

NOTICE AND AGENDA

OPEN SPACE COMMISSION
MONDAY
SEPTEMBER 23, 2024

HYBRID MEETING
FLAGSTAFF AQUAPLEX
AND [MICROSOFT TEAMS](#)
1702 N FOURTH STREET
4:00 P.M.

1. Call to Order
2. Roll Call

NOTE: One or more Commissioner may be in attendance through other technological means.

Chair Bruce Applin	Commissioner Chelita Runbeck
Vice Chair Jacqueline Thomas	Commissioner Lina Wallen
Commissioner Mary Norton (P&Z Liaison)	Commissioner Nat White
Commissioner Bruce Fox	Councilmember Representative: Deborah Harris

3. **Land Acknowledgment**
The Flagstaff Open Space Commission humbly acknowledges the ancestral homelands of this area's Indigenous nations and original stewards. These lands, still inhabited by Native descendants, border mountains sacred to Indigenous peoples. We honor them, their legacies, their traditions, and their continued contributions. We celebrate their past, present, and future generations who will forever know this place as home.
4. **Approval of the August 26, 2024 Minutes**
5. **Public Comment**
At this time, any member of the public may address the Commission on any subject that is not scheduled before the Commission on this day. The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commission members may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. To address the Commission on an item that is on the agenda, please wait for the Chair to call for Public Comment at the time the item is heard.
6. **Business Items**
 - A. **BBB Tax Renewal**
Staff Recommendation: (Discussion Item) This is an informational update and discussion item on the BBB Tax Renewal process.
 - B. **Project Prioritization and Multi-year Project Planning**
Staff Recommendation: (Discussion Item) This is an update on the status of the Open Space deferred maintenance projects, new amenities, and acquisitions. This presentation and discussion will support the Commission's effort to develop a 5-10 capital improvement plan focusing on Open Space Commission priorities related to open space maintenance, restoration, and the open space system.
7. **Reports and Updates**
 - A. Council Representative Report, Council Representative Deborah Harris
 - B. Planning and Zoning Commission Representative Report, Representative Mary Norton
 - C. Open Space Management Report, Robert Wallace and Sylvia Struss

D. PROSE Monthly Newsletter - August 2024

8. Informational Items To and From Commissioners and Staff

9. Potential Future Agenda Items

10. Adjournment

CERTIFICATE OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Flagstaff City Hall on 9/19/2024, at 2:30 p.m. This notice has been posted on the City's website and can be downloaded at www.flagstaff.az.gov.

Dated this 19th day of September, 2024.

Cathy Guetschow

Cathy Guetschow, Administrative Specialist

ADDITIONAL INFORMATION: In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact Cathy Guetschow (cguetschow@flagstaffaz.gov) at least two business days prior to the scheduled meeting time to enable the City to make reasonable arrangements.



Open Spaces Commission

4.

From: Cathy Guetschow, Administrative Specialist

DATE: 09/23/2024

SUBJECT: Approval of the August 26, 2024 Minutes

STAFF RECOMMENDED ACTION:

Executive Summary:

Attachments

Approval of August 26, 2024 Minutes

Form Review

Form Started By: Cathy Guetschow

Started On: 09/19/2024 11:42 AM

Final Approval Date: 09/19/2024

DRAFT

OPEN SPACE COMMISSION MEETING MINUTES

OPEN SPACE COMMISSION
MONDAY
AUGUST 26, 2024

HYBRID MEETING
FLAGSTAFF AQUAPLEX
AND [MICROSOFT TEAMS](#)
1702 N FOURTH STREET
4:00 P.M.

1. Call to Order

Chair Applin called the meeting to order at 4:03pm.

2. Roll Call

NOTE: One or more Commissioners may be in attendance through other technological means.

Chair Bruce Applin - present
Vice Chair Jacqueline Thomas - present
Commissioner Mary Norton (P&Z Liaison) - present
Commissioner Bruce Fox - absent

Commissioner Chelita Runbeck - absent
Commissioner Lina Wallen - present
Commissioner Nat White - present
Councilmember Representative:
Deborah Harris - absent

Staff and Others Present

Robert Wallace, Open Space Supervisor
Sylvia Struss, Open Space Coordinator
Michele McNulty, Community Development/Planning
David Pederson, Community Development/Planning
Martin Ince, Transportaion Planner
David Howe, Assistant Real Estate Manager
Carmen Pryer, Real Estate Specialist

3. Land Acknowledgment

The Flagstaff Open Space Commission humbly acknowledges the ancestral homelands of this area's Indigenous nations and original stewards. These lands, still inhabited by Native descendants, border mountains sacred to Indigenous peoples. We honor them, their legacies, their traditions, and their continued contributions. We celebrate their past, present, and future generations who will forever know this place as home.

4. Approval of June 24, 2024 Minutes

Commissioner Thomas motioned to approve June 24, 2024 Minutes, Commissioner Wallen seconded, all voted in favor.

5. Public Comment

At this time, any member of the public may address the Commission on any subject that is not scheduled before the Commission on this day. The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commission members may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. To address the Commission on an item that is on the agenda, please wait for the Chair to call for Public Comment at the time the item is heard.

Chair Applin opened it up to public comment on topics not on the agenda, and there were no comments.

6. Business Items

A. John Wesley Powell (JWP) Project Update

Michelle McNulty and David Peterson from the City's Development/Planning presented the John Wesley Powell area update. She showed the current proposed alignment of the road connecting JW Powell Blvd with Fourth Street. The road goes through several private property parcels, and the engineers for those parcel owners are working with city engineers to move it into design. Staff are working on this JW Powell-specific plan, focusing on activities, wildlife, trail connections, public facilities such as a school or fire station. Land use is being considered through the regional plan update, and they will bring PROSE/Open Space into those conversations. Mr. Peterson noted they talked with AZ Game & Fish about wildlife crossings and the desired infrastructure for that. There was a walk-through of this alignment with designers, engineers, property owners. Staff are excited to have Open Space involved to try to get a greenway corridor. Vice Chair Thomas noted that the Open Spaces Commission identified this Hoffman Tank area a long time ago as an area where Open Space is needed, and that it is in the Commission's Strategic Plan. She also noted the need to rebalance this area for wildlife and for stormwater/drainage. There was some discussion about what the road would look like: it would be similar to JW Powell Blvd with one lane in each direction, a greenway in the middle for future expansion, with a 5-to-6-foot sidewalk on the west/north side, and a FUTS on the east/south side. Water and sewer will be under the road. There was discussion about re-routing the Arizona Trail, and that the FUTS would access the national forest to the south of all the properties and to the AZ Loop Trail. There was discussion about potentially using remaining 2004 bond funds to get some open space here, not just a greenway next to the road.

There was some discussion about whether this was a strategic plan, a specific plan (which would encompass everything we want to see in this area), a “specific plan light,” or a sector plan (which is more of a development guide). Ms. McNulty said that a specific plan was funded 4 years ago, but there was a lack of activity because of staffing levels and Covid, and then the City was getting closer to the Regional Plan update. She noted this will still function like a specific plan, but may not have all the things like transportation and land use—those are part of the regional plan and will be integrated into this specific plan. It is a “specific plan light” regarding the topics being covered, but not light in the process—they are still getting everyone’s input, going through the Planning & Zoning and City Council processes.

There was discussion about the current regional plan and zoning codes being the guiding documents for Symmetry’s 126 acres, where development has already moved forward. It was noted that Symmetry has the rights to purchase the additional 405 acres (AZ State Trust Land) by 2027. There are 2,186 acres altogether in this area, but because of slopes, the developable portions are far less than that.

Commissioner White commented that it was wise to consider trails and open space as activity centers, because they’re all connected—we want trails radiating from the activity centers. There should be a plan for trails and open space as part of the specific plan, rather than fighting for single trails. He noted that Open Space benefits everyone in the long run: developers, residents, and future generations.

Chair Applin asked if any members of the public had questions, and there were none.

B. Land Availability and Suitability Study and Code Analysis Project (LASS+CAP) Project Update and Discussion

Michelle McNulty presented the PowerPoint attached to the Commission’s materials. She explained that this is a multi-prong initiative to address critical long-term planning & resilience: Planning, Housing, Sustainability, Mountain Line, Engineering & Transportation, and PROSE. It was a study of what land is available, what are development potential and barriers, an in-depth development code and process analysis – to address housing & climate change goals – and an analysis of what’s working and what’s not.

The inventory focused on vacant and underutilized sites, and from that, identified “opportunity sites”—readiness from a zoning standpoint, and whether infrastructure is in place. Conclusions were that there are 8,125 vacant acres, spread across 2242 parcels, 6,735 of those acres are residentially zoned. There were 5,399 acres of underutilized land, spread across 1822 parcels. Thirteen percent of vacant land is environmentally constrained by stream corridors, wetlands, steep slopes, floodplain, or floodways. Tree resources could reduce buildable land by up to 50 percent.

There are 7,062 acres of buildable land. Most of these acres are in rural residential areas (especially acres that are currently Arizona State Trust Land), which is limited to 1 unit per acre; to yield more housing, zoning will need to change. The study identified fifty opportunity sites for closer study.

The Regional Plan called for new housing to be prioritized to meet climate and housing goals. Ms. McNulty noted that redevelopment must be balanced with new development, to help slow down gentrification and displacement. This study will inform the regional plan updates, and the CAP (code analysis) by informing recommended zoning code/development review, and parking strategies. Regarding the CAP, they will look at all codes that affect development, to see where the barriers to housing and climate change goals are. It will also look at procedures, affordable housing/sustainable building incentives, resource protection (and how it is applied to developments, so it is meeting environmental goals), minimum parking requirements, and HOH (High Occupancy Housing). Then they will examine zone-specific issues (such as low-density restrictions and whether they are inconsistent with housing and climate goals), higher density allowance (allow smaller, more affordable units), and commercial zoning (parking & HOH regulations severely limit potential).

There was discussion that Flagstaff is an attractive place to live (though not necessarily to work), and that increasing housing doesn't cure that problem; if a lot of high-density housing is developed, that causes lower-density housing prices to increase. There was discussion about larger parcels, such as state trust land, and want to ensure the city has some influence on higher-density housing to be built, rather than single-home estates. It was noted that the city could strategize state trust land for both housing and open space—those goals do not need to be in conflict.

Mr. Wallace noted that this plan is important for the Commission to learn about, because it interacts with the Open Spaces Commission map of desired OS properties. It is important for PROSE to stay involved as things progress. Ms. McNulty confirmed she was aware of Open Space's goal to have everyone have open space within a 10-minute walk of their door.

There was also concern about how the resource protection overlays will be used in the future, and how we can preserve trees and neighborhoods. It was noted there will be future meetings about resource protection, and tree resources. The goal is to keep the character of Flagstaff while also meeting housing and climate goals.

C. Schultz Creek Open Space Access and Trailhead Planning

Mr. Wallace provided some history about Schultz Creek Open Space and the detention basins. Aside from the detention basins, it is being used as access to US Forest Service trails. The private property on the west portion of this

property is identified as an important location for the open space system and is listed as a potential acquisition in the 2004 bond fund ordinance. Open Space and Real Estate propose to trade acreage on the northwest corner of open space for acreage along the bottom portion of the private land. The private property owner has been very tolerant in letting people cross that bottom portion of his land and has not taken action to prohibit parking on it. There was discussion about a user-created trail along the east side of the proposed trade (west side of the drainage area). Mr. Ince discussed the planning of the trail across the detention basins with the US Forest Service, where that social trail was rejected; we gave the US Forest Service some autonomy in making that decision, because it leads to their trails. Several Commissioners expressed that the trail across the detention basins feels dangerous and unsustainable, and wanted Open Space to revisit the social trail idea with the US Forest Service.

7. Reports and Updates

A. Council Representative Report

Councilmember Harris was absent.

B. Planning and Zoning Commission Representative Report

Commissioner Norton did not have anything to report.

C. Open Space Management Report

Ms. Struss noted upcoming Open Space events. Mr. Wallace reported on the amendment to the BBB tax wording passing at City Council and noted that the BBB tax renewal will be on the November 2024 ballot. PROSE Director Rebecca Sayers will present on that at the next meeting. Mr. Wallace noted that the Hidden Hollow Right of Way/Easement amendment will be on the City Council agenda for September 17, 2024. He also noted that regarding the Observatory Mesa Trail Plan, the third public meeting on the final draft plan is September 19, 2024 from 5-7pm at the downtown Flagstaff Public Library, and that there is an online community survey. Commissioner Thomas suggested bringing the plan back to the Commission one more time.

D. PROSE Monthly Newsletter - July 2024

8. Informational Items To and From Commissioners and Staff

Commissioner White shared that several Council members said the Open Space Commission did a really good job on the Hidden Hollow Right of Way/Easement amendment issue.

9. Potential Future Agenda Items

- BBB tax renewal on the November ballot, as well as project and multi-year planning of BBB funds.
- Observatory Mesa Trail Plan – it was noted that if we receive a lot of feedback from the public meeting and community survey, we will bring it back to the Commission to be sure to iron out as many issues as we can before presenting it to City Council. There was discussion about outreach for the plan, and it was confirmed that we are sending out 4,300 postcards to neighboring properties to Observatory Mesa, sending out emails to individuals and HOAs, putting up posters and flyers, and posting it on social media and community calendars.
- Flagstaff Regional Plan 2025 will come to the Commission in October 2024.

10. Adjournment

Commissioner White motioned to adjourn, Commissioner Thomas seconded; the meeting was adjourned at 5:56pm.



Open Spaces Commission

6. A.

Co-Submitter: Rebecca Sayers, Parks, Recreation, Open Space, and Events Director

From: Robert Wallace, Open Space Supervisor

DATE: 09/23/2024

SUBJECT: BBB Tax Renewal

STAFF RECOMMENDED ACTION:

Staff Recommendation: (Discussion Item) This is an informational update and discussion item on the BBB Tax Renewal process.

Executive Summary:

How is BBB tax revenue spent??

City Code Chapter 3-06 Hospitality Industry Tax Revenues provides the distributions and financial controls for spending BBB tax revenues. Although not exhaustive, BBB tax revenues support the following programs/projects:

Parks, Recreation and Open Space:

- Development and maintenance of the Flagstaff Urban Trails System (FUTS)
- Developing parks and recreation facilities, open space, and programs
- Turf maintenance, field upkeep, landscape and hardscape maintenance, and capital improvements for five Flagstaff Unified School District ("FUSD") school fields and seven City-owned fields for youth and adult sports
- Playground equipment replacements and upgrades
- Support for maintenance of recreation centers including programming, and all parks and FUTS and several parks
- Partnered events like Winter Wonderland, Fourth of July, New Year's Eve Pinecone Drop, and Movies on the Square
- Acquisition, planning, development and promotion of parks and recreation, and passive recreation amenities in open space areas

Tourism:

- Safe and responsible marketing and media outreach to:
 - encourage economic spending for our businesses
 - help conserve Flagstaff's natural environment
 - share the importance of our culture and heritage
 - garner domestic and international media attention
- Daily operation of the Flagstaff Visitor Center and Train Station
- Holiday lights program for downtown Flagstaff, Fourth Street, and more
- Tourism Service Days to help keep Flagstaff beautiful
- Partnered events with messaging for Winter Wonderland, Fourth of July, New Year's Eve Pinecone Drop, and Movies on the Square that serve our community

Beautification:

- Grants to community members for Beautification and Arts projects like murals, utility cabinet art wraps, and pollinator gardens that help to showcase local artist work

- Enhancing and maintaining streetscapes with public art, traffic signal cabinet art wraps, monument signs, flower program, landscaping, and bike and pedestrian amenities
- Enhancing and maintaining community facilities with public art and garden landscaping

Economic Development:

- Incentives to aid local businesses with workforce and development needs
- Incubation and Acceleration opportunities for entrepreneurs
- Funding support for sustainable business practices like the Green Business Boot Camp, Innovate Waste Challenge, and more

Arts and Science:

- Grants awarded to our local arts and sciences and cultural non-profits for both operating costs and special projects
- Public art including temporary exhibitions and opportunities for local artists to create and showcase their craft
- Partnership on community events like First Friday Art Walk, Art X, and more

Attachments

Presentation

Form Review

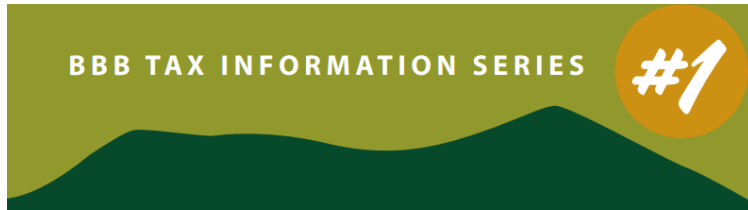
Inbox	Reviewed By	Date
Assistant Parks/Recreation Director Form Started By: Robert Wallace	Amy Hagin	08/19/2024 11:35 AM Started On: 08/15/2024 02:31 PM
Final Approval Date: 08/19/2024		



BBB Tax Renewal Educational Campaign



Elements on BBB Print Ads:



Let's the reader know there are several information ads to read

Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.



Let's the reader understand how the BBB is collected



Let's the reader get more information at BBBrenewalflagstaff.com

BBB TAX INFORMATION SERIES #1

CITY OF FLAGSTAFF
BBB
BED | BOARD | BEVERAGE
TAX FUNDS
Since 1988

Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

The BBB provides and maintains **TRAILS** for **RUNNING, WALKING, HIKING & BIKING**

- 60 miles of Flagstaff Urban Trail System (FUTS).
- 68% of the collected BBB is **paid by the VISITOR.**
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.

Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com

The City of Flagstaff logo, featuring a mountain, a river, and a sun, with the text "CITY OF FLAGSTAFF" and "ESTABLISHED 1891".

Let's the reader know specifically what is paid for with the BBB, so they have the information necessary to vote.

BBB Campaign Examples:

BBB TAX INFORMATION SERIES #5



**The BBB creates and maintains
PLAYGROUNDS like BUSHMASTER,
FOXGLENN & THORPE**



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar in the city.**

- **Playground equipment** purchased and maintained.
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB TAX INFORMATION SERIES #13



**The BBB provides and maintains facilities
like the JAY LIVELY ACTIVITY CENTER
for ice skating and hockey**



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar in the city.**

- BBB also **maintains other parks, recreation, open space areas and events.**
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB Campaign Examples:

<https://www.flagstaffarizona.org/pledge-wild/>

<https://www.flagstaffarizona.org/pledge-wild/flq-ecotourism/>

We share these fire safety principles and more...



PLEASE BE FIRE AWARE

1. If campfires are permitted, check for restrictions.
2. Properly dispose of cigarettes.
3. Don't let chains drag.
4. Leave no trace.

WE'RE COUNTING ON YOU!

A partnership with VisitArizona.com



BBB TAX INFORMATION SERIES #18

CITY OF FLAGSTAFF
BBB
BED | BOARD | BEVERAGE
TAX FUNDS
Since 1988

The BBB helps to CONSERVE FLAGSTAFF'S NATURAL ENVIRONMENT with safe and responsible visitation messaging.

Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar in the city.**

BE FIRE AWARE
KNOW BEFORE YOU GO

PLEDGE FOR THE WILD

ECOTOURISM
FLAGSTAFF

- **Be Fire Aware** campaign shares how to properly distinguish fires and more.
- **Pledge for the Wild** campaign keeps our wild places wild.
- **Ecotourism** campaign shares a **Leave No Trace** message.
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.

Enhancing our community's quality of life since 1988.
Learn more: **BBBrenewalflagstaff.com**



BBB Campaign Examples:

BBB TAX INFORMATION SERIES #2



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

The BBB helps to educate visitors and locals on the importance of our community's **CULTURE & HERITAGE**



 *WATCH THE VIDEO TO LEARN MORE.*

- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.

 *Enhancing our community's quality of life since 1988.*
Learn more: BBBrenewalflagstaff.com



Please watch the video...it's impressive and shares how we view our surroundings.



WATCH THE VIDEO TO LEARN MORE.



BBB Campaign Examples:

BBB TAX INFORMATION SERIES #10



The BBB helps inspire RESPONSIBLE VISITATION which in turn creates ECONOMIC GROWTH for our businesses



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar in the city.**

- **Most businesses can't thrive on local spend alone.**
- **68% of the collected BBB is paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- **BBB tax funds are re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.**

Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com






James Beard Semifinalists

Emerging Chef Best Chef Outstanding Restaurant Emerging Chef
ETHEL RESTAURANT FORT FLAG PAPER MEATS + PRODUCTIONS SHIFF HUTCHIN + B&B



AS GRAND  IT GETS

A MEMORABLE STAY AT 7,000 FEET, AND JUST A SHORT DRIVE TO THE WORLD'S GRANDEST CANYON AND 7 MORE MUST-SEE NATIONAL PARKS & MONUMENTS




Arizona's destination for all seasons

LEARN MORE. REQUEST YOUR FREE OFFICIAL VISITOR GUIDE AT DISCOVERFLAGSTAFF.COM
DAILY NONSTOP FLAGSTAFF (FLG) FLIGHTS TO/FROM PHOENIX (PHX) AND DALLAS (DFW)

STAY & PLAY RESPONSIBLY

GRAND CANYON NATIONAL PARK

BBB Campaign Examples:

BBB TAX INFORMATION SERIES #4



The BBB provides INCENTIVES TO AID LOCAL BUSINESSES with workforce and development needs



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

- chooseflagstaff.com/business-incentives
- 68% of the collected BBB is **paid by the VISITOR**.*
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services**.
- BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB TAX INFORMATION SERIES #12



The BBB provides THE ADAPTIVE REUSE PROGRAM which guides businesses to the right resources at the right time



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

- chooseflagstaff.com/business-incentives
- 68% of the collected BBB is **paid by the VISITOR**.*
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services**.
- BBB lessens the burden on the City's budget, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB Campaign Examples:

BBB TAX INFORMATION SERIES #11



The BBB provides GRANTS to our community for BEAUTIFICATION & ARTS PROJECTS



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.



LEARN MORE ABOUT BIA GRANT OPPORTUNITIES

- **Beautification in Action (BIA) Grants**
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB TAX INFORMATION SERIES #3



The BBB provides annual operating and project GRANTS TO LOCAL ARTS & SCIENCES AND CULTURAL NON-PROFITS



Did you Know?...

Some of the things you may **CARE ABOUT IN FLAGSTAFF** are funded by the 2% BBB tax paid by customers at every **hotel/motel, campground, short-term rental, restaurant and bar** in the city.

- \$400,000 annually is distributed amongst **40+ Flagstaff visual, performing arts and sciences, and cultural organizations** for operations and projects.
- 68% of the collected BBB is **paid by the VISITOR.***
* Source: NAU Economic Policy Institute
- BBB tax funds are **re-invested back into our community for services.**
- **BBB lessens the burden on the City's budget**, so more dollars are provided to police and fire, libraries, housing, and other community essential needs.



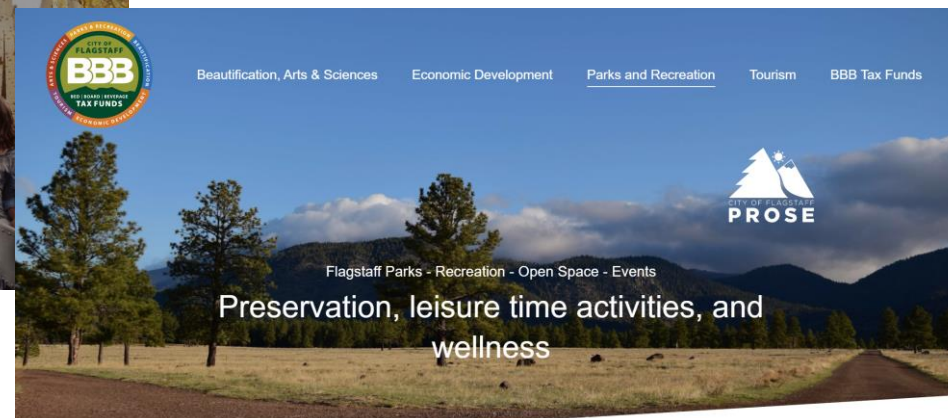
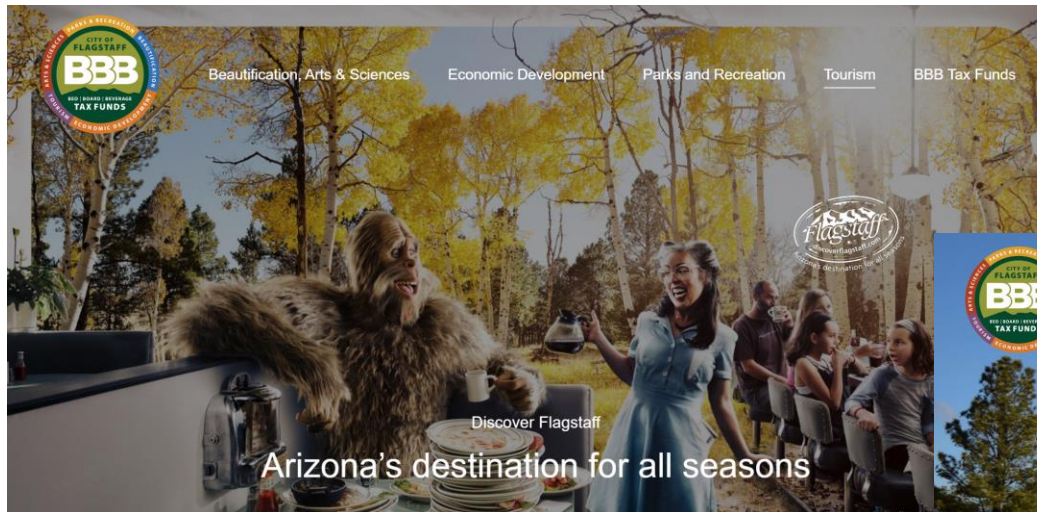
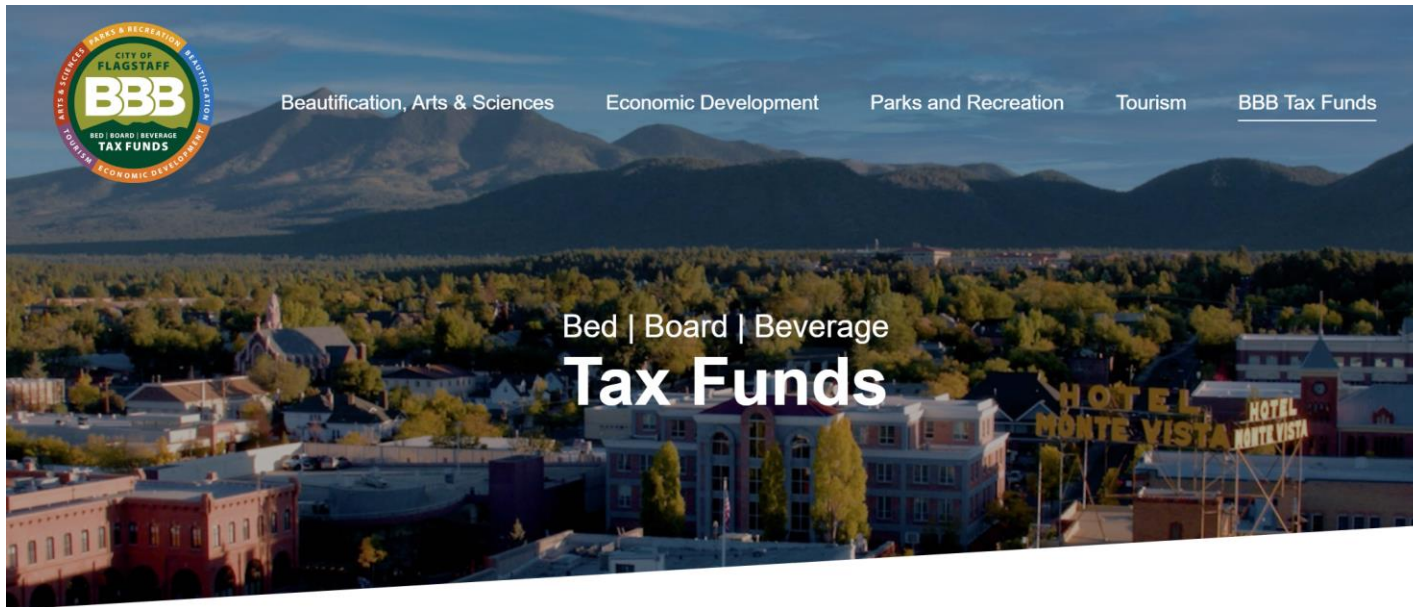
Enhancing our community's quality of life since 1988.
Learn more: BBBrenewalflagstaff.com



BBB Educational Campaign Outreach:

- Print Ads in local media
 - Social Posts on all social platforms
 - Digital Ads – using Datafy
 - Email Messaging
 - Harkins Theatre Ads
 - Mountain Line Bus Ads
 - NAU Marketing & Outreach
 - Business Card & More
- NOTE: Ads will be condensed and adapted depending on what medium we are using.

BBBrenewalflagstaff.com



Extensive website created to explain the funding and who receive it.



QUESTIONS?

THANK YOU!



Open Spaces Commission

6. B.

Co-Submitter: Rebecca Sayers, Parks, Recreation, Open Space, and Events Director

From: Robert Wallace, Open Space Supervisor

DATE: 09/23/2024

SUBJECT: Project Prioritization and Multi-year Project Planning

STAFF RECOMMENDED ACTION:

Staff Recommendation: (Discussion Item) This is an update on the status of the Open Space deferred maintenance projects, new amenities, and acquisitions. This presentation and discussion will support the Commission's effort to develop a 5-10 capital improvement plan focusing on Open Space Commission priorities related to open space maintenance, restoration, and the open space system.

Executive Summary:

City Code Chapter 3-06 Hospitality Industry Tax Revenues provides the distributions and financial controls for spending Bed, Board and Beverage (BBB) tax revenues. BBB tax revenues now support the Open Space Section by enabling Open Space to utilize a portion of the Parks and Recreation BBB tax allocation for improvement projects. This presentation will support the Open Space Commission's effort to review and identify priority maintenance projects, new amenities, and acquisitions that BBB tax revenues could be allocated toward. Steps in this process may include identifying a priority list to work towards (property acquisition, rezones, easements, etc.), considering what tools might be best for each priority, and developing a final project list and cost estimates. The desired end result of this work would be the production of something similar to a 5-10 capital improvement plan focusing on community open space priorities.

Attachments

No file(s) attached.

Form Review

Inbox
Assistant Parks/Recreation Director

Reviewed By
Amy Hagin

Date
09/18/2024 06:35 PM
Started On: 09/18/2024 09:22 AM

Form Started By: Robert Wallace

Final Approval Date: 09/18/2024



Open Spaces Commission

7. D.

From: Cathy Guetschow, Administrative Specialist

DATE: 09/23/2024

SUBJECT: PROSE Monthly Newsletter - August 2024

STAFF RECOMMENDED ACTION:

Executive Summary:

Attachments

PROSE August 2024 Newsletter

Form Review

Form Started By: Cathy Guetschow

Started On: 09/18/2024 02:18 PM

Final Approval Date: 09/18/2024



PARKS, RECREATION, OPEN SPACE, AND EVENTS

AUGUST 2024 NEWSLETTER

*Connecting our community through
people, parks, natural areas, and programs.*

The new playground at
Ponderosa Trails Park



New Playground at Ponderosa Trails Park!

There is a new playground in town! The Parks section completed the installation of a new playground at Ponderosa Trails Park. The previous structure was twenty-five years old and due for replacement. The new playground offers opportunities for climbing, sliding, dangling and more in a relatively small space.

Aerial view of the new playground



Kids enjoying the new playground at Ponderosa Trails Park



PARKS

Thorpe Multi-Purpose Sod Project

In cooperation with the Flagstaff Soccer Club, Parks was able to implement a full closure of the Thorpe Multi-Purpose Field in order to establish a healthy new layer of sod. This project successfully replaced over 6,000 square feet and is open again for use.



Laying the squares of sod



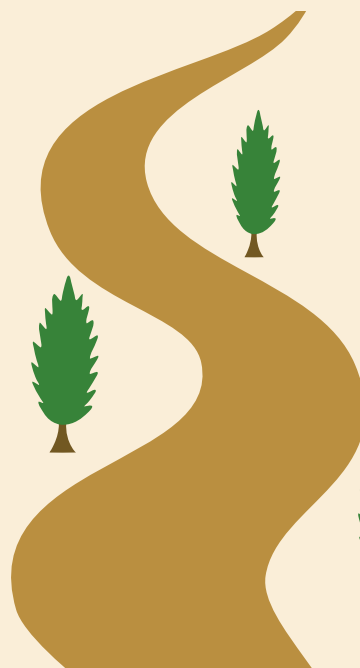
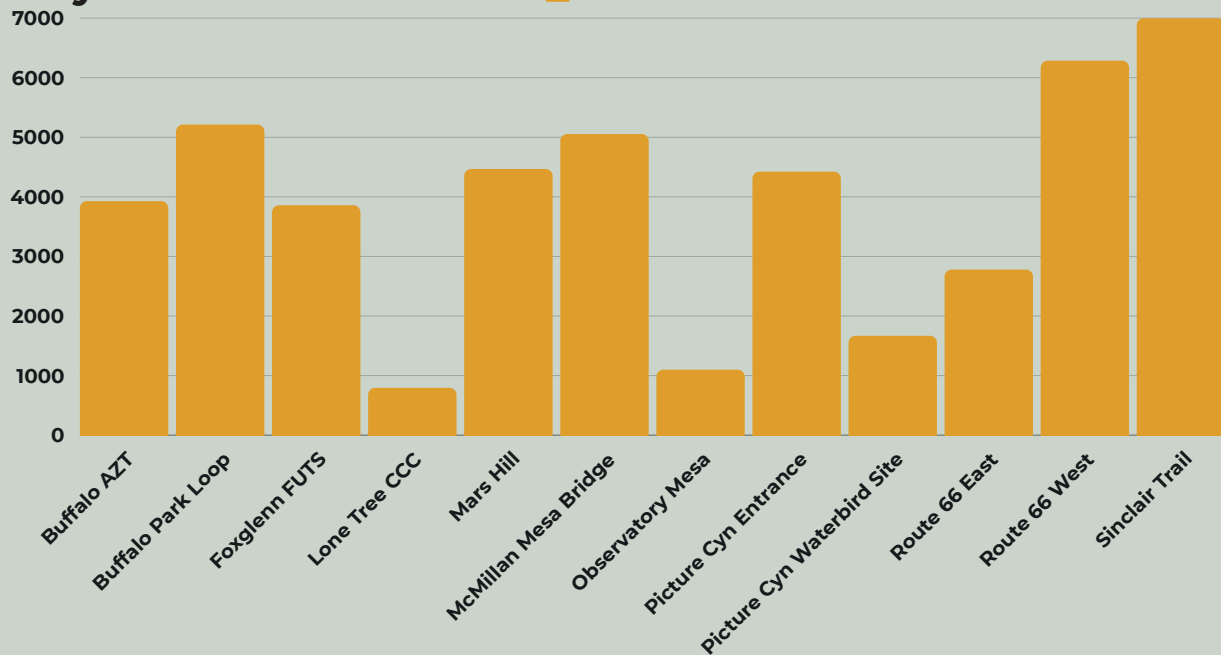
Prepping the soil



Finishing touches

July 2024 Trail Counts

Number of Users





RECREATION

Aquaplex

Joe C Montoya Community & Senior Center

Summer Day Camps

The Aquaplex Summer Day Camps are all wrapped up for the summer. What started with only six participants, ended with the maximum capacity of twenty. This was the first year Summer Day Camps returned to the Aquaplex since 2019. Staff learned a lot from this year's camps and are fully prepared to hit the ground running next summer.



Kids crafting

Joe C Montoya Community & Senior Center Donated Piano

Joe C. Montoya Center received a donated piano valued at \$2,000. This piano will replace the previous piano which was of lesser quality and sound. The center is excited about music performances to come!



The new piano

New Class with Mountain Health Arts: Education of Making Music for Memory Loss

In partnership with Mountain Health Arts, Joe C. Montoya is offering a new class titled, Education of Making Music for Memory Loss. This class is geared towards people with Dementia and Alzheimer's.



The music class in action



RECREATION

Hal Jensen Recreation Center

Jay Lively Activity Center

Hal Jensen Back to School BBQ

Hal Jensen Recreation Center hosted a Back to School BBQ to welcome both new and familiar teens to the center. Staff served food and shared some behavior expectations for the facility. This gathering saw approximately 160 youth.



Teens at the BBQ getting some food



Pick-Up Basketball in action

Tuesday Night Adult Pick-Up Basketball

Adult Pick-Up Basketball has been steadily increasing in popularity seeing approximately thirty players every Tuesday night. To meet this demand, Hal Jensen Recreation Center will be hosting this program on Thursday nights as well until Youth Basketball begins in November.



Jay Lively Activity Center Excavation Work

Jay Lively Activity Center completed work on the drainage project with the help of 108 Excavating.



OPEN SPACE

Event participants gaze at a Giant Sequoia



Arbor Day Tree Walk Event

In honor of Arbor Day, Open Space hosted a free event for the public to learn about both native and invasive species of trees. Approximately twelve people attended this walk around the neighborhood where our Open Space Coordinator identified different species and included some fun facts and tips about growing and maintenance.

Welcome Ashlee - New Open Space Educator!

Ashlee in good spirits after pulling invasive weeds



Open Space is excited to welcome Ashlee Flinely to the team as the Open Space Educator. Ashlee has ample experience in outdoor education and has jumped right into her new role with enthusiasm.

Thank you Desert - AmeriCorps ELC Member

Open Space's AmeriCorps Environmental Literacy Corps intern, Desert Mulford, has completed his term. His hard work has helped advance the Open Space education program to include elements of art and climate change awareness. We are thankful for all that Desert has done with PROSE and wish him well on his next work adventure.



Sylvia gifting Desert a bunch of Star Thistle

Greater Observatory Mesa Trail Plan


With help from Southwest Decision Resources, a third and final draft of the Observatory Mesa Trail Plan has been released to the public for input. The public is encouraged to review the plan online as well as at the public meeting on September 19th, from 5:00pm to 7:00pm at the downtown Flagstaff City-Coconino County Public Library.

Greater Observatory Mesa Trail Plan PUBLIC MEETING

Members of the public are invited to review the Greater Observatory Mesa Trail Plan, learn how it may affect them and provide input for the City Council's Consideration.



September 19th, 2024
5:00PM - 7:00PM
FLAGSTAFF CITY-COCONINO COUNTY
PUBLIC LIBRARY
300 W Aspen Ave
Flagstaff, AZ 86001



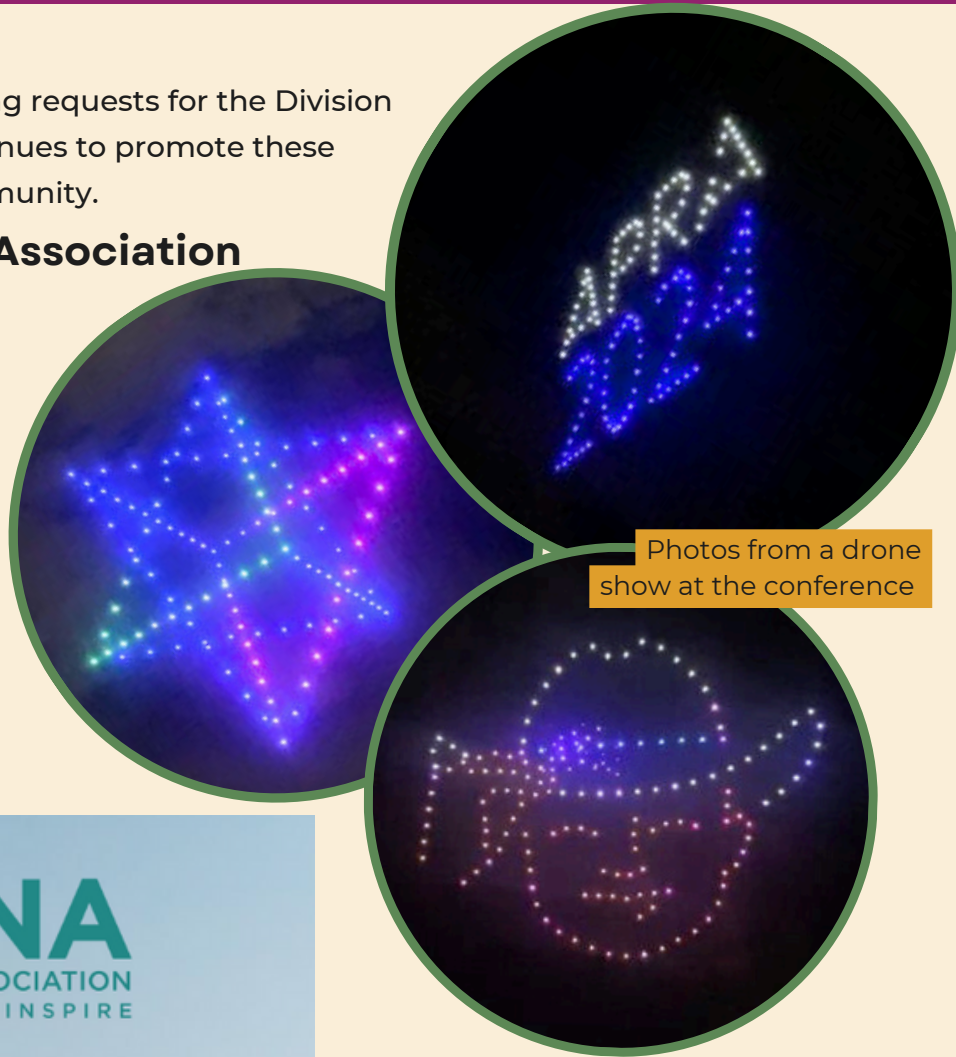
EVENTS & MARKETING

Marketing

Marketing completed twenty-one marketing requests for the Division throughout the month of August and continues to promote these programs and events throughout the community.

Arizona Parks and Recreation Association Conference & Expo

Seven representatives from PROSE attended the Annual Arizona Parks and Recreation Association Conference in Tucson. The conference offered opportunities to learn, network, and explore relevant products and services in the exhibition hall. Our Events and Marketing Coordinator was able to attend and came back with some ideas for potential events to bring to Flagstaff.



Photos from a drone show at the conference



Winter Event Planning and Preparation

In partnership with the Flagstaff Downtown Business Alliance, the Events and Marketing team has already begun preparation for this year's Winter Wonderland event. These kinds of community events require ample planning and preparation to run smoothly. The team is excited about ideas to make this year's event better than before. Be sure to save the date, December 7th!

