



**Minutes
Parks, Recreation and Golf Advisory Board
August 17, 2011**

**Minutes of the Parks, Recreation and Golf Advisory Board meeting held on
August 17, 2011 6:00 p.m., Library Board Room, 3500 S. Rural Rd.**

Members Present:

Chuy Carreon - Chair
Scott Hamilton – Vice Chair
Alex Arredondo
Karen Barno
Travis Campbell
Ron Cosner
Frank Granillo
Robert Lofgren
Don Watkins

Members Absent:

Sharon Doyle (Excused)

City Staff Present:

Travis Dray, Community Service Deputy Director – Recreation
Don Bessler, Public Works Director
John Osgood, Deputy Director – Field Operations, Public Works
Julie Hietter, Senior Management Assistant, Public Works
Jerry Judkins, Sr. Recreation Coordinator - Public Works
Oliver Ncube, Parks Manager, Public Works
Tim Pfannenstein, Parks and Golf Course Supervisor, Public Works
Kathy Berzins, Community Services Director
Bob Pohlit, Sr. Recreation Coordinator, Community Services
Dan Brown, Police Officer
Shauna Warner, Neighborhood Program Manager, Community Relations
Amanda Nelson, Community Outreach Marketing Supervisor, Community Relations
Cynthia Yanez, Executive Assistant, Community Services

Meeting convened at 6:02 p.m.

Chuy Carreon called the meeting to order.

1) Consideration of Meeting Minutes

The July 27, 2011 meeting minutes were accepted as written.

**2) Public Appearances
Regarding Palmer Park**

Gino Turrubiarres – Congratulated staff and Officer Brown on listening to the concerns of the neighborhood. He also thanked John Osgood for the quick response that was provided when one of the street lights was out. Although he does not feel threatened while using the park, he is concerned about the graffiti that has a known gang signs. He also noted a recent flash mob that occurred in the park with approximately 50 participants showing up with alcohol. He does not see the value of having the park open between 10:30 p.m. and 12:00 a.m. There are people that continue to stay in the park past midnight that leave behind beer bottles and graffiti.

Gino Turrubiarres – The reason that 400 people haven't responded is because they don't object to closing the park at an earlier time. There have been neighbors that have been threatened and other activities, not just graffiti. Everything that happens occurs after midnight and it also occurs in the alleys and it is a real concern. If the park is closed at 10:30, you might get additional monitoring from the police department. All of the residents are encouraged to call the graffiti hotline as soon as they see graffiti in the neighborhood.

Gino Turrubiarres – He works for the Town of Guadalupe and understands the issues of graffiti. He has met with the principal of Compadre/Evans and he has met with the Superintendent, Mr. Baca regarding the Tempe School District. They all agree that to address the graffiti issues they will have to continue to work with the schools and the City of Tempe. There are other safety concerns that need to be addressed and he hopes that someone does not have to get hurt before something changes.

Gino Turrubiarres – The graffiti can be seen on the walls, around the parks and in the alleys. Transit drops off the youths at a location that requires them to walk through the park to get to school which leads to loitering, smoking and graffiti in the park.

Bernie Lezote – He does not live right near the park, he lives down the street. There has been a lot of graffiti appearing in the park. The neighbors first recognized the sea of change after Compadre High School opened. There has been a huge amount of graffiti. The amount, and quality, of people coming to the park has changed dramatically since the school opened. Changing the park hours would give the neighborhood the ability to call the police to remove people that are creating a disturbance after the park closes. He doesn't see the need for having the park open from 10:30 p.m. until 12:00 a.m. in a small neighborhood. He suggested that the three people that attended the meeting are the neighbors were those that have been affected the most by the activities in the park. Before the school opened, the park was a quiet place that no one knew about. The park is in a unique area at the end

of a dead end street in a small neighborhood. The proposed change is not about keeping people out, but about allowing the Tempe police to respond if there is a disturbance.

Bernie Lezote – What makes this issue unique is the location of Compadre High School. During the break there were no instances of graffiti, but one day after school began these issues began to pop up again. The school has changed the dynamic of the neighborhood.

Iris Decker – Husband encountered youths painting graffiti in the neighborhood. When the youths detected that he was watching them, Iris and her husband felt concerned for their own safety.

3) Palmer Park

Kathy Berzins, Community Services Director and Bob Pohlit, Sr. Recreation Coordinator, addressed potential solutions to concerns raised by the neighbors that live near Palmer Park.

- a) A meeting was held in June to address the issues at Palmer Park.
- b) Approximately 450 meeting notices were mailed to the households in the Palmer Park neighborhood.
- c) Three (3) neighbors attended and there was a consensus to have the park lights turned off at 10:30 p.m. which would include the security lights of the park, but not the path lights that lead to the bridge that spans the US 60.
- d) Another neighbor contacted the city and asked that the park not be closed at an earlier time as she works until later in the evening and walks her dog at that time.
- e) Issues that were discussed included graffiti, parking, noise and other inappropriate behavior.
- f) Potential solutions included setting up a block watch, closing the park at an earlier time and changing the lighting schedule.
- g) The park lights have been inspected for needed repairs.
- h) Staff have also evaluated the condition of the ball field light poles, three (3) of which have rusted.
- i) As a safety precaution, all of the light poles will be removed and they will be replaced based on priority and availability of funds.

Additional Discussion

- The board wanted to know what age groups are causing the disturbances.
- The groups in question appear to be high school age or older.
- While there is legitimate use of the park, they have also noted alcohol use and an increase in graffiti throughout the park and the surrounding neighborhood, some of which appear to be gang-affiliated.
- There is minimal parking in and around the park. The neighboring school is used for additional parking.
- The neighbors need to continue to work with the police department to address illegal activities in the park.

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- The park policies and procedures should not be changed based on a meeting that attended by only three (3) neighbors.
 - If the park is closed at 10:30 it should be enforced for all users.
 - Leaving the lights throughout the night and increasing police patrols may help to curb the inappropriate behavior.
 - The board would like to get information on what the effects would be of leaving the lights on later in the evening.
 - They would also like to hear more from the police department on requests for service in the Palmer Park neighborhood.
 - The City of Tempe has a graffiti removal team that responds to requests for graffiti removal.
 - Palmer Park is not considered to be a high crime area.
 - The response time by the police department will depend on the nature of the call and calls for services in other locations.
 - More data is needed to vote intelligently on the issue.
 - There are issues that need to be addressed, but it may not appropriate to limit the recreational opportunities provided for the community.
 - Staff was asked to collect and consider additional data and continue to work with the interdepartmental work team and the neighborhood to identify solutions for the issues at Palmer Park.

MOTION: Alex Arredondo made a motion to refer the issue to staff to come back to the board with a reasonable recommendation in a reasonable timeline.

SECOND: Don Watkins

MOTION CARRIED.

**4) Public Appearances
General Comments**

No discussion.

**5) Maintenance Activities at the Golf Courses
Tim Pfannenstein, Parks & Golf Supervisor, offered to answer any questions regarding his presentation that was made two weeks ago.**

No discussion.

**6) Update on Golf Messaging Plan
Amanda Nelson, Community Outreach Marketing Supervisor, talked about golf course marketing efforts.**

- a) Staff is working with the golf course(s) regarding transmission issues.
- b) There have been some challenges but staff enjoys working with the new vendor.
- c) They have addressed the signage regarding the golf play cards.
- d) They have worked to promote the re-opening of the Rolling Hills Restaurant.
- e) They have used traditional media and social media.

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- f) They are working to develop a logo for Golf Tempe.
 - g) They are planning a re-grand opening celebration to coincide with the completion of overseeding.

7) Discussion of Outstanding 10-Play Golf Cards

Ralph Hawley, Millennium Golf, provided information on outstanding golf play cards.

- a) There are four (4) play cards that are still in circulation: two (2) winter weekday/weekend, one (1) summer and the 10-play punch card.
- b) They don't have any way to determine how much money is left on the cards that were purchased from the previous concessionaire.
- c) They are asking the customers to give them an approximate amount and they will continue to honor what is left on the card.
- d) The summer cards will expire the 1st day they go into overseeding.
- e) The winter cards will be honored until December 31.
- f) The 10-play cards are collected, once they have used all 10 plays.
- g) They are still honoring the tokens and the youth passes that have been issued for August.

8) July Golf Revenue

Jerry Judkins, Sr. Recreation Coordinator, provided an update on the golf revenue for the past 22 days as compared to the same month last year.

9) Golf Pricing Discussion

Don Bessler, Public Works Director, and Julie Hietter, Senior Management Assistant, presented the new golf course business model.

- a) The philosophy of the new pricing structure is to provide community owned golf in a sustainable way.
- b) The expenditures, since fiscal year 2005-2006, have exceeded revenues.
- c) Without changing the business model, the only way to increase the fiscal projections is to continue to cut expenses, which has already been done, or continue to raise rates.
- d) The new plan will ensure that the golf courses are self-sustaining, that they can compete in the marketplace, that there will be a transparent fee and charge system and will put fiscal controls into place.
- e) It will also encourage repeat customers by implementing a rewards philosophy.
- f) It will allow for golf course improvements.
- g) It will also call for partnerships for classes, programs and events at the golf courses.
- h) Funds will be set aside for capital projects.
- i) The City will receive revenue from green fees, cart revenue and practice range

revenue.

- j) There will also be a bonus clause built in for Millennium Golf.
- k) A benchmarking analysis was completed to determine how our rates compare to other like courses.
- l) The current, highest rate at Ken McDonald will be held constant.
- m) The highest rate at Rolling Hills, plus \$1, will be held constant.
- n) The increased rates for seniors will be “smoothed out” over time, to reduce the impact on seniors.
- o) 9-hole rounds will be played at 60% of the 18-hole rate.
- p) The increased rates are projected to average \$1.48 per round.
- q) The range rates will remain the same.
- r) They are considering a discounted cart rates for seniors.
- s) The model will include loyalty programs, tournament play and providing a quality customer experience.
- t) The plan will be presented to council during their IRS session scheduled for September 8.
- u) The new fees will begin after overseeding.

Ralph Hawley, Millennium Golf, talked about other programs and events that have been, or may be, considered:

- Get Golf Ready
- Play Golf America
- Tee it Forward
- Family Tees
- Beginner, Women & Junior Golf
- Family Golf Days
- After Work Specials – clinic, golf & dining
- Partnership with YMCA

Additional Discussion

- The staff may want to consider moving the winter peak rates to later in the afternoon as some golfers may not want to play in the morning when it is colder.
- The golf course may want to consider participating in patriot day.
- A successful golf program must be sustainable and the feedback should be positive.
- The golf courses are part of an enterprise fund that is required to be self-sustaining and to provide for future capital improvement projects through revenues that they collect.

MOTION: Robert Lofgren moved to endorse the proposal that has been presented by staff.

SECOND: Alex Arredondo

Motion Carried. Ron Cosner abstained.

10) Chair/Board Member Comments

Prior to the meeting, Chuy Carreon, Chair, welcomed new member Alex Arredondo to the board.

Chuy Carreon, Chair, also informed the board of the passing of board member, Clem Star.

Staff will work with the Clerk's Office to review the open meetings laws and rules of order as they pertain to the board.

Alex Arredondo suggested that the board may want to increase the time limit for comments by the public.

The next meeting will be held September 21, 2011, 6:00p.m.

Meeting adjourned at 8:22 p.m.

Prepared by: Cynthia Yanez, Executive Assistant, 480-350-5240

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