

NOTICE AND AGENDA

PARKS AND RECREATION COMMISSION
MONDAY, JANUARY 13, 2025

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

0. Vote for Chair and Co-Chair for 2025
Vote
0. Courtesy Snow Berm Relocation and Snow Heroes Information
Presentation
0. Review of Current 5-Year Capital Plan
Discussion and recap information
0. Goals for 2025
Discussion and information

1. **Call to Order**

2. **Roll Call**

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

Stephen Parsons - Chair
Austin Kerr - Vice Chair
Neil Frazier
Autumn Layden

Ryan Martin
Jill Christensen
Josh Stackhouse
Councilmember Deborah Harris - Council Liaison

3. **Land Acknowledgement**

The Flagstaff Parks and Recreation 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 Minutes**

5. **Public Comment**

This portion of the meeting is for items that are NOT on the agenda. The Commission cannot act on items presented during the public participation of the agenda. The Commission is prohibited by the open meeting law from discussing or considering the item until the item is officially placed on an agenda. Please limit comments to five minutes.

6. **City Council Liaison Report - Councilmember Deborah Harris**

7. **Reports -- Monthly highlights of Parks and Recreation, Open Space, and Events**

PROSE Monthly Newsletter

- November PROSE Newsletter
- December PROSE Newsletter

8. Informational items to and from Commissioners and Staff

9. Agenda Items for next meeting

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 1/6/2025, at 4:00 PM a.m./p.m. This notice has been posted on the City's website and can be downloaded at www.flagstaff.az.gov.

Dated this 6th day of January, 2024.

Annie Ridgell

Annie Ridgell, Administrative Specialist

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



Parks & Recreation

0.

From: Amy Hagin, Assistant Parks and Recreation Director

DATE: 01/13/2025

SUBJECT: Vote for Chair and Co-Chair for 2025

STAFF RECOMMENDED ACTION:

Vote

Executive Summary:

Discussion and vote



Parks & Recreation

0.

From: Amy Hagin, Assistant Parks and Recreation Director

DATE: 01/13/2025

SUBJECT: Courtesy Snow Berm Relocation and Snow Heroes Information

STAFF RECOMMENDED ACTION:

Presentation

Executive Summary:

Presentation regarding programs



Parks & Recreation

0.

From: Amy Hagin, Assistant Parks and Recreation Director

DATE: 01/13/2025

SUBJECT: Review of Current 5-Year Capital Plan

STAFF RECOMMENDED ACTION:

Discussion and recap information

Executive Summary:

Discussion and recap information



Parks & Recreation

0.

From: Amy Hagin, Assistant Parks and Recreation Director

DATE: 01/13/2025

SUBJECT: Goals for 2025

STAFF RECOMMENDED ACTION:

Discussion and information

Executive Summary:

Discussion on PROSE 5-year capital plan, Commission goals for 2025 and upcoming combination meeting with the Open Space Commission



Parks & Recreation

4.

From: Annie Ridgell, PROSE Administrative Specialist

DATE: 01/13/2025

SUBJECT: Approval of Minutes

STAFF RECOMMENDED ACTION:

Executive Summary:

Attachments

November 18, 2024 Draft Minutes

DRAFT

DRAFT

PARKS AND RECREATION COMMISSION MEETING NOTICE AND AGENDA

PARKS AND RECREATION COMMISSION
MONDAY
NOVEMBER 18, 2024

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

1. Call to Order

The meeting began at 4:00 pm.

2. Roll Call

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

Stephen Parsons - Chair - present
Austin Kerr - Co-Chair - present
Jill Christensen - present
Neil Frazier - present

Autumn Layden-McLeod - present
Ryan Martin - absent
Josh Stackhouse - present (joined meeting at 4:32)
Councilmember Deborah Harris - absent

STAFF AND OTHERS PRESENT

Amy Hagin, Assistant Parks and Recreation Director
Tyrone Johnson, Recreation Manager
Haley Reynolds, Events and Marketing Manager
Rebecca Sayers, Parks, Recreation, Open Spaces and Events Division Director

3. Land Acknowledgment

The Flagstaff Parks and Recreation 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 Minutes

Co-chair Kerr motioned to approve the October 21, 2024 minutes as written. Commissioner Christensen seconded. The vote was unanimous in favor of approval.

5. Public Comment

This portion of the meeting is for items that are NOT on the agenda. The Commission cannot act on items presented during the public participation of the agenda. The Commission is prohibited by the open meeting law from discussing or considering the item until the item is officially placed on an agenda. Please limit comments to five minutes.

There was no public comment.

6. Discussion Items

A. West Side Park Updates on the Future Neighborhood Park

- Amy Hagin gave an update on the planning of this new neighborhood park which will serve the Boulder Pointe and other nearby neighborhoods. Two public outreach events were held, one via Zoom and one in person at the site, to collect residents' ideas about what they would like to see in the park along with any concerns they may have.
- General comments focused on keeping the area as natural as possible with preferred amenities that promote health and wellness for all ages, including playgrounds, a walking path with exercise stations, gathering space, possibly a dog park, and other ideas. The consultant is now taking this feedback to develop concept drawings to present back to the public.
- The Commission asked about the conversation around a dog park and whether there will be a parking lot. Comments were varied about the dog park, with some asking for it and others not in favor. Parking is not yet determined and is not usually required with a neighborhood park since the intention is that the neighborhood is walking or bicycling to the park, but a small parking lot may be requested or required in the design review process. The name of the park is also to be determined and the community was asked to provide potential names during the public meetings.

B. Discussion on Winter Months Commission Meeting Dates

- The next scheduled meeting is December 16, 2024. The January and February meeting dates fall on City observed holidays, which are January 20 and February 17, 2025, so those meetings need to be rescheduled.
- The Commission chose to cancel the December 2024 meeting, move their January meeting date to January 13, 2025, and then meet jointly with Open Space Commission on February 24, 2025.
- Topics for the joint meeting will include the annual BBB budget review and other topics important to both commissions.

C. Sport Courts at Bushmaster Park Updates

- Amy Hagin updated the Commission on the status of the project to design and construct new sport courts at Bushmaster Park. Construction drawings are being finalized and will be sent advertised as a request for bids in January. Staff will then take the winning bid to Council for approval in February, with an anticipated construction start date around April 1, 2025. This would allow the project to have the entire 2025 construction season and hopefully not have to split the project over two years. Staff will report back to the Commission as updates are available.

D. Snow Operation and Courtesy Berm Relocation Program Information

- Amy Hagin went through the responsibilities of the PROSE team during snow events, including relocating snow from Heritage Square, and plowing city owned parking lots, FUTS that are asphalt or concrete, and sidewalks adjacent to city properties. Larger snow events also include a snow removal operation from the downtown area to physically remove the snow from the Heritage Square area.
- Amy also explained the courtesy berm relocation program which is available to disabled individuals that are not able to clear the berm left by snowplows from the end of their driveway. Residents that meet eligibility requirements turn in an application and are added to a list and an internal GIS mapping system. Once streets have been plowed by Public Works, PROSE will start working on this list as long as other priority assignments have been

completed.

- PROSE will provide a joint presentation with Sustainability to the City Council in January highlighting this program and the Sustainability Snow Heroes program.

7. **City Council Liaison Report - Councilmember Deborah Harris**

Councilmember Deborah Harris was not able to attend the meeting.

8. **Reports - Monthly Highlights of Parks and Recreation, Open Space, and Events**

There was discussion about the programs provided in Recreation for Halloween and questions about upcoming events for the holidays which include Winter Wonderland on December 7 and the holiday light parade that the Chamber of Commerce provides on December 14.

A. PROSE Monthly Newsletter

9. **Informational items to and from Commissioners and Staff**

- Chair Parsons mentioned his company may be working on design of a landscaped wall with new artwork at "the wedge" which is the city-owned property triangle along Cedar Avenue near West Street. There was minimal discussion about the potential opportunity for an art wall at this location.
- Amy noted she wrote a letter of support for the art wall grant applicant as requested by the Commission at a previous meeting.

10. **Agenda Items for Next Meeting**

- Vote for Chair and Co-chair for 2025
- Planning for the joint meeting with Open Space Commission in February
- Possibly west side park concept review
- Review of current 5-year capital plan in preparation for reviewing updated plan in February
- Snow Heroes/courtesy berm relocation update (similar to presentation to Council)
- Goals for 2025

11. **Adjournment**

Chair Parsons adjourned the meeting at 5:15pm.



Parks & Recreation

7.

From: Annie Ridgell, PROSE Administrative Specialist

DATE: 01/13/2025

SUBJECT: Reports -- Monthly highlights of Parks and Recreation, Open Space, and Events

PROSE Monthly Newsletter

- November PROSE Newsletter
- December PROSE Newsletter

STAFF RECOMMENDED ACTION:

Executive Summary:

Attachments

PROSE November 2024 Monthly Newsletter

PROSE December 2024 Newsletter



PARKS, RECREATION, OPEN SPACE, AND EVENTS

NOVEMBER 2024 NEWSLETTER

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



Youth at Skills and Drills

Hal Jensen Recreation Center Youth Basketball Skills and Drills Event

Hal Jensen Recreation Center staff coordinated another successful Skills and Drills event at the Aquaplex for the Youth Basketball program. Players and coaches from the Northern Arizona University basketball team volunteered to help facilitate the event. The youth that participated in the event demonstrated their skills through a variety of drills in order for the coaches to evaluate their ability and be put into teams for the season. One hundred and fifty kids from three age categories participated in the event. Games and practice will begin the second week of December.



Dribbling practice



The NAU Basketball Team spreading their enthusiasm for the sport



Continental Park playground



The new playground structure at Continental Park

PARKS

New Playground Structure at Continental Park

Parks installed a new playground structure at the Continental Park. The new structure is designed for children ages two to five. It is located with a view of the three main fields so families can enjoy the new amenity while watching youth sports.

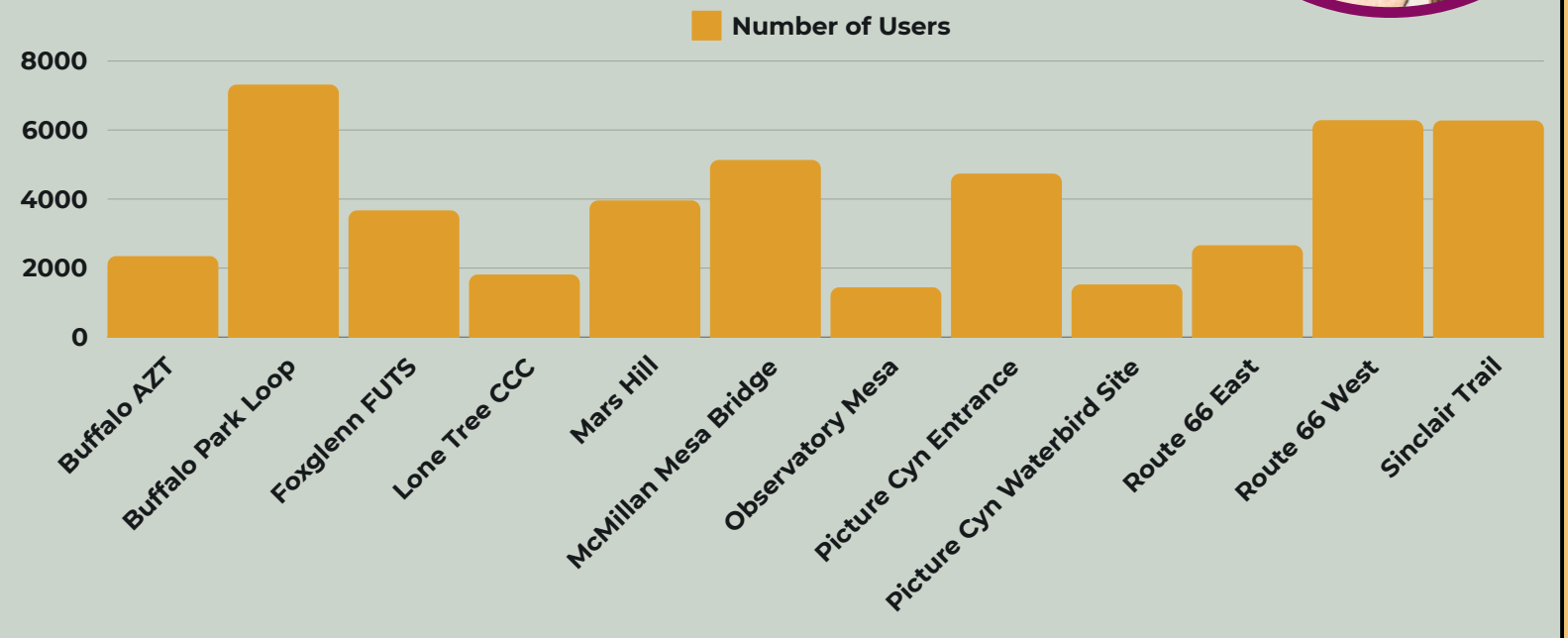
New Drinking Fountains with Water Bottle Fill Stations

A total of ten new drinking fountains with water bottle fill stations have been installed throughout our athletic and park spaces. Parks staff have been hard at work to replace the old and outdated fountains. The fountains are currently turned off for the winter but will be up and running in the spring.



New drinking fountain

October 2024 Trail Counts





Youth at the Skills and Drills event

RECREATION

Personal Training and New Fitness Opportunities at the Aquaplex

The Aquaplex's new personal trainer, Brad Stricker, is helping promote fitness in a variety of new ways. Brad is personal trainer, hosts a morning fitness class, and has begun offering an hour on Tuesdays to be available for youth that come to the Aquaplex after school. During this time he provides workout advice and is available to answer any of their questions. This opportunity has been very helpful for youth that are new to working out in the gym or do not know where to start.



Brad Stricker working with a client

Welcome Andres Aguilar, Recreation Coordinator at Jay Lively Activity Center

Jay Lively Activity Center is excited to have Andres Aguilar join the team as their new Recreation Coordinator. Andres has four years of prior experience at JLAC, attending programs as a youth as well as leading them as a part-time staff. Andres is excited to be a full-time employee with the opportunity to collaborate with other Recreation Coordinators. A fun fact about Andres is that he loves listening to and playing music on his guitar and collects vinyl records.



Photo of Andres



Ladies from The Parlor Salon cutting and styling hair

Ladies only Free Hair Cut & Styling with The Parlor Salon

Joe C. Montoya Community and Senior Center partnered with The Parlor Salon to offer free haircuts and styling for senior women that are patrons of the center. The event was highly appreciated among the fifteen that were able to participate.



OPEN SPACE

Leupp Elementary School STEAM Fair

Open Space participated in the Leupp Elementary STEAM Fair where they hosted a booth to engage with students about the importance of Open Space and natural areas. They offered an activity for students to mix water, soil, clay, and native seeds to make a seed ball that could be tossed in their yard to spread native grasses.



Booth at Leupp
STEAM Fair



New
restoration
signage at
Picture
Canyon

Picture Canyon Improvements

Progress on the Arizona State Park grant at Picture Canyon has continued this month. Improvements include:

- naturalization of unauthorized trails
- installation of new signage to inform hikers of restoration areas
- installation of new signage to keep hikers out of culturally significant areas.



New Signage at
Picture Canyon

Summit for Arizona Trails

Open Space staff attended the Summit for Arizona Trails in Cottonwood, Arizona where they learned about trail planning and management.



Group photo of the Summit



EVENTS, MARKETING & ATHLETICS

Aquaplex Winter

Break Kids Day Camp

The Aquaplex is offering a Winter Break Kids Day Camp that will run for two weeks with some breaks for holidays. This is an affordable opportunity for childcare around the holidays and will be full of movement, crafts, and fun.

Flagstaff Aquaplex

WINTER BREAK

KIDS DAY CAMP



DECEMBER 23 - JANUARY 03

Ages 5 - 11



Swim | Climb | Crafts | Games

Member Price:
\$25/ day

Non-Member Price:
\$35/ day

Monday 12/23	Tuesday 12/24	Wednesday 12/25	Thursday 12/26	Friday 12/27
Full-Day 7:30am-6:00pm	Early Pick-Up 7:30am-3:30pm	NO CAMP (Holiday)	Late Drop-Off 10:30am-6:00pm	Full-Day 7:30am-6:00pm
Monday 12/30	Tuesday 12/31	Wednesday 01/01	Thursday 01/02	Friday 01/03
Full-Day 7:30am-6:00pm	Early Pick-Up 7:30am-3:30pm	NO CAMP (Holiday)	Late Drop-Off 10:30am-6:00pm	Full-Day 7:30am-6:00pm



[CLICK HERE TO LEARN MORE AND SIGN UP](#)

[\(928\) 213-2300](tel:9282132300)



CITY OF FLAGSTAFF - RECREATION

1ST SESSION ADULT BASKETBALL

MENS, WOMENS, ALL-GENDER 5V5 TEAMS




REGISTRATION OPEN

Registration: \$325/ team
Register online on Webtrac
12/02/24 - 1/30/25

CITY OF FLAGSTAFF PROSE PARKS, RECREATION, OPEN SPACE & EVENTS

For more information email Jackson.Hodsen@flagstaffaz.gov

Adult Basketball

First Session Adult Basketball opened for registration and teams are already full! With close to one hundred people signed up, we expect a great season. Games will begin the first week of December.

We hope to see you on Saturday, December 7th!



DOWNTOWN FLAGSTAFF FOUNDATION AND CITY OF FLAGSTAFF PARKS, RECREATION, OPEN SPACE, AND EVENTS PRESENTS

WINTER WONDERLAND AND TREE LIGHTING

FREE!



SATURDAY, DECEMBER 7

STARTING AT 2:30PM

HERITAGE SQUARE

LIVE MUSIC * HOT COCOA
SANTA * S'MORES * CRAFTS








PARKS, RECREATION, OPEN SPACE, AND EVENTS

2024 YEAR IN REVIEW NEWSLETTER



PROSE Staff group photo

As 2024 comes to a close, I am filled with pride as I reflect on the incredible achievements of our PROSE team this year. It has been a year of growth, innovation, and dedication, and I'm excited to highlight the many milestones we've reached together.

Thank you to the PROSE team for your tireless efforts and for making this a truly memorable year. Your dedication inspires me every day!

-Rebecca Sayers, PROSE Director

New Mission and Values

The entire Division gathered for a day to work with Julie Lancaster with Lancaster Leadership to decide on a new mission and vision statement as well as a list of values. The day was full of exercises to foster the team culture and deliver results in creating a new mission, vision and values statement. The results are:

Mission:

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

Vision:

Creating unique experiences and places to play.

Values:

- Community enrichment
- Conservation
- All inclusive
- Authenticity

Parks' float for the Parade of Lights



PARKS - HIGHLIGHTS



Float feature

Parade of Lights

Parks staff got in the holiday spirit by participating in the Chamber of Commerce Parade of Lights. A small team of staff designed and decorated a float, based on the Island of Misfit Toys, utilizing retired playground equipment. This was a great way to connect with the community and have some fun.



Parks staff on their float



Parade of Lights

Continental Park Playground

Parks installed a new playground structure at Continental Park. The new structure is designed for children ages two to five. It is located with a view of the three main fields so families can enjoy the new amenities while watching youth sports.



Continental Park Playground

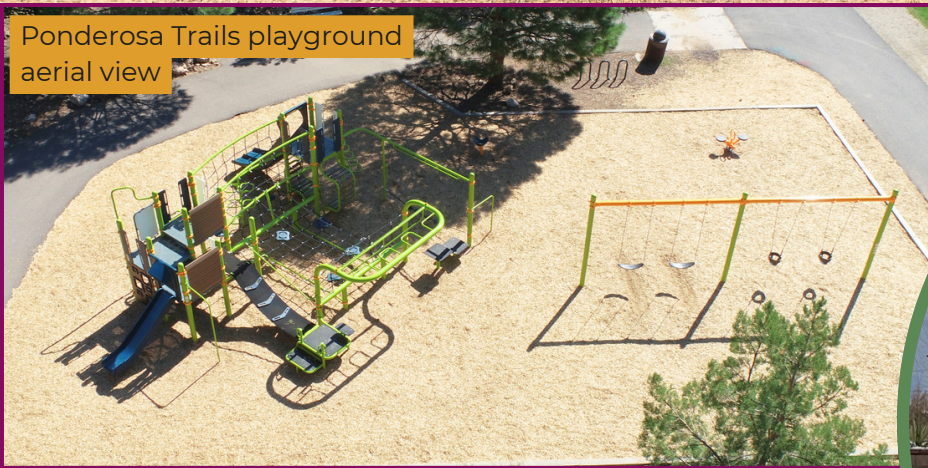
Ponderosa Trails Playground

The new playground at Ponderosa Trails Park has been a huge hit with the community. The Parks Section completed the installation in August. 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.

Ponderosa Trails playground



Ponderosa Trails playground aerial view



New park kiosk sign at Thorpe Park



Park Kiosk Signs

Parks is excited to have begun the process of replacing existing park kiosk signs with new metal signs designed by Parks staff themselves. These signs are a much-needed improvement from the previous signs, which break down over time due to sun exposure. This year, the Parks team upgraded seven signs throughout Flagstaff.



Laying the new sod



Thorpe Park 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 the field reopened in time for fall activities.

Snow Operations

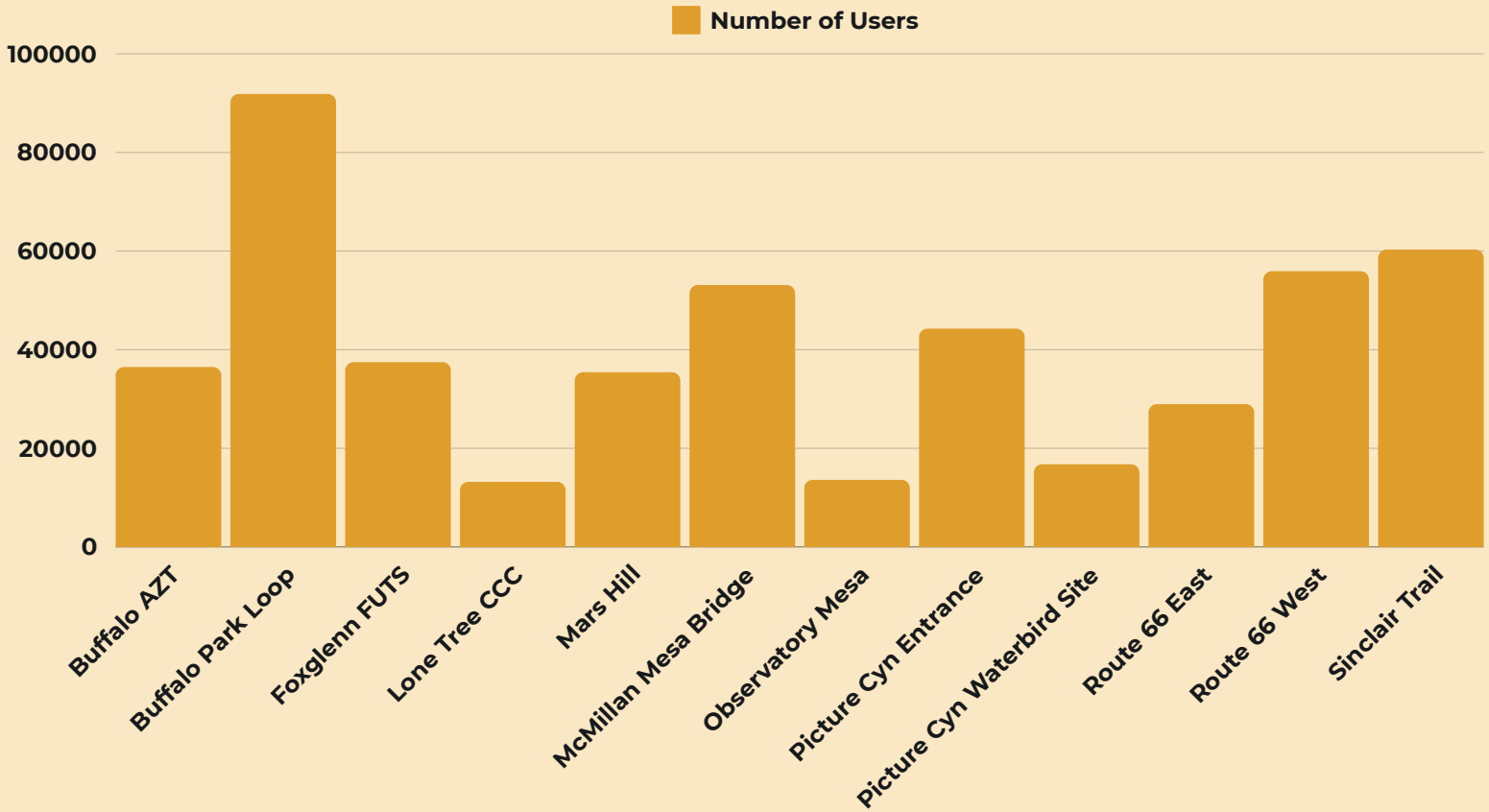
During the month of January, there were 1,090 labor hours spent on snow operations with 70% of those hours on equipment and the rest with performing handwork, i.e. shoveling or snow throwing. During the month, 61.4 inches of snow accumulation occurred becoming the third largest on record for Flagstaff! When using the standard of an inch of snow per square foot weighs 1.25 pounds, Parks estimates that over 87 million pounds of snow were moved during the month.



Snow removal at Heritage Square



2024 Year Total Trail Counts





Pumpkin Plunge event

RECREATION HIGHLIGHTS

Halloween Events

October was packed with Halloween events for the whole family. The Aquaplex introduced a new event called the Pumpkin Plunge where participants could swim in a pool full of floating pumpkins and take one home. Hal Jensen Recreation Center hosted a Halloween Carnival with over one hundred visitors through the door, and Jay Lively Activity Center hosted their annual Spooky Skate event that saw more attendees than any other year.



Girl painting pumpkin



Spooky Skate event



Halloween Carnival event

Youth Basketball Skills and Drills

Hal Jensen Recreation Center teamed up with the NAU Basketball team to kick off the Youth Basketball season with one-hundred and eighty participants.



Skills and Drills event

Joe C. Montoya Programs New and Old Running Strong

This year Joe C. Montoya Community and Senior Center introduced several new programs and reintroduced some old ones. Among some of the most popular programs this year have been Mahjongg Club, Bridge, Chair Yoga, and Tai Chi.



Mahjongg club



Chair Yoga class

Jay Lively Activity Center Ice Removal and Maintenance

Jay Lively Activity Center managed to complete many large projects during the annual cleaning and maintenance closure, including the removal of the entire sheet of ice in order to fix cracks in the surface. This project was a tremendous undertaking and could not have been done without the hard work of all the staff at Jay Lively who went above and beyond their normal duties. Sincere gratitude goes out to staff from JLAC as well as City Facilities for assisting with the complex projects. The fresh ice and clean facility have been appreciated by all.



Removing the ice



People enjoying the fresh new sheet of ice



Staff at JLAC on an iceless rink



Touch a Truck event

Parks and Recreation Month

This year, the events during Parks and Recreation Month were better than ever. The month of July was packed with unique and enriching activities for all ages. Hal Jensen Recreation Center hosted their annual Touch a Truck event that saw over seven-hundred people. The Aquaplex hosted a Carnival with games, an obstacle course, balloon animals, and offered an opportunity to explore all that the Aquaplex has to offer. Joe C Montoya Community and Senior Center hosted an Open House event with sample classes and programs that the Center offers. Each event ran smoothly and exceeded attendance expectations. Each year, these events get more popular, creative, and ultimately reach the community in a meaningful way.



Touch a Truck event



Aquaplex Carnival event



Touch a Truck event



OPEN SPACE HIGHLIGHTS

Outdoor Education Program

This year, the Open Space outdoor education program continued with great momentum thanks to the AmeriCorps Environmental Literacy Corps intern, Desert Mulford, and the continuation of the Heritage Grant position which was filled by Ashlee Fliney. The team provided educational programming to 1,378 youth and 1,749 adults. This program continues to grow strong with new and existing partnerships.



Stream sampling at Picture Canyon



Bug Out event



Hal Jensen Rec Center kids at Picture Canyon

Full Moon Hikes and New Events

The monthly Full Moon Hikes saw more attendees this year than any other. These monthly evening hikes not only offer an opportunity for people to explore Open Space, but also create an avenue for people to meet, form community, and have a unique and memorable experience with nature. Open Space also hosted several new events including a neighborhood Tree Walk for Arbor Day, a Plein Air Painting event for ArtX, and participation in several new tabling events.



ArtX Event



Arbor Day Tree Walk



Full Moon Hike

Trail Restoration at Picture Canyon

Over the course of the year, four miles of restoration work was completed at Picture Canyon with the help of the Arizona Conservation Corps and one hundred and eighty-five people who volunteered a total of 589 hours of work. The Arizona Conservation Corps also completed installing stone steps at the Petroglyph Overlook and re-routed the trail at the Waterbird Petroglyph Site so that it is no longer right up against the boulders with petroglyphs, which invited scratched graffiti.



Picture Canyon restoration work



Restoration in progress



Volunteer Events and Weed Pulls

Open Space continued to host another successful round of Wednesday Weed Pull events at Picture Canyon over the summer. They also introduced a new Volunteer Weed Pull and Workshops Series in partnership with the City of Flagstaff Sustainability Community Stewards Program. This event series tackled weeds on other City properties, urban trails, and along the Rio de Flag. In addition to these new educational series, Open Space hosted many other groups to conduct volunteer work on all three Open Space properties throughout the year.



Invasive Weed Workshop



Bagging weeds



EVENTS, MARKETING & ATHLETICS - HIGHLIGHTS

Winter Wonderland

Another successful Winter Wonderland for the books! Thanks to the partnership with the Downtown Business Alliance and sponsors, around 6,500 people attended this event.



Winter Wonderland event

First Lady at Pride in the Pines Event

The First Lady of the United States, Jill Biden, made a guest appearance at the Pride in the Pines festival on June 15th. Her attendance at this festival was unexpected and demonstrated positive collaboration across the organization.



First Lady at Pride in the Pines event



Concerts in the Park

Over the summer, the Events and Marketing team hosted another successful round of Concerts in the Park. We estimate 7,000 people came out to enjoy one of the concerts in our various parks. Staff received a number of people expressing their gratitude for these events and excitement for next summer.



Concerts in the Park



Ramada Rentals Online

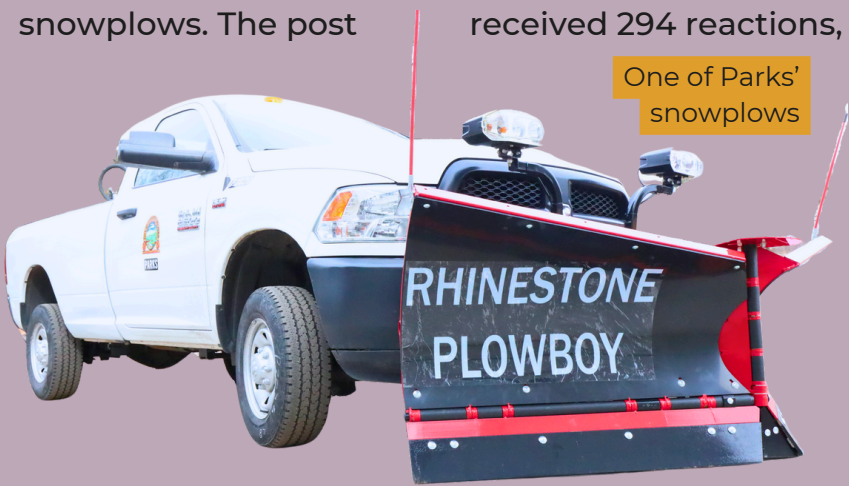
The Events and Marketing team worked alongside Information Technology to implement an online reservation system including mapping through ArcGIS. The switch to online reservations has been years in the making and is finally able to be successful due to software updates. This system has performed incredibly well this year and has made the process for reserving ramadas in the parks easier for both the public and staff.



Ramada

Snow Plow Naming Social Media Campaign

Events and Marketing managed one of their highest engagement social media posts. The team created a way for the public to submit their ideas for naming Parks snowplows. The post received 294 reactions, 43 shares, 30,843 impressions and reached



One of Parks' snowplows

30,181 accounts through social media. The names included: The Berminator, Holy Sleet, Panda, Dwight D. Eisenplower, Darth Blader, Scoop Dog, Rhinestone Plow Boy, and Tater Tot. The team is excited to continue to increase engagement on social media through new and creative ways that both inform and entertain in a meaningful way.