



MINUTES

Parks & Recreation Advisory Committee
22358 S. Ellsworth Rd., Queen Creek, AZ
San Tan Conference Room
August 9, 2011
6:00 p.m.

1. **Call To Order and Roll Call:** Meeting started at 6:03pm. PRAC Members present: Daniel Babcock, David Dobbs, Eileen Koceja, Dawn Oliphant, Michael Shirley, Dru Alberti, Eric Kerr, Jason Weber, and Barbara Young

PRAC Members absent: Nancy Uptain and John Lewis; Note: Barbara Young left at approximately 7:30 p.m.

Staff present: John Kross, Debbie Gomez, Adam Robinson, Dina Lopez and Marianne Fulton

2. **Introductions:** Chairman David Dobbs welcomed new Committee Members, Council Member Dawn Oliphant, Eileen Koceja, visiting citizen Sylvia Tarin, and Town Manager John Kross
3. **Public Comment:** None.
4. **Items for Discussion:**
 - A. *Consideration and possible approval of the June 21, 2011 meeting minutes*

Motion: to Approve: Barbara Young

Second: Mike Shirley

Vote: Unanimous

B. Update on Trunk or Treat 2011 event planning

Adam Robinson, Recreation Superintendant, provided an update on planning efforts for the Trunk or Treat event. The event is scheduled for Monday, October 31, at Desert Mountain Park from 6 p.m. to 9 p.m. Mr. Robinson stated candy for the event is the largest cost driver and announced Recreation Services is holding a Candy Drive to receive donated candy from citizens in an effort to reduce expenses. The Candy Drive begins August 15th, with drop off sites at the Development Services Building and Library Recreation Annex Building. Mr. Robinson announced that Mercy Gilbert Hospital and Petco have returned as major sponsors for the event. Donations/Sponsorships goal has been set at \$9,000, to date; the Town has received commitment for approximately \$3,500. Staff will make a decision by mid September on the production of this event based on the amount of revenue raised and partnerships secured to produce a viable event.

Jason Weber asked if sponsors are recognized and how. Adam Robinson responded that sponsors are recognized, depending on their donation/sponsorship. He explained a variety of ways a sponsor could be recognized based on their contribution. He indicated the sponsorship brochure included the various types of sponsorships available, and the specific recognition that comes with the donation/sponsorship.

Dawn Oliphant asked staff to consider modifications to the candy drive flier that would include contact information, event dates, and vendor applications. After discussion amongst the members on the suggestion, the decision was to develop specialized packets that PRAC members could use to solicit donations and encourage vendors to participate in the event.

Dru Alberti asked why the event was not being held during the weekend as in the previous year instead of on Monday, the 31, Halloween night. Mr. Robinson, pointed to the budget reduction and the need to reduce the event elements in order reduce expenses. He indicated the larger the event, the greater the expenses, and a weekend event would likely attract larger participation to the event, a concern due to the limited resources available to host the event. Mr. Robinson, mentioned the marketing efforts for the event would focus on Queen Creek residents, and marketing outside the Queen Creek borders would be reduced.

C. Department Updates

a. 2011/2012 FY Budget

John Kross, Town Manager, provided an update on the 2011/2012 FY budget, and the impacts to the organization, and citizens of Queen Creek. A 2011-2012 FY budget overview fact sheet, and organization chart was handed out for review. Mr. Kross communicated the elimination of the Parks and Recreation Department as an official department within the organization, and announced the new direction to providing recreational services for the community. Mr. Kross indicated the goal is to become a facility based operation with no subsidy to the recreation service operations. He stated the role of Parks and Recreation Advisory Committee is to assist staff with the transition by developing, revising, and charting new policy amendments that would allow for the acceleration of partnerships to provide recreational services.

Member Dru Alberti asked for the rationale behind the non-funding of Town hosted special events while funding for event with outside groups were approved. Town Manager John Kross responded that it has been in the long-term goals of Council to work with non-profit groups to produce community events.

Council Member Dawn Oliphant commented that Council is working with volunteers, and seeking more non-profit involvement. Also that Council is always open to suggestions and comments from citizens.

Member Barbara Young asked where the gap difference between the anticipated 5.7 million short-fall, and the determined 4.7 million dollar gap come from. John Kross responded that the decrease in the budget short-fall was due to staff positions that were vacated during the year. Barbara Young also asked how the State's budget will affect the Town's funding. John Kross responded that the Census report allowed for a greater amount of funding from state-shared revenues.

David Dobbs commented that it is the responsibility of the committee to support staff through the transition. He commented staff has worked very hard in the past to get information to the committee on items requested by members and the members of the committee will need to be ready to pitch in, and help where needed.

Dru Alberti questioned if there was a way to track revenues that come in due to events in Town like such as the events at Horseshow Park and Equestrian Centre. John Kross stated, Doreen Cott, Economic Development Director is currently working on that task.

b. Recreation Program Updates

Debbie Gomez, Parks Special Project Coordinator, reviewed programs that are still covered in the 2011/2012 FY budget. Those programs include Youth Soccer, Youth and Teen Center Program, Senior Program, Adult Softball and Volleyball Programs, Special Interest Classes, and two Special Events (raised revenues are required).

c. 2012 Roots N Boots event

Adam Robinson, Recreation Superintendent, provided the committee with an update on the 2012 Roots n' Boots event, and the decision made by Town Council to partner with Friends of Horseshoe Park (FOHP) to produce the event with the support of Town staff. He informed members, the Town will provide FOHP \$20,000 to assist with the operational costs associated with producing the event, and approximately \$9,000 in overtime staff hours, and in-kind services; if the event is profitable the Town could be repaid the funds provided to FHOP to produce the event.

D. Schedule Future Meeting

Debbie Gomez proposed that the next meeting be scheduled for October 11, 2011 and requested that the already scheduled November 8th meeting remain on the meeting calendar until the need is determined. All members in attendance agreed.

5. **Announcements:**

- A. Re-appointment of the following committee members – Dru Alberti, Daniel Babcock, Jason Weber, and Mike Shirley will go before council on August 17 for Mayor and Council approval. John Lewis has opted not to reapply. Currently there is one vacancy on the committee.
- B. Staff moving – customer service desk has moved to Library Recreation Annex. Remaining staff will be moving into the Development Services Building over the next couple of weeks. Debbie Gomez will be updating committee on any phone extension changes as they take place.

6. **Adjournment:**

- A. **Motion:** Dru Alberti
- B. **Second:** Daniel Babcock
- C. **Vote:** Unanimous

Meeting adjourned at 7:58 p.m.

PREPARED BY: Debbie Gomez, August 9, 2011

PASSED ON APPROVED ON: October 11, 2011



David Dobbs, PRAC Committee Chair