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Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the TUCSON PARKS AND RECREATION COMMISSION and to the general public that the TUCSON PARKS AND RECREATION COMMISSION will hold the following meeting which will be open to the public:

Wednesday, April 22, 2015  
3:30 p.m.  
Tucson Parks and Recreation Administration  
Mesquite Room  
900 South Randolph Way  
Tucson, Arizona

## MINUTES

1. Call to Order/Roll Call

The meeting was called to order by Chair Grey-Ganz at 3:30 p.m. Those present and absent were:

**Present:**

Commissioner Si Schorr, Mayor Representative  
Chair Caroline Grey-Ganz, Ward 2 Representative  
Commissioner Kendall Kroesen, Ward 4 Representative  
Commissioner Willie Blake, Ward 5 Representative  
Commissioner Bob Kovitz, Ward 6 Representative (Departed at 4:41 p.m.)

**Absent:**

Vice Chair Andrea Altamirano, Ward 1 Representative  
Commissioner Michelle Crow, Ward 3 Representative

**Staff Present:**

Fred Gray, Tucson Parks & Recreation  
Mike Hayes, Tucson Parks & Recreation  
Jane Duarte, Tucson Parks & Recreation  
Peg Weber, Tucson Parks & Recreation  
Jason Jacobs, Tucson Parks & Recreation  
Glenna Overstreet, Tucson Parks & Recreation  
Sierra Davenport, Tucson Parks & Recreation  
Debby Keenan, Tucson Parks & Recreation  
Howard Dutt, Tucson Parks & Recreation  
Jennifer Psillas, Tucson Parks & Recreation  
Stacey Weeks, Norris-Design  
Julie Parazik, Norris-Design  
Hampton Uzzelle, Norris-Design  
Manuel Navarette, KOLD TV-13

2. Approval of Minutes – March 25, 2015

**Motion was made by Commissioner Blake, duly seconded by Commissioner Kovitz, to approve the March 25, 2015, minutes as written. Motion carried by a voice vote of 5-0 (Vice Chair Altamirano and Commissioner Crow absent).**

3. Call to the Audience

No one spoke.

4. Commissioner Awards Program

Chair Grey-Ganz and Director Fred Gray provided an update on the Tucson Parks and Recreation Commissioner Awards Program. Discussion was held. Director Gray reminded the Commission that the award presentation was currently scheduled for the May 19th Mayor and Council meeting. It was the consensus of the Commissioners to authorize Tucson Parks and Recreation staff to accept and approve nominations that meet the program guideline criteria and are received after the April 22 TPRC meeting.

**Motion was made by Commissioner Schorr, duly seconded by Commissioner Kovitz, to approve the three nominations received for the 2015 Tucson Parks and Recreation Commissioner Award Program: Debra Jackson, Tucson Parks and Recreation; Friends of the Reid Park Rose Garden; SSgt Kyle Schooner, USAF, and the B.A.T. Group, for Reid Park Miko's Corner Dog Park. Motion carried by a voice vote of 5-0 (Vice Chair Altamirano and Commissioner Crow absent).**

5. Update: Tucson Parks and Recreation System Master Plan (Strategic Plan)

An update on the Tucson Parks and Recreation System Master Plan process was provided by Director Fred Gray. Director Gray introduced Mr. Stacey Weaks, from Norris-Design, the consultant team selected during a competitive RFP process. Mr. Weaks introduced Ms. Julie Parizek and Mr. Hampton Uzzelle from the Norris-Design team, and stated that the Commissioners were first on the list of presentations. Mr. Weaks stated they have assembled a strategic team who would assist during the process and would be attending future presentations and meetings. This team included Gordley Group (for PR/Marketing); Trust for Public Land (economic analysis and national experience); and Leisure Vision/ETC Institute (strategic public survey). Mr. Weaks provided an overview of the process and stated a stakeholder meeting for input would be scheduled with the Commissioners.

Ms. Parizek spoke regarding the community outreach portion of the process. She stated the planning process was driven by public input and there would be a lot of community outreach. She reported that public open houses would be held in each of the six wards in September with another six follow up open house meetings to share the results in each ward in January. Meetings with stakeholder focus groups such as sports groups, park users, etc., would also be held. She added there would be a Statically Valid Public Survey that included a randomized selection of residents within in the community who will receive a questionnaire mailed to the household; a follow up phone call; and opportunities for Spanish speaking residents to participate. This process would result in approximately 1,200 completed surveys that represented all areas of the city.

Mr. Hampton Uzzelle spoke to the Commission regarding the Inventory and Assessment element of the plan. He said an early step in this process would be an updated inventory of all current Parks Department assets, and he added that Norris-Design already had a Global Information System (GIS) analysis of assets for the time period 2009-2011.

Mr. Weaks added that other items included in the Key Planning process were: Trends; Benchmarking; Economic Impact; Marketing and Branding; Program & Service Analysis; Service, Management and Operation Analysis; and Resource and Funding Analysis.

Question and answer period with the Commissioners followed. Commissioner Kroesen asked what type of media strategy would be used in the beginning of the process to notify the community of the opportunity for input; he stressed that early outreach was important to get sufficient input. Mr. Weaks responded that one method would be the random community survey and that the project team would be reaching out for input on what organizations should be included in the stakeholder meetings in September. Commissioner Blake asked about the project deadline; Mr. Weaks replied the system master plan should be completed in the fall of 2016. Commissioner Kovitz suggested that participants be approached for input at random Parks & Recreation events and sites, and said that an evaluation of outcomes from the previous master plan should be included in the process. Commissioner Schorr asked if the statistical survey would be ward specific or city-wide and stressed that survey integrity was important; Mr. Weaks responded that the survey would be city-wide and provided through the mail, with telephone follow up. Commissioner Kroesen stated that it was important that the new system master plan include follow up outreach to ensure input from the community was an ongoing activity.

5. Update: Tucson Parks and Recreation System Master Plan (Strategic Plan) - continued  
Director Gray provided a summary of the number and types of outreach meetings that would occur during the system master plan process and would include Mayor and Council Members and staff, as well as public meetings at each of the ward offices; Tucson Parks and Recreation Commissioners; Stakeholder Groups; and Tucson Parks and Recreation staff. He added that input would also be solicited from participants at specific Tucson Parks and Recreation events, such as the annual Family Festival in the Park
6. Presentation: Economics of Wildlife Watching (Commissioner Kroesen)  
Tucson Parks and Recreation Commissioner Kroesen provided a PowerPoint presentation titled "Birds and Business in Southern Arizona" regarding the economic impact of wildlife watching. He reported there are 525 species of birds in Arizona, and 2011 data indicated total Arizona statewide economic impact was \$1.4B. Commissioner Kroesen stated that he and Diane Sand, TPRD Graphic Artist, were collaborating on a Tucson Birding Trail Map for beginners and/or individuals with time or mobility restrictions; over 40 locations were included. He added that the Tucson Parks & Recreation Program Guide also provides information on birding locations.
7. Quarterly FY 2015 Budget Update  
Director Gray provided the quarterly update on the FY 2015 Tucson Parks and Recreation Department Budget which was also included in the meeting packet. He stated that the budget projections thus far were on track through the 3<sup>rd</sup> quarter of FY 2015.
8. Reports / Announcements
  - a. Parks and Recreation Commissioners  
Chair Grey-Ganz provided an update on a recent Shade Committee meeting.
  - b. Staff (distributed in meeting packet)  
No additional information was provided.
  - c. Director  
Director Gray announced that Ms. Glenna Overstreet had been promoted from Superintendent to the Administrator of the East Park District, replacing Mr. Jim Conroy who retired last year. Ms. Jane Duarte, TPRD Capital Planning Manager, introduced Jennifer Psillas who is the new TPRD GIS Project Manager. Commissioner Kroesen added that Ms. Psillas was also assisting on development of the Tucson Birding Trail Map.  
Director Gray reported that the City Manager's FY16 budget was presented to Mayor and Council. The Tucson Parks and Recreation budget portion submitted included \$37.9M operating, \$4.5M capital; approximately \$42M total. He added that the proposed budget would be included on the Mayor and Council Study Session agenda scheduled for May 5, and tentative adoption would be an agenda item for the May 19 Mayor and Council meeting.  
Director Gray also reported that the Pima County Board of Supervisors voted to move forward with the \$815M bond package for the November election. Handouts were provided that identified the specific Tucson Parks and Recreation projects and provided information on the total bond package, with details on the seven (7) bond questions/projects that will be voted upon by the public.
9. Mayor and Council Agenda Items
  - a. Future, Pending, and Adopted Agenda Items (distributed in meeting packet)  
Director Gray reminded the Commissioners that the Tucson Parks and Recreation Commission Award Presentation was scheduled for the May 19<sup>th</sup> Mayor and Council Regular Meeting. Chair Grey-Ganz will not be available to attend so others were encouraged to attend to represent the Commission.

10. Commission Future Agenda Items and Next Meeting Date

a. Future Agenda Items:

Discussion was held on future agenda topics. In a previous meeting, Commissioner Crow requested a future item regarding parking issues at neighborhood parks, specifically Catalina Park. Director Gray reported that the ParkTucson Director (formerly ParkWise) had been contacted regarding a discussion of the topic at a future meeting.

b. Next Meeting Date:

The next Tucson Parks Recreation Commission meeting is scheduled for Wednesday, May 27, 2015. Commissioner Kovitz noted that the April 22 agenda contained an incorrect next meeting date of May 28.

c. Location:

No discussion was held.

11. Adjournment

**Motion was made by Commissioner Blake, duly seconded by Commissioner Kroesen, to adjourn the meeting. Motion carried by a voice vote of 4-0 (Vice Chair Altamirano, Commissioner Crow, and Commissioner Kovitz absent). Meeting adjourned at 5:09 p.m.**