

METROPOLITIAN PARKS AND RECREATION ADVISORY BOARD
Minutes of April 7, 2015

Location: Parks and Recreation Department, 1801 4th Street NW

Members Present: John Myers, Vice-Chair; Susan Michie-Maitlen; Carmen Garcia; Janet Harrington

Balloon Fiesta Commission Representative for the MPRAB: Bill Nordin

Members Excused/Absent: Dan Wilkinson, Chair; Lou Romero; Roxanne Turley; Ted O. Humphreys;

City Staff Present: Garry Wolfe, Assistant Director, Parks and Recreation Department; Jen Samp, Marketing Manager; Jane Trujillo, Board Secretary

Visitors: Mary Lou Kraemer

Call to Order: Mr. Myers called the meeting to order at 12:34 PM

Approval of Today's Agenda: Mr. Myers inquired if there were any objections to the Agenda as written; Jan Harrington made a motion to approve the Agenda as written; Susan Michie-Maitlen seconded the motion; the Board unanimously approved the minutes.

Approval of Minutes: Mr. Myers inquired if there were any objections to the Minutes as written for March 2015. Jan Harrington made a motion to approve the minutes as written; Susan Michie-Maitlen seconded the motion; the Board unanimously approved the minutes.

Introduction of Visitors and Guests: Mary Lou Kraemer attended as a potential Board Member. She mentioned that she will be meeting with Barbara Baca concerning the bike ride in honor of Bill Kraemer, which will possibly be held in June. She inquired about the status of the Foundation. John Myers will reach out to Barbara to see if she can attend the May meeting to discuss the status of the Foundation.

Announcements: N/A

General Public Testimony: N/A

Items for Discussion

- Presentation by Jen Samp, Marketing Manager – Jen introduced herself and provided her background information. She informed the Board about the methods she utilizes to provide advertisement for the Parks and Recreation Department without a budget. She utilizes Social Media sites such as Twitter, Facebook and You Tube for free advertisement. Constituents can also subscribe to the Neighborhood Association Newspaper. She provides the news media

with information to distribute positive stories on our park system and events. Jen discussed our website and how it is currently being updated to simplify use for constituents. She discussed volunteerism and provided information on partnerships with AFD and the Animal Shelter. Jen talked about Pick Up...Pack Out, where we encourage park users to pick up after themselves and take their trash with them. She is working with Keep Albuquerque Beautiful (KAB) on providing signage for our parks on the Pick Up...Pack Out project. KAB will utilize grant funds for these signs. This requires a change in mindset. The Board asked questions about how she deals with negative news stories, the transfer of medians to Solid Waste Department, and bicycle etiquette. Jen responded to Board questions and thought bicycle etiquette might be good idea for a campaign. Board Members suggested that Jen include information about Board vacancies on the website and Twitter. Jen suggested that Board Members may want to send her a five sentence testimonial stating why they serve on the Board. Jen requested that Board Members share any good news stories with her.

Reports:

- Garry Wolfe, Assistant Director, mentioned that Parks and Recreation is working on the budget. He provided additional information concerning the budget and indicated that he would forward a schedule of upcoming meetings to the Board.

Aquatics Division is in the process of hiring 250-260 lifeguards for the upcoming summer season and preparing outdoor pools. Four lifeguard classes were held during spring break.

Golf Management Division is in the process of relocating their offices to Arroyo del Oso Golf Course. They are working on a Request for Proposal (RFP) for Ladera Golf Course, as the contract for Westside Golf expires in December 2015. The RFP should be out by next week. The Men's City League Golf Tournament will be held July 4th at all three golf courses.

Recreation just completed the Indoor Track Season at the Convention Center in March. It was a successful season with an economic impact of \$2.3M for heads and beds. The track needs to be resurfaced at a cost of \$300-400K. Garry provided additional information. It is currently softball season. We are experiencing problems with lighting at Los Altos Field 4. B&D Electric is currently working on repairs. Copper has been stolen from the Barelvas Ball Field lights for the fourth time in two years. We are in the process of purchasing league scheduling software, which we are hoping to have in place by next year. This software will also assist with managing use of our parks.

City Council is currently looking at possible use of the Open Space Trust Fund to acquire Open Space land. Garry responded to Board questions. Garry discussed the Bosque path from Central to I-40. This path provides better access by use of the crusher fine trail.

Park Management Division is in the process of hiring a weekend supervisor and will have a weekend crew in the near future. This crew will assist with maintenance issues and pick up of trash during the weekend.

Planning and Design Division is managing the construction of the Sid Cutter Pavilion at Balloon Fiesta Park. Construction is currently on track for completion by the end of August. This will be 12K square foot building, which will replace the tent for pilots during the Balloon Fiesta event. A new spray pad is close to completion at Cesar Chavez Community Center. Staff will be working on the Regional Sports Park at 118th Street. The driving force is baseball fields.

- Bill Nordin, BFP Commission Representative for MPRAB, mentioned that the Commission is setting the fee schedule for the Sid Cutter Pilots Pavilion at Balloon Fiesta Park. The Commission is hoping to get a presentation from the City next week concerning Freedom 4th. They are working on sound issues from the park into the neighborhoods. AIBF and the City have approached the Federal Government for an additional on ramp on to I-25 from Balloon Fiesta Parkway. He mentioned utilizing the park for big water slides. The Commission is working with Verizon on the hot spots at the park. They are still negotiating an agreement.
- Sub-Committee reports – N/A
- John Myers inquired at the March meeting about having someone attend the May meeting to discuss the bicycle loop. Christina will invite Linda Rumpf to attend the May meeting to provide a presentation.
- Members' Roundtable – N/A
- Unfinished Business – There are currently vacancies in Districts 1, 2 and 8.
- New Business – N/A

Adjourn: Mr. Myers adjourned the meeting at 1:52 PM.