

RECEIVED
CITY CLERK'S OFFICE

CITY OF PEORIA, ARIZONA
PARKS & RECREATION BOARD
Sunrise Mountain Library
Community Room
21109 North 98th Avenue
Peoria, AZ 85383
November 21, 2019

2019 JAN 27 PM 3:54

A **Regular Meeting** of the Parks and Recreation Board of the City of Peoria, Arizona was convened at 21109 North 98th Avenue in open and public session at Sunrise Mountain Library at 6:30 p.m.

Members Present: Vice Chairman Anthony VanGoethem, Board Member Jerry Johnson, Board Member Judith McHale, Board Member Sharlene VanLuven and Board Member Richard Ward

Members Absent: Chairman Brent Taylor

Municipal Officials Present: John R. Sefton Jr., Parks, Recreation and Community Facilities Director; Chris Calcaterra, Deputy Parks, Recreation and Community Facilities Director; Ted Mariscal, Assistant City Attorney; and Cathy Foland, Executive Assistant

Audience: Katrina Romijn and Charles Bruen, Library Board Members (upcoming Parks, Recreation and Community Facilities Board Members)

Note: The order in which the items appear in the minutes is not necessarily the order in which they were discussed at the meeting.

CONSENT AGENDA: A motion was made by Board Member VanLuven to approve the Consent Agenda item, the minutes of the September 19, 2019 meeting. Board Member Johnson seconded and, upon vote, the motion carried unanimously, 5 to 0.

2. **Review of the Parks, Recreation and Community Facilities Department's Draft Recreation Programming Plan**

Mr. Sefton explained the purpose of the plan is to identify recreation programs and describe the purpose of the programs, as well as outline annual goals and objectives.

In response to a question from Board Member Johnson, Mr. Sefton stated that the plan is reviewed on an annual basis and updated as necessary.

Mr. Calcaterra mentioned that one significant recent update is that the chapter in the City Code that covers Parks, Recreation and Community Facilities changed from Chapter 21 to Chapter 7.

Mr. Sefton said this plan will be brought back as an action item at the next meeting, and asked Board members to let staff know if they have questions or suggestions.

No action taken

3. **Review of the Parks, Recreation and Community Facilities Department's Draft Community Relations and Marketing Plan**

Mr. Sefton explained this plan guides the marketing and communication of the department's programs to the public, educates the community on the benefits of services provided and ensures staff and partners project a positive image.

Discussion followed regarding the expansion of the trail system.

Mr. Calcaterra stated Parks staff has recently expanded the wayfinding program on trails, posting mile markers and emergency contacts. This is a multiyear program.

Mr. Sefton mentioned one of the most visible marketing tools is the *Get Active* brochure, which has been rebranded as *Explore Peoria*. The new publication will include a wider variety of information.

The Community Relations and Marketing Plan will also be brought back next month as an action item.

No action taken

4. **Naming of Neighborhood Park at The Meadows**

Mr. Sefton referred to the handout that listed the suggested names received from the website. The Board can recommend up to five names to the City Council. He asked Board members to select their top five and have them ready to discuss again at the December meeting.

Mr. Sefton stated his goal is to schedule this item for City Council action in late January or February.

No action taken

5. **Update on Parks, Recreation and Community Facilities Board**

Mr. Sefton stated Council has officially created the Parks, Recreation and Community Facilities Board. December 19 will be the final Parks and Recreation Board meeting, and January will be the first official Parks, Recreation and Community Facilities Board meeting, with the expanded scope and responsibilities. For the next six months, it will

be a nine-member Board. With the expiration of the terms of two Board members, the Board will be back to seven members in July.

Mr. Sefton stated staff will email the members to determine the best dates to meet. The Parks and Recreation Board was meeting the third Thursday of the month, but the new Board is not tied to that schedule.

No action taken

UPDATES FROM STAFF: Mr. Sefton presented current photos of the Paloma Park construction site. He gave an update of other active projects, including the Main Library refresh, Country Meadows Park, Sonoran Mountain Park and trails development. He also announced the departure of Jake Eason, Neighborhood and Community Parks Manager who resigned for a position in Texas.

Mr. Sefton updated the Board on recent correspondence regarding a request for additional lighting at the Alta Vista Off-Leash Dog Park. A lighting expansion project is not under consideration for the Alta Vista location, as the future Paloma Community Park will feature the enhanced amenities.

REPORT FROM BOARD MEMBERS: Vice Chair VanGoethem and Board Member Ward stated they enjoyed the Veterans Day event at Rio Vista on November 11, and it was very well attended.

ADJOURNMENT

There being no further business to come before the Board, the meeting was adjourned at 7:30 p.m.



Anthony VanGoethem, Vice Chairman



Cathy Foland, Executive Assistant