

Balloon Fiesta Park Commission
January 20, 2015 – 6:00 – 8:00 PM
Meeting Location: Banquet Room / Balloon Fiesta Park

Draft Minutes

Meeting called to order 6:03 pm

Members Present: Bill Nordin (Chair), Steve Wentworth (VC), Jackie White, Sandy Cohen, Mark Johnston, Dr. Steve Komadina, Frank Mezzancello, Elise Rogers, Alexandra Kiska (PRD)

Members Absent: Justin Garcia, Mark Haley, Shawna Ballay on behalf of Gov. Stuart Paisano, Rick Treadwell

Others Present: Janie Jordan (AIBF), Paul Smith (AIBF)

City Staff Present: Garry Wolfe (PRD), Paul Olsen (EHD), Susan Rice (PRD), Lisa Lopez (PRD)

1. **CHANGES TO THE AGENDA** – Albuquerque International Balloon Fiesta Report / Update took place prior to review / approval of the December 2014 Minutes due to scheduling.
2. **REVIEW / APPROVAL OF THE DECEMBER 2014 MINUTES:** Approved with the changes made by Mr. Wentworth. – Mr. Wentworth moved to approve minutes as changed. Ms. Rogers seconded the motion. Motion passed.
3. **PUBLIC COMMENT- No Public Comment.**

4. REPORTS / UPDATES

- **Albuquerque International Balloon Fiesta**

- i. On ramp to I-25 – Mr. Smith of Albuquerque International Balloon Fiesta (AIBF) presented information on a project that was submitted to the New Mexico Department of Transportation (NMDOT) in 2007. Originally submitted and approved by NMDOT until it was submitted to the Federal Highway Administration and was denied at that time. The NMDOT is open to hear the project again.
 1. Estimated cost in 2007 was \$225,000.00
 2. A temporary “slip” ramp on I-25 to help with traffic congestion during large events.
 3. NMDOT suggested that the funds not come from AIBF as a private company.
 4. A meeting with Mayor Berry and Director Riordan is scheduled for February 6, 2015 to ask if they will submit in the legislative package for 2015. Mr. Smith felt this might be past the time frame for this year’s package.
 5. Mr. Nordin asked Mr. Smith if it would be beneficial to have a recommendation and support of the Balloon Fiesta Park commission. Mr. Smith responded that, yes, it would help.
 6. Dr. Komadina moved to support the recommendation to encourage the City of Albuquerque to support the project to install a temporary “slip” ramp on the frontage road on the west side of I-25 to the west most lane of the

southbound I- 25 traffic. Mr. Wentworth provided a second to the motion. Mr. Nordin called for any questions on the issue. Motion passed.

5. EVENTS & PRESENTATIONS – Ms. Rice reported

- Past Events –
 - 1/3 ABQ Sol Tryouts – Attendance : 175 Field location: D6. No problems with event.
- Future Events –No events to be approved. The Great NM Food Truck Festival canceled for April 11 Balloon Fiesta Park. Ms. Rice stated the event moved to the Balloon Museum.
 - 2/7-8 NM Rush Spring Cup – Attendance: 2000 - 3rd time at the park. Ms. White requested a side bar conversation with Ms. Rice after the meeting regarding the event.
 - 2/14 Cupids Chase 5K – Attendance 250 - Repeat event with no past issues
 - 2/13-15 Friends & Lovers Balloon Rally – Attendance: 400 Repeat event with no past issues.

6. FEE SCHEDULE REVIEW Mr. Mezzancello questioned whether or not the rental fees are too low for the Golf and Event Center. Ms. Rice responded that the fees are adequate at this time. Mr. Nordin reminded the Commission that when the rental of the facility first started the prices were set low to bring people in and we counted on word-of-mouth for advertising, due to budget. That is no longer the case. Mr. Nordin brought to the attention of the Commission that the fee schedule was approved last month when the policies were approved. Mr. Nordin wanted to take a second look at the fees schedule individually to determine if they are correct. Mr. Nordin asked Parks and Recreation staff if they feel the pricing structure should change or remain the same. Ms. Rice clarified event Center or Park? Miss Rice believed pricing structure is correct for what we offer. Increased prices will result in higher expectations of which Parks and Recreation does not have the staff to accommodate. Mr. Johnson stated that from his personal experience with the Event Center what staff is doing, is in line with the prices set.

Mr. Nordin asked Ms. Kiska when is a good time to determine fees for the new Pavilion and possibly a review of the fees of the Event Center for 2016– Ms. Kiska responded we hope to start scheduling in April for the new Pavilion.

Mr. Nordin requested staff prepare a recommendation for updated fees for the new Pavilion and the Golf and Event Center by April.

Mr. Wolfe stated that it should be done earlier. Ms. Kiska stated April should be a good time. Ms. Kiska reminded the Commission that anything decided still needs to be approved by the legal department.

Mr. Wentworth questioned Ms. Kiska if the cost for tables and chairs has been obtained. Ms. Kiska explained an entire packet had been put together and submitted to the CIP division for review, this included the cost of tables and chairs and all other needed items to operate the facility.

- Comment made during the Sid Cutter Pilots Pavilion update by Mr. Cohen to Mr. Wentworth. The income made from facility rental is what allows the Museum to operate. All general admission income goes to the general fund and doesn't go back into the operations of the Museum.

7. REPORTS / UPDATES

- **Department of Municipal Development – No report**
- **Albuquerque International Balloon Fiesta**
 - i. On ramp to I-25 – Moved to item # 4
 - ii. Ms. Jordan stated no other information to be reported at this time.

- **Anderson Abruzzo Albuquerque International Balloon Museum** - Report provided by Mr. Cohen
 - i. Past Events –
 1. Increase in Fiesta attendance. 24,000 approximately
 2. Bacon Fest had an attendance of about 8000.
 - ii. General admission - Increase of 6% over last year.
 - iii. Upcoming events - No large events until approximately April.
 1. **Science in the Sky** in February
 2. 2 Eagles Launch - there have been two cancellations on the launch. Mission control is set up at the museum.
 - iv. Upcoming Projects at the Museum.
 1. Preservation projects – Tint for windows, HVAC and storage facility updates.
 2. Interactive ride is being developed with GP bond funds. To increase attendance.
 3. Mr. Wentworth requested an update on the proposed kitchen. Mr. Cohen unsure of the status but will find out and report back on it. It is being administered by the foundation.
- **Environmental Health** – report provided by Mr. Olson.
 - i. There is nothing new to report as of January 20, 2015.
 - ii. Mr. Nordin asked if there have been any thefts since last report. Mr. Olson reported no thefts to report.
- **Parks & Recreation**
 - i. Sid Cutter Pilots Pavilion
 1. Building Progress Update – Ms. Kiska reported that she spoke with the project foreman on January 20. The foreman reported that they are on schedule even though there have been 2 weather delays. The foundation is scheduled to be poured on Saturday, January 24, 2015 if the incoming storm does not cause any delays.
 - ii. Verizon Project – report provided by Ms. Kiska- currently it is in Real Property, no updates at this time. Ms. Kiska will do a follow-up with Real Property. Ms. Kiska read an email regarding the project is the last update January 19, 2015 from Carl Taske of Verizon regarding a finalized plan. The progress is proceeding. Mr. Olson and Ms. Jordan requested a copy of the email and plans referenced.
 - iii. Income since last meeting – Ms. Rice reported: Last Month / YTD
 1. BFP: \$3,130.00 / \$38,464.00
 2. EC: \$5,885.00 / \$65,957.00
 3. GC: \$14,224.00 / \$113,440.42
 - iv. Signage and way finding – Ms. Kiska reported the signs are being manufactured the week of January 23, and should be installed in February.

8. OLD BUSINESS: Annual Report

- Mr. Wentworth and Mr. Nordin provided comments on the draft of the report submitted by Ms. Kiska.
- Dr. Komadina wanted a cover page showing bullet points of the highlights of the report. Ms. Kiska requested clarification of the items on the cover page. What – List facilities, Who – number of guests to the park and facilities, How: Parks and Recreation employees Use of the park with years – list numbers of visitors (percentage of increases). Why: Signature facility to keep people in the City of Albuquerque rather than to host events outside of the metro area.
- Ms. Kiska reminded Mr. Nordin that Cultural Services operates the museum. Mr. Nordin clarified that the report is a commission report and should include all aspects of the park

area. Ms. Kiska requested to have the various areas submit the facts and details to complete the report. Mr. Cohen stated that performance is judged by increase of attendance as well as revenue. Mr. Wentworth stated that all aspects of park use need to be added to the report- to include Little Leagues, truck driving school, soccer, museum, and leased areas such as Transcore. Mr. Cohen stated it should include items that show our facility is indispensable to the community.

- Mr. Wolfe stated that the initial report was the report of Ms. Kiska to the Commission on the Parks and Recreation portion based off her role as Division Manager. A subcommittee should be created to build on and add to the existing report. Dr. Komadina suggested that everyone take this report home, provide input by Friday, January 23, 2015. Dr. Komadina would like to have this completed by Aviation Day February 20 of the 2015 Legislative Session in Santa Fe. Mr. Wentworth reminded the Commission of the changes he made to the draft report in regards to the definition of the Commission and the deletion of the highlighted accomplishments of the Commission, and clarification of the pie charts.
- Mr. Nordin stated he would like to set up a meeting within the next two weeks to finalize the report. Mr. Nordin stated he will organize and set up a meeting.

9. NEW BUSINESS

- Ms. Jordan stated that the Town of Bernalillo Wine Fest will not be held in Bernalillo this year. They are looking for a new venue. Has the Balloon Museum considered reaching out to them?

7:10 PM Ms. Rogers motioned to adjourn - Mr. Mezzancello seconded the motion - motion passed.

NEXT COMMISSION MEETING – 2/10/2015

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