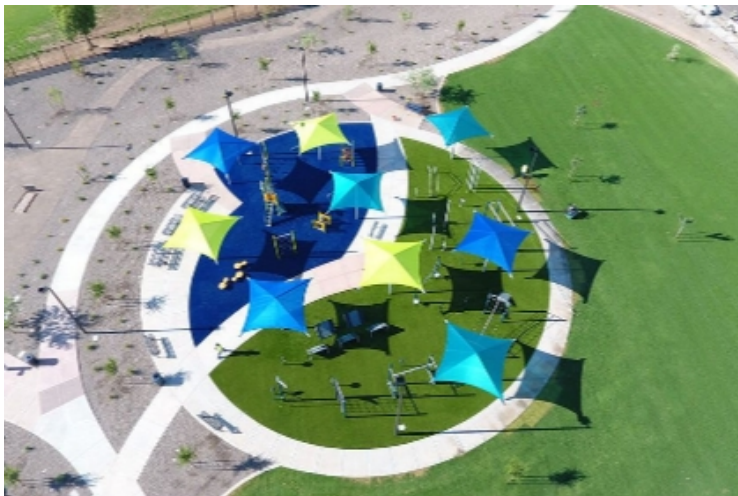


REVISED

Parks and Recreation Board Regular Meeting and Ratification of Past Action

May 2, 2023 | 5 p.m.

City Council Chambers Conference Room
88 E. Chicago St., Chandler, AZ



Board Members

Madam Chair Melanie Dykstra
Vice Chair Tim Johnson
Board Member James Montgomery
Board Member John David
Board Member Shawn Hsu
Board Member Jegadesan
Krishnamurthy
Board Member Sue McInturf

Pursuant to Resolution No. 4464 of the City of Chandler and to A.R.S. § 38-431.02, notice is hereby given to the members of the Parks and Recreation Board and to the general public that the Parks and Recreation Board will hold a REGULAR MEETING open to the public and for the purpose of ratifying past action of April 19, 2023, on Tuesday, May 2, 2023, at 5:00 p.m., at City Council Chambers Conference Room, 88 E. Chicago Street, Chandler, AZ. One or more Board Members may be attending by telephone.

Persons with disabilities may request a reasonable modification or communication aids and services by contacting the City Clerk's office at (480) 782-2181(711 via AZRS). Please make requests in advance as it affords the City time to accommodate the request.

Agendas are available in the Office of the City Clerk, 175 S. Arizona Avenue.

Parks and Recreation Board

Regular Meeting Agenda - May 2, 2023

Call to Order/Roll Call

Scheduled/Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

Ratification of April 19, 2023, Agenda and Discussion

On April 19, 2023, Madam Chair Melanie Dykstra and Boardmembers Shawn Hsu, Jegadesan Krishnamurthy, Sue McInturf, and James Montgomery met, discussed, and approved the minutes from the March 7, 2023 meeting.

Action Agenda

1. Approval of the April 19, 2023 Parks and Recreation Board Special Meeting
Motion to approve
2. Motion for new Chair
3. Motion for new Vice-Chair
4. Future meeting dates
5. Tumbleweed Ranch Master Plan - Jody Crago

Briefing

6. Tumbleweed Recreation Center Expansion Update - John Sefton
7. Recreation Facilities Operational Hours - Erika Berry

Member Comments/Announcements

Calendar

8. Next meeting Tuesday September 5th, at 5 p.m.

9. **Other Events and Activities**

- Dive In Movie: Luca, May 6, 2023, 6 p.m. - 9 p.m. - Hamilton Aquatic Center, 3838 S Arizona Ave, Chandler, AZ 85248
- Military Bound Graduate Ceremony - May 9, 2023, 6 p.m. - 7 p. m. - Chandler City Hall, 175 S. Arizona Ave, Chandler, AZ 85225
- You Look Marvelous Fashion Show - May 13, 2023, 11 a.m. - 2 p.m. - Chandler Center for the Arts, 250 N. Arizona Ave, Chandler, AZ 85225
- Senior Prom - June 9, 2023, 5:30 p.m. - 8 p.m. - Chandler Community Center 125 E. Commonwealth Ave, Chandler, AZ 85225

Adjourn



Parks and Recreation City Clerk's Office Memo No.

Date: 05/02/2023
To: Parks and Recreation Board
From: Regina Guisto, Management Assistant
Subject: Ratification of April 19, 2023 Meeting

Proposed Motion:

On April 19, 2023, Madam Chair Melanie Dykstra and Boardmembers Shawn Hsu, Jegadesan Krishnamurthy, Sue McInturf, and James Montgomery met, discussed, and approved the minutes from the March 7, 2023 meeting.

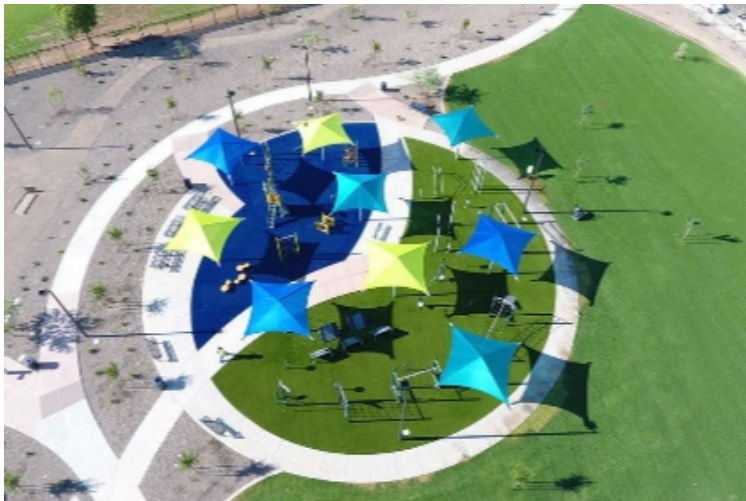
Attachments

April 19, 2023 Agenda
April 19, 2023 Results

Parks and Recreation Board Regular Meeting

April 19, 2023 | 5 p.m.

City Council Chambers Conference Room
88 E. Chicago St., Chandler, AZ



Commission Members

Chair Melanie Dykstra
Vice Chair Tim Johnson
Commissioner James Montgomery
Commissioner John David
Commissioner Shawn Hsu
Commissioner Jegadesan
Krishnamurthy
Commissioner Sue McInturf

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Parks and Recreation Board

Regular Meeting Agenda - April 19, 2023

Call to Order/Roll Call

Scheduled/Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

Action Agenda

1. Approval of the March 7th, 2023 Meeting Minutes
2. Community Service Department Fees and Charges

Briefing

3. Community Services Department Marketing and Communications

Member Comments/Announcements

Calendar

1. Next Parks and Recreation Board meeting Tuesday, May 2, at 5 pm.
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**
 1. Earth Day, April 22, 2023 9 a.m. - 12 p.m. - Chandler Nature Center, 4050 E Chandler Heights Rd, Chandler, AZ 85249
 2. Tennis Social: Spring Smash, April 22, 2023 6 p.m. - 9 p.m. - Chandler Tennis Center, 2250 S McQueen Rd, Chandler, AZ 85286
 3. Dive In Movie: Luca, May 6, 2023 6 p.m. - 9 p.m. - Hamilton Aquatic Center, 3838 S Arizona Ave, Chandler, AZ 85248

Information Items

Adjourn

PARKS AND RECREATION BOARD REGULAR MEETING MINUTES March 7, 2023

1. CALL TO ORDER/ROLL CALL

Madam Chair Dykstra called the meeting to order on Tuesday, March 7th, at 5:00 p.m.

a. Roll Call

Members in Attendance:

Madam Chair Melanie Dykstra
Vice-Chair Tim Johnson
Boardmember Shawn Hsu
Boardmember James Montgomery
Board Member John David

Members Absent:

Boardmember Jegadesan Krishnamurthy

Staff Members Present:

John Sefton, Community Services Director
Mickey Ohland, Community Services Planning Manager
Rebecca Kuiper, Recreation Superintendent
Erika Berry, Recreation Superintendent
Joshua Adams, Business Systems Support Analyst

2. SCHEDULED/UNSCHEDULED PUBLIC APPEARANCES

- a.** Casey Hoffer from the South Mountain Dive Club provided information on the Club's partnership with the City to facilitate the learn-to-dive lessons.

3. APPROVAL OF MINUTES

- a. **Madam Chair Dykstra** requested approval of the minutes for the October 4, 2022 Parks and Recreation Board meeting. **Vice-Chair Johnson** made the motion to approve. **Boardmember James Montgomery** seconded the motion. The motion was approved unanimously.

4. ACTION AGENDA

Gazelle Meadows Park Improvements Concept Plan

Mickey Ohland, Community Services Planning Manager, provided information regarding the planned improvements at Gazelle Meadows Park. Mr. Ohland stated that the City received approximately \$4 million from American Rescue Plan money to make improvements in the park and the surrounding community.

Board Member Jim Montgomery asked how the funding compared to other improvements. Mr. Ohland stated that the \$4 million is funding two projects in the area. The majority of funding will be allocated to the park. **Madam Chair Dykstra** inquired about how much funding the City had received from the American Rescue Plan. Mr. Ohland stated that the Community Services Department received approximately \$11 million. **Madam Chair Dykstra** asked if there are requirements related to the type of projects that can be funded with the American Rescue Funds. Mr. Ohland stated that the projects are focused on low-income neighborhoods.

Madam Chair Dykstra asked if the intent was to make a better connection for youth to access the park. Mr. Ohland confirmed that is the intent. He also stated that a number of people use the park on a regular basis, especially in the morning hours. Mr. Ohland also mentioned a renovation that occurred in 2017, in partnership with Kaboom, to upgrade the playground, lighting, and surface areas.

Mr. Ohland provided an account of how the City pursued public input. He stated that there was an in-person meeting on September 30th, an online survey, another in-person meeting in October at Galveston Elementary, and a meeting with a Galveston Neighborhood stakeholder group. Mr. Ohland provided a list of the top priorities identified from the meetings and survey. He explained that they were to keep as much of the existing turf as possible, a lighted basketball court, more playground equipment, additional shade, picnic ramadas, exercise

equipment, skate plaza, parking, new furnishings, and updated landscaping. Mr. Ohland stated that the items asked for that are not being included are bathrooms, a splash pad, and dog park. He explained that the City takes into consideration the impact that park amenities have on the surrounding neighborhood and was the main reason the listed amenities were being excluded.

Madam Chair Dykstra asked if there is parking currently available. Mr. Ohland stated that there is on-street parking but no dedicated parking area.

Mr. Ohland described how the input was used to develop a concept plan. Mr. Ohland explained that the site design includes additional playground equipment and shade, a lighted basketball court, a ramada, and 20 space parking area. Mr. Ohland added that the turf will remain.

Madam Chair Dykstra inquired as to why only one ramada is being installed. Mr. Ohland explained that the park has one currently and the new one would be in addition to that. Mr. Ohland elaborated that typically parks that are of the size of Gazelle Meadows will only have one. Mr. Ohland also stated that they could look at adding another one if need be. He also stated that the shade structures will also serve as a ramada.

Madam Chair Dykstra asked if the ramadas in neighborhood parks can be reserved. Mr. Ohland replied that the City does not reserve ramadas in neighborhood parks and that they are only first come, first serve with regard to use.

Boardmember Hsu asked if the turf was going to be artificial or natural. Mr. Ohland responded that the turf would remain natural and that there would be improvements to the irrigation.

Boardmember Montgomery asked if the City has received any feedback on the conceptual design. Mr. Ohland stated that the residents have been very appreciative and that the feedback has been positive.

Mr. Ohland went on to describe that the City will be adding an educational component to the play structures and that the intent is to work with the local elementary school to tie in with their curriculum.

Madam Chair Dykstra stated that typically parking is not provided for neighborhood parks and asked what the justification for including a parking area in the design was. Mr. Ohland stated that the parking area was requested by the

local residents. He stated that the neighborhood is a bit different in that there is very little residential parking and that consequently, the residents end up using the on-street parking normally used for park patrons.

Boardmember David John asked about the expected timeline. Mr. Ohland stated that if the recommendation to the Community Services Director is approved, the City would start on the construction documents which would be ready by April 2024. At this point, construction could begin and take 6 to 8 months to complete.

Boardmember James Montgomery made a motion to approve recommendation for Director approval. **Vice-Chair Tim Johnson** seconded. None opposed. The motion was approved.

Rotary Club – Got Bottle Caps? Program Presentation

Community Services Director, John Sefton, introduced Stephen Phair, representing the Sun Lakes Rotary Club.

Stephen Phair provided information and background regarding the Sun Lakes Rotary Club's Got Bottle Caps initiative. Mr. Phair explained that the group collects bottle caps to recycle. They then recycle materials to use the proceeds as donations to Hispanic children's cancer centers. Mr. Phair explained that the Club is looking for a place to place a large metal caged hearts that hold bottle caps to be recycled. The Rotary Club has four of them at the moment and would like to place at least one of them in Chandler. Mr. Phair stated that the Rotary Club would prefer to place it at Snedigar Park due to its close proximity to the Sun Lakes Rotary Club. He stated that the cost of the hearts is \$800 and the Sun Lakes Rotary Club will be absorbing those costs as well as covering any additional costs for the placement.

Boardmember James Montgomery asked how the Rotary Club plans on keeping trash out of the hearts. Mr. Phair stated that there will be educational material explaining the purpose which would hopefully deter people from putting trash in. Mr. Phair explained that the company that maintains the hearts will take the trash out.

Madam Chair Dykstra asked how the cost of maintenance is addressed and if one hundred percent of the proceeds go to charity. Mr. Phair stated that the proceeds completely go to the charity and that by sponsoring the hearts, the Sun Lakes Rotary Club pays for all maintenance costs out of their budget.

Madam Chair Dykstra asked if there has been any feedback about the donations being for charities outside of the United States. Mr. Phair stated that there has not.

A discussion ensued regarding the desired placement of the hearts.

Boradmember David John asked Mr. Sefton if there have been any partnerships similar to this with the City of Chandler. Mr. Sefton explained that not too long ago the City had partnerships with philanthropy groups such as the Chandler Lions Club. Mr. Sefton went on to describe that in this instance, the City would most likely look to enter into a licensing agreement that would address insurance requirements and other like items.

Madam Chair Dykstra expressed some concern about using a public space to facilitate the benefit of a non-Chandler entity and more specifically one located outside the United States. **Madam Chair Dykstra** also stated that it might set a precedent. A discussion ensued and a suggestion was made to postpone a recommendation for a future meeting.

Madam Chair Dykstra made a motion to postpone the action. **Boardmember James Montgomery** seconded the motion. None opposed, and the motion to postpone was approved.

5. DISCUSSION / BRIEFING

a. Tumbleweed Park Diamond Field Project Groundbreaking Ceremony

Mickey Ohland provided information on the groundbreaking for the softball fields. Mr. Ohland stated that the ceremony would be Saturday, March 11th, at 10 a.m. and asked who planned on attending.

6. MEMBER COMMENTS/ANNOUNCEMENTS

- a.** None

7. CALENDAR ITEMS

- a.** Tumbleweed Park Diamond Field Project Groundbreaking Ceremony
- b.** The next Parks and Recreation Board meeting will be held Tuesday, April 11th 2023, at 5:00 p.m. in the Council Chambers Conference Room
- c.** Juniors Tennis Open, March 3 - 5

- d.** Senior Expo at the Community Center, March 8th, 9 a.m. - 12 p.m.
- e.** Aquatic Family Season Pass Sale, March 11 – 26
- f.** Sonoran Sunset Series at Veterans Oasis, March 16th 6 p.m. - 7:30 p.m.
- g.** Race to Ace Tennis Ball Scavenger Hunt, March 20 – 26
- h.** Chandler Jazz Festival, March 30th - April 2nd

8. ADJOURNMENT

With no further items, **Madam Chair Dykstra** requested a motion to adjourn the meeting at 5:45 p.m. **Boardmember James Montgomery** made the motion to adjourn the meeting. Boardmember Shawn Hsu seconded the motion. The motion was approved unanimously.

Melanie Dykstra, Madam Chair

Mickey Ohland, Community
Services Planning Manager

Marketing & Communications

UPDATE



MEET THE TEAM



Collaboration + Aligned Vision = Success

Marketing & Communications
Coordinator

Marketing Coordinator

Graphic Designer (2x)

Graphic Design Assistant

Marketing Intern

WHAT WE DO



Everything we do - our advertising communications, Break Time, website, social media, event, and facility promotions; gives Chandler Recreation a voice and strengthens the ever-evolving Chandler brand.

Our marketing efforts enhance residents' quality of life and civic pride.

BREAK TIME RECREATION GUIDE

The most powerful way we communicate the voice, essence, and image of Chandler Recreation

15K

Subscribed Homes

4K

Grab & Go Copies

12,500

Online Viewers

16:13

Average Read Time

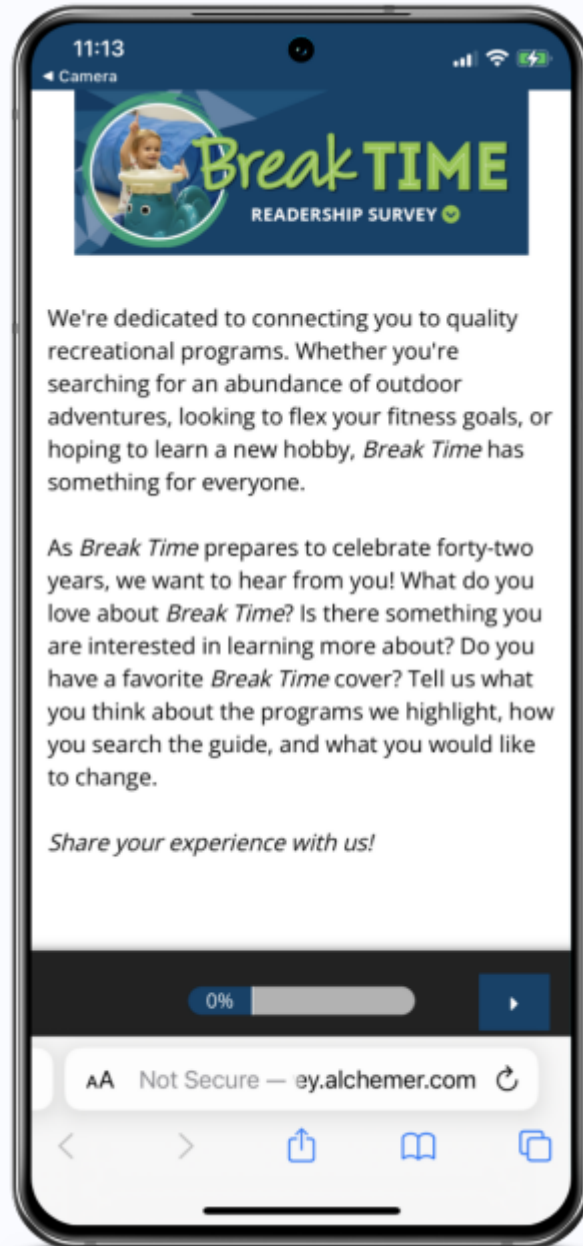
10K

Total Views Per Issue

20K

Total Views Per Issue -
Summer





BREAK TIME READERSHIP SURVEY

82%



Of readers receive Break
Time at home

36-50 years



The age range of most
readers

Sports



What program category
interest readers the most

66%



Of readers would be disappointed
if the print edition went away

54% Strongly Agree



The print edition helps in pre -
planning and registration

Print Edition



How readers find and
consume our information

ACTIVENET REGISTRATION SYSTEM

Helps convert "online visits" into "real -life visitors"

12K

Users

22K

Sessions

Break Time Web Page

Acquisition Traffic

5:44

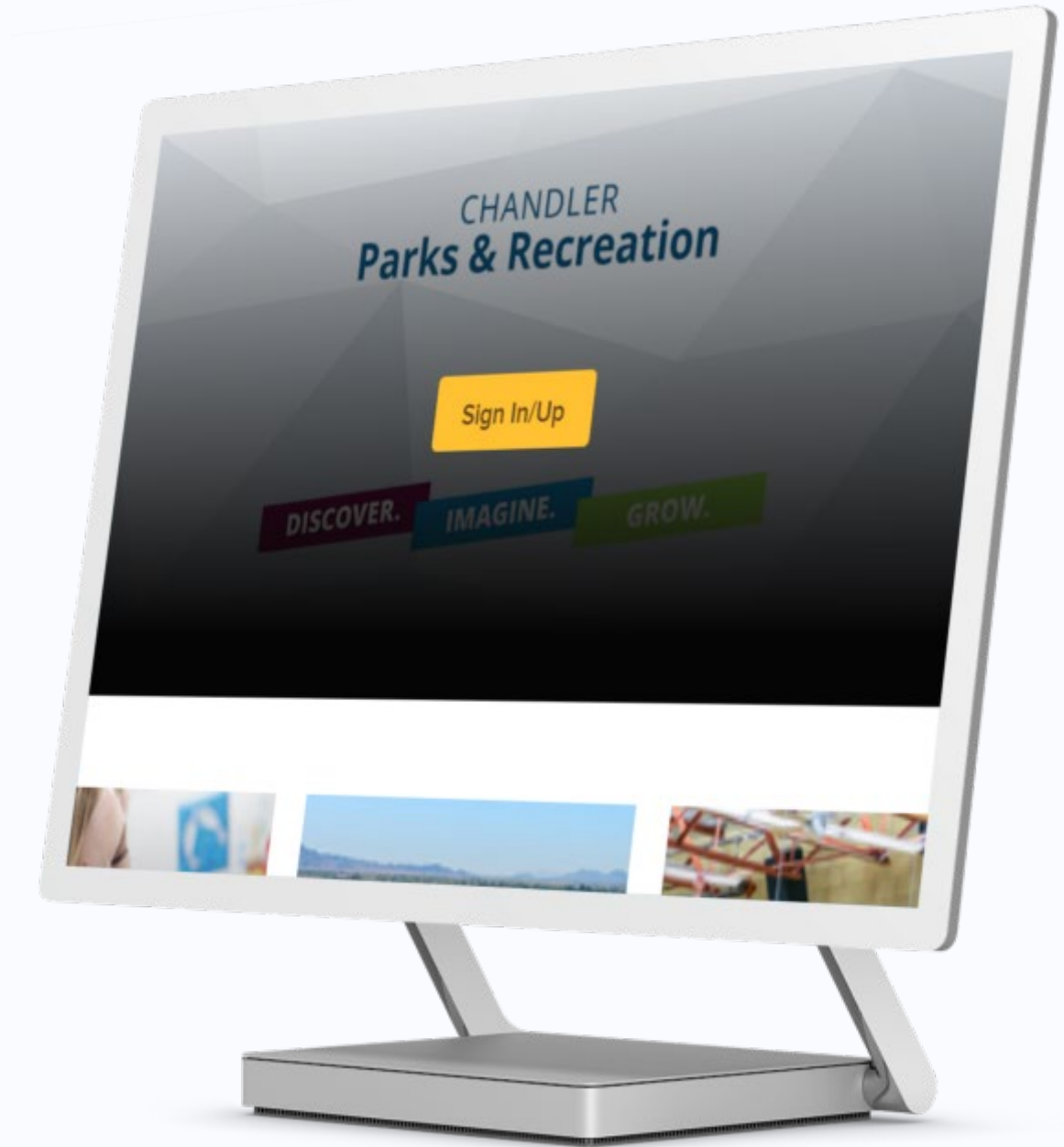
Average Visit Time

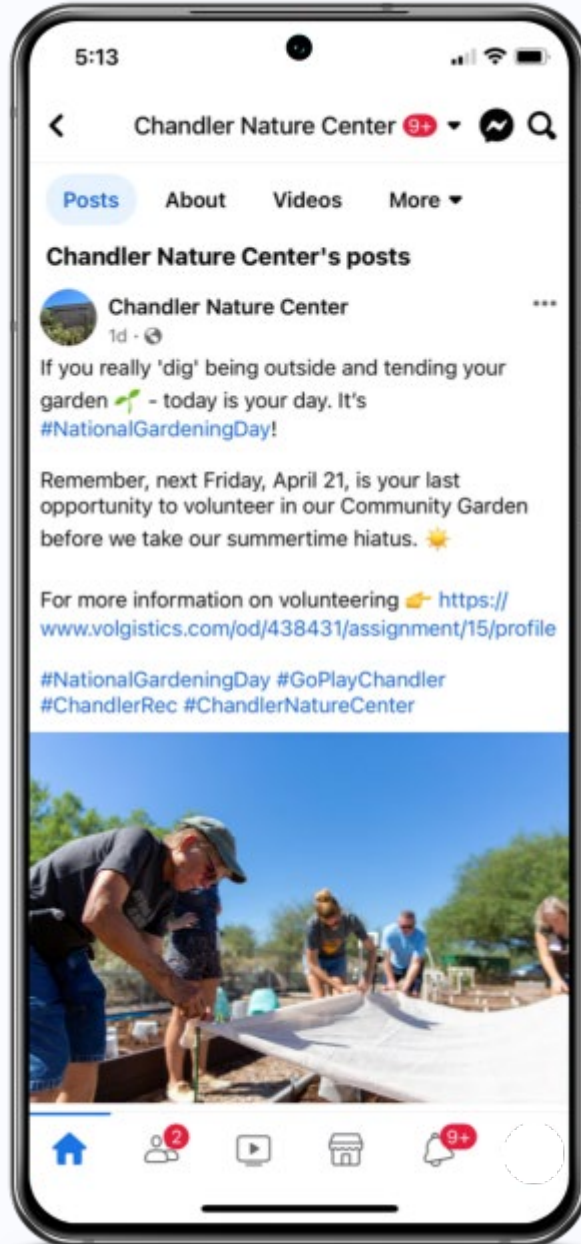
58%

Male

35-44 years

Age





#CHANDLERREC SOCIAL MEDIA

Leveraging the power of digital word -of-mouth marketing

5

Platforms

27

Accounts

Refreshed Facebook
Pages

60K

Impressions - 151% increase

232

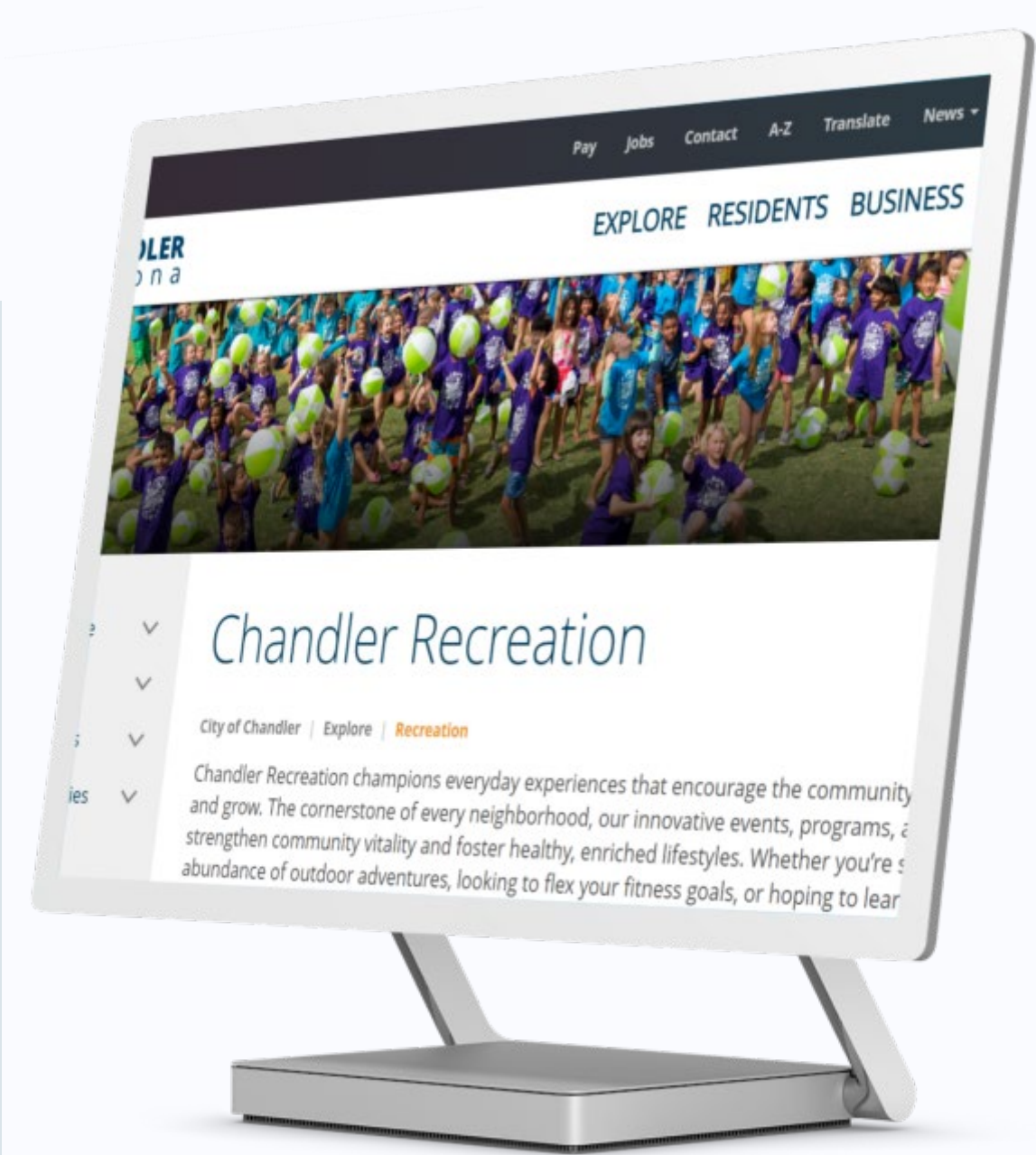
Post Clicks - 147% increase

5.5

Engagement Rate - 95%
Increase

CHANDLER RECREATION WEB PAGES

AQUATICS	RECREATION	PARKS	SPECIAL EVENTS
35 Pages	127 Pages	102 Pages	76 Pages
221,784 Visits Landing Page	215,299 Visits TRC	113,460 Visits Veterans Oasis	159,760 Visits Tumbleweed Tree



HOW WE DO IT



Data-driven Decisions = In Real Life
Participation

Modern Data

Goes beyond traditional surveying

- Behaviors
- Sentiment
- Motivators
- Participation
- Media Usage
- Demographics

DISCOVER.

IMAGINE.

GROW.

with **Chandler Parks & Recreation**



CHANDLER
arizona



Parks and Recreation Board

Proposed Community Service Fee Changes

City Council Chambers Conference Room | April 19, 2023 | 5 p.m.

Overview

Annual Fee Schedule Review

- Departments review fees annually as part of budget process
- Effective date would start at the beginning of the new budget year (July 1, 2023), but could be set later to accommodate communication, posting, or system changes



Overview

Fee Characteristics

- Fees assessed for use of facilities or services benefiting specific groups
 - Ensures taxes charged to support general services benefit all
- Fees reflect recovery of cost to provide service, unless market demands lower rate
- Authority to charge must exist in City Code (fee amounts and specifics set by resolution)



Overview – Fee Change Schedule

Process follows City Code 2-17; The Establishment and Modification of Fees and Rates	Date of Action
--	----------------

Departments propose fee updates and discuss with City Manager during budget process (verify City Code authority exists to charge new fees)
--

Jan/Feb 2023

Stakeholder, Commission, Boards and/or Council Subcommittee reviews

Feb/Apr 2023

Post Notice of Intention and proposed new/modified fee summary online for at least 60 days and distribute through social media
--

Apr 28, 2023

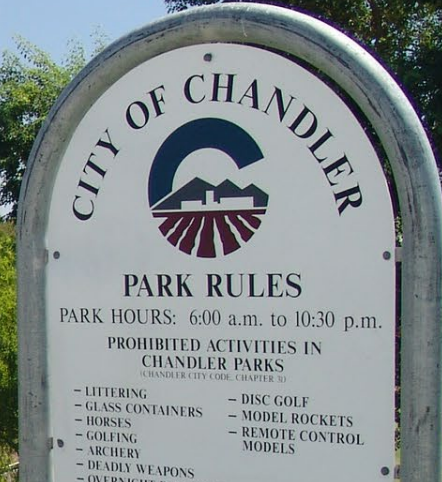
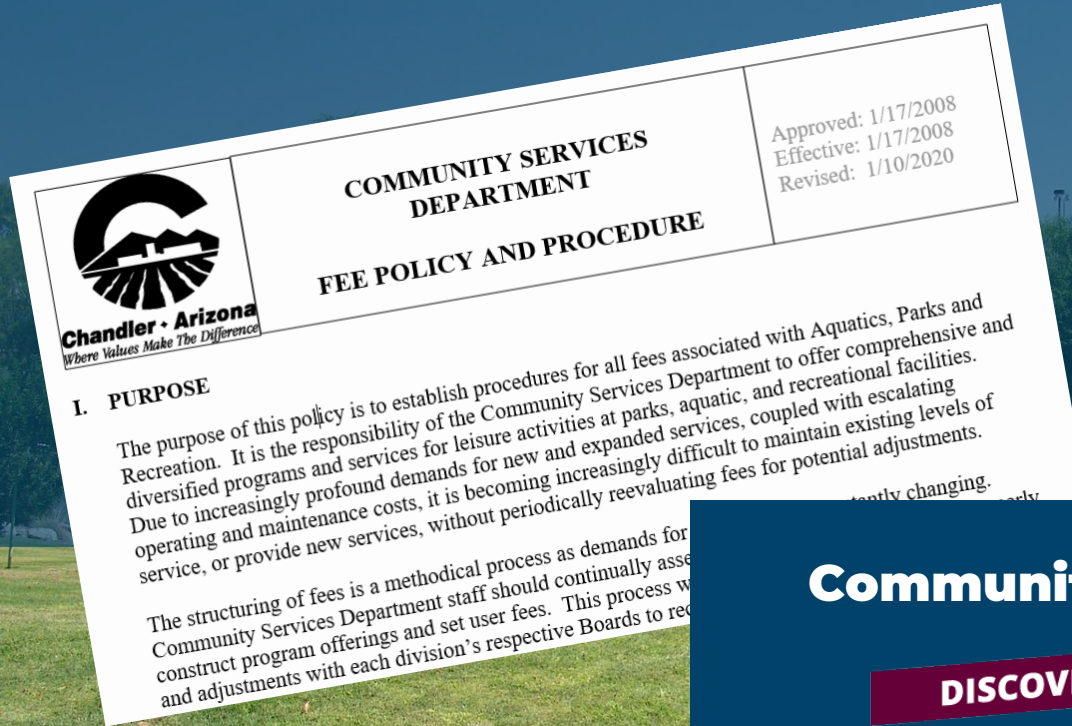
Publish Notice of Intention to Amend the Citywide Fee Schedule, 15 days prior to Council action, as well as social media postings. Schedule Council agenda Action item.

Jun 14, 2023 Action on Jun 29, 2023



Community Services Fees Change Proposal

Fee Policy & Procedure



Community Services Department

DISCOVER.

IMAGINE.

GROW.

Fee Policy & Procedure

Establish fees for offering a wide range of services and activities while maintaining principles of equity and efficiency

FEE TYPES

1. Fees for registration-based classes, programs, and activities
2. Fees for facility uses, services, rentals, admissions, and permits



Fee Policy & Procedure

Fee Categories		Direct Cost Recovery
1	Community Programs, Services, and Facilities	0 - 49%
2	Enhanced or Specialized Services, Programs, and Facilities	50 - 99%
3	Exclusive Use of Programs, Services, and Facilities	100%
4	Intergovernmental Agreements and Affiliations	Mutual agreement
5	Enhanced Contractual Programs and Services	Negotiated



Fee Policy & Procedure

All fees for department **registration-based** classes, programs, and activities shall be established and approved by the Community Services Director using formulas in accordance with this approved fee policy and adopted by Council Resolution [Ch.§31-21.B]

All fees for **non-registration-based** services, facility use, issuance of permits and licenses will be reviewed by the Park and Recreation Board and approved by the Council Resolution [Ch.§31-21.A]





Proposed Fee Increases FY 2023-24

- Average 34% increase in staff costs (ex. lifeguards \$12.60 to \$16.93/hr)
- Average 8+% increase in supply costs (ex. chemicals/cleaning/materials)

Aquatics Fees



Service / Space	\$ Today (res/non-res)	\$ Proposed (res/non-res)	% ↑	Last Updated	Revenue ↑
Pool Admission Fee - Youth	\$1.00	\$2.00	100%	FY2010	\$125,000
Pool Admission Fee - Adult	\$2.25	\$4.00	77.8%	FY2010	\$130,000
Pool Admission Fee - Senior	\$1.25	\$2.00	60%	FY2010	\$8,500
Pool Pass - Youth (15 Punches)	(-25%) \$11.25	\$23.00/ \$30.00	104%	FY2010	\$1,920
Pool Pass - Adult (15 Punches)	(-25%) \$25.50	\$45.00/ \$60.00	76.5%	FY2010	\$2,229
Pool Pass - Youth (30 Punches)	(-50%) \$15.00	\$30.00/ \$60.00	100%	FY2010	\$1,236
Pool Pass - Adult (30 Punches)	(-50%) \$33.75	\$60.00/ \$120.00	77.8%	FY2010	\$1,957
Annual Pool Pass - Family of 4	\$112.00	\$136.00	21%	FY2010	\$7,704
Annual Pool Pass – Additional Fam Member	\$15.00	\$18.00	20%	FY2010	\$120
Swim Team Use (HR to Lane)	\$15 /HR	\$5 / Lane	Varies	FY2010	\$148,300
Lifeguard (all programs)	\$20/HR	\$20/HR			

**No Fee
Change
Proposed**

Aquatics Lessons

Swim Lessons for All



Classes are offered in the morning, evening, and on weekends making it convenient for all schedules.

Students may choose from three session lengths and in group or semi-private lessons.

- ✓ 2-week | 8 days | M-Th
- ✓ 3-week | 6 days | M/W or Tu/Th
- ✓ Month-long | every Saturday



Lessons are affordably priced for Chandler residents.

\$9.55

Fee for a 25-minute
Summer Session (8 visits)

\$15.55

Fee for a 50-minute
Summer Session (8 visits)

\$17.55

Fee for a 25-minute
Off-season Session (8 visits)

\$23.55

Fee for a 50-minute
Off-season Session (8 visits)



Program Formulas

Current Community Rec Programs:

(Class Length + Prep Time) x # of days x **2.75** Factor Rate
(includes wages) + **\$3** Admin = participant cost

Proposed:

(Class Length + Prep Time) x # of days x **3.75**
Factor Rate (includes wages) + \$ Program Supply Cost pp + **\$5**
Admin = participant cost

Current Specialized Fitness Classes:

(Class Length + Prep Time) x # of days x **4.5** Factor Rate (includes wages) + **\$3** Admin = participant

Proposed:

(Class Length + Prep Time) x # of days x **5.5** Factor Rate (includes wages) + **\$5** Admin = participant



In FY 2021-22, 68,438 individuals participated in Community Recreation Programs, generating \$239,284 in revenue. Last fee change was July 1, 2019.

Program/Pass Fees



Program/Service	\$ Today (res/non-res)	\$ Proposed (res/non-res)	% ↑	Last Updated	Annual Revenue
Fit Pass 6 Month - Active Adult	New	\$150/\$203		New	\$3,000
Fit Pass 6 Month - Adult	New	\$150/\$203		New	\$3,000
Fit Pass 6 Month - Teen	New	\$113/\$152		New	\$1,100
Fit Pass 6 Month - Youth	New	\$100/\$135		New	\$500
Fit Pass 6 Month - 2 person	New	\$250/\$337.50		New	\$5,000
Fit Pass 6 Month - Additional Family Dependent	New	\$25/\$34		New	\$200
Fit Passes 6 Month - Family - (2 Adults & 4 Dependents)	New	\$300/\$405		New	\$3,000
Childwatch - Daily	\$2.50/\$4.00	\$3.00/\$5.00	20%	2007	<\$500
Childwatch - Monthly	\$20/\$27	\$24/\$33	20%	2009	<\$500
Childwatch - Add Child/Month	\$10/\$14	\$12/\$17	20%	2009	<\$500
Childwatch - Punch Pass (20)	\$40/\$54	\$50/\$68	25%	2007	<\$500

Facility Rental Fees

Recreation



Service / Space	\$ Today (res/non-res/comm)	\$ Proposed (res/non-res/comm)	% ↑	Last Updated	Yearly Revenue
Tennis Court - A.M., 1.5 hours	\$2.50/\$4	\$3.00/\$4.50	20%	2019	\$3,900
Tennis Court - P.M., 1.5 hours	\$3.50/\$5.00	\$4.00/\$5.50	15%	2019	\$3,000
Multipurpose Room - Small	\$56/\$76/\$84	\$65/\$88/\$98	15%	2013	\$1,300
Multipurpose Room - Medium	\$85/\$115/\$128	\$91/\$123/\$137	15%	2016	\$6,600
Multipurpose Room - Large	\$125/\$169/\$188	\$144/\$195/\$216	15%	2012	\$5,100
Set-up Fee - Room Reservations	\$25/\$34/\$38	\$50/\$68/\$75	100%	2007	\$4,800

Facility Rental Fees

Parks

Service / Space	\$ Today (res/non-res/comm)	\$ Proposed (res/non-res/comm)	% ↑	Last Updated	Revenue↑
Pavilion Rental Corporate Size	\$56/HR	\$70/HR	25%	2013	\$14,000
Pavilion Rental Large Size	\$23/\$32	\$29/\$40/\$44	25%	2016	\$2,000
Pavilion Rental Medium Size	\$16/\$22	\$20/\$27/\$30	25%	2016	\$22,700
Pavilion Rental Medium Size - Entire Cluster	\$48/\$65	\$60/\$81/\$90	25%	2016	Included ↑
Pavilion Rental Small Size	\$8/\$11	\$10/\$14/\$15	25%	2016	\$2,300
Field Preparation After-Hour	\$35/\$48/\$53	\$60/\$81/\$90	71%	2009	\$6,000
Field Preparation	\$25/\$34/\$38	\$40/\$54/\$60	60%	2006	\$1,000
1/2 Multi Use Field Reservation No Lights	\$5.50/\$8	\$7/\$10/\$11	25%	2016	\$0 - nominal
Ball Field Reservation - Tournaments/Leagues	\$11/\$15/\$17	\$14/\$19/\$21	25%	2016	\$45,600
Ball Field Reservation - No Lights	\$11/\$15	\$14/\$19/\$21	25%	2016	\$13,000

Stakeholder Notice & Feedback

Swim & Dive Clubs - Intro meetings held with each

CYSA - WebEx Meetings 2/24

Tennis Center - 2/28, 3/2 in person (no participation)

Athletic Field Tournament Users – WebEx 3/8





Next Steps

Actions	Date
Council Subcommittee	Apr 10, 2023
Park and Recreation Board	Apr 19, 2023
Post Notice of Intention and proposed new/modified fee summary online for at least 60 days and distribute through social media	Apr 28, 2023
Publish Notice of Intention to Amend the Citywide Fee Schedule, 15 days prior to Council action, as well as social media postings	Jun 14, 2023
Council Action Item	Jun 29, 2023
Implementation Dates (Community Services only)	Nov 1, 2023

Thank you!

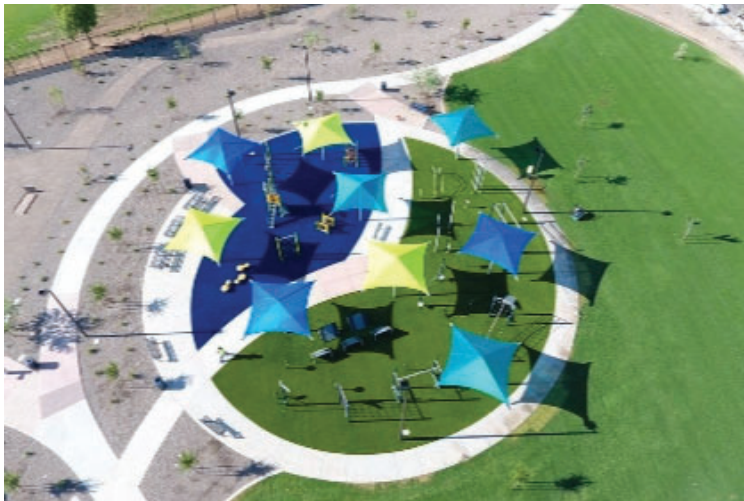
Questions?



Parks and Recreation Board Regular Meeting

April 19, 2023 | 5 p.m.

City Council Chambers Conference Room
88 E. Chicago St., Chandler, AZ



Commission Members

Chair Melanie Dykstra
Vice Chair Tim Johnson
Commissioner James Montgomery
Commissioner John David
Commissioner Shawn Hsu
Commissioner Jegadesan
Krishnamurthy
Commissioner Sue McInturf

Pursuant to Resolution No. 4464 of the City of Chandler and to A.R.S. § 38-431.02, notice is hereby given to the members of the Parks and Recreation Board and to the general public that the Parks and Recreation Board will hold a REGULAR MEETING open to the public on Tuesday, April 19, 2023, at 5:00 p.m., at City Council Chambers Conference Room, 88 E. Chicago Street, Chandler, AZ. One or more Commissioners may be attending by telephone.

Persons with disabilities may request a reasonable modification or communication aids and services by contacting the City Clerk's office at (480) 782-2181(711 via AZRS). Please make requests in advance as it affords the City time to accommodate the request.

Agendas are available in the Office of the City Clerk, 175 S. Arizona Avenue.

Parks and Recreation Board

Regular Meeting Agenda - April 19, 2023

Call to Order/Roll Call

Scheduled/Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

Action Agenda

1. Approval of the March 7th, 2023 Meeting Minutes - **Approved**
2. Community Service Department Fees and Charges - **Endorsed as presented**

Briefing

3. Community Services Department Marketing and Communications

Member Comments/Announcements

Calendar

1. Next Parks and Recreation Board meeting Tuesday, May 2, at 5 pm.
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**
 1. Earth Day, April 22, 2023 9 a.m. - 12 p.m. - Chandler Nature Center, 4050 E Chandler Heights Rd, Chandler, AZ 85249
 2. Tennis Social: Spring Smash, April 22, 2023 6 p.m. - 9 p.m. - Chandler Tennis Center, 2250 S McQueen Rd, Chandler, AZ 85286
 3. Dive In Movie: Luca, May 6, 2023 6 p.m. - 9 p.m. - Hamilton Aquatic Center, 3838 S Arizona Ave, Chandler, AZ 85248

Information Items

Adjourn



Parks and Recreation Community Services Memo No.

Date: 05/02/2023
To: Parks and Recreation Board
From: Joshua Adams, Business Systems Support Analyst
Subject: The April 19, 2023 Parks and Recreation Board Special Meeting

Proposed Motion:

Motion to approve

Attachments

Revised April 19 2023 Meeting Minutes

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
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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



Parks and Recreation Community Services Memo No.

Date: 05/02/2023
To: Parks and Recreation Board
From: Erika Berry, Recreation Superintendent
Subject: Recreation Facilities Operational Hours

Background/Discussion

The City of Chandler Recreation Division operates six recreation centers throughout Chandler. Recreation Centers include Community Center (CC), Chandler Nature Center (CNC), Senior Center (SC), Snedigar Recreation Center (SRC), Tennis Center (TC), and Tumbleweed Recreation Center (TRC). In 2019, staff reviewed the operations at each facility to identify efficiencies to better utilize resources. Resources reviewed included staffing, consistency of service, and hours of operations. Key findings included the need for more consistent registration and reservations services and hours of low facility attendance.

To address these findings, the Tumbleweed Recreation Center's lobby was renovated, adding a second customer service area to house centralized registration and reservation services. Customer Service staff were relocated from the Aquatics main office and Snedigar Recreation Center to operate the new centralized Recreation Services desk, which opened in 2021.

Over the last three years, hours of operations have been adjusted to reflect the community's use, allowing resources to be redirected to other Divisional needs. Changes include increased hours at the Chandler Nature Center to allow additional hours on Sunday and earlier hours at the Tennis Center to accommodate for the heat. Hours were decreased at the Community Center, Snedigar Recreation Center, and Tumbleweed Recreation Center due to attendance and instructor availability. The Community Center extends hours of operation as needed for registered programs and Snedigar Recreation Center is open while programs are in session. No adjustments were made to the Senior Center's hours of operation. In the attached Recreation Facilities Operational Hours document, you will see each facility's operational hours in FY 18/19 and the current operational hours. Also included is membership and usage information that was used to determine operational hours at the TRC.

Attachments

Recreation Facilities Operational Hours
TRC Membership and Usage

Recreation Facilities Operational Hours

Community Center		
	FY 18/19	FY 22/23
M-Th	8 am – 9 pm	8 am – 7 pm
F	8 am – 5 pm	8 am – 5 pm
Sa	9 am – 2 pm	9 am – 1 pm
Su	Closed	Closed
Participation	3,948	2,152

Chandler Nature Center		
	FY 18/19	FY 22/23
M-Th	8 am – 8 pm	8 am – 7 pm
F	8 am – 5 pm	8 am – 5 pm
Sa	8 am – 3 pm	8 am – 2 pm
Su	Closed	8 am – 2 pm
Participation	4,055	2,583

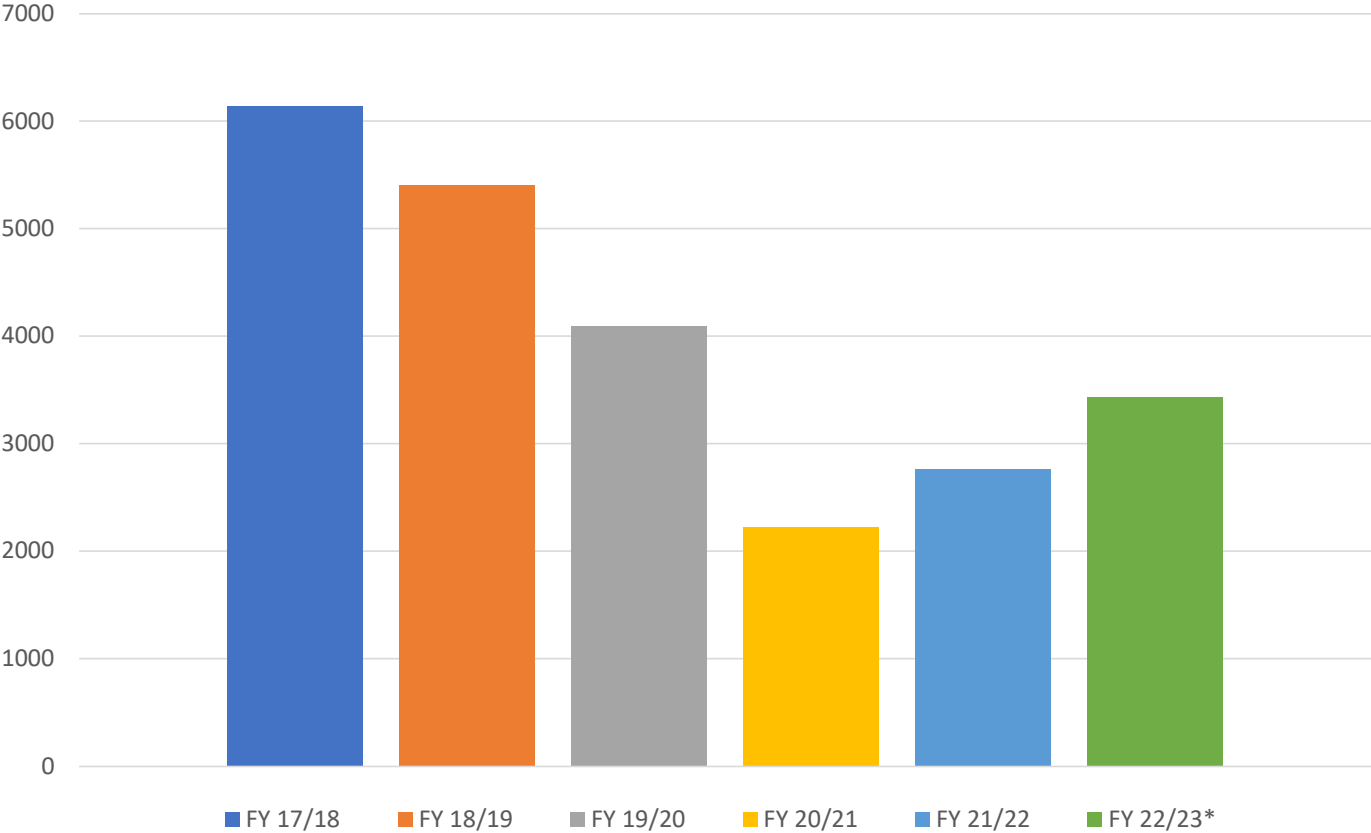
Senior Center		
	FY 18/19	FY 22/23
M-Th	8 am – 5 pm	8 am – 5 pm
F	8 am – 5 pm	8 am – 5 pm
Sa	Closed	Closed
Su	Closed	Closed
Participation	41,332	22,375

Snedigar Recreation Center		
	FY 18/19	FY 22/23
M-Th	8 am – 9 pm	Open while programs are in session.
F	8 am – 5 pm	
Sa	9 am – 2 pm	
Su	Closed	
Participation	2,933	792

Tennis Center		
	FY 18/19	FY 22/23
M-Th	8 am – 10 pm	7:30 am – 10 pm
F	8 am - noon 4 – 9 pm	7:30 am - noon 4 – 9 pm
Sa	8 am – 3 pm	7:30 am – 3 pm
Su	8 am – 3 pm	7:30 am – 3 pm
Participation	23,309	15,270

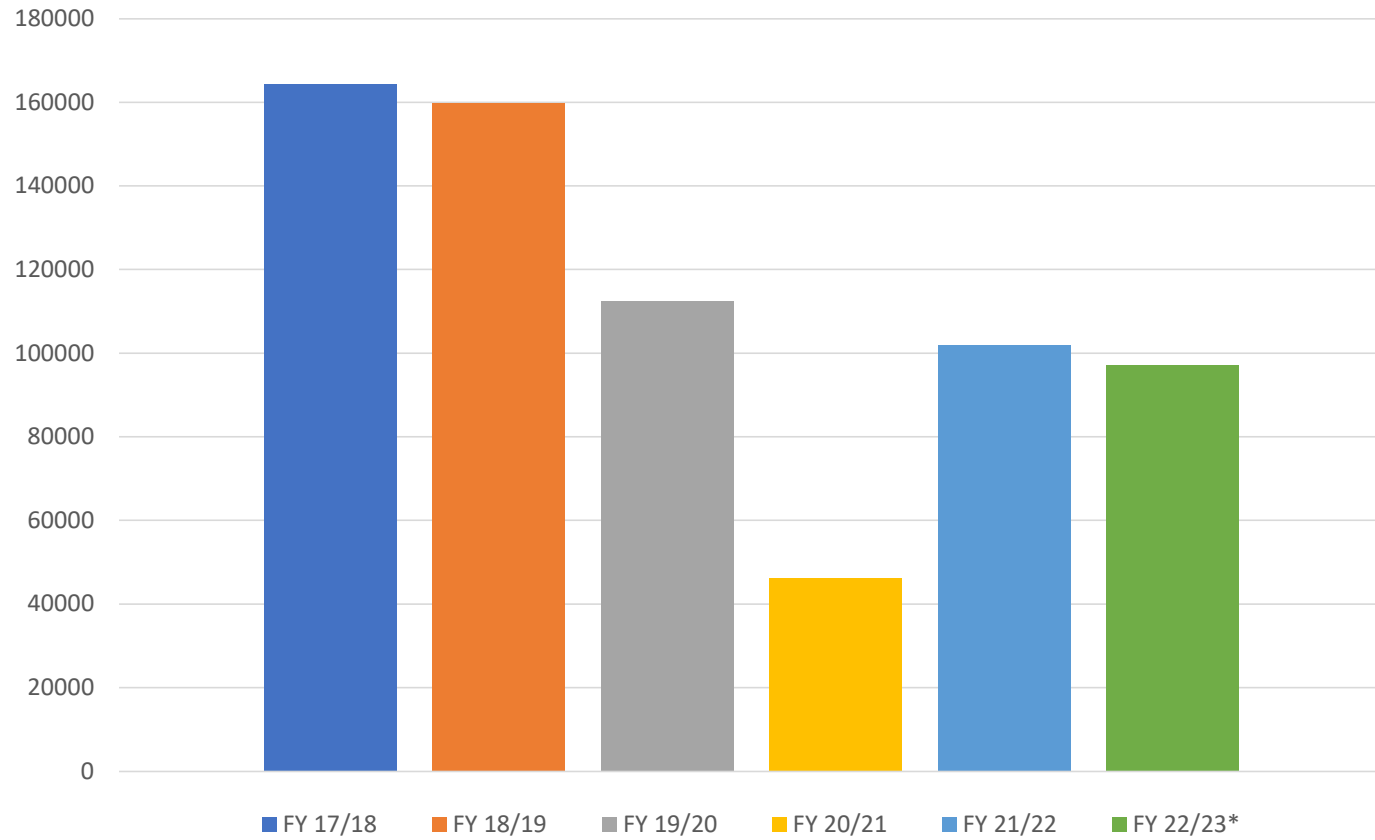
Tumbleweed Recreation Center		
	FY 18/19	FY 22/23
M-Th	5 am – 10 pm	5 am – 8 pm
F	5 am – 10 pm	5 am – 8 pm
Sa	7 am – 8 pm	7 am – 8 pm
Su	10 am - 6:30 pm	10 am - 6:30 pm
Participation	58,677	26,291

TRC Members



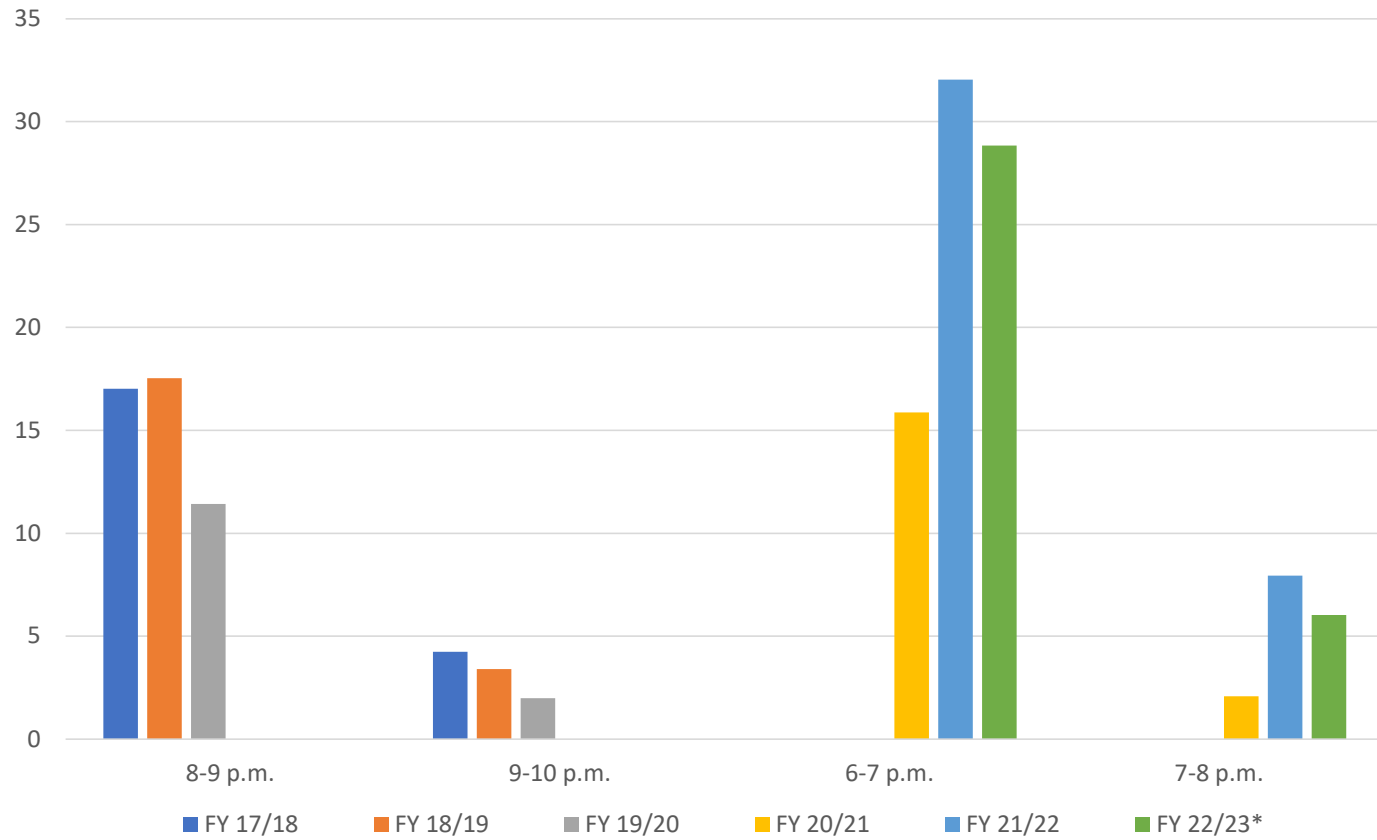
*Year to date

TRC Member Visits



*Year to date

Average Hourly Visits (M-F)



*Year to date