

PARKS AND RECREATION BOARD REGULAR MEETING MINUTES April 19, 2023

CALL TO ORDER/ROLL CALL

Madam Chair Dykstra called the meeting to order on Wednesday, April 19th, at 5:00 p.m.

a. Roll Call

Members in Attendance:

Madam Chair Melanie Dykstra
Boardmember Shawn Hsu
Boardmember James Montgomery
Boardmember John David
Boardmember Jegadesan Krishnamurthy
Boardmember Sue McInturf

Members Absent:

Vice-Chair Tim Johnson

Staff Members Present:

John Sefton, Community Services Director
Mickey Ohland, Community Services Planning Manager
Rebecca Kuiper, Recreation Superintendent
Erika Berry, Recreation Superintendent
Chris Smith, Aquatics Superintendent
Kate Smith, Marketing and Communications Coordinator
Tiffanie Hawkins, Marketing and Communications Supervisor
Joshua Adams, Business Systems Support Analyst

INTRODUCTION OF NEW BOARDMEMBER SUE MCINTURF

New **Boardmember Sue McInturf** introduce herself to the other **Boardmembers** and people in attendance. The other **Boardmembers** that were present introduced themselves as well.

SCHEDULED/UNSCHEDULED PUBLIC APPEARANCES

None

APPROVAL OF MINUTES

- a. **Madam Chair Dykstra** requested approval of the minutes for the March 7, 2022 Parks and Recreation Board meeting. **Boardmember James Montgomery** made the motion to approve. **Boardmember John David** seconded the motion. The motion was approved unanimously.

BRIEFING

Community Service Department Marketing and Communications

Tiffanie Hawkins, Marketing and Communications Supervisor, presented information contained in the attached presentation.

Boardmember James Montgomery asked if the digital version was an exact copy of the printed publication. Tiffanie Hawkins confirmed and added that the only difference is the digital copy links directly to the registration website. **Boardmember Montgomery** mentioned that the production lead time can be a bit long and creates a challenge when committing to instructing classes. Tiffanie stated that where the lead time may seem long, it is necessary to ensure that every collaborating member of the Division is able to provide activity information while allowing the Marketing Team to design and copyright as well as go through the necessary review process.

Boardmember Sean Hsu asked how often the digital version can be updated. Tiffanie stated that it depends on the requested revision since any major revision has the potential to break the links in the document.

Madam Chair Dykstra stated that once the document is out there, most people have made their choices about activities they would be interested in participating in. She also stated that having a viewership of 12,000 people would present the opportunity to provide those subscribers with updates and revisions as needed. Tiffanie stated that the information listed on ActiveNet is in real time meaning once activity information has been updated on the registration website, it's immediately posted for customers. She added that the Marketing Team also provides a monthly newsletter for customers who have opted in. **Madam Chair Dykstra** inquired about the City having a contact list that staff could send for

communication purposes. Tiffanie stated that program supervisors will use contact lists to provide updated information to customers.

Boardmember Hsu asked about the online search function. Tiffanie stated that customers can search on the digital publication and directly in ActiveNet.

Boardmember Montgomery asked if the City used any of the neighborhood social media applications like Nextdoor. Tiffanie stated that the City has a Nextdoor account that the Department has a subaccount of. She mentioned that the limited amount of customer interaction and responses doesn't warrant using the service for anything more than promoting special events at this time.

Boardmember Krishnamurthy asked if the City is tracking the social media interactions as it relates to revenue. Tiffanie stated that this is tracked through conversion rates. She mentioned that the use of social media is ranked 3rd when it comes to conversion rates and that the Break Time publication and website are the two major contributors to customer conversion rates.

Madam Chair Dykstra inquired about the Department's total following for the social media accounts. Tiffanie stated that she did not have the exact number. She detailed that the focus for the use of social media is not focused on the number of followers or users. Tiffanie explained that the industry standard is to focus on engagement and conversion rates.

Boardmember Hsu asked where the Break Time web page is in relation to visits. Tiffanie described that it's contingent on the time of year. She provided the example of when the Break Time debuts, and up to the start of each season, the page is the most visited. However, as the season progresses, the number of visits drops, and it becomes one of the lesser-viewed pages. **Madam Chair Dykstra** stated that sometimes it becomes challenging to find activities through the Break Time page. A discussion ensued.

Boardmember Hsu stated that the Break Time doesn't break the activities up by recreational facility. **Boardmember Hsu** provided the example of the Senior Center and not finding the activities offered at the location. Tiffanie stated that the Department made a conscious effort during the publication's redesign in 2018. Tiffanie explained that the shift in strategy was to focus on core service areas.

Boardmember David asked if the City spends on Search Engine Optimization (SEO). Tiffanie stated that the City will spend as needed.

Madam Chair Dykstra asked if the Department's Marketing staff are responsible for responding to all the City's social media pages. Tiffanie stated that they are only responsible for the 27 sites assigned to Community Services. **Madam Chair Dykstra** inquired as to whether the other departments' supervisors respond or manage social media pages. Tiffanie explained that everything is filtered through the Marketing team. She explained that the Marketing team has monthly meetings with each supervisor to discuss topical items and ideas for content.

ACTION AGENDA

Community Services Department Proposed Fee

John Sefton, Community Services Director, provided information regarding the Department's proposed fee changes. This information is included in the attached presentation.

Boardmember Montgomery asked for an example of market demand pricing. Mr. Sefton provided the example of having an oversupply of meeting rooms for rent at \$10/hr however the average market price is \$8/hr. would indicate the need to subsidize a bit more to be market competitive. **Madam Chair Dykstra** inquired about the Department's cost recovery requirements. Mr. Sefton explained that the City currently only considers direct costs which does not include things like utilities. Mr. Sefton continued to review the City's cost recovery philosophy information included in the presentation.

Madam Chair Dykstra asked how the City of Chandler compares to other City's within the state about the pool entry fee. Mr. Sefton explained that each City is within one to two dollars of each other and provided several examples. **Madam Chair Dykstra** stated that where the Town of Gilbert only charges a \$1 entry fee and the **City of Mesa** charges a \$2 entry fee the comparison of amenities offered at each differ greatly with the **City of Mesa** offering a lot more. **Madam Chair Dykstra** also stated that the **City of Mesa's** pool amenities are more comparable to the City of Chandler's than other cities that would be like Gilbert's. **Madam Chair Dykstra** stated that she felt a \$2 entry fee was appropriate. **Boardmember McInturf** asked if that fee had been the same since 2010. Multiple people responded with a "yes".

Madam Chair Dykstra asked what the offset was for the increase of overall costs due to inflation and staff wage increases. Mr. Sefton stated the expected increase in revenue would be approximately \$125,000. Mr. Sefton explained that it's a slight subsidy compared to total cost increases overall aquatic facilities. A conversation ensued with a consensus that there is very little offset of costs even with the proposed fee increase.

Boardmember Montgomery asked if the City of Chandler charged the same for residents and non-residents. Mr. Sefton stated that for pool entry the rates are the same, however, for swim lessons, rentals, and pool passes there is a different rate for residents versus non-residents. Mr. Sefton elaborated that this is mainly due to the priority of getting people in the facility and out of standing in line where temperatures and conditions are less than ideal.

Madam Chair Dykstra inquired about the amount of punch pass sales. Mr. Sefton stated that 15% of passes sold in the calendar year 2022 were non-resident with an overall total of 657 being sold, both resident and non-resident. Staff member Chris Smith added that since pool passes do not expire, those numbers do not truly reflect how popular the passes are.

Madam Chair Dykstra asked why the swim lesson fees had an odd cents amount. She provided the example of \$9.55 for 8 25-minute lessons. She elaborated as to why the City doesn't either round up or down to \$9 or \$10. Mr. Sefton explained that this is mainly due to previous fees charged to the City by the American Red Cross. Mr. Sefton went on to detail the City switching from American Red Cross to Star Guard and with that shift no longer being charged the previous fees. He also added that next year the Department would be proposing to decrease the swim lesson fee to \$9 as suggested by **Madam Chair Dykstra**. **Madam Chair Dykstra** stated that she would even recommend raising it to \$10. Mentioning that the City offers scholarships and other opportunities to provide swim lessons to people at all socio-economic levels.

Madam Chair Dykstra asked about the City's refund policy specifically how it relates to the City's cost to refund transactions. Staff member Erika Berry stated that the City does not have anything in its fee structure that specifically addresses the City's cost to provide customers with refunds. **Madam Chair Dykstra** stated that she would recommend that the City investigate the cost to refund and how the City might be able to recoup those costs.

Madam Chair Dykstra asked how the City compared to other City's in relation to field rental fees. Mr. Sefton stated that the City is right in the middle regarding rental charges for use. **Madam Chair Dykstra** inquired if any fees had changed for the Chandler Youth Sports Association (CYSA) members. Mrs. Berry stated CYSA members would pay the same rate as other organizations not in the association when they are outside of their season activities. **Madam Chair Dykstra** asked if the fees associated with CYSA were reviewed. Mrs. Berry stated that the light fee is a part of the City code which would be another process about changing it. Mr. Sefton stated that the Department is currently looking at the City

code and making several changes to it. **Madam Chair Dykstra** stated that she would like the fees associated with CYSA reviewed.

Boardmember Krishnamurthy made a motion to support the proposed fees as presented. **Boardmember Montgomery** seconded the motion. No one was opposed. The Motion was approved.

Boardmember Krishnamurthy inquired about how the Department is funded. Mr. Sefton explained that the Department's funding comes from the City's General Fund and that all revenue generated from the Department goes into that fund to offset some of the cost, however, the Department is not operating as an enterprise. **Madam Chair Dykstra** asked if the City has explored Sport Tourism. A conversation ensued.

Boardmember Hsu inquired about the recreation facility operational hours and if there were any plans to return to pre-pandemic scheduling. **Madam Chair Dykstra** stated that since that it is not on the current agenda, the board should address it as a part of the agenda of a future meeting. **Boardmember Hsu** was agreeable to the suggestion.

MEMBER COMMENTS/ANNOUNCEMENTS

Boardmember Montgomery stated that he would be giving a presentation on the history of Ping Pong in Chandler on May 2nd at the Chandler Museum at 12 p.m.

Boardmember Krishnamurthy suggested an update on the outlook of Cricket and the demand in Chandler.

Boardmember Montgomery stated he would like to discuss the priorities of the Tumbleweed Recreation Center expansion. Madam Chair Dykstra stated that an update for the Tumbleweed Recreation Center would be on the next meeting agenda.

CALENDAR ITEMS

1. Next Parks and Recreation Board meeting Tuesday, May 2, at 5 p.m.
2. All Day Budget Briefing Friday, April 28, at 8:00 am, Chandler City Council Chambers 88 E. Chicago Street, Chandler, Arizona
3. **Other activities and events**

- Earth Day, April 22, 2023 9 a.m. - 12 p.m. - Chandler Nature Center, 4050 E. Chandler Heights Rd, Chandler, AZ 85249
- Tennis Social: Spring Smash, April 22, 2023 6 p.m. - 9 p.m. - Chandler Tennis Center, 2250 S. McQueen Rd, Chandler, AZ 85286
- Dive In Movie: Luca, May 6, 2023 6 p.m. - 9 p.m. - Hamilton Aquatic Center, 3838 S. Arizona Ave, Chandler, AZ 85248

ADJOURNMENT

With no further items, **Madam Chair Dykstra** requested a motion to adjourn the meeting at 6:35 p.m. **Madam Chair Dykstra** made the motion to adjourn the meeting. **Boardmember McInturf** seconded the motion. The motion was approved unanimously.

Melanie Dykstra, Madam Chair

Mickey Ohland, Community
Services Planning Manager