

**CITY OF PHOENIX
PARKS AND RECREATION BOARD
SUMMARY MINUTES
March 28, 2024**

Virtual meeting hosted on WebEx.

<p><u>Board Members Present</u> Kelly Dalton Sarah Porter Emma Viera Ed Zuercher</p> <p><u>Board Members Absent</u> Dorina Bustamante Tony Moya Aubrey Barnwell</p>	<p><u>Staff Present</u> Cynthia Aguilar Tracee Hall Martin Whitfield Paul Li John Chan</p>	<p><u>Community Members</u> Julia Taggart Jes Dobbs Jerry Van Gasse</p>
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1. CALL TO ORDER

Chairperson Dalton called the meeting to order at 5:05 p.m. with Board Members Porter, Viera, and Zuercher in attendance.

2. INFORMATION ITEMS

No formal presentation on these items. Information only.

3. CONSENT ITEMS

No formal presentation on these items. Consent and request for approval only.

3a. Parks and Recreation Board Summary Minutes- February 22, 2024

3b. Park Activation Neighborhood Grant Funding Report

3c. HBCU All-Star Game Grant Park Friday Funday and Basketball Court Project

3d. Request to Vend at Paradise Valley Park

Board Member Zuercher made a motion to approve consent items 3a through 3d. Board Member Viera seconded the motion which passed unanimously, 4-0.

4. INFORMATION AND DISCUSSION

4a. Parks and Recreation Aquatics Programs

Assistant Director Hall introduced the Aquatics Programs with an overview of staffing of the 29 pool facilities before turning the presentation over to Deputy Director Coughlin.

Deputy Director Coughlin commended the Aquatics staff and acknowledged their combined 112 years of experience along with their efforts in bringing the program national recognition. Mr. Coughlin introduced Aquatics Supervisor Kirk who continued the presentation.

Aquatics Supervisor Kirk began sharing needed staffing levels to operate all pools as well as fewer pools. She stated that the goal of the Aquatics Program was to open 23 pools in 2024 based on Eastlake Park Pool's ongoing renovation and the conversion of five pools to splash pads using GO Bond funds. Ms. Kirk also shared the dates the pools will be open for the 2024 Swim Season.

Ms. Kirk continued the presentation with an update on increased wages and incentive pay for 2024 and highlighted recruitment efforts. She provided examples of events attended, newsletters, and social media utilized in recruiting. Additionally, programs such as Junior Lifeguards, Lifeguard Academy, and the Accelerated Assistant Manager program were given as examples of added recruitment and retention efforts. She also shared the success and continuation of the Shallow Water Lifeguard position as way to promoting to a Lifeguard.

The 18 pools open during the 2024 season were listed by Ms. Kirk including the 16 pools open all summer and two pools open for one month. She stated that six swim teams will be reinstated and AquaFit swimming lessons will continue this year. Ms. Kirk was thankful to the Brewers and SRP for donations made that allowed 15 pools to participate in the Kool Kids program and offer free open swim to persons 17 years old and younger. She concluded the presentation by sharing registration dates for offered programs.

Chairperson Dalton extended her appreciation of the many years of experience the aquatics team has and her belief that it is an important part of why families have something safe to do to stay cooler during the summer months. Ms. Dalton inquired about the amount of the donations to the Kool Kids program in comparison to previous years.

Aquatics Supervisor Kirk responded that the Brewers and SRP have been sponsors of the Kool Kids program for many years.

Chairperson Dalton asked members of the Board for any questions.

Board Member Zuercher inquired why 15 pools were selected and if it was based on a lack of funding that all pools do not participate.

Ms. Kirk stated that the selection of pools was based on attendance volume. She continued that the three pools, Paradise Valley, Pecos, and Cortez, have considerably higher attendance numbers and would deplete the funding quickly.

Mr. Zuercher further inquired if there was any way to measure the number of people that do not go to pools because of affordability.

Ms. Kirk explained there is not currently a way to measure the number of people in that way. She provided the fee for swimming is \$1.00 per day or a season pass for \$25.00 for children because of their effort to make swimming affordable for the public.

Board Member Zuercher further inquired about the attendance numbers at the pools and if it is on trend with previous years.

Ms. Kirk provided last year approximately 248,000 people attended the pools. She explained in 2021 attendance to pools was by reservation only and in 2022 attendance was approximately 214,000.

Director Aguilar stated attendance before COVID was approximately 429,000 per year and attendance is trending the same based on the number of pools open.

Board Member Viera thanked department staff for all that is done for programs in the summer.

Chairperson Dalton requested an update on aquatics in the fall.

5. CALL TO THE PUBLIC

Julia Taggert expressed her concern on the communication provided regarding the upcoming Wallace and Ladmo event on April 6th and renovation updates at Norton Park. She stated she would like more communication.

Jerry Van Gasse expressed concerns related to the 100-year anniversary of South Mountain Park/Preserve and stated he would like to see additional focus and communication regarding upcoming events.

Jess Dobbs shared her thanks for the installation of doors at the North Mountain Visitor Center Bathrooms. Ms. Dobbs also stated she would like funds identified for the South Mountain Centennial to be used for the intended purpose.

6. BOARD CHAIRPERSONS REPORT

Chairperson Dalton shared her attendance at the opening of Harvest Park and commended Parks staff on preparing for the event and accommodating the number of residents that also attended.

7. BOARD COMMENTS/REQUESTS

No comments or requests were provided by the Board.

8. DIRECTOR'S BRIEFING

Director Aguilar introduced Assistant Director Hall to begin the update.

Assistant Director Hall highlighted the 3rd Annual Kids Triathlon held at Pecos Park. The event attracted 100 participants between the ages of 5 and 11 who swam, rode a bike, and ran to complete the course.

Ms. Hall also shared the Grand Opening of the Roadrunner Park Renovation is April 19, 2024, at 10:00 a.m. Vice Mayor Stark and Arizona Game and Fish Department staff will be in attendance.

Assistant Director Whitfield shared Cowtown's 22nd Annual PHX AM was held March 23 and 24 at the Desert West Skate Park. At this event approximately 3000 people attend each day to watch the top amateur skateboarders from around the world compete.

Mr. Whitfield also highlighted the McDowell Mountain Music Festival (M3F) which held its two-day ticketed event at Steele Indian School Park March 1st and 2nd, from 1 p.m. to 11 p.m. The event featured musical performances and showcased local restaurants, food and beverage vendors, artwork, and nonprofit partners. This nonprofit festival has donated \$5.2 million dollar to local charities since 2004.

Director Aguilar shared the celebration of Women's History Month and the theme of women who advocate for equity, diversity, and inclusion. She continued by sharing pictures of some of the women in leadership and support roles in the Parks and Recreation Department.

Ms. Aguilar congratulated and thanked retiring Deputy Sherwood for her 28 years of service to the department and City. Board members, staff, and the public present applauded Ms. Sherwood.

Director Aguilar provided highlights of the opening of Harvest Park, the 187th park in the city. The former undeveloped property was developed as a result of community advocacy and funded through Impact Fees. Over 200 people,

including Mayor Gallego, Councilwoman Hodge Washington, and Chairperson Dalton, attended the opening.

Additionally, Ms. Aguilar shared the progress of ways the Department is celebrating the 100th Anniversary of South Mountain Park including 100 fun facts about South Mountain Park. She also spoke about the upcoming improvements at South Mountain Park including the renovation of the South Mountain Environmental Education Center and the South Mountain Activity Complex. Ms. Aguilar provided a reminder of the community Steering Committee that helped come up with preliminary designs for the South Mountain Activity Complex. Ms. Aguilar concluded the presentation by sharing a video that was posted on social media wishing South Mountain Park a Happy 100th Birthday.

9. ADJOURNMENT:

Chairperson Dalton congratulated Deputy Director on her retirement and adjourned the meeting at 5:44 p.m.