

DRAFT

MINUTES OF THE REGULAR MEETING PARKS AND RECREATION ADVISORY BOARD TOWN OF CHINO VALLEY

SEPTEMBER 4, 2018
4:00 P.M.

The Parks and Recreation Advisory Board of the Town of Chino Valley met for a Regular Meeting in the Chino Valley Community Center, located at 1527 N. Road 1 East, Chino Valley, Arizona.

1) CALL TO ORDER

Chair Todd League called the meeting to order at 4:05 p.m.

2) ROLL CALL

Present: Todd League, Chair; Diego Mendez (arrived late), Board Member; Donna Armstrong, Board Member; Richard Coleman, Board Member; Debbe Hacke, Board Member

Absent: Carrie Barnes, Vice-Chair; Bea Coons, Board Member

Staff Recreation Lead Dallas Gray; Community Services Director Scott Bruner

Present:

Attendees: Celia van der Molen, Board Appointee; Bob Johnson, Board Appointee; Mike Best, Councilmember

3) APPROVAL OF MINUTES

- a) Consideration and possible action to approve the August 7, 2018 regular meeting minutes.

MOVED by Board Member Donna Armstrong, seconded by Board Member Debbe Hacke to approve the August 7, 2018 regular meeting minutes.

AYE: Chair Todd League, Board Member Donna Armstrong, Board Member Richard Coleman, Board Member Debbe Hacke

Other: Board Member Diego Mendez (arrived late) (ABSENT FROM ITEM)

PASSED

- b) Consideration and possible action to approve the August 14, 2018 special meeting minutes.

MOVED by Board Member Debbe Hacke, seconded by Board Member Donna Armstrong to approve the August 14, 2018 special meeting minutes.

AYE: Chair Todd League, Board Member Donna Armstrong, Board Member Richard Coleman,
Board Member Debbe Hacke

Other: Board Member Diego Mendez (arrived late) (ABSENT FROM ITEM)

PASSED

- c) Consideration and possible action to approve the August 21, 2018 special meeting minutes.

MOVED by Board Member Donna Armstrong, seconded by Board Member Debbe Hacke to approve the August 21, 2018 special meeting minutes.

AYE: Chair Todd League, Board Member Donna Armstrong, Board Member Richard Coleman,
Board Member Debbe Hacke

Other: Board Member Diego Mendez (arrived late) (ABSENT FROM ITEM)

PASSED

4) **PARKS & RECREATION MANAGER'S REPORT**

Recreation Lead Dallas Gray reported on the following:

- Territorial Days was successful and packed with people. The parade route was confusing to people and should be pre-published in the newspaper. There will be police presence during the parade next year. The parade was not the Town's responsibility and was handled by the Lions Club.
- The pool was closed and staff was working on the end of season numbers. A presentation will be given to the Town Council regarding the pool, the Mud Run, and Territorial Days. Board Member Coons' Mud Run video will be used during the presentation.

5) **COMMITTEE CHAIR REPORT**

- a) Committee Chair - Todd League
- b) Recreation Committee - Donna Armstrong
- c) Aquatics Committee - Carrie Barnes
- d) Parks & Trails - ~~John~~ RICHARD Coleman

Board Member Coleman reported that:

- Roadwork at Jerome Junction appears that it will interfere with the trail.
- He would like to purchase three or four park benches, one for each tree.

- e) Finance Committee - Bea Coons

6) **CALL TO THE PUBLIC**

Call to the Public is an opportunity for the public to address the Board concerning a subject that is not on the agenda. Public comment is encouraged. Individuals are limited to speak for three (3) minutes. The total time for Call to the Public may be up to 15 minutes per meeting. Board action taken as a result of public comment will be limited to directing staff to study the matter, scheduling the matter for

further consideration and decision at a later date, or responding to criticism.

Councilmember Mike Best commented on Territorial Days feedback he had received. The feedback was all positive and people he spoke with thought the event had been a success and they were glad something had been done for the kids. They also fed 517 people at the event.

Chair League reported similar comments that were made to him and that people were pleased with the variety of events. He credited and thanked Ms. Grey for putting the event together.

7) **CORRESPONDENCE**

8) **OLD BUSINESS**

- a) Discussion and report following the Mud Run event.

(Board Member Diego Mendez arrived at 4:18 p.m.)

The Board debriefed the Mud Run event:

- Advertising:
 - The Fox News interview was deemed a success; There were no reports on the Safeway inserts; flyers had been placed throughout the communities; the Chino Review had an article; and Email blast was sent to past participants but staff was unable to send one to all individuals.
 - Changes for next year: Facebook and Town website should be a future consideration. Consider Facebook paid promotional ads; Emails should be obtained in future years.
- Website: The Active website needed to be changed, revised or dumped completely. Active online registration should stay open until at least 5:00 p.m. or advertise that there would be day of event registration. Only 21 people registered the day of the event. The 2018 online registration closed at 2:00 p.m.
- Wave times: There were issues with Wave Times, receipts and group registrations. Reports were also difficult to manipulate.
- Fees: Should be raised next year and all participants should receive a medal. Most popular mud runs give a medal to all participants as a souvenir.
- Registration: Tables should be separated and labeled for less confusion. Registration check-ins worked well and should be continued. Next year someone should be assigned to that outside of the registration tables.
- Sponsorships: Sponsors should be contacted three months prior to the event. The larger corporate sponsors wanted to help, but there was a three month wait for corporate permission. Some needed to be informed before the first of the year. Smaller businesses said that the Town's sponsorship requests came too late for their budgets. Next year they could ask local organizations about sponsoring a team.
- Waves:
 - These need to be changed. Family and Team waves had the largest entries with up to 69 in one wave, but other waves had minimal people. With the larger waves, the obstacles were crowded with long wait times. The waves should end earlier in the morning to avoid the heat.
 - Place more emphasis on the costume and first responders' wave. Several people showed up in costumes, but had not registered for that wave. There was only one first responder registered. Consider making the first responder wave a spectator attraction. In previous years, first responders could use the event as their physical training but this year that was

changed.

- Medals: These should be better quality for the adult runners. Consider a more exciting way to present the medals to placement winners. Have a photo-op backdrop for pictures that would get people off the finish line. The Lions Club had a 16' x 8' stage that bolts together that could be used. It was stored at the Senior Center.
- Food: The setup looked great but they were not busy. Most of the food sales were from volunteer tickets. They were considering downsizing the menu for next year. Coffee should be served next year.
- Course: The course mud was great and people had fun. There were comments that spectators at the obstacles were down because of a lack of shade. There needed to be 1500 more feet of pendant flagging. There were less people rallying the participants at the obstacles. Drink stations worked well and the five-gallon water jugs were preferred. More banners were needed.
- Volunteers: There was early morning confusion about where the volunteers were supposed to go. Signs have already been ordered with the obstacle numbers. Staff received correspondence that the Chino Valley High School cross-country teams wanted to volunteer for the Mud Run next year. Yavapai College had students that belong to service groups and would help out with the event for a sponsorship. Yavapai Sherriff's Posse would come out for a donation and could help with parking and crowd control. Girl Scouts and Boy Scouts could come out and cheer the participants. Research the possibility of adult and juvenile probation people providing community service work preparing or cleaning the course.
- Overall event: Overall, people had a blast! Make the Chino Mud Run a full day event by adding activities or competitions. The event setup made it feel as if there were not many people in attendance which ruins the excitement factor. Suggestions included volleyball tournament, corn hole tournament, beer garden, and mud pit for small children.
- Statistics: There were 297 participants last year; this year, there were just below 300. The furthest distance participant was from Thailand
- Challenges: A water pipe break had occurred the night before the race, but staff was able to repair it; otherwise there would have not been water at the event.
- Budget: Next year staff overtime needed to be budgeted properly.
- Vendors: Bring out vendors with relevant up and coming products.

Councilmember Best reported that all the Town events will be on a Calendar to be handed out at next year's League of Arizona Cities and Towns conference.

9) NEW BUSINESS

10) FUTURE AGENDA SUGGESTIONS

- Halloween events and sponsorship needs.

11) ADJOURNMENT

MOVED by Board Member Donna Armstrong, seconded by Board Member Diego Mendez (arrived late) to adjourn at 5:01 p.m.

AYE: Chair Todd League, Board Member Diego Mendez (arrived late), Board Member Donna Armstrong, Board Member Richard Coleman, Board Member Debbe Hacke

PASSED - Unanimously

Submitted: September 12, 2018.

By: *Jami C. Lewis, Town Clerk*

Approved: MONTH DAY, 2018.