



MINUTES

Parks & Recreation Advisory Committee
22358 S. Ellsworth Rd., Queen Creek, AZ
San Tan Conference Room
November 12, 2013
6:00 p.m.

1. **Call To Order and Roll Call:** Meeting started at 6:06 pm.

PRAC Members present: Dru Alberti, Eileen Koceja, Eric Kerr, Cherie Richardson, Daniel Babcock, Sylvia Tarin, and David Sobeck II

PRAC Members absent: David Dobbs, Adam Neville, Barbara Young, Mike Shirley, and Council Member Julia Wheatley.

Staff present: Adam Robinson, April Petersen, Marnie Schubert, and Marianne Fulton

2. **Introductions:** None

3. **Public Comment:** None

4. **Items for Discussion:**

- A. *Consideration and possible approval of the September 10, 2013 minutes.*

Motion to Approve: Daniel Babcock

Second: Eileen Koceja

Vote: Unanimous

- B. *Consideration and possible approval of the September 24, 2013 minutes.*

Motion to Approve: Eileen Koceja

Second: Cherie Richardson

Vote: Unanimous

- C. *Discussion and possible approval to select Dru Alberti as vice-chair until August 2014*

Item was tabled until the February 11, 2014 meeting

- D. *Discussion and possible approval of the Volunteer Opportunity Calendar of Events*

Adam Robinson, Recreation Superintendant, reviewed the submitted staff report and list of upcoming events. Committee members are encouraged to participate in as many events as able. They are also encouraged to find other activities such as sports partner events to get involved with. Staff will keep on ongoing calendar for the committee and will bring updates to each meeting.

Marnie Schubert, Chief Marketing Officer, informed the committee that throughout 2014 the Town will be celebrating its 25th anniversary with many different activities. The planning committee is putting together a planning calendar and once that is complete they will share it with the committee.

The committee questioned whether staff will be keeping track of who is participating and at what? Staff prefers members inform them of their participation and volunteer work in order to track it annually; however, notification is not required. Members may volunteer and/or participate in Town recreation programs without notifying staff.

Motion to Approve: Sylvia Tarin

Second: Daniel Babcock

Vote: Unanimous

E. Discussion and possible recommendation to the Town Council regarding a logo for the new dog park.

Marnie Schubert, Chief Marketing Officer, presented three logo options for the upcoming dog park in the Town Center area. Proposed name is *Pocket Park for Pups*. The name was selected to infer to citizens the smaller size of this park. The final logo will be used in all types of marketing and signage.

The committee was asked to share which logo they liked the best and what changes, if any, that they would suggest. Most members were in agreement on logo number 3 due to the inclusion of aspects of the Town logo.

Q - Why it was being called a pocket park? A - Staff and Council want to ensure that citizens understand that it will be a small park and hoped that this would infer its smaller size; manage expectations. Q – Has this logo been compared to what other Towns are using? A – Logos vary greatly, so it is difficult to compare close or similar logos. Q – “Pups” implies only little dogs. How is Town going to help people know it is for all dogs? A – Marketing will communicate that park is for all dogs.

Motion: Motion was made to recommend logo #3 with the following suggested changes:

- Move the wording from around the logo, as to not draw the eye away from the actual logo itself.
- Add a collar or kerchief to the dog
- Place a visible QC on the collar/kerchief, not a tag

Motion to Approve: Eileen Koceja

Second: Eric Kerr

Vote: Unanimous

F. Discussion and update on the FY 2013-2014 PRAC Work Plan

Adam Robinson, Recreation Superintendent, reviewed the approved FY 2013-2014 PRAC Work Plan and his plan of action hopes to the committee. Priority 1 items are in the works or will be brought to the next meeting. Committee members are encouraged to get involved with the sports organizations and introduce themselves to board members to build relationships and open communication.

Committee members feel that they should be informed of relationship standards for the communication with partners.

G. Department updates

April Petersen, Recreation Specialist, presented her closeout for the 2013 Trunk or Treat event on October 26.

- Estimated attendance is 8,000.
- Two trunk lines allowed for 60 trunks and a reduction of wait time to about 30-40 minutes (from 90+minutes in previous years).
- There was a 40% increase in cash sponsorships.
- There were 38 pets in the Pet costume contest.
- There were three shuttle buses running from the library parking to the event. Each bus had two ambassadors that assisted with loading and unloading and gave important tidbits about what was happening at the event. Wait for the shuttle buses was about 45 min. Next year plan is to increase number of buses.
- There were four food vendors this year. Comments on survey asked for more vendors.
- 99% of surveys received rated the overall experience 'excellent'. 70% rated trunk line as the best activity. 99% stated the service received was 'excellent'.
- Survey complaint was the cost of activities that required tickets. Each activity such as bounce houses required too many tickets.
- Live entertainment, especially within the trunk waiting lines, was awesome.

- The second trunk line will require more lighting next year. Suggestion was made to split the waiting lines earlier as to help prevent confusion and participants' wariness of going through line #2.

Kudos from Adam Robinson, Recreation Superintendant, to April Petersen on her first special event with the town. Her hard work showed.

Winter brochure is out and registration has begun.

Holiday Parade and Festival is Saturday, Dec. 7. Parade begins at 10 a.m., festival ends at 3 p.m.

Love Bug Dance is on Friday, Feb. 14 at the Library Recreation Annex.

Passport to Discover is the Town's next major event. It will be the Saturday before Easter and we are bringing back the egg hunt.

5. **Announcements:** None

Next regular PRAC meeting will be on February 11, 2014 at 6p.m.

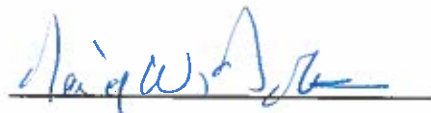
6. **Adjournment:**

- A. **Motion to adjourn:** Daniel Babcock
- B. **Second:** Sylvia Tarin
- C. **Vote:** Unanimous

Meeting adjourned at 7:23 p.m.

PREPARED BY: Marianne Fulton November 15, 2013

PASSED AND APPROVED ON: Feb 11, 2014



David Dobbs, PRAC Chair