

**SUMMARY OF THE MINUTES OF THE COTTONWOOD
PARKS AND RECREATION COMMISSION
August 26, 2014**

Present:

Doug Hulse, Chair
Ann Shaw, Vice-Chair
Cindy Burton
Bill Bowden
Bob Richards

Absent:

Carol Nielsen
Al Hilberger

Also Present:

Richard Faust, Community Services General Manager
Ryan Bigelow, Recreation Services Supervisor
Hezekiah Allen, Recreation Services Supervisor
Robin Babbitt, Administrative Assistant

CALL TO ORDER

Commissioner Hulse called the meeting to order at 5:00 pm at the Cottonwood Recreation Center Conference Room.

MINUTES – JUN 24, 2014 REGULAR MEETING

Commissioner Hulse asked for consideration of the minutes from the June 24 regular meeting. Commissioner Bowden motioned to approve the minutes as written. Commissioner Burton seconded the motion. Motion carried unanimously.

CALL TO THE PUBLIC

None.

OLD BUSINESS

A. MONTHLY REPORT INFORMATION FOR JUNE & JULY 2014

Mr. Faust asked if there were any questions on the monthly reports from June and July. There were none.

B. RECREATION CENTER MONTHLY UTILITY USE AND ANALYSIS (THROUGH JULY)

Mr. Faust asked if there were any questions on the utility charges through July. There were none.

C. RECREATION CENTER ADVERTISING/SPONSORSHIP AGREEMENT POLICY AND FORM

Mr. Faust stated that he was bringing this to the commission again as they plan to present it to City Council soon. There have been no changes since the commission authorized it last fall.

NEW BUSINESS

A. PARKS & RECREATION COMMISSION SEAT VACANCIES AND COUNCIL APPOINTMENT PLUS NOMINATION OF COMMISSION CHAIR AND VICE CHAIR POSITIONS

Mr. Faust identified that Bill Bowden, Ann Shaw and Doug Hulse were reappointed to serve three-year terms through August 16, 2017. He welcomed them back on the commission.

Chairman Hulse opened the floor to nominations for chairperson.

Commissioner Bowden moved that Doug Hulse and Ann Shaw be nominated for their present positions of chairperson and vice-chairperson respectively. Commissioner Burton seconded the motion. Hearing no other nominations, a vote was taken and the motion passed unanimously.

B. PARKS AND RECREATION COMMISSION "5 YEAR PLANNING DOCUMENT"

Mr. Faust asked everyone to look at the 2013 version of the commission's 5-year Plan and bring back recommendations or suggestions for future projects for the next five years, 2014/2015 to 2018/2019. He said they should understand that the budget is limited and the projects on this document are often not funded.

Mr. Faust and the Commission discussed the need for the tennis center resurfacing project, completion of the Verde Village Park, reality of a Bike Park and the prospect of doing a Master Plan Study. After continued discussion, Mr. Faust told the commissioners to take the plan and remember the discussion so they may come prepared to the next meeting to finalize any changes.

C. MINGUS UNION HIGH SCHOOL IGA WITH CITY OF COTTONWOOD – POOL USE 2014

Mr. Faust brought the IGA to the commission to let them know that the school superintendent and school finance director identified that they will be paying the city \$7,500 instead of \$5,000 for their use of the pool during the fall high school swim season. This is still below the 50% rate of \$12,500 but at least it is getting closer.

D. 2014 RHYTHM & RIBS COUNTRY MUSIC FESTIVAL AND THUNDER VALLEY RALLY UPDATES (PRESENTATION BY HEZ ALLEN)

Mr. Allen presented the Commission with information regarding the advertising campaigns for Rhythm & Ribs and Thunder Valley Rally. He explained that they were building partnerships and using strategic marketing methods. He then explained the breakdown of the marketing into

static, radio, print and web and how many people each method reached. The commission, Mr. Faust and Mr. Allen discussed the events and marketing budgets further.

E. RHYTHM & RIBS COUNTRY MUSIC FESTIVAL SURVEY (HEZ ALLEN)

Mr. Allen stated that they have been collecting demographic data from people coming to the larger programs for a number of years. He showed some graphs that included information about those people who purchased their tickets online already stating that the pre-sales so far are higher this year than they were at this time last year.

F. MOVOTO REAL ESTATE RATING OF TOP 10 "MOST EXCITING PLACES IN ARIZONA" (HEZ ALLEN)

Mr. Allen explained that Movoto is a national real estate rating company. They analyze data about events, nightlife, arts, parks and more from communities in each state. Out of the 66 communities ranked in Arizona, Cottonwood ranked at number 6 for the top 10 of the most exciting places to live in the state. Mr. Faust and the commission discussed this further.

G. LEISURE TIMES – FALL 2014

Mr. Faust stated that this brochure is very professionally done and he appreciates all that Ms. Babbitt does. Having it up on the web makes it doubly accessible to the public.

Ms. Babbitt added that there is a link through the city website directly to the electronic version of the brochure through the site Calameo. The web version includes links on the articles that will take you to other webpages for more information or to register for certain programs.

Mr. Faust said the Leisure Times has been published for 30 years, since 1984. Discussion ensued about the possibility of making the next version a throwback to the original.

H. UPCOMING PARKS & RECREATION PROGRAMS/SPECIAL EVENTS

Mr. Faust reviewed the upcoming programs and special events, which included the Farmers Market Jamboree, Rhythm & Ribs, Thunder Valley Rally, Fall Carnival and Walkin' on Main.

ADJOURNMENT

Commissioner Bowden motioned to adjourn the meeting. Commissioner Shaw seconded the motion. Meeting was adjourned at 6:20 pm.