



City of Avondale

Parks and Recreation Advisory Board Meeting

Wednesday, December 13, 2023

Parks & Recreation Advisory Board

Lilly Lazo, Chair

Stephanie Rodriguez, Vice Chair

Marie Arellano, Board Member | Janet Beason, Board Member

Mayra Espino, Board Member | Cecilia Lopez, Board Member

Patti Nielson, Board Member | Vannesa Cornejo, Alternate Member

Parks & Recreation Department

Bryan Hughes, Director

Corey Larriva, Assistant Director

Rachelle Nunez, Administrative Assistant

Mountain View Community Center – Conference Room

1007 S. 3rd Street

Avondale, AZ 85323



Parks and Recreation Advisory Board Meeting Notice & Agenda Wednesday, December 13, 2023

**MOUNTAIN VIEW COMMUNITY CENTER
CONFERENCE ROOM | 1007 S. 3RD STREET | AVONDALE, AZ 85323**

REGULAR MEETING 6:00 PM

Physical Access to the Conference Room will be available 30 minutes prior to the meeting.

CALL TO ORDER BY CHAIR

1. ROLL CALL AND STATEMENT OF PARTICIPATION BY THE STAFF LIAISON

2. UNSCHEDULED PUBLIC APPEARANCES

(Time is limited per person. Please state your name.)

3. APPROVAL OF MINUTES

The Parks and Recreation Advisory Board will consider the approval of the November 8, 2023, meeting minutes. The Board will take appropriate action.

4. RECOGNITION OF OUTGOING BOARD MEMBERS

The Parks and Recreation Advisory Board will recognize the 2023 outgoing Board Members for their dedicated service to the community. This item is for discussion only.

5. SPECIAL EVENT REVIEW

6. PARKS AND PROJECTS UPDATE

7. BOARD MEMBER AND STAFF COMMENTS

The Parks and Recreation Advisory Board and Staff may provide brief comments on current events and issues. This item is for information only. Items requiring discussion, deliberation or legal action must be placed on a future Advisory Board meeting agenda.

8. ADJOURNMENT

Individuals with special accessibility needs, including sight or hearing impaired, large print, or interpreter, should contact the City Clerk at 623-333-1200 or TDD 623-333-0010 at least two business days prior to the Council Meeting.

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City of Avondale

Parks and Recreation Advisory Board Meeting

Wednesday, November 8, 2023

6:05pm

Parks & Recreation Advisory Board

Lilly Lazo, Chair

Stephanie Rodriguez, Vice Chair

Marie Arellano, Board Member | Janet Beason, Board Member

Mayra Espino, Board Member | Cecilia Lopez, Board Member

Patti Nielson, Board Member | Vannesa Cornejo, Alternate Member

Parks & Recreation Department

Bryan Hughes, Director

Corey Larriva, Assistant Director

Rachelle Nunez, Administrative Assistant

City Hall – Sonoran Conference Room

11465 West Civic Center Drive

Avondale, AZ 85323



Parks and Recreation Advisory Board Meeting Notice & Agenda Wednesday, November 8, 2023

SONORAN CONFERENCE ROOM | 11465 WEST CIVIC CENTER DRIVE | AVONDALE, AZ 85323

REGULAR MEETING 6:00 PM

Physical Access to the Conference Room will be available 30 minutes prior to the meeting.

CALL TO ORDER BY CHAIR

1. ROLL CALL AND STATEMENT OF PARTICIPATION BY THE STAFF LIAISON

Present Board Members: Chair Lilly Lazo, Janet Beason, Marie Arellano, Patti Nielson

Present Staff: Bryan Hughes, Corey Larriva, Stacy Swainston, Rachelle Nunez

Absent: Stephanie Rodriguez, Cecilia Lopez, Mayra Espino

2. UNSCHEDULED PUBLIC APPEARANCES

(Time is limited per person. Please state your name.)

3. APPROVAL OF MINUTES

The Parks and Recreation Advisory Board will consider the approval of the October 11, 2023, meeting minutes. The Board will take appropriate action.

Motion: Board Member Nielson

2nd: Board Member Beason

Approved 4-0

4. INTRODUCTIONS

Introduction of new staff.

Corey begins with introducing the Arts, Culture and Library Manager; Stephanie Flood. Stephanie begins by talking about her previous work experience and details her previous library experience. She further shares why the position with the City of Avondale was attractive to her, noting the Art aspect in the job title is what caught her attention and mentions her love for Art. She shares about her career move and the transition to Arizona from New Jersey. Corey continues and introduces the Aquatics Recreation Coordinator, Brittany Westlund. Brittany begins with sharing her past work experience and discusses her teaching background and how her coaching a swim team within a school establishment provides benefits and knowledge in her new role as an Aquatics Recreation Coordinator. She talks about her career transition and mentions that she enjoys the Parks and Recreation team.

5. AQUATIC CENTER PROPOSED FEES

The Board will consider proposed fees for the Avondale Aquatic Center. The Board will take appropriate action.

Corey begins with the power point presentation for the Aquatics Center. He states, Dec. 9th the voting will take place with council to adopt the Aquatic Center fees. Corey discusses the liquid currently seen in the pool are seal tests which are proactive in finding any areas that have leaks or need to receive maintenance prior to adding in the water. He continues with detailing the Aquatics Center photos in the power point noting the progress the Aquatics Center is making. Corey then emphasizes the fees that will be presented are based on the market analysis of the surrounding Aquatic facilities. He explains the Avondale Aquatics Center will be the first City of Avondale pool meaning the fees will have ranges to prepare for the anticipation of the unplanned. The following are the fee ranges presented to the Board Members.

Pool Admission \$0-15 per person

Lane Rental \$1-30 per hour per lane

Aquatic Center Multi-Purpose Room (MPR) \$5-150 per hour

Aquatic Center Booking \$5-500 per event

Aquatic Facility Staffing Fee \$15-50 per lifeguard per hour

Aquatic Merchandise \$10-30 per item

Brittany further discusses in depth the fee ranges and differentiates the expectations and anticipated attendance between seasons and how that will impact the Aquatic Center fees. Corey continues with a separate chart showing the fee comparison with the West Valley pools and discusses the importance of having a standardized fee. Corey briefly discusses the planned swimming lessons that will be offered. He continues with showing the swimming lesson chart fees with the neighboring West Valley pools. He mentions the possibility of having bilingual swimming lessons. Brittani states the swimming class package will consist of eight, 25-minute classes totaling a \$25.00 fee.

Board Member Nielson asks, "what the class size will be?"

Brittany answers the plan is 4-7 students per class.

Board Member Beason asks how young of age will the classes go too?

Brittany says there is a plan to do a Star Babies class and that enables the class to begin as young as 6 months. Corey mentions that along with swimming lessons for the younger demographic there is discussion about offering swimming lessons for adults and seniors as well.

Board Member Nielson asks if there will be discounted rates for Avondale residents?

Corey discusses the Aquatics Center being open to residents and nonresidents with the possibility of keeping 200 spots open for residents during open swim time. He further mentions the programming will be cohesive with the current program fees with there being a 20% upcharge for nonresidents. He states that there will need to be an overall review of the needs and feedback from the community after the pool opens. Corey talks about the Swim Team opportunities that are planned to be offered and describes those fees planned for \$80.00 per resident and the 20% increase for nonresident. He then continues with the lap swimming fees being \$3 per person and keeping the fees same as the general admission fee. Corey says the directive has been to observe the Aquatic Center for a year before making any adjustments.

Board Member Beason asks if there has been much interest?

Brittany answers by stating she already has an email file with all the inquiries coming in. Bryan adds about the local high schools having a buzz about the pool opening and the interest of lifeguards are coming in.

Board Member Marie asks if there will be a mass reach out through email or in the RAVE?

Brittany says the current Rave does have some classes listed for February-March. Bryan shares that heavy marketing will begin in about 30 days. And he talks about the Marketing team being excited to begin the marketing for the Aquatics Center.

Motion: Board Member Nielson

2nd: Board Member Arellano

Approved 4-0

6. PARKS AND PROJECTS UPDATE

Bryan begins this item discussing the progress of the Aquatics Center and states the size of the pool is larger than it seems. He says the tracking for the opening of the Aquatic Center is tentative to be completed in January. Bryan moves on discussing the upcoming opening of the Mountain View Community Center. He mentions that staff will begin moving in next Monday and shares the MVCC is on track to be complete with the official opening being on December 4th. He states the ribbon cutting will be December 7th and ensures the board will be invited. Bryan further talks about the Esports room and shares the details that make that room unique and impressive. He continues with discussing the progress of the Mountain View Park playground across the street from the Mountain View Community Center and notes that the new playground equipment has been installed. Bryan mentions there will be bids coming in for the plaza next to that space with the hopes of getting the restrooms and ramadas completed in 6 months. Bryan discusses the upcoming Library project saying there are currently bids out for the Libraries internal renovations and those bids are due next week with full completion planned for the end of April. Corey talks about the Crystal Gardens project being in progress and will be completed by the end of January. Corey continues further sharing the project of the 5 competitive sand volleyball courts planned to be built in the same lot of the American Sports Center. Corey mentions the kickoff officially began for the 10-year Master Plan.

Board Member Beason asks if the initial Alamar Park was in the last Master Plan and what is the next step for Alamar?

Corey answers yes and clarifies the Master Plan consultants have just begun the process and the next step for Alamar will be in the next Master Plan. Bryan further talks about the consultants hired in creating the Master Plan and mentions their primary motive is to receive community feedback in foreseeing the next 10-year plan. Bryan further discusses the ultimate goals of creating a Master Plan.

Board Member Neilson asks if without the renter tax, will that effect the budget?

Bryan answers that as of now the Capital Projects are in a projected good place but the operational budget is where the concern can be but said that at this time, he is not sure overall how that will impact the budget.

7. BOARD MEMBER AND STAFF COMMENTS

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Board Member Marie mentions that there are large gopher holes in the back of the fields near the restrooms at Friendship Park and those should be repaired to prevent injury. Corey notes that comment and further shares about doing monthly park walks and mentions one of the topics being closely monitored is pest control.

Board Member Beason mentions that when she first joined the Parks & Rec Board, there were 1 or 2 coaches on the Board and suggests recruiting coaches in the future.

8. ADJOURNMENT

Motion: Board Member Beason

2nd: Board Member Nielson

Approved 4-0

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Avondale

PARKS & RECREATION

D E P A R T M E N T

PARKS AND RECREATION ADVISORY BOARD UPDATE | DECEMBER 2023

ADMINISTRATION DIVISION

Front Desk Transaction Totals Report:

	September	October	November
Registrations	214	119	286
Ramada Rentals	83	111	67
Field Rentals	371	616	378
In-Person Transactions	62	79	53
Online Transactions	367	354	366

LIBRARY DIVISION

Teens DIY: Racing-Inspired Pins | To celebrate Race Week in Avondale, 9 teens visited the Sam Garcia Library to create their racing-themed pinback buttons.

Vamos a Jugar/Lets go Play: Sugar Skulls | During this bilingual program on November 1 at Sam Garcia Library, 5 adults and 9 children decorated sugar skulls with Miss Nytsia. Each participant left with their unique piece made of sugar, glitter, jewels, feathers, and more!

Library for All | On November 2, 2023, 21 adults with disabilities and their caregivers joined us to explore the Civic Center Library and make fall-themed art, including washi tape trees and watercolor pumpkin pictures.

Adult Craft | On November 4, 2023, the Civic Center library hosted a fun adult craft. Five participants joined us to make cozy rice heating pads. These were in the shape of cats and hand stitched.

Garbage Truck Storytime | On November 7, 2023, the Civic Center library and the Avondale Solid Waste Department partnered together for a Garbage Truck Storytime. Fifty patrons attended this event where we sang, danced, read stories, and learned about recycling vs trash. We even had a demonstration from Sammy the Avondale garbage truck.

STEAMlab (6-12yr) | For the month of November, Civic Center Library's STEAMlab has focused on energy. Participants have learned what energy is and how it transfers. On November 16, 2023, 11 participants learned about heat energy by experimenting with ice melt and making thermochromic oobleck.

Playdate at the Park Storytime | On Thursday, November 16, 2023, Sam Garcia Library took story time to a park playdate at Friendship Park! Ms. Brenda and a total of 35 participants had a great time playing with the parachute, reading, and dancing. After story time, families mingled and played together on the playground. All children participating received a free book, courtesy of Valley of the Sun United Way.



RECREATION DIVISION

Sports:

Holiday Pickleball Bash | Eleven pairs and twenty-two participants competed in the first Holiday Pickleball Tournament. The tournament consisted of one day of round-robin style play followed by a double-elimination tournament. Awards were given for Best Sportsmanship as well as tourney champs.



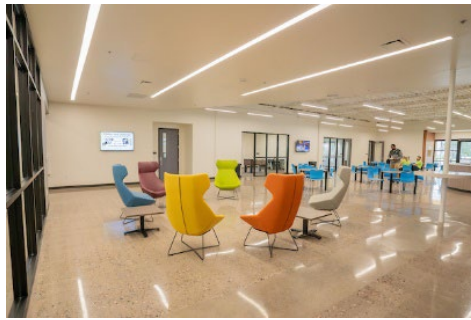
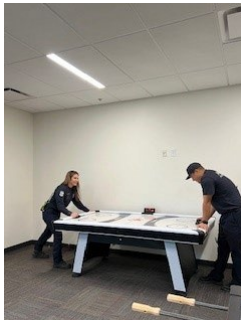
Youth Flag Football | Winter league for Youth Flag Football began December 2nd at Friendship Park. Thirty boys and girls have signed up to build their foundation in one of the fastest-growing sports in America.

Special Interest Classes & Mountain View Community Center:

	November 2023	November 2022	Difference
Tot & Youth Programs Offered	25	23	+2
Tot & Youth Participants	56	63	-7



Mountain View Community Center Open House | Avondale Parks and Recreation hosted an employee Open House for the newly renovated Mountain View Community Center. Attendees were given guided tours around the facility, which offered insights into the rooms and future programming. As part of the event, sandwiches were provided for all participants. Additionally, there was an opportunity to play a Connect 4 tournament and pool in the Game Room or video games such as Fortnite in the Esports Room.



Events:

WinterFest | Over 5,000 people attended the WinterFest event on December 2nd at Civic Center Complex. Popular activities included the annual tree lighting, pictures with Santa and the Snow Queen, food vendors, the snow fall, and photo opportunities at the holiday light display.

Avondazzle Holiday Light Display | Enjoy the dazzling lights this holiday season at Avondale Civic Center Complex. This nightly show display runs 12/2 – 1/1 from 5:30 – 9:00 p.m. with the musical light display playing every 30 minutes.

Upcoming Events:

- Avondazzle Holiday Light Display – December 2 to January 1 – Avondale Civic Center Complex
- Winter Meltdown Softball Tournament – December 9 – Festival Fields Park
- Avondale Adaptive Field Day – December 16 – Alamar Park

Marketing:

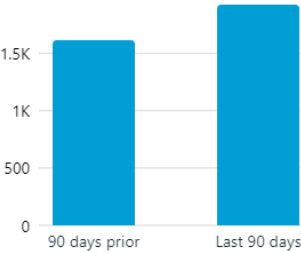
Facebook

Engagement

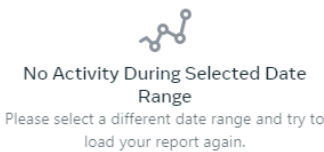
Post reactions, comments and shares ⓘ

1.9K ↑ 19.2%

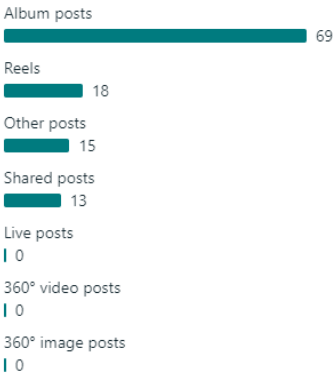
Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type
For posts created in the last 90 days



Median post reactions, comments and shares per content format ⓘ
For posts created in the last 90 days



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Highest reactions on a post ⓘ



Highest comments on a post ⓘ

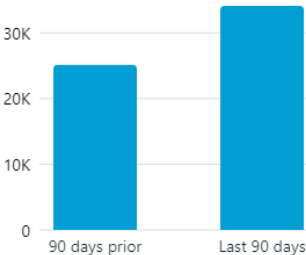


Reach

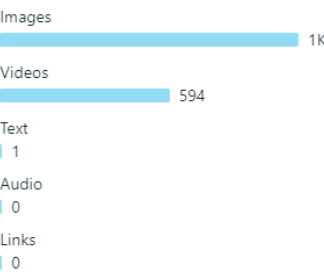
Post reach ⓘ

34.1K ↑ 35.8%

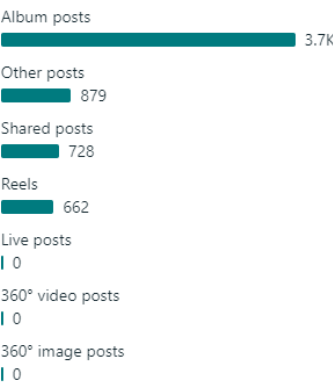
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Median post reach per media type ⓘ
For posts created in the last 90 days



Median post reach per content format ⓘ
For posts created in the last 90 days



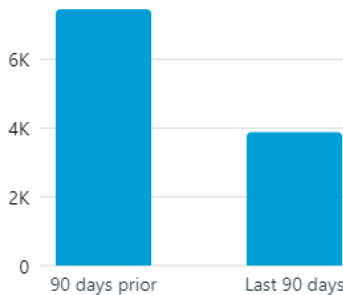
Instagram

Reach

Post reach ⓘ

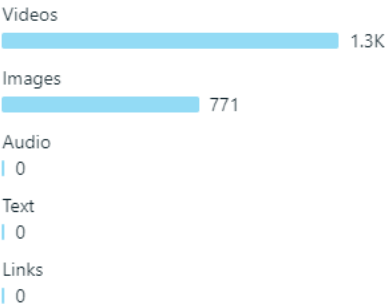
3.9K ↓ 47.9%

Total from last 90 days vs 90 days prior



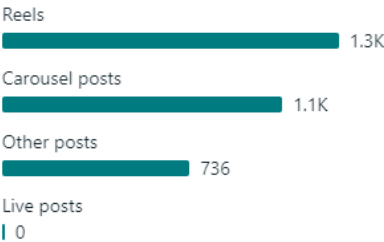
Median post reach per media type ⓘ

For posts created in the last 90 days



Median post reach per content format ⓘ

For posts created in the last 90 days

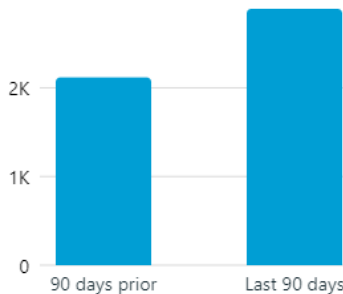


Engagement

Post likes, comments and shares ⓘ

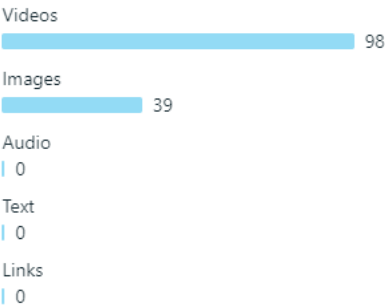
2.9K ↑ 36.5%

Total from last 90 days vs 90 days prior



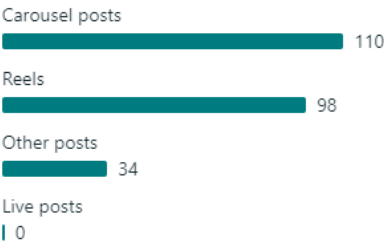
Median post likes, comments and shares per media type ⓘ

For posts created in the last 90 days



Median post likes, comments and shares per content format ⓘ

For posts created in the last 90 days



Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post ⓘ



Instagram post
Join us at Alamar Park on October 31 from 4 - 7 PM...
Sep 7, 2023, 10:00 AM

This post's reach (1,714) is 120% higher than your median post reach (778) on Instagram.

Highest likes on a post ⓘ



Instagram post
Join us at Alamar Park on October 31 from 4 - 7 PM...
Sep 7, 2023, 10:00 AM

This post received 126 likes.

Highest comments on a post ⓘ



Instagram post
Billy Moore Days is STARTING NOW! 🎉🎉 Join us for this...
Oct 20, 2023, 6:00 PM

This post received 8 comments compared to your median post (0 comments) on Instagram.