



Minutes City Council's Sports, Recreation, Arts & Cultural Development Committee August 12, 2009

Minutes of the meeting of the City Council's Sports, Recreation, Arts and Cultural Development Committee held on Wednesday, August 12, 2009, 3:00 p.m., in the 3rd Floor Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Onnie Shekerjian

City Staff Present:

Adrienne Richwine, Comm Svcs
Sam Thompson, Comm Svcs
Travis Dray, Parks & Rec
Shane Isabell, Parks & Rec
Don Fassinger, Comm Svcs
Kathy Berzins, Comm Svcs

Guests Present:

Nancy Black, TCVB, Tourism Dev Mgr
Jan Nicom, Friends of the Tempe Public Library
Rebecca Bond, Friends of the Tempe Public Library
Gail Fisher, Friends of TCA
Mel Kessler, Friends of TCA
Kate Hanley, TCC Exec Dir
Jason Matthews, TCC
Brian Belkin, TCVB
Stephanie Nowack, TCVB

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

The minutes of May 12, 2009 were accepted as presented.

Agenda Item 3 – Parks and Recreation Sports Field Use and Analysis of Need

Travis Dray introduced Shane Isabell and stated that Mr. Isabell would be presenting the Committee with an overview of what other communities are charging for sports field fees, hours of operation, seasonal usage, variety of uses and field allocation proposal. Finally a summary of needs will be presented. Mr. Isabell stated that currently, staff prioritizes field usage/fees as follows:

- 1) City sponsored programs (limited fees assessed)
- 2) Schools/IGA organizations (no fees assessed)
- 3) Private/charter schools (full fees assessed)
- 4) Youth sports organizations (no fees assessed)
- 5) Adult sport organizations (full fees assessed)
- 6) Private citizen or team requests (full fees assessed)

Councilmember Sherkerjian cautioned staff that fees for schools (private and public) must be consistent; otherwise it could expose the City to litigation.

Councilmember Mitchell asked staff to look at residency requirements for groups. User groups are moving into Tempe because of the low residency requirements. He further asked staff to research how we can tap money for more fields.

Staff compared Phoenix, Chandler, Mesa, and Scottsdale guidelines for rental and light fees for fields. Mr. Isabell pointed out that a majority of recreational facility users are non-Tempe resident and are not Tempe based groups. During the past eighteen months, the Tempe recreational facilities have experienced a notable increase in non-resident usage due to surrounding jurisdictions having higher user fee structures for non-residents. Because of these disparities among jurisdictional fees, staff is recommending the following fee schedule

70% residency requirement	No charge
Non-resident	\$10/day; \$15/hr evenings, \$20/hr league play

Light fees for all users - \$10/hr Tempe groups; \$15/hr non-Tempe based groups

Councilmember Sherkerjian asked if staff looked into partnering with area schools to use athletic fields by rotating fields with schools as an interim solution to additional fields. Mr. Isabell stated that the cost to users for the school fields is typically cost prohibitive, which is why these customers prefer to use City of Tempe sport fields because municipal fees are lower.

Staff has 70 teams on the waiting list to use athletic fields. Adult sports recreation programs are above the cost recovery threshold. If additional fields were added to the inventory, staff is confident that the fields would be utilized to their fullest extent. An attractive aspect of the sports field use program is that it is financially self-sustainable.

DIRECTION: Staff was directed to add this agenda item to the September 10, 2009 Issue Review Session agenda and to include an estimate of revenue for Fall 2009.

Agenda Item 4 – Friends of the Tempe Public Library

Kathy Berzins introduced Rebecca Bond and Jan Nicpon who gave a presentation on the status of the Friends of the Tempe Public Library. Tempe Connections is a non-profit program under the umbrella of Friends of the Tempe Public Library. Together, these programs interface and partner with several other community groups such as the National Council on Aging, Rio Salado Community College, AARP Foundation as well as many other entities that assist in program growth. The purpose of Tempe Connections is to identify the changing needs of Tempe residents approaching retirement age.

The Friends of the Tempe Library will begin financially overseeing the Tempe Connections Program. One of the program goals is to open an in-house book store staffed by volunteers that will be open during library hours. The program membership base will need to be expanded so that program funding is preserved. It will be necessary to hire a manager to assist program oversight activities. A new database system will be purchased and functioning within eight weeks. Quarterly reports will be produced and a new donor program will be instituted.

Councilmember Mitchell commended Ms. Bond and Ms. Nicpon on their contributions to these important programs and encouraged them to seek staff resources to promote these community based programs in order to encourage donor support. Perhaps this program could be promoted using City resources, such as the water bill, Twitter and other such technologies.

Agenda Item 5 – Friend of the Tempe Center for the Arts (TCA)

Adrienne Richwine introduced Don Fassinger, TCA Director, and Gail Fischer, Mel Kessler, community advocates for TCA funding. Mr. Fassinger stated that over the past 23 months of operation, the TCA has hosted 1,370 events (averaging 61 events per month), with over 580,000 guests. Over 50,000 guests attended free events. TCA partners with several other community based entities that provide a wide variety of cultural arts experiences for attendees. A TCA website (www.tempe.gov/tca) outlines upcoming performance schedules, and rental information/fees.

Gail Fischer, Friends of Tempe Center for the Arts representative, stated that she assisted in promoting Proposition 400, which supported the mission of TCA. The purpose of this non-profit organization is to promote TCA workshops and cultural activities in elementary/secondary schools. Funding is also allocated to public outreach activities and grants programs.

Ms. Fischer concluded by saying that the Friends of TCA are working on the following program goals:

- Develop a strategic plan
- Support innovative education
- Promote TCA on a national level

Councilmember Mitchell voiced the importance on educating the community on this cultural amenity and the programs it supports. Friends of TCA were encouraged to utilize staff in their community outreach efforts. Working with non-profit organizations creates an opportunity for government to synergize and maximize community based programs. Volunteers bring a unique perspective and gift to this process.

Councilmember Sherkerjian asked about the status of the proposed TCA gift shop. Ms. Berzins stated that three RFP's have been issued with little response; however the issue is currently being revisited by staff.

Agenda Item 6 – Disability Day

Kate Hanley stated that the Lockbox Program has been referred the City's Communications Team to develop events that promote this community based program for Tempe households where disabled individuals reside. One of the events is scheduled for October at 6th Street Park, with a primary focus on parking for disabled individuals. A banner on Mill Avenue will advertise this event.

Councilmember Mitchell asked staff to contemplate pursuing Tempe as being a 'disabled friendly city' designation; there is a \$25,000 grant that is awarded to cities that meet certain criteria. Ms. Hanley commented that she would follow up with Community Relations staff on this funding opportunity.

Agenda Item 7 – Special Events Update

Travis Dray reported that the July 4, 2009 event went exceptionally well. The light rail transportation element complimented this event.

Upcoming special events:

- Healing Fields
- Blood drive
- ASU vs. Idaho State football game employee recognition event

Councilmember Mitchell requested that staff provide him a recap of the Fourth of July event.

Agenda Item 8 – Future Agenda Items

Sports RFP status report

Next meeting on September 9, 2009.

Meeting adjourned at 4:00 p.m.

Prepared by: Kay Savard

Reviewed by: Mark Richwine

Jan Hort
City Clerk