

# **Parks and Recreation Advisory Board Minutes**

## **May 1, 2008**

### **Item 1: Meeting Called to Order by Chair Lenna Watson at 12:01 p.m.**

#### Roll Call

Board Members Present: Dennis Teeters  
Jack Scott  
Tawny Espinoza  
Lenna Watson  
Reford Theobold  
Dr. William Findlay  
Bruce Hill (Ex-Officio)

Board Members Absent: Nick Adams

Parks & Recreation Staff Present: Joe Stevens, Director  
Tressa Fisher, Administrative Specialist  
Traci Altergott, Recreation Superintendent  
Shawn Cooper, Parks Planner

Guests:

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

Jack Scott moved to approve the April 3, 2008 Parks & Recreation Advisory Board minutes. Tawny Espinoza seconded.

Motion adopted by Parks and Recreation Advisory Board: Yes 5 No 0

### **Item 3: Activity Guide Overview**

Traci Altergott showed an “Activity Guide and Division Update” PowerPoint presentation. (See attached)

Traci Altergott briefly discussed the following new programs in the Summer Activity Guide:

- “The Great American Backyard Campout”, which is a national program. REI is sponsoring the event and is offering the free rental of camping equipment for families who need it. The campout event will be held on June 28, 2008 at Canyon View Park. Ms. Altergott stated the event is being held the same weekend as Country Jam; however, they do not feel the two events will conflict, as Country Jam does not generally market to “families”.
- “Fun after 50 – Middle Life Miracles”, which are personal development classes geared for the baby boomer generation.
- Changes to STARS have been made due to the recent closures of several of the local child care facilities, including Moon Farm. The STARS program will now run from 8:00 a.m. – 5 p.m. and the “pool time” session will be included in program. The Recreation division will also be offering additional day camps to help fulfill the growing child care needs of the community.

Traci Altergott reported the Parks and Recreation Administrative Office recently hired a Spanish speaking Leisure Services Representative. Ms. Altergott stated the department is excited to tap into a market they haven't been able to before, and are currently having multiple documents translated, including portions of the Activity Guide, scholarship documents, STARS applications, etc.

Ms. Altergott said the 4<sup>th</sup> of July Fireworks has a new title sponsor, as "Ashley Furniture" has donated \$10,000 towards this year's event. The generous donation will result in the length of the show increasing to approximately 20-21 minutes. Ms. Altergott stated the Recreation Division hopes to someday obtain a "regional" draw for the annual event. Traci Altergott stated the entertainment was selected by a committee who reviewed the applications in search of entertainers who will be crowd pleasers for all ages. Ms. Altergott said all of the entertainers the committee selected are local. Another change this year will be the introduction of the "rock pile" seating that will be located in the West stands of the football field. While the rock pile seating will not provide pre-show entertainment, it will consist of great seats for the fireworks display and access to concessions and restrooms. Traci Altergott said Canyon View Vineyard Church will be hosting their Freedom Fest again this year; however, they will be setting up in the Barn. Ms. Altergott stated the 12<sup>th</sup> Street entrance will be closed at the beginning of the day, in order to provide a safer atmosphere for everyone attending the event.

Traci Altergott discussed the Activity Guide distribution changes implemented in 2007, stating all guides are now directly mailed to anyone who has registered for a Parks and Recreation program and/or reserved a facility in the past two years. In addition there is a mailing list for all new customers or for anyone who calls to request a guide. The Activity Guide is also available for pick-up at numerous locations around town. Ms. Altergott said the change has reduced the mailing from over 50,000 guides per session to approximately 11,000 guides being mailed out three times a year. Ms. Altergott stated the change has resulted in a savings of \$38,000 per year and the savings will allow for other marketing opportunities (newspapers, television, and/or radio). Reford Theobald asked who publishes the Activity Guide. Traci Altergott said the guide is printed by Publication Printers out of Denver. Ms. Altergott stated the guide has gone to bid locally numerous times, which have always resulted in bids almost double the price of Publication Printers.

Traci Altergott discussed future plans for the Activity Guide, stating industry standards and research have shown the guide will continue to go hand and hand with the Internet, and is predicted to remain an integral piece of the overall marketing strategy. Lenna Watson suggested the possibility of the Parks and Recreation Department creating a marketing advisory board, stating she has seen much success with marketing boards at other organizations.

Ms. Altergott briefly discussed the history of the Parks and Recreation website (FunnLinkExpress) stating the on-line registration option was implemented about five years ago and, since that time, its usage has varied. Traci Altergott reported, according to industry standards, approximately 25% of registrations should occur via the Internet. Grand Junction Parks and Recreation's on-line "program" registrations have increased from 8% to 11% year to date; however, "league" registrations have been much more successful, totaling 27%. (League registrations continue to increase with the recent elimination of resident/nonresident fee structure.) Ms. Altergott stated the department's combined average of on-line registrations is 15%. Traci Altergott stated the Recreation Division has gone completely "green" for adult league registrations, as all standings, schedules, rules, etc. are now available on-line, versus paper mailings.

Traci Altergott reported there have been numerous improvements recently made to FunLinkExpress, including the new option of checking facility availability. The website now provides a variety of information regarding park shelters, amenities, hours, and availability. While the customers still have to call the administration office to reserve a shelter, the website saves them time by allowing them to coordinate their events with family and friends prior to calling. Ms. Altergott stated the Leisure Services Representatives are already receiving positive feedback from users who have stumbled upon it, even before any advertisement of the new feature has occurred. Another recent enhancement was the addition of the Google Map feature, allowing the customers to link to an interactive map of the facility location. Traci Altergott provided the Board members with a brief tour of the website.

#### **Item 4: Future Meetings Agenda**

Joe Stevens reported on the recent letter from Terri Troutner that was distributed prior to today's Parks and Recreation Advisory Board meeting. (See attached) Mr. Stevens stated he will be setting up a meeting with Ms. Troutner in the next couple of weeks to follow-up, and said he will provide an update at the next Board meeting. Jack Scott and Lenna Watson volunteered to be on the Burkey Park sub-committee and to attend the upcoming meeting with Ms. Troutner. Joe Stevens stated the purpose of the meeting will be to identify and prioritize minor improvements that can be made to Burkey Park over the next couple of years.

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

Lenna Watson commented on Joe Stevens' recent resignation, and thanked him for all of his involvement with the department and the Parks and Recreation Advisory Board. Mr. Stevens stated it has been an honor and a privilege to serve the Grand Junction community for the past 14 years. Joe Stevens stated he plans to start his new endeavor on or before July 5, 2008.

Joe Stevens commended Recreation Coordinator Shon Birch for following up on an opportunity to collaborate with Ashley Furniture with regards to the \$10,000 sponsorship of the 4<sup>th</sup> of July event. Discussion ensued regarding the amount of people who watch the event for free, either within the park, or at Mesa State. A suggestion was made to pass around a donation bucket, in hopes of raising more money for next year's festivities. Dennis Teeters asked if there will be any "turf patrol", in hopes of avoiding fireworks from blowing onto the new turf. There will be security on the West side of the stadium who will also watch for fireworks on the turf.

#### **Item 6: Adjourn**

Lenna Watson asked for a motion to adjourn the meeting. Dennis Teeters moved to adjourn and Jack Scott seconded.

Meeting adjourned at 1:01 p.m.

Respectfully submitted,

Tressa Fisher  
Administrative Specialist