



## Minutes Parks, Recreation, Golf and Double Butte Cemetery Advisory Board March 15, 2023

Minutes of the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board meeting held on March 15, 2023, 6:00 p.m., Hybrid Meeting- Tempe Public Library, 2<sup>nd</sup> Floor Board Room, 3500 South Rural Road, Tempe, AZ. And virtual through Cisco WebEx Events

**Members Present:**

Susan Carlson – Chair  
Elizabeth Hatch  
Thomas Klabunde  
Shereen Lerner  
Dillon Moore  
Matthew Zimberg

**Members Absent:**

Sharon Doyle  
Gerardo Lopez  
Amanda Stewart  
Lisa Zyriek – Vice Chair

**City Staff Present:**

Alex Jovanovic, Staff Liaison- Deputy Community Services Director- Parks  
Julie Hietter, Community Services Administration Manager

**Guests Present:**

Tom Bugbee, CourseCo

Upon the establishment of a quorum, meeting was called to order at 6:28 p.m. by Susan Carlson.

**Agenda Item 1 – Public Appearances**

None

**Agenda Item 2 – Approval of Meeting Minutes**

**February 15, 2023**

Motion by Tom Klabunde to approve the meeting minutes of February 15, 2023 as submitted; second by Shereen Lerner. Motion passed on a 6-0 vote.

Ayes: Chair Susan Carlson and Board members, Elizabeth Hatch, Thomas Klabunde, Shereen Lerner, Matthew Zimberg and Dillon Moore.

Absent: Board members, Sharon Doyle, Gerardo Lopez, Amanda Stewart and Lisa Zyriek.

**Agenda Item 3 – Golf Public Private Partnership Updates**

- **Grass Clippings at Rolling Hills**

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Alex Jovanovic provided an update of the Grass Clippings at Rolling Hills contract. The Lease and Development Agreement were approved by City Council on March 2, 2023. Currently staff and Grass Clippings are working on transition items for a July 1, 2023 operational effective date.

One of the transition items is the status of 2023 Loyalty Cards. The Loyalty Cards will not be accepted at Rolling Hills beginning July 1 due to a new and different rate structure under Grass Clippings. Loyalty cards will continue to be accepted at Ken McDonald through December 31, 2023. Loyalty card holders may request a refund of their card fee through April 23, 2023.

Board members asked questions regarding the April 23<sup>rd</sup> refund date and whether the date could be extended to May 31 or June 30 in order to give customers more time to hear about and request a refund. Alex stated that April 23 would be the communicated date, and that in practice there could be some flexibility in granting exceptions beyond April 23<sup>rd</sup>.

- **CourseCo at Ken McDonald**

Susan Carlson introduced Tom Bugbee, Chief Operating Officer of CourseCo. Tom Bugbee provided a brief overview of CourseCo covering the following topics:

- History - CourseCo was established in 1989 and has a focus on the Western United States
- Portfolio - 42 golf courses in 7 states with headquarters in California. 34 of the golf courses are owned by some form of public agency
- Core values - Financial Performance, Community Programming, Environmental Stewardship, and Stakeholder Communication

Tom provided information regarding CourseCo's approach to Ken McDonald:

- Improve what is already working and make it better
- No major changes
- Invest in the clubhouse
- Take the time to operate and understand before making changes
- Dedicated capital improvement fund that is separate from the clubhouse investment

Tom provided information regarding CourseCo's proposed approach to rates:

- No change in rates for the first year
- Loyalty cards will be honored through December 31
- Residents and Associations - maximum \$2 per year increase. Any increase higher than \$2 require City approval
- Separate tourist rate intended to be higher than residents in order to maintain affordability for residents

Tom provided information regarding the results of the survey including:

- Desire to keep golf affordable
- Several comments related to a return to the former routing
- Split reaction to implementing technology on the driving range
- Desire for improved clubhouse and food and beverage experience

Tom provided additional information regarding the following:

- Met with the Ken McDonald Women's Association and Men's Association on March 15

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- Trying to schedule a meeting with the Senior Men's Association
  - Will launch a dedicated Ken McDonald website with a presence for the home clubs
  - Will have a local General Manager and Superintendent located on the property.
  - Hoping to receive Board recommendation and then Council approval. CourseCo is looking for a long partnership, not just a contract.

Board members asked questions and made comments regarding the following:

- Confirmation of the approach to resident rates
- PGA instructor and golf instruction
- Contractual timeline for the clubhouse
- Possibility of parking lot improvements
- April Board meeting to receive the Board's recommendation
- Appreciation for the straightforward discussion on approach to rates
- Recognition that CourseCo has the experience and should be allowed the time to make recommendations regarding clubhouse design

Alex stated that the two required public hearings are planned for May 4 and May 18. Council vote is taken on the second public hearing.

#### **Agenda Item 4 – Public Art Panel- Kiwanis Park**

Susan Carlson provided information regarding an upcoming playground project at the north end of Kiwanis Park that will include a public art feature. A Public Art Panel is being convened to select the artist and a member of the PRGDBC Board is requested to sit on the panel. The panel will meet three times during the selection process.

Elizabeth Hatch volunteered to sit on the panel. Susan stated that Lisa Zyriek had also volunteered. Motion by Shereen Lerner to forward both Elizabeth and Lisa as volunteers for the Public Art Panel; second by Susan Carlson. Motion passed on a 6-0 vote.

Ayes: Chair Susan Carlson and Board members, Elizabeth Hatch, Thomas Klabunde, Shereen Lerner, Matthew Zimberg and Dillon Moore.

Absent: Board members, Sharon Doyle, Gerardo Lopez, Amanda Stewart and Vice Chair Lisa Zyriek.

#### **Agenda Item 5 – Park Signage**

Alex Jovanovic presented to the board a PowerPoint presentation on Park Signage. Presentation included the following:

- Renaming of 4 parks effective July 1, 2023
- Existing names on the monument signs will initially be stenciled over and left unnamed
- An update will be provided at the April PRGDBC meeting with more information regarding the monument signs

Board members asked questions and made comments regarding the following:

- Currently Tempe Beach Park has metal signs with educational information
- Request for the April presentation to include a summary of the condition assessment that was conducted of the park monument signs
- Stickers being used on some signs are not working well

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### **Agenda Item 6 – Park Ranger Program**

Alex Jovanovic presented to the board a PowerPoint presentation on the Park Ranger Program. Presentation included the following:

- Tempe Community Survey has shown a downward trend in the Feeling of Safety in Parks question since 2016, with the exception of a slight uptick in 2020 likely due to greater activity in parks during COVID
- Desire to reinstitute a park ranger program similar to one that was in place until 2008/09
- Park rangers will be uniformed, civilian, unarmed, full-time City employees
- Program to be managed within Community Services/Parks and Recreation
- Operations intended to provide 7-days a week, 20 hours per day coverage
- Rangers will be able to enforce code of conduct and park rules
- Phased approach over multiple years to reach full staffing

Board members asked questions and made comments regarding the following:

- Utilizing the new approach with existing contract employees
- Consistency of park ranger personnel working within parks to build familiarity with the neighborhood
- Interaction with Neighborhood Watch committees
- Number of employees planned for Phase 1 and cost

### **Agenda Item 7 – General Plan 2050 Update**

Shereen Lerner provided an update to the board on the General Plan 2050. Update included the following:

- General Plan update is done every 10 years
- Technical Advisory Group (TAG) has been meeting twice per month since September reviewing and providing feedback on each chapter of the General Plan 2040.
- TAG members and staff bring up issues that may not have been relevant or considered when GP2040 was created
- Open Space, Recreation and Cultural Amenities chapter – March 7 and March 21
- Draft document will be presented to City Council on April 27, 2023
- Encourage all Board members to review the draft document when it is released

Susan Carlson mentioned that the draft document could be a future agenda item.

### **Agenda Item 8 – 2023 Board Goals and Priorities**

This item is deferred to the April meeting. Susan Carlson encouraged all Board members to review the staff strategies document.

### **Agenda Item 9 – Future Agenda Items**

- 2023 Board Goals and Priorities - April
- Equity Study Update- April
- Golf P3 – possible Board action regarding CourseCo contract – April
- Open space General Plan 2050

### **Agenda Item 10 – Public Meeting Attendance, Notices & Announcements**

- Community Events (list was included in board packet)

- Elizabeth Hatch – attended Aloha Festival and has gone to all Parks that currently have fence art
- Shereen Lerner – attended Aloha Festival, Clark Park opening, and Scudder Park
- Alex Jovanovic announced that Erin Kirkpatrick, Parks Manager, will be transferring to a Recreation Manager position effective March 20. Ruben Wilkinson will be interim Parks Manager, then rotating to Alex Cortese, while the position is in recruitment

**Meeting adjourned at 8:00 p.m.**

Prepared by: Julie Hietter, Community Services Admin Manager, (480) 350-8412

Reviewed by: Alex Jovanovic, Deputy Community Services Director- Parks, (480) 350-5811