

Parks & Recreation Advisory Commission

Goodyear Recreation Campus
420 South Estrella Parkway
Goodyear, AZ 85338



Wednesday, August 9, 2023

5:30 p.m.

Meeting Minutes

CALL TO ORDER

Chairman Hohman called the Parks and Recreation Advisory Commission meeting to order at 5:33 p.m.

ROLL CALL

Present: Chairman Sharolyn Hohman; Vice Chairman Jose Gonzales; Commissioner Gerald Wilson; Commissioner Kiesha Beard (via TEAMS); Commissioner Chad Millette; Commissioner John Cox; Commissioner Benita Beckles; Alternate Brian Murphy

Staff Present: Parks and Recreation Deputy Director David Seid; Arts & Culture Administrator Guylene Ozlanski; Parks and Recreation Marketing Specialist Hannah Duncan; Festival & Events Coordinator Rosie Becerra; Parks and Recreation Administrative Assistant Jacque Bento do O'

PUBLIC COMMENTS

Before you begin to speak, identify yourself by clearly stating for the record, your name and address. This is the time for citizens who would like to address the Board on any non-agenda item within the jurisdiction of the Board. The Board will listen to comments, and may take any one of the following:

- Respond to criticism.
- Request that staff investigate and report on the matter.
- Request that the matter be scheduled on a future agenda.

BUSINESS

1. APPROVAL OF MINUTES

Approve the draft minutes from the Parks and Recreation Advisory Commission meeting held on August 9, 2023.

MOTION BY Commissioner Gerald Wilson, **SECONDED BY** Commissioner Chad Millette

AYE: Chairman Sharolyn Hohman, Vice Chairman Jose Gonzales, Commissioner Gerald Wilson, Commissioner Kiesha Beard (via TEAMS), Commissioner Chad Millette, Commissioner Benita Beckles, Commissioner John Cox

Passed - Unanimously

2. **FALL SPECIAL EVENT PREVIEW**

Arts & Culture (A&C) Administrator Guylene Ozlanski will give a presentation on upcoming Fall events. (Guylene Ozlanski)

Festival & Events Coordinator Rosie Becerra gave a PowerPoint presentation highlighting these signature events:

- Ballet Under the Stars, on 9/29/23, 5-9pm, at Estrella Lakeside Amphitheater, with food trucks, crafts, and more. Event presented by Ballet Arizona.
- Fall Festival, on 10/28/23, 5-8pm, at Goodyear Ballpark, with lots of candy to give away and costume contests.
- Veterans Day Tribute, on 11/11/23, 5-8pm, at Goodyear Civic Square, to recognize, honor local heroes, military service men & women. Festivities include a concert, patriotic murals, kid's activities, food trucks, and giveaways.
- Holidays on the Square, 12/1, 12/8, & 12/15, at Goodyear Civic Square Park, with a new holiday-theme each week to celebrate.

Rosie highlighted these community events:

- 5th Annual Goodyear Rocks, 10/7/23, 5-8pm, at Goodyear Recreation Campus, 3 bands will be performing, with food trucks, live art, and giveaways.
- Movie in the Park, 10/21/23, 6pm, at Goodyear Recreation Campus, bring blanket, lawn chair, and snacks to relax and enjoy the featured movie, Spiderman Across the Spider Verse.
- POP-UP Holiday Market, 11/18/23, 5-9pm, at Goodyear Civic Square, local artisans and vendors will display unique handcrafted items, with live musical performances.
- The Ring, 12/1-12/31, Fri-Sun, 5-9pm, at Goodyear Civic Square, an artificial ice ring for skaters of all levels to enjoy for 4 weeks.
- A&C Administrator Ozlanski mentioned if commissioners are interested in engaging and volunteering to let her know, and she will look into getting commissioners on the Sign-Up Genius App to sign up for events and can track volunteer hours.

3. **PARKS & RECREATION (P&R) MARKETING PRESENTATION**

Parks & Recreation Marketing Specialist Hannah Duncan will give a P&R Marketing presentation. (Hannah Duncan)

Hannah gave a PowerPoint presentation on the P&R marketing and social media platforms.

- Facebook is the most used platform with 11,663 followers, average age of followers is 35-44, with a 3,000 average reach per post.
- Instagram platform also used with 5,149 followers, average age of followers is 25-44, with a 2,000 average reach per post.
- Hannah encouraged commissioners to follow on the social media platforms and Like and Share posts to help get information out.
- The department uses these 3 websites:
 - goodyearaz.gov/events, this site is the 2nd most visited City page, with the highest page views to be youth sports, swim lessons & programs.
 - grc.goodyearaz.gov, this is exclusive to the Goodyear Recreation Campus (GRC) facility, one-stop shop information for amenities, activities, & passes.
 - recreation.goodyearaz.gov, customer portal where residents sign up for passes, programs, rentals, & registrations.

- These websites have an impressive 500,000 visits per year.
- Information and newsletters are sent out by email, a weekly newsletter, pass holder information emails, & program information emails.
- There is a new senior newsletter called Good Years in Goodyear, designed for the senior community with information on senior programs, art opportunities, insurance fitness passes and more. The newsletter is a flyer disseminated at various events, programs and the GRC lobby front desk. Commissioners asked if the newsletter could be available at the Goodyear Civic Square Library and Hannah agreed that would be a good place to make them available.

4. **PARKS & RECREATION MASTER PLAN UPDATE**

Deputy Director David Seid will provide a Parks & Recreation Master Plan update. (David Seid)

- Deputy Director Seid stated the Master Plan (MP) is in the final revisions stage, with staff methodically reviewing and proofing for accuracy.
- Seid advised that potentially in September, the MP will be ready, in final version.
- If the MP is complete, a special commission meeting will be called in September.
- The final version will be sent out to commissioners approximately a week prior to the meeting to allow time for review.

5. **CITY OF GOODYEAR BOND INITIATIVE**

Deputy Director David Seid will give an update on the upcoming bond initiative. (David Seid)

The Goodyear City Council called for a Special Election referring three questions to the voters on the ballot this November 7, 2023.

- The bond initiative adhoc committee consisted of 11 citizens, to include Commissioner John Cox, Commissioner Jerry Wilson & Alternate Commissioner Brian Murphy.
- Council tasked the committee to consider essential projects, maintain good quality of life in Goodyear, and projects that would be completed in five years.
- These are the 3 initiatives on the ballot: Street & Transportation Improvements (135 mil); Public Safety Projects (80 mil); & Parks and Recreation Improvements (17 mil).
- The goodyearaz.gov/BondElection website provides detailed information on each initiative and funding amount.
- Parks & Recreation Department is on the ballot as question three: Shall Goodyear be authorized to issue and sell \$17M of general obligation bonds for parks and recreation improvements?

These are the Purposes:

- To construct, improve and acquire community, neighborhood and regional parks, including bike and pedestrian paths, trails, recreational facilities, buildings and improvements.
- To acquire land for parks, bike and pedestrian paths, trails, recreational facilities, buildings and open spaces.
- To make improvements, additions and replacements to existing parks, bike and pedestrian paths, trails, recreational facilities and buildings.
- To landscape, furnish and equip existing and new parks, bike and pedestrian paths, trails, recreational facilities and buildings.
- David encouraged commissioners to spread the word and flyers are available to hand out, with more information to come at the next commission meeting in October.

6. **PARKS AND RECREATION DEPARTMENT UPDATES**

Deputy Director David Seid will provide Parks & Recreation Department updates. (David Seid)

-David applauded Arts & Culture Administrator Guylene Ozlanski and her staff for sharing information on the upcoming fall events presentation.

-It was an outstanding summer season, there were over 450 kids that took part of the recreation program.

-The pool and recreation center numbers went up, averaged 2,200-2,300 people a day, that visited the recreation campus this summer.

INFORMATION ITEMS

Comments, Commendations, Report on Current Events and Presentations by Board, Commission or Committee Members, staff or members of the public. The members may not propose, discuss, deliberate or take any legal action on the information presented pursuant to A.R.S. § 38-431.02.

NEXT MEETING

The next meeting is scheduled for October 18, 2023, at Goodyear Recreation Campus.

ADJOURNMENT

There being no further business to discuss, Chairman Hohman adjourned the meeting at 6:42 p.m.

Respectfully Submitted by:

Jacque Bento do O', Administrative Assistant

Sharolyn Hohman, Chairman

Date: _____