his desired status as a board member.

Motion: Ron Cosner made a motion to withdraw Christopher Dahm from the board

Second: Don Watkins

Motion Passed

7) March Meeting-

Several board members will not be available to attend the regularly scheduled meeting of March 16th.

Motion: Scott Hamilton made a motion to skip the month of March. Next meeting would be April 20, 2011

Second: Sharon Doyle

Motion Passed

8) Chair/Board Member Comments

The next meeting will be held April 20, 2011.

Meeting adjourned at 7:41 p.m.

Prepared by: Jodie Garth, Assistant Recreation Coordinator, (480) 350-5276

Reviewed by: Travis Dray, Community Services Deputy Director, (480) 350-5182