

## **Parks Improvement Advisory Board December 13, 2006**

### **Item 1: Meeting Called to Order by Tillie Bishop at 7:45 a.m.**

#### Roll Call

Board Members Present:	Tillie Bishop, Vice Chair Doug Thomason Ron Rowley
Board Members Absent:	Andy Rodriguez Sue Gormley (Ex-Officio)
Stadium Committee:	Tillie Bishop Steve Phillips Bruce Hill Joe Stevens
Stadium Members Absent:	Jamie Hamilton
Parks & Recreation Staff Present:	Joe Stevens, Director Don Hobbs Hobbs, Assistant Director Tressa Fisher, Administrative Specialist

### **Item 2: Approve Minutes**

Doug Thomason moved to approve the November 15, 2006 Parks Improvement Advisory Board minutes. Ron Rowley seconded.

Motion adopted by Parks Improvement Advisory Board: Yes 4 No 0

### **Item 3: Golden Baseball League Update**

Joe Stevens discussed the Golden Baseball League "draft" agreement, which was included in the Board packets. Mr. Stevens said the agreement is a "working document" that is being reviewed by the City Manager and City Attorney, and that it will be presented to City Council at a later date. Joe Stevens stated the outstanding issue remains the marketing and advertising agreement with JUCO. Mr. Stevens reported the Parks Improvement Advisory Board and Mesa State currently receive approximately \$13,500 each in advertising revenue. Joe Stevens said Dave Kaval met with JUCO this week, in hopes of reaching an agreement. Mr. Stevens said if an agreement can be worked out, the Golden Baseball League's season would be a summer season and would start right after JUCO. Joe Stevens said the current primary users of the field (School District #51, Mesa College, etc.) will be grandfathered in and will continue to receive "priority" use. Mr. Stevens reported the Golden Baseball League will pay the City \$125,000 per year for a maximum of 40 regular home games. Joe Stevens said the cost per game is more than enough to cover the operations and the wear and tear of the fields. The agreement also states the Golden Baseball League will operate concessions and pay the City 20% of their gross sales from all concessions

except Golden Baseball League, which will be included with the 2009 season. Joe Stevens said the decision of whether or not to allow 3.2% beer sales at their games has not yet been formally determined by City Council, although the Golden Baseball League has stated there are indications that several of the Council members will support 3.2% beer at Golden League Baseball games. Mr. Stevens said, should beer sales be approved, the Golden Baseball League will be responsible for obtaining the necessary licensing. Mr. Stevens said Golden League Baseball has indicated it will be a "deal breaker" if they can not sell 3.2% beer at their games. Bruce Hill said he recommends the alcohol agreement be presented for approval "prior" to signing the main contract, stating he is very uncomfortable with the main contract coming before the alcohol agreement. Discussion ensued. Ron Rowley questioned how much the cost of law enforcement will increase if alcohol sales are permitted. Doug Thomason said City Council has expressed the same concern during their discussions. Ron Rowley also asked how the Golden Baseball League intended to enforce the under age drinking laws. Don Hobbs reported the Golden Baseball League's St. George contract currently does not include beer sales, primarily due to their culture, as alcohol sales are perceived to have a negative impact on their attendance. Bruce Hill asked the Parks Improvement Advisory Board members to identify any conflicts with the current users, including the marketing and advertising agreement with JUCO. Joe Stevens stated he will share the information with the City Manager and City Attorney and said the agreement will not go to City Council until the marketing and advertising piece is approved by, both, JUCO and the Parks Improvement Advisory Board. Mr. Stevens stated he recently told the Golden Baseball League the earliest the agreement could go to City Council for review would be January 2007.

#### **Item 4: Artificial Turf**

Joe Stevens reported there has not been a recommendation to proceed in any direction regarding artificial turf at this time and that he was hoping for an update from Mesa State; unfortunately Andy Rodriguez was not in attendance at today's meeting. Mr. Stevens briefly discussed the large number of artificial turf suppliers available, as well as the decrease in costs due to the fact that China's market is rapidly gaining strength. Joe Stevens stated there would be several different options for proceeding, including the City going through the traditional bid process. Joe Stevens stated staff had discussed the project with Wes Horner, with American Civil Constructors, who said if the company Mesa State is currently working with can "truly" complete the project for the price they have quoted, it is a great deal, as his company would not be able to touch the project for that amount. Joe Stevens said there still needs to be a lot of research completed regarding the product itself, including the wear and tear patterns, which are very similar to those of natural turf, as well as maintenance issues. Joe Stevens said the maintenance is a lot more involved than what staff had originally thought, with one of the main issues being the difficulties with cleaning up gum and/or sunflower seeds. Don Hobbs reported the football field will be easier to accommodate artificial turf due to the layout and grading currently in place for the track. Mr. Hobbs stated the installation of artificial turf on the baseball field will most likely be much more challenging. Don Hobbs also stated he is questioning whether or not baseball games can be played on the artificial turf in 100 degree weather. Tillie Bishop stated more conversations will have to take place before moving forward and requested the agenda item be carried over to the next Parks Improvement Advisory Board meeting.

#### **Item 5: Other Business**

Don Hobbs distributed and reviewed the "Stadium Fee Modifications" handout (See attached), which illustrates the increased revenue should the \$1.25 per head fee at stadium events be raised. Mr. Hobbs stated raising the fee to \$2.00 per person would generate an additional \$35,165; \$2.25

per person would generate an additional \$46,887, and \$2.50 per person would generate an additional \$58,609. Mr. Hobbs stated the events listed in the bottom left hand corner of the handout are events that currently do not meet the criteria for, and are not being charged, the \$1.25 head fee.

**Item 6: Future Meetings Agenda**

Golden Baseball League Update  
Artificial Turf Update

**Item 7: Adjourn**

The meeting was adjourned by acclamation.

Unanimously Approved:                      Yes 4                      No 0

Meeting adjourned at 8:42 a.m.

Respectfully submitted,

Tressa Fisher  
Administrative Specialist