Tempe

Minutes
Parks, Recreation and Golf Advisory Board
October 17, 2012

Minutes of the Parks, Recreation and Golf Advisory Board meeting held on October 17, 2012 6:00 p.m., Library Board Room, 3500 S. Rural Rd.

Members Present:
Chuy Carreon – Chairman
Scott Hamilton – Vice Chair
Carolyn Hutchens
Don Watkins
Ron Cosner

Members Absent:
Kerri Rosson-Bates
Karen Barno
Fred Wood
Sharon Doyle

City Staff Present:
Travis Dray, Community Service Deputy Director – Recreation
Jodie Garth, Assistant Recreation Coordinator – Recreation
Shawn Wagner – Recreation Supervisor
Lyn Cahill-Ramirez – Recreation Coordinator

1. Call to Order at 6:03 p.m.

2. Consideration of Meeting Minutes
   a. Meeting minutes from September 19, 2012 were accepted as written.

3. Public Appearances
   This Board welcomes public comment. According to the Arizona Open Meeting Law, the Board may only discuss matters listed on its meeting agenda. Matters brought-up by the public under public appearances that are not listed on the meeting agenda cannot be discussed by the Board. A three (3)-minute time limit per person will be in effect.

4. Kiwanis Recreation Center/Tennis Update – Lyn Cahill-Ramirez

- The previously approved revenue enhancements were instituted effective January 2, 2012. They are currently meeting the intended Center's goal of assuring quality services, facilities and programs to the citizens of Tempe.
- WIG (Wildly Important Goal)-Create an 8% increase in overall admissions by end of calendar year 2012.
- K-Club: A loyalty club program offering discounts and incentive. It has been well received and is growing its overall customer participation base by 6%-8%. Four hundred-fifty (450) people are currently participating in the program.
- Overall attendance at the Kiwanis Recreation Center in FY2011-2012 compared to FY 2010-2011 has lowered. Revenue from admissions has slightly increased.

5. Recreation Division Registration/Budget Update – Shawn Wagner

- As a division we have exceeded our revenue goals by 6% in FY 2012
- Over the past few years we've had tougher financial times, happy to report that we've reduced our expenditures while not only maintaining our revenue but in some areas, increasing it.
- O & M expenses reduced by 20% over the past 4 years. Increased revenue by 20% over the past 4 years. This is due to the efforts of many people who have looked at our services and evaluated their effectiveness.
- Funding sources for Recreation. How do we account for our revenues?
    - Registrations – 38%
    - Rental – 33%
    - Admissions – 12%
    - Spring Training – 13%
    - Concessions – 4%
- Program registrations- Registration numbers have fluctuated only slightly. Revenues from registrations have increased from the previous fiscal year.
- Park and Facility Rental Bookings-There has been a decline in the number of bookings but due to the steps to medicate that trend we're actually been increasing in revenue over the past three (3) years.
- Adult program fees are set for cost recovery only. It is not structured for monetary gain.

6. ACAC – Mike Armfield

- About 12 years ago the city of Tempe developed a partnership with the Tempe Elementary District #3 to offer an upgraded an expanded athletic and competitive program for young students/athletes. Two long-term concerns that were addressed at the time were lack of organized opportunities for sixth grade students and the limited number of players that were able to participate in school sponsored programs.
- ACAC is open to any and all Tempe elementary students. Athletic ability is not a participation factor.
- ACAC has paid coaches for boys' flag football and basketball, girls' volleyball, basketball and softball programs.

7. Golf Pro Update and Ken McDonald Re-Routing– RJ Hawley, Millenium Golf

- Working with Bench Craft Company to get new scorecards. Last year the city spent $5,800, the new scorecards will cost the city nothing. Local businesses can advertise on the scorecard. Each advertisement is published for 2 years.
- New ball washes, yardage books, benches and tee signs will be arriving soon. Total cost to the city for these things is zero. All should arrive and be installed by the end of October, if not sooner. Bench Craft will maintain them as well as install them.
- Tempe branding will appear on the tee-signs, benches and yardage books.
- Cameras at Ken McDonald are being worked on. Four currently work but three are not operational yet.
- The pace of play at Ken McDonald should be right at 4 hours.
- Ken McDonald restaurant has been redecorated and cleaned up.
- New carts at the golf courses have arrived. All have been branded with Golf Tempe.

8. Chair/Board Member Comments – Adjournment

- The next board meeting is regularly scheduled to meet the evening before Thanksgiving. The committee members decided to move the meeting up one week and will meet on Wednesday, November 14, 2012

The next meeting is scheduled for November 14, 2012

Prepared by: Jodie Garth, Assistant Recreation Coordinator, 480-350-5276
Reviewed by: Travis Dray, Community Services Deputy Director, 480-350-5182