

**MINUTES OF A REGULAR MEETING OF THE PARKS AND RECREATION
COMMISSION OF THE TOWN OF CLARKDALE**

A Regular Meeting of the Parks and Recreation Commission of the Town of Clarkdale was held on Wednesday, August 13th, 2008, at 5:30 p.m., in the Community Development Building Conference Room located at 39 N. Ninth Street, Clarkdale, Arizona.

Chairperson: Lynda Zanolli
Vice Chairperson: Maya Radoccia
Commissioners: Krysta Dehnert
Bethany Bezdek
Alice Burroughs

Town Staff:
Parks and Recreation Supervisor: Dawn Norman
Assistant Town Manager: Janet Perry
Others in Attendance: None

AGENDA ITEM: CALL TO ORDER –Chairperson Zanolli called the meeting to order at 5:32 p.m. It was noted that a quorum was present.

AGENDA ITEM: PUBLIC COMMENT – None

AGENDA ITEM: MINUTES-Discussion and consideration of minutes of the Regular Meeting held on July 9th, 2008.

Commissioner Radoccia motioned to approve the Regular Meeting minutes for July 9th, 2008, as written. Commissioner Bezdek seconded the motion. The motion passed unanimously.

AGENDA ITEM: REPORTS- Reports on current events

CHAIRPERSON'S REPORT – Chairperson Zanolli thanked Vice Chairperson Radoccia for filling in while she was absent during vacation. Chairperson Zanolli then congratulated Commissioner Bezdek on the birth of her son and welcomed her back.

STAFF REPORT – Parks and Recreation Supervisor Norman reported that the pool's season end report had been completed. She stated that she would include the season end report with the Parks & Recreation weekly report.

Parks and Recreation Supervisor Norman reported that the pool is due to be replastered but she did not know what type of cost this project would incur and if the budget would allow for the project. She stated that she has received a couple of proposals as a starting point to get a general idea on the project.

Parks and Recreation Supervisor Norman reminded the Commissioners that Eric and the Cruisers are scheduled to perform Saturday at the Concert in the Park. She continued that the Lion's Club continues to be in attendance and assist with selling the 50/50 raffle tickets.

Parks and Recreation Supervisor Norman shared that the American Red Cross Instructor who taught at the pool during the summer contacted her about teaching American Red Cross courses in Clarkdale. The Instructor stated that she really liked the Clarkdale facility and would like to offer other courses such as CPR and First Aid in Clarkdale. Parks and Recreation Supervisor Norman stated that she is currently working with the Instructor and Town management to see if this would be possible. Parks and Recreation Supervisor Norman stated that she is also in discussions with Hillary Gonzales, Fusion Studio, to offer the art classes again.

FINANCE REPORT – Parks and Recreation Supervisor Norman reported that a finance report for July 1-July 31, 2008 had been received. She continued that there were errors on the report that she was currently working to correct with Finance and due to the inaccuracy of the report it was not included in the packet. She stated that finance reports for May and June still had not been received.

Assistant Town Manager Janet Perry stated that it was a staff decision not to provide the July report to the Commission at this time because an incorrect report would generate unanswerable questions. Staff felt that it would best suit the Commissioners to wait and have a report presented for their review which reflected accurate information.

Chairperson Zanolli asked if Parks and Recreation was the only department that was experiencing a problem with the finance reports. Assistant Town Manager Janet Perry answered that Parks and Recreation is unique in comparison to the other departments in that they deal with a more active budget, revenues and donation accounts. Parks and Recreation Supervisor Norman added that Parks and Recreation has line items which are one-time events as opposed to a yearly budget line item, such as building maintenance. She continued that Public Works also charges items to Parks and Recreation if their actions or expenses are related to caretaking of the park facilities. This adds to the accounting challenges of the department expenses and a close review of the finance reports each month is conducted by Parks and Recreation Supervisor Norman until she concurs with the reports that are generated by Finance.

NEW BUSINESS:

AGENDA ITEM: WORKSESSION - A work session to discuss the Halloween on Main Street Event.

Parks and Recreation Supervisor Norman reviewed the items that the Parks and Recreation Commission agreed to implement for the 2008 Halloween on Main Street event in order to lessen the impact of the event on upper Clarkdale residents:

1. Schedule trick-or-treating at the same time as other events in the Verde Valley and shorten the time frame from 5 p.m. to 7 p.m. instead of 5 p.m. to 8 p.m. as in the past.

2. Offer to supply volunteers to upper Clarkdale residents who either want to participate but need assistance with handing out candy, or for residents who do not wish to participate, but would allow volunteers to hand out candy in front of their residence.
3. Advertise for volunteers to assist with handing out candy. This will give residents from all Clarkdale neighborhoods the opportunity to participate.
4. Offer an escort service provided by the Explorers for the residents feeling trapped or hindered from leaving/arriving at their homes.
5. Continue encouraging the trick-or-treaters to access also First South and First North Streets to decrease the mass numbers on Main Street.
6. Eliminate the distribution of additional candy and give-aways from the road blocks.

Parks and Recreation Supervisor Norman stressed that the Town's preference is to focus on the original purpose of this event. The evolution to what is now the Upper Town event grew from an original effort to provide a safe atmosphere for trick-or-treaters.

Commissioner Burroughs stated that it sounded like the Town wanted to discontinue the Halloween event in Clarkdale altogether. Parks and Recreation Supervisor Norman stated that it was not the intent to discontinue the event only to focus on creating a manageable crowd for both the trick-or-treaters, the upper Clarkdale residents and Town staff. Further, it is the direction from Council to effect substantive changes to the event geared to discouraging its growth.

Parks and Recreation Supervisor Norman informed the Commission that she contacted the church who had communicated to her an interest in volunteering at the event. She stated that this church participated in Cottonwood's Harvestfest last year and had decided not to participate there in the future. She continued that the church wants to participate in Clarkdale's event by setting up a booth at the park which would have a banner displaying the church's name and they would conduct drawings throughout the evening issuing age appropriate prizes such as bikes and toys, along with giving away free hot dogs and drinks and candy. Parks and Recreation Supervisor Norman shared some concerns this presented which included mainly opening the door to other entities which only served to further grow and promote the Halloween event.

There was discussion on holding a larger, additional event in the Town Park, such as a fall festival. Assistant Town Manager Janet Perry shared concerns for sufficient staffing and funding for another event. She further clarified that Council's intent at this time was to manage the Halloween event in a safe manner, not to create another large scale event similar to the 4th of July.

There was open discussion on alternate ways the church could help with the event such as donating candy for the residents, donating prizes for the costume contest or offering volunteers to hand out candy at resident's homes. There was open discussion on the concern of how it could be perceived if the Town issued prizes donated by a church and that the church should consider participating in another event such as Clarkdale's Chamber Family Funfest.

Parks and Recreation Supervisor Norman stated that she would contact the church and see if they would be interested in volunteering for what was needed or if they would like to donate candy and offer the suggestion to participate in the Chamber's Family Funfest.

Commissioner Burroughs shared the suggestion of moving the fire engine to the next intersection away from the school as there was no activity at the four houses by the school last year. There was open discussion and the Commission supported this idea, as long as the residents at those four houses were notified of the change.

There was open discussion on creating and distributing a flyer to Upper and Lower Clarkdale residents to seek volunteers to distribute candy at Main Street residences, and to seek Main Street residents who were interested in having a volunteer help at their home. Parks and Recreation Supervisor Norman stated that she would seek approval as management was concerned with distributing material which may be construed as promoting the event. The Board stated that they would assist with distributing the flyers.

Commissioner Radoccia inquired about directing trick-or-treaters to the side streets. Parks and Recreation Supervisor Norman stated that she intended to have additional signage at all intersections to encourage the trick-or-treaters to also access other streets. The volunteers stationed at the road blocks will also be redirecting the trick-or-treater traffic to the side streets.

AGENDA ITEM: DISCUSSION – A discussion of the approved 2008-2009 Parks and Recreation Budget.

Parks and Recreation Supervisor Norman reviewed the approved 2008-2009 Parks and Recreation Budget with the Commission. She stated that the department did experience several decreased amounts from last year but all amounts were manageable and that the public should not see any major impacts in the services and programs that Parks and Recreation offers.

There was open discussion on the elimination of Programming funding and how that would affect future programming in Clarkdale. Parks and Recreation Supervisor Norman explained that the Town would be able to continue offering certain programs such as the art class because in those cases, the fees go directly to pay for the instructor leaving no expense to the Town other than use of the facility. She continued that the instructor of each course incurs the costs and pays a minimal fee to the town for providing space and/or the assistance of promoting the class. She continued that the only item that would be affected at this point would be Movie Nights when the annual license expires in March and that she is working on investigating different ideas for how to address that when the time comes.

AGENDA ITEM: WORKSESSION – A work session to discuss the Parks and Recreation scholarship funding received from MATForce and the selection process of scholarship recipients.

Parks and Recreation Supervisor Norman stated that the Town received \$400 from MATForce, the Yavapai County Substance Abuse Coalition, which must be used for youth in Yavapai County who desire to participate in park, recreation or sport program and are in need of financial assistance to pay the registration costs. She continued to explain that procedures must now be established to determine how to award these funds, including the process of applying and selecting scholarship recipients.

There was open discussion on the current fees for various programs. The Commission was in agreement to direct \$200 towards financial assistance with lifeguard certification courses next summer, and direct the remaining \$200 to assist with fees for other programs, including art classes.

There was open discussion on how to establish a financial need criteria and what information would be needed in determining that.

Parks and Recreation Supervisor Norman inquired as to how the Commission would like publicize and promote the availability of scholarships. Suggestions discussed included adding verbiage to promotional flyers and adding verbiage to the printed registration forms. The Commission concluded that by adding verbiage to the registration forms (ex: "Financial aid available") would provide that information to individuals who were already interested in the programs.

There was open discussion on how the selection process would be handled and whether a selection committee should be formed or if the scholarship applications should be kept simple and be reviewed and rated by Parks and Recreation Supervisor Norman.

There was open discussion on creating a rubric scale and some Commissioners expressed good experience working with that approach which would include a point accumulation scale for different criteria (such as annual family income, residency, number of dependent family members residing in the same household, and number of program participants from family). The discussion also included whether full scholarships should be given or if a table should be created offering certain amounts of discounts for total points scored.

The Commission agreed on the following and requested staff to prepare the following items for the next regular meeting for approval:

1. The \$400 scholarship fund will be divided: \$200 is to be allocated and made available to lifeguard certification course participants next season and \$200 is to be allocated and made available to participants of all other programs offered.
2. Create an application using a rubric scale which would entail the following information:
 - Annual family income using the Federal Income Chart
 - Number of dependent family members residing in the same household
 - Youth's address, Clarkdale residency will receive highest points available for item
 - Number of family members enrolled to participate in the program

A table would be created which appropriated the total amount of points scored to the amount of discount available to the applicant. Parks and Recreation Supervisor Norman would be responsible to review and rate each application, applying the rubric points scale and determining the discount available to the applicant(s).

3. Limit 1 scholarship per family/household.
4. Scholarships will be on a first come, first serve basis until all scholarship funding is exhausted.
5. Include in the flyer and promotional material: Financial aid available; Limit 1 scholarship per family/household; and Funding received and made possible from MATForce.

AGENDA ITEM: WORKSESSION – A work session to discuss the General Plan Update Process and the role of Parks and Recreation.

There was open discussion on the time commitments outlined in the Focus Group handout provided by Community Development Director Sherry Bailey. The general consensus was that the Commissioners would not be able to commit to participate in more than one Focus Group given the time commitments presented.

Assistant Town Manager Janet Perry explained that these timeframes were proposed and developed by Community Development Director Sherry Bailey and that they were not yet definitive. Parks and Recreation Supervisor Norman added that the Commissioners were not required to participate in the Focus Groups but rather were greatly encouraged to, and to keep in mind that their participation was not as a representative of the Parks and Recreation Commission but as a resident. She stated they were encouraged to participate so that the Parks and Recreation Commission's ideas could be implemented in the General Plan update.

There was open discussion on how many individuals will be in each Focus Group. Assistant Town Manager Perry stated that an initial list of interested individual's has been created and is being supplied to Council. She further stated that Council will have a work session in September to discuss the Focus Groups and the appointment of the Primary General Plan Committee. Staff will keep the Commission informed with any updates in that process.

AGENDA ITEM: FUTURE AGENDA ITEMS – Listing of items to appear on future agendas.

General Plan Update

Halloween

MATForce Scholarship

Parks and Recreation Supervisor Norman respectfully requested to address the Commission as she had overlooked including an item during her Staff Report given earlier. Chairperson Zanolli granted Parks and Recreation Supervisor Norman's request and asked if staff had any other items to report.

Parks and Recreation Supervisor Norman reported that 3 applications had been received for the two Parks and Recreation Board vacancies in September, two applicants were current members. She continued that the 3rd applicant had applied for two other boards and that Parks and Recreation was their third position of choice.

AGENDA ITEM: ADJOURNMENT-With no further business before the board, the meeting adjourned at 6:55 p.m.

APPROVED:

Lynda Zanolli
Chairperson

SUBMITTED BY:

Dawn Norman
Parks and Recreation Supervisor