

**CITY OF PHOENIX  
PARKS AND RECREATION BOARD  
SUMMARY MINUTES  
June 27, 2024**

Virtual meeting hosted on Webex.

<b><u>Board Members Present</u></b>	<b><u>Staff Present</u></b>	<b><u>Community Members</u></b>
Tony Moya- Acting Chair Sarah Porter (Virtual) Emma Viera (Virtual) Ed Zuercher Dorina Bustamante Aubrey Barnwell (Virtual)	Jon Chan Cynthia Aguilar Martin Whitfield Christine MacKay Claire Miller	Corina Sims Dan Penton Michael Norton
<b><u>Board Members Absent</u></b> Kelly Dalton		

**1. CALL TO ORDER**

Acting Chairperson Moya called the meeting to order at 5:02 p.m. with Board Members Porter, Viera, Bustamante, Zuercher, and Barnwell in attendance.

**2. CONSENT ITEMS**

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

**2a. Parks and Recreation Board Summary Minutes - May 28, 2024**

**2b. Ho-E Park Mural**

**2c. Request to Vend (Heritage Square)**

Board Member Bustamante made a motion to approve consent items 2a. and 2c. Board Member Zuercher, seconded the motion which passed unanimously, 6-0.

Board Member Bustamante made a motion to approve consent items 2b. Board Member Zuercher seconded the motion which passed unanimously, 5-0. Board Member Porter abstained from voting due to a conflict of interest.

**3. INFORMATION AND DISCUSSION ITEM(S):**

**3a. Camp Colley Update**

Director Cynthia Aguilar introduced Claire Miller, Park Supervisor, who presented an overview of Camp Colley.

During the presentation, Ms. Miller displayed a map illustrating the camp's layout and highlighted the mission of Camp Colley—to provide underserved youth with access to an outdoor overnight camping experience. Established in 2001, the camp faced significant challenges due to the COVID-19 pandemic and a subsequent forest fire, which ultimately led to its closure.

To ensure the camp's reopening, the Department issued a Request for Proposals (RFP) to find a new operator. The H.E.A.R.T. Center was selected and is now responsible for managing the camp.

The H.E.A.R.T. Center offers an affordable camp experience, charging campers \$100 for a multi-day overnight stay, compared to similar camps that can cost over \$1,000. Additionally, The H.E.A.R.T. Center is committed to offering participants from diverse backgrounds a high-quality and intimate learning experience at Camp Colley. The camp focuses on helping attendees understand and appreciate the natural habitat, fostering personal growth, and developing long-term social skills in a supportive environment.

The H.E.A.R.T. Center also manages all aspects of camp administration, programming, and transportation, ensuring that operations align with the American Camp Association (ACA) standards for health, safety, and risk management, thereby prioritizing the well-being of both campers and staff.

Board Member Zuercher inquired about the H.E.A.R.T. Center's efforts to reduce the cost of the camp.

Chelsea Harden, who is the Founder and the Executive Director to the H.E.A.R.T. Center responded by highlighting their scholarship program, which is supported by external funding sources helps with cost of camps. They are also exploring other avenues for funding.

Board Member Bustamante thanked the H.E.A.R.T. Center for their dedication to Camp Colley. She requested to review the schedule and asked about the camp's duration.

Ms. Harden explained the schedule was based on the campers' school calendars to identify when students are on breaks.

Board Member Bustamante inquired if the camp is open throughout the remainder of the year.

Ms. Harden explained it will be open for other activities.

Board Member Bustamante asked about the cost of attending the camp during the off season.

Ms. Harden responded that the cost would vary depending on the financial needs of the participants.

Chairperson Moya inquired about what kind of marketing strategies are used to promote Camp Colley.

Ms. Miller explained that they use flyers, social media, and direct promotion to parks and recreation program participants. She also mentioned that they are open to new ideas for marketing.

Ms. Harden explained that the H.E.A.R.T. Center also promotes the camp through its social media channels.

Board Member Porter expressed her gratitude for the H.E.A.R.T. Center due to the prior challenges Camp Colley has faced over the years.

### **3b. Proposed Trailhead at South Mountain Park**

Christine Mackay, Director of the Community and Economic Development Department presented about the proposed design and development of a new trailhead and parking lot at South Mountain Park, near Estrella Parkway and 51st Avenue. The City of Phoenix is collaborating with Lines Family Entities, the developer of a 290-acre mixed-use project in the area, which includes commercial, residential, and recreational components.

Parks and Recreation Director Cynthia Aguilar presented by highlighting the benefits the project will bring to the department. She mentioned that as part of the development, the developer will fund the design and construction of the trailhead and parking lot, as well as provide maintenance funding for 10 years. The project is expected to generate significant economic benefits, including the creation of thousands of jobs and substantial tax revenue. Additionally, the developer will donate funds to support park development and maintenance in Laveen Village.

Dan Penton provided virtual comments, emphasizing the benefits of establishing a trailhead in the area. He noted that it would create a "sense of place" for the community and provide opportunities for students. He also mentioned that the trailhead would lay the groundwork for future development.

Board Member Barnwell shared his excitement about the development in Laveen.

Board Member Zuercher thanked Director Christine Mackay for her work on the project.

Board Member Bustamante expressed her thanks and asked the distance between the trailhead and the main community center.

Director Aguilar stated it was approximately than two miles away from the trailhead.

Chairperson Moya stated he was also excited for this project.

#### **4. CALL TO THE PUBLIC**

Michael Norton commented virtually to discuss development in the South Mountain Area. He mentioned issues with development and funding of other projects in the past. He would like the City of Phoenix to consider how other projects are being developed in other communities.

Corina Sims commented in person as a member of USA Dodge Ball. She requested resources for the summer due to the heat and the need for the dodge ball team to gain access to a facility. Ms. Sims shared the organization is looking for a low-cost facility to hold their competitions.

#### **5. BOARD CHAIRPERSON'S REPORT**

Chairperson Moya shared a special check presentation from the Kierland Community Alliance (KCA). Mr. Moya provided a brief background of KCA, an organization near Thunderbird Road to Paradise Lane and 64<sup>th</sup> Street to Scottsdale Road comprised of local Kierland residents who volunteer to preserve the character of the Kierland neighborhood. Mr. Moya expressed gratefulness for the \$74,000 donation the KCA made for future improvements at Sandpiper Park located at 65th Street and Hearn, just north of Cactus Road.

KCA Chairperson Amy Satterfield presented the check, thanked the Parks Board for their efforts, and shared her excitement about collaborating with the Parks Department to determine how the funds will be used, noting the community's recent growth with several new developments.

#### **6. BOARD COMMENTS/REQUESTS**

Board Member Bustamante asked about facility use for dodge ball.

Director Aguilar responded that additional discussion is needed to evaluate the request.

#### **8. DIRECTOR'S BRIEFING**

Assistant Director Martin Whitfield provided updates on recent events, including the ribbon-cutting ceremony at Encanto Park Playground, featuring ADA-accessible equipment. He also highlighted the Ice Cream Social hosted by Phoenix City Councilman Carlos Glaindo-Elvira at Desert West Community Center on June 13, 2024 and the After Dark in the Park event at Deer Valley Park on June 22, 2024 offering free, family-friendly activities.

Director Cynthia Aguilar previewed two upcoming Independence Day celebrations, Light Up the Sky on July 3, 2024 at American Family Fields and the Fabulous Phoenix Fourth on July 4, 2024, at Steele Indian School Park which are both free events with fireworks.

**9. ADJOURNMENT:**

Chairperson Moya adjourned the meeting at 6:06 p.m.