



City of Avondale

Parks and Recreation Advisory Board Meeting

Wednesday, June 12, 2024

Parks & Recreation Advisory Board

Lilly Lazo, Chair

Stephanie Rodriguez, Vice Chair

Janet Beason, Board Member | LaChrisha Dourisseau, Board Member

Cecilia Lopez, Board Member | Patti Nielson, Board Member

Amy Soucinek, Board Member | Timothy Kroll, Alternate Member

Parks & Recreation Department

TBD, Director

Corey Larriva, Assistant Director

Rachelle Nunez, Administrative Assistant

City Hall – Mesquite Conference Room

11465 West Civic Center Drive

Avondale, AZ 85323



Parks and Recreation Advisory Board Meeting Notice & Agenda Wednesday, June 12, 2024

MESQUITE 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 6:03 pm

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

Present Board Members:

Janet Beason, LaChrisha Dourisseau, Cecilia Lopez, Patti Nielson, Lilly Lazo, Stephanie Rodriguez, Timothy Kroll

Absent:

Amy Soucinek

Present Staff:

Corey Larriva, Rachelle Nunez

2. UNSCHEDULED PUBLIC APPEARANCES

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

3. APPROVAL OF MINUTES

The Board will consider the approval of the May 8, 2024, meeting minutes.

Motion: Patti Nielson

2nd: Janet Beason

Approved 7-0

4. BERRY DUNN – SURVEY DATA REPORT

Jason from Berry Dunn provided a report regarding the data found in the open survey distributed as part of the Parks, Recreation & Libraries Master Plan Update. Respondents were asked about the ways they learned about the parks, recreation programs, and events in Avondale. The most common communication methods used include the city website (51%), social media (50%), and the RAVE review program guide (39%). The most common methods preferred include social media (49%), city website (45%), and RAVE review program guide (33%).

5. RECREATION PROGRAM AND SPECIAL EVENT UPDATE

Corey begins talking about the upcoming yoga event and highlights that goats will be in attendance for the morning Yoga session on June 21st. He further details the activities for the yoga event and emphasizes there is a morning yoga session and an evening yoga session. Corey talks about this Summer Blank Canvas event is in its 3rd Summer. He shares with the Board Members that the Municipal Art Committee has expressed interest in turning the Blank Canvas art winner's art pieces into wraps for the city electrical boxes. Corey further highlights that the 300 canvases are provided through sponsorship. He details the

timeline for Canvas pick up and turned in and notes that Avondale Parks and Rec received an award for the Blank Canvas event last year. Corey moves forward talking about the Juneteenth event and notes this is the 2nd year hosting the event. He says that this year's Juneteenth event location will be located at City Hall due to more parking availability.

Board Member Dourisseau suggests that an outreach table be available next year as this year there will not be an outreach table. Chair Lazo inquires about Facebook Live marketing options and suggests that would be a great opportunity to connect to those who are introverted or out of town and interested or curious and can come back the following year.

Corey moves on to the next upcoming event, Light Up the Sky (LUTS). He details the event times, activities and highlights the VIP experience that is available every year for LUTS.

Board Member Beason asks if the flyers can be put out on the mailboxes in the home developments, to which Corey replies that HOA's will take down advertisements of any kind and require a cost for add space.

Corey then further mentions the Peach Jar marketing tool being the primary focus is the school database which doesn't get much traction with it being summer break. Noting that Peach Jar is not as effective to advertise the summer events due to School being out of session for the Summer. He finishes the item by expressing that due to the Fireworks being at the Phoenix Raceway, it can host a larger firework display in comparison to surrounding firework displays.

Corey moves on to the next topic, being the Aquatic Center and their upcoming events. He talks about the lifeguard challenge event happening on Sunday, June 30. Board Member Kroll suggests reaching out to the Sports Center for getting some live coverage. He follows up with a question asking for the status of attendance at the Aquatic Center?

Corey answers that with the capacity reaching 600-800 a day and notes that they are turning away 30-40 people a day who are non-residents. He continues talking about the swim lessons and highlights that the lessons are offered to non-residents and residents. Corey mentions that Michael Phelps had some minor part in the planning Aquatic Center. He notes the partnership with the Micheal Phelps Foundation and shares that Michael Phelps Foundation donated \$5000.00 for swim scholarships. He noted that Phelps didn't want any promotion or focus on his partnership until weeks later.

Corey briefly discusses the Summer Camp. He notes the activities that have taken place at the summer camp and notes the first session registration reaching 48 participants. Corey talks about the St. Mary's partnership for free lunch for youth, so the camp kids have a free lunch option.

6. PARKS AND PROJECTS UPDATE

Corey begins this item by stating that 1700 tons of sand from Nebraska have been delivered to the new Volleyball Complex which included 95 trucks onsite to get there and 2 ½ feet deep. He further talks about the drainage to assist in keeping the Sand Volleyball Courts in pristine condition. Corey mentions volleyball programming starting next month. He says there has been much interested in club teams, and tournaments at the Volleyball Complex. Board Member Rodriguez asks if the space is open for those who just want to play. Corey answers there will be open play opportunities that are being coordinated with the sports division.

Corey talks about the Sam Garcia Library renovation with the focus of creating more space and details the new fun modern furniture. He says there are electrical repairs and lighting with the completion dating for the end of August.

He then moves on talking about the A.B. Sernas Plaza and presents the pictures in the power point that shows the before and after of the screen removal and mentions the seat wall and installation of the restored A.B. Sernas Plaza.

Corey briefly talks about the Mountain View Park improvements of the restroom facility and the new ramada area in that area that are currently in construction.

7. CANCELLATION OF JULY AND AUGUST BOARD MEETINGS

The Parks and Recreation Advisory Board will consider canceling the July 10 and August 14 meetings. The Board will take appropriate action.

Motion: Board Member Beason

2nd: Board Member Rodriguez

Approved 7-0

8. BOARD MEMBER AND STAFF COMMENTS

The 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.

Board Member Kroll suggests that there be a Blank Canvas type of event for Seniors.

9. ADJOURNMENT

Motion: Board Member Nielson

2nd: Board Member Beason

Approved 7-0

Meeting adjourned 7:28pm

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.

"Personas con necesidades especiales de accesibilidad, incluyendo discapacidad visual o auditiva, letra grande, o interprete, deben de comunicarse con la Secretaria de la Ciudad al 623-333-1200 o TDD 623-333-0010 cuando menos dos días hábiles antes de la junt



Lilly Lazo (Sep 24, 2024 10:10 PDT)

Sep 24, 2024



Dominic DeCono (Sep 12, 2024 08:14 PDT)

Sep 12, 2024