

**CITY OF SURPRISE
PARKS AND RECREATION ADVISORY COMMISSION**

Meeting Minutes

Monday, January 22, 2024 @ 6:00 PM

Parks and Recreation – Conference Room
15960 N Bullard Ave, SURPRISE, ARIZONA 85374

CALL TO ORDER

A. Roll Call

Members: Chair Brent Bailey, Vice Chair Patricia Blaisdell, Wayne Turner, Ron Jensen, Matthew Ives

City Staff: Director Holly Osborn, Assistant Director Paul Frie, Assistant Director Shannon Gaul, Parks Maintenance Manager Ian Campbell, Recreation Supervisor James Schultz, Senior Assistant City Attorney Hobie Wingard

B. Pledge of Allegiance

C. Current Events

The Commission gave kudos to staff for the Veterans Day Parade and Surprise Party for the amount of donations, drone shows and the light display. The Commission also gave kudos to the parks staff for taking such great care of The Fields at Countryside and the Sports department for providing materials electronically and making it easier for parents and coaches to access documents they need.

D. Staff Reports

Assistant Director Paul Frie provided a recap on the Veteran's Day Parade stating that we had 100 entries and will be looking for a new route for next year. Paul also provided a recap on Surprise Party sharing that we were approached by a vendor that utilizes cell phone pings and geofencing to track attendance as well as routes they took to get there and where they went after they left the event. According to their tracking the attendance for each night was 13,000 people on Friday and 15,000 on Saturday. Director Holly Osborn added that we had close to 15,000 visitors throughout the month for Sparkling Surprise.

Paul provided a list of upcoming events including Sunday in the Park on February 15, Cookies & Crafts with Mrs. Bunny on March 16, Eggstravaganza & Adaptive Egg Hunt on March 30.

Director Holly Osborn stated that tracking attendance will help us with projections which will help with marketing the event, vendor registration, staffing and determining if we need to make any changes to the event schedule to better accommodate the community. Overall it helps us better understand if we are meeting needs of the community for special events.

CALL TO THE PUBLIC / PARKS & RECREATION ADVISORY COMMISSION

None

CONSENT AGENDA (N/A)

- E. Approval of items on the Consent Agenda
No items were identified as consent agenda items.
- F. Parks and Recreation Advisory Commission

REGULAR AGENDA ITEMS – NON-PUBLIC HEARING

Item 1 – CITYWIDE – Consideration and action approving the October 23, 2023 Parks and Recreation Advisory Commission meeting minutes.

Motion to approve the minutes of the October 23, 2023 Parks and Recreation Advisory Commission meeting as amended Ron Jensen – motioned Wayne Turner, 2nd Patricia Blaisdell. 5 yes votes.
Motion carried.

Item 2 – CITYWIDE – Discussion pertaining to dog zones at Surprise dog parks.

Parks Maintenance Manager Ian Campbell gave a presentation on our Surprise dog parks. The presentation included the current issues at the dog parks, survey results, research and city comparisons, municipal code, current signage, new signage and implementation plan.

Item 3 – INTERNAL – Consideration and action pertaining to approval of nominees for the Surprise Recreation Campus Hall of Fame

Assistant Director Paul Frie gave a presentation on the Surprise Recreation Campus Hall of Fame nominees. The presentation included the Hall of Fame policy, eligibility and a list of the nominations.

Commissioner Wayne Turner asked City staff if it was possible to provide spring training season passes to non-player nominees as an extra thank you. City staff will contact Sports and Tourism with the request.

Roll call vote to approve nominees: Chair Brent Bailey - approve, Wayne Tuner - approve, Ron Jensen - approve, Vice-Chair Patricia Blaisdell - approve, Matthew Ives – approve. 5 yes approvals.
Motion carried.

Item 4 – CITYWIDE – Discussion and review of Parks and Recreation Programming Plan.

Assistant Director Paul Frie gave a brief explanation of what the Programming Plan is and how it applies to our reaccreditation process for CAPRA. Paul opened the floor to the commission to answer any questions they had about the plan. Discussion included:

Commissioner Wayne Turner stated he thought it was a great plan. Assistant Director Paul Frie added that the plan moving forward is to provide this document to any new members who join the

commission and will serve as a great tool for new commission members to understand how our department runs.

Chair Brent Bailey specifically loved reading the accomplishments and future plans. Brent asked about how funds are distributed to parks and rec each year. Assistant Director Paul Frie explained that we try to use what we have the year before and include increases in our projections for the next budget. Director Holly Osborn further explained that typically budget projections include 3 - 5% increase, but are also based on packages and what we ask for. With only having a certain allotment, our team prioritizes our asks. Holly explained that it is a balance of what we know council wants, what we know our team can deliver and what we know we need to be successful.

Chair Brent Bailey asked if a need for more staff has been identified. Director Holly Osborn shared that one areas in need of additional staff is park rangers and outdoor recreation programming. Assistant Director Shannon Gaul added that utilizing the new AI technology would help us support the need for staff by being able to track how many people visit our parks, to then know when those peak hours are to then be able to better schedule Park Rangers. Director Holly Osborn added that with that technology and tracking, it would be a valuable tool allowing us to be able to better allocate our resources based on park and facility usage.

Commissioner Matthew Ives asked if the department has a target percentile of revenue generating vs. expenses. Director Holly Osborn explained that each fee depends on the cost recovery model associated with it. She also referred him to the chart in the programming plan for further detail.

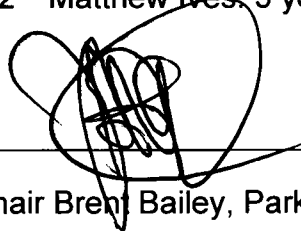
Matthew Ives also asked if there is any talk about offering more competitive sports to generate more fees. Director Holly Osborn explained that our model is geared more toward the recreational experience and that our niche is from a development standpoint encouraging participants to try every sport. She further explained that with limited facility access, we do not have the capacity to take that on.

OTHER BUSINESS

None

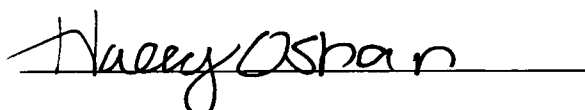
ADJOURNMENT

Motion to adjourn – Chair Brent Bailey. 2nd Matthew Ives. 5 yes votes. Motion carried.



Chair Brent Bailey, Parks and Recreation Advisory Commission

ATTEST:

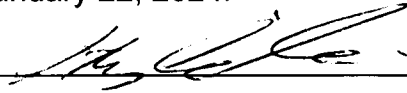


Holly Osborn, Director
Parks & Recreation

CERTIFICATION:

I, Stacy Cieszynski, Management Analyst for the City of Surprise Parks and Recreation Department, Maricopa County, Arizona, do hereby verify that these are the true and

correct minutes of the Parks and Recreation
Advisory Commission meeting held on
January 22, 2024.



Stacy Cieszynski, Management Analyst