

CITY OF ALBUQUERQUE PARKS & RECREATION DEPARTMENT
METROPOLITAN PARKS AND RECREATION ADVISORY BOARD (MPRAB)

Tuesday, May 6, 2025
MEETING MINUTES

Location: In person at the Parks and Recreation Dept office: 1801 N 4th St NW and Zoom

Board Members Present: ***At-Large*** - Valerie Martinez (Chair); ***At-Large*** - Tony Johnson; ***District 2*** - Julie Radoslovich; (Vice Chair); ***District 4*** - Jim Souter; ***District 5*** - John I. Ajie; ***District 7*** - Annie Montes

Board Members Absent: ***District 1*** - Vacant; ***District 3*** - Vacant; ***District 6*** - Vacant; ***District 8*** - Vacant; ***District 9*** - Fredrica "Rickie" Bergquist

City Staff Members Present: Deputy Director Dennis Vasquez; CIP Program Manager Cheryl Somerfeldt

Guests Present: None

1. Call to Order

- Chair Valerie Martinez called the meeting to order at 11:30 am.
- Board members were introduced.

2. Business Meeting (5 min)

- Agenda for this May 6, 2025 meeting unanimously approved.
- MPRAB reviewed meeting(s) minutes from March 6, 2025 and April 1, 2025. The majority of these two meetings covered High Desert Park rename request. MPRAB would like staff to review:
 - March meeting video for comments regarding the NA.
 - April meeting video for a clearer process of the final amendment and a clearer recording of motion.
 - Update table of opposition and support in the April meeting minutes.
 - John Ajie was absent at the April 1, 2025 meeting.

3. Public Comment Period #1

- None.

4. Old Business

- Revisit: 2025 board field trip
 - MPRAB members and the Parks Dept staff typically coordinate on park sites to visit during the field Trip. Tony Johnson may want to visit the three recent park openings.
 - Deputy Director Vasquez suggests the bike shop program sites, and the West Mesa Aquatic Center.
 - Vice Chair Julie Radoslovich would like to see what is best available for families and the urban forest.
 - Chair Martinez would like to see more tools to activate underutilized parks.

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- **Suggested park sites:** Daniel Webster, Wells Park, Phil Chacon, Esperanza, Pat Hurley, West Mesa Aquatic Center, Tom Bolack Urban Forest, Dog Park, and Trail.
- **The board members agreed on the week of August 18.**
- Revisit: revise MPRAB park renaming policy and application form.
 - Julie Radoslovich stated that the policy committee (Julie Radoslovich, Dennis Vasquez, and Cheryl Somerfeldt) restructured the policy to clarify the timeframe to:
 - make sure neighborhoods had adequate notice;
 - make sure PRD staff has adequate time to complete documentation; and
 - indicate that renaming a park is a major effort.
 - Discussion on importance of input from the Neighborhood Associations and NA Coalition and significant support.
 - MPRAB would ask for a deferral of a request until the public notice process is properly completed including the Neighborhood Association and Coalition notification.
 - Motion by Julie Radoslovich for MPRAB to adopt the newly updated MPRAB Park Re-Naming Policy, second by Jim Souter. Passed by unanimous vote.
- Revisit: Quality of Life Enhancement Fund introduced to City Council by Councilor Baca and heard at the most recent City Council meeting.
 - This action was voted down by Council but the reason is not yet clear. MPRAB may take it up at future meeting
 - Discussion on ways to be more informed on proposed Council actions affecting parks going forward.
 - PRD empowers MPRAB members to reach out to City councilors outside of the MPRAB meetings about City Council proposals.
 - Items should be on the agenda and discussed at the MPRAB public meeting with a quorum of board members to avoid ex parte communication.
 - Chair Martinez emphasized that the request to have City Councilors speak with the MPRAB regarding park-related legislation could be added to the MPRAB annual report to emphasize that MPRAB can serve as public support and/or feedback.
 - PRD is asking the mayor's office if an adjustment can be made to the Stories of Us page, and waiting to hear back.

5. New Business

- Proposal to designate March, June, and September MPRAB meetings for consideration of park name change requests with appropriate deadlines for policy requirements.
 - The board discussed ways to limit time spent on park re-naming requests.
 - No motion was made to limit requests to certain months, keeping the timeline as currently adopted with no change at this time.
- Annual Report: drafting will begin this month with a deadline of June 30, 2025 for delivery to the Mayor and City Councilors.

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6. Reports (20 min)

- Parks and Recreation Department, Directors (5 min)
 - Thank you to those who attended the May 3, 2025 Phil Chacon opening.
 - Wednesday May 7, 2025 will be the Los Altos Phase 2 opening.
 - Saturday May 24, 2025 will be the Wells Park opening.
 - New member: Larry Lite was approved by City Council last night to join MPRAB, representing District 6. He is a long-time pickleball advocate
 - The pavilion at the community center associated with Snow Park will be re-named to Andres Arellanes Pavilion. The MPRAB would like to know the date in order to provide representation at the event.
 - There is a new park re-naming request for Piedras Marcadas Park to Deborah Cox Neighborhood Park from a former state senator on behalf of the Neighborhood Association. All new requests shall follow new policy adopted at this meeting.
 - Deputy Director Dennis Vasquez is retiring at end of May, and a celebration event will be scheduled.
- Sub-Committee Reports, Committee Chair or designee (5 min)
 - The Parks Promotion subcommittee (Rickie Bergquist, Annie Montes, and Valerie Martinez) met outside of the meeting on April 30, 2025 to review the 2024 MPRAB report policy recommendation to redesign the PRD webpages.
 - The committee reviewed the findings of the National Park Association Marketing and Communications Report (2019): 76% of parks agencies print a program catalog or guide to promote offerings. Local schools are the most common partners. Social media and webpages are vital communication channels for virtually every park and recreation agency. 34% of parks agencies print promotions in at least one additional language. The majority of agencies designate less than 5% of their annual operating budgets to marketing and communication activities – parks have very limited budgets for marketing.
 - Conclusion to promote increased budget
 - The committee viewed the current PRD webpages and noted important changes: more user-friendly guidance to activities, programs, amenities, and events.
 - The committee reviewed social media.
 - Questions: What kind of printed material are produced? How are they disseminated? Does PRD work with schools, the county? What staff members responsible? How can MPRAB have access to social media? What additional outreach and languages? What is the budget for marketing? Can MPRAB assist? Is there a newsletter?
 - Staff will ask Emily Moore (assigned to the Parks Dept from the mayor's office) to join the next June meeting to present and answer questions related to marketing in order to prepare for the annual report.
- Board Members Roundtable (2 minutes each)
 - Jim Souter stated that their neighborhood is having its first event at the new dog park at Vista del Norte Park this Saturday May 10, hosted by APD.
 - Annie Montes asked for history of Coronado Park: why it was closed, and its future?

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- Answer:* It was not able to be managed any longer due to crime. The property is being turned over to Albuquerque Fire Rescue and a training facility will be constructed at that location. A schematic plan has already been proposed. Perhaps there will be a public comment opportunity to discuss existing or future trees? Staff will investigate further. The City has invested millions in nearby Wells Park to activate and benefit the community.
- Julie Radoslovich asked if the \$80,000 line item for park activation has been proposed at City Council yet. *Answer:* it has not.
 - John Ajie would like to designate one or two MPRAB meetings a year for subcommittee discussions, to provide time for work. *Answer:* the lead of the subcommittee should take it up with the members.

7. Public Comment Period #2

- None.

8. Review Action Items

- Approval of the March and April minutes was tabled.
- The updated MPRAB Park Re-Naming Policy will be posted on the MPRAB webpage before the next meeting.
- There was no change to months available to consider park re-naming requests. The board will determine the date for each park re-naming request on a case-by-case basis at this time.
- Emily Moore will be invited to the June meeting to discuss marketing and promotion.
- PRD staff will plan the MPRAB field trip to be during the week of August 18 (usually on a Friday).
- Park activation will be added to the agenda for the June meeting.

9. Next Meeting is scheduled for Tuesday, June 3, 2025, 11:30 am, and Adjourn

Meeting adjourned at 1:50 pm.