

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

Tuesday, June 3, 2025

MEETING MINUTES

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

Members Present: ***At-Large*** - Valerie Martinez (Chair); ***At-Large*** - Tony Johnson; ***District 2*** - Julie Radoslovich; (Vice Chair); ***District 4*** - Jim Souter; ***District 5*** - John Ajie; ***District 6*** – Larry Lite; ***District 7*** - Annie Montes; ***District 9*** - Fredrica “Rickie” Bergquist

Members Absent: ***District 1*** - Vacant; ***District 3*** - Vacant; ***District 8*** - Vacant;

City Staff Members Present: Director David Simon; Deputy Director David Flores; Senior Planner Hannah Aulick, Marketing and Communications Coordinator, Emily Moore

Guests Present: prospective MPRAB member, Don Meaders; The Wilderness Society’s Urban to Wild Albuquerque Program Manager, Hally Bert

1. Call to Order

- a) Chair Valerie Martinez called the meeting to order at 11:32 am.
- b) Board members, new board members, staff, and guests were introduced.

2. Business Meeting (5 min)

- a) Approval of agenda
- b) Approval of previous meeting(s) minutes
 - o March 4 2025 Meeting Minutes; after stated revisions by Julie Radoslovich, motion to approve by Jim Souter, second by Rickie Bergquist; motion passed unanimously
 - o April 1, 2025 Meeting Minutes; tabled to the next meeting for Chair Martinez review
 - o May 6, 2025 Meeting Minutes; after stated revisions by Julie Radoslovich, motion to approve by Julie Radoslovich, second by John Ajie; motion passed unanimously

3. Public Comment Period #1

- o None

4. Old Business

- a) Update: Park Activation Guide is in progress
 - o The goal for the MPRAB Park Activation Subcommittee was to look at underutilized parks; possibly host an event. Smaller events activate local parks and increase public safety at low cost. The Park Activation Guide was intended to offer options for underutilized parks with unique challenges. MPRAB agreed. Annie Montes will work on a conclusion.
- b) Proposal to schedule subcommittee meetings during some of the monthly MPRAB meetings to make it easier for board members to attend.
 - o MPRAB agreed to use future meetings with less agenda items to plan for subcommittee meetings. Possibly re-organize subcommittee leads.
- c) Reminder, mark calendars for the next board field trip scheduled for the week of August 18.
 - o MPRAB field trip was scheduled for Friday August 22 2025, 10am to 2pm, with lunch

5. New Business

- a) Emily Moore, Marketing and Communications Coordinator, joined the meeting to answer MPRAB questions on PRD marketing. For questions following the meeting contact:
emoore@cabq.gov

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MPRAB Subcommittee reviewed the National Parks and Recreation Association Report on Marketing, and asked the following questions:

1. *What kind (if any) of print materials does the department produce, and how are these distributed? Are any of these materials in a language other than English?*

PRD creates flyers for programs events, brochures, banners, occasionally offer in print materials with Spanish translation. Some bilingual print brochures created such as birding guides. Banners are created for park openings that include several languages. Flyers are placed at community centers libraries, coffee shops; etc.

2. *Is there a newsletter for PR that goes out to a listserv? If so, can MPRAB contribute to this newsletter? If there is no newsletter, is this something PRD is interested in?*

The Open Space Division has a newsletter. Parks could look into creating a newsletter if there is a large interest; but the public would have to actively subscribe. A newsletter could advertise recent park openings, events, calendar, etc. Parks could ask the public if they are interested on their webpage with a subscribe button/widget? PRD currently utilizes an Events webpage: cabq.gov/park/events; and social media.

Additional Questions: Can Parks news be added to the Open Space letter? Can Parks utilize existing newsletters such as the Open Space or ONC newsletters? How to be most efficient? Is there a current list of Parks contacts to forward events?

3. *How does PRD work with schools to promote activities of the PRD and disseminate PR materials?*

PRD has a network of community school coordinators that distribute information easily, and connect PRD with tabling opportunities. PRD has a list of APS principals. Peachjar is an easy way to distribute to schools through email, and can be used for free if the event is free and children will benefit.

4. *Does PRD work with Bernalillo County, in any way, to promote PRD activities?*

Yes, PRD works with the County on movies in the park every Friday through the end of July on our events page and their events page, and involving the Hispanic Cultural Center. However, the jurisdictions need to be separate to prevent confusion regarding responsibilities. MPRAB suggested adding a link to the Bernalillo County Parks webpage on the COA Parks webpage.

5. *Which PRD staff members are responsible for PR, including social media, and what percentage of their work time is spent on PR tasks? Is Emily Moore the point of contact? Who works on the Parks website? (The website is much better but there are still a couple landing sites that are confusing.)*

Emily Moore, Leroy Sandoval, and the Department of Technology and Innovation.

6. *Is it possible for board members to access social media accounts to assist with PR?*

Not directly, but PRD welcomes event post ideas and photos. Would like to show photos of people enjoying parks and park features. Perhaps add a feature on the MPRAB and each member's favorite park and why?

7. *What kind of outreach does PRD do in addition to the above? Is any of this outreach done in a language other than English?*

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Outreach in Spanish occurs at some events. Recently, PRD participated in community night event at schools promoting Open Space and Aquatics. Social media growing audience steadily over past 1 ½ years. TV and Radio growing. Next Door is used to let people know about things in neighborhood. Through ONC, PRD contacts Neighborhood Associations directly. There is a new digital billboard at Los Altos for PRD promotions.

8. *Does PRD have a budget item for PR/Marketing? If so, what is the amount budgeted and what percentage of the department budget is dedicated to PR/Marketing?*

No, however no shortage of desire. The City assigns a limited amount of staff with great ideas. In 2019, \$40k was allocated for PRD marketing. When marketing requests items, PRD finds a way to supply them even with a tight budget. In the private sector, marketing is typically budgeted at 3%, which would be \$1.5 million.

PRD would like to have more funds for swag.

Julie Radoslovich asked if Friends of Parks and Recreation, a nonprofit board 5013c, raise money?

9. *How else might MPRAB board members assist with department PR/Marketing?*

Help to get the word out, make sure folks are aware of what is going on, flyers.

Larry Lite suggested MPRAB to pass out card with a QR code directing the public to PRD event page.

- b) Park Renaming Request: Piedras Marcadas Park to Dorothy Cox Neighborhood Park

Submitted by former NM State Senator Sander Rue; will need to follow the new Park Naming Policy process.

- c) New board members approved by the mayor's office and upcoming board member orientation sessions.

New board member orientation scheduled for June 10, 2025.

6. Reports (20 min)

- a) Deputy Director Flores Report

○ Past Events:

- Juan tabo hills – outstanding opening went well; Wells Park opening May 24, people from all parts of the state; great Memorial Day event/s; Alamosa lighting project opened; Skate Jam occurred last weekend hundreds of people

○ Upcoming events:

- Harwood Lateral North Valley stretch of empty land currently under jurisdiction of MRGCD, north of Candelaria, south of Montano, west of north valley senior center, will have paved trail, landscaping, trees, and a dog park; close to Bellrose Park, however, this project will fill a 10MW gap when completed; public meeting June 10
- Creighton, south of Montano west of Coors, featuring pathway playground constrained to a small part of property, public meeting June 17
- BMX Nationals this weekend
- Caribbean Fest June 7
- Drive in movies all summer
- Race on June 14 and 15
- Regional tennis tournament at Jerry Cline June 20 and 22

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- Taco Fest June 21
- Summer aquatics pools open splashpads open
- b) Director Simon Report
 - While there is the Rio Grande Valley State Park, PRD would like to investigate urban neighborhood park partnerships with MRGCD, not just Open Space. The MRGCD network has hundreds of miles of trail that functions to keep the City green as a network in our City, and PRD could have a global property partnership with MRGCD. The Harwood Lateral project could be a prototype for Greenways.
 - City Council finished work on the fiscal year 2026 budget on May 26.

There were minor differences between what was submitted and what was approved except Parks core operating budget needs were not addressed. Councilor Fiebelkorn added funds for young people of color to be trained in natural resource career development program; including funding for three full time bosque tech positions, which are history-making first full-time positions focused on the Bosque. Currently, nonrecurring temp staff work in the Bosque. Other Council members and the administration preferred additional funds toward a higher City pay raise. The result was the new full-time positions for the Bosque, and a compromise 2.5% pay increase.
 - MPRAB request for park activation funds was unfortunately unsuccessful.
- c) Parks and Recreation Department, Staff;
 - None
- d) Sub-Committee Reports, Committee Chair or designee
 - None
- e) Board Members Roundtable
 - *Jim Souter asked for update on the previously discussed Quality of Life Tax?*

Did not pass in Council. Many modifications.

MPRAB members are free to communicate with City Councilors (ie in their office) regarding opinions and recommendations; but need to affirm with the board as agenda item in order to speak on behalf of MPRAB;
 - *Julie Radoslovich asked how much Councilors can use funds to support events in their district?*

State grants are problematic for park activation but councilors can support various events in their districts.
 - *Annie Montes asked for update on the Tijeras Biozone project and when it will open?*

The Rt 66 trailhead is finishing construction right now with final inspection today just need to finish parking bumpers ribbon cutting middle of June. A series of interpretive signs have been installed along the corridor, last one at the Rt 66 trailhead. The 25-acre site was bought a few years ago. The site plan needs to be finalized and reviewed by the EPC with expected construction date next year, 2026, and ultimate cost of approximately \$2 million. In the meantime, there is an accessible trail open to the public constructed with Ciudad Soil and Water Conservation District's assistance at the education center site. City Open Space staff will open and close gates during the day.

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- *John Ajie asked for update on capital outlay requests? Total PRD request was 73.4 million.*
PRD requests funding for more projects than it expects to receive dependent on state priorities and interests. Receiving 20-30 percent of requests (approximately \$20 million for Parks projects) is a good result this cycle. Some of the larger projects such as the North Domingo Baca Aquatic Center received very large grants and some of the smaller projects did not receive any funding.

The GO bond goes to voters soon with 18 million for Parks, but unfortunately 80 percent is tagged for specific projects, which hinders the ability to repair emergencies.

- *Julie Radoslovich asked to look at connecting Pat Hurley Park to acequias and eventually to the Rio Grande River?*
- *Tony Johnson will be present at the next meeting but that will be his last meeting; moving on to the newly revamped veterans board, and will be available to help with activation.*

7. Public Comment Period #2

- *Hally Bert asked: How does parks leverage language translation services? How can we support that showing up consistently? How can the community get more advanced notice for future engagement? A significant amount of lead time is needed to allow organizations to tap their networks that felt historically left out of the planning process. Is COA PRD applying for additional LWCF Trails Plus grant funding, and if so, for what projects?*

Translation services are used when needed. One meeting, three languages were provided. Operation Cool Down is expected to repeat this summer, but there is no current concrete date.

PRD currently has two active LWCF Trails Grant projects. One, the West Mesa Trails Phase 1, is about to close. The second, the disc golf grant project, is still in the planning stage. It is preferable for current projects to close before asking for additional funds. The City's MR Rail Trail also has an LWCF Trails Plus Grant open. These grants require a one-to-one grant match; therefore, application opportunities must be chosen carefully and PRD no longer has excess funds. PRD would like to continue the West Mesa Trails Plan, but it is not clear when the next cycle is open.

Park staff is trying to get information as soon as possible to District 6.

8. Review Action Items

- Park Renaming Request: Piedras Mercados to Dorothy Cox Neighborhood Park.
- New board members approved by the mayor's office, and upcoming board member orientation sessions June 10.
- Short agenda meetings can devote time to subcommittee meetings.
- Schedule field trip on August 22. Chair Martinez would like to visit underutilized parks during field trip; pilot study one or more underutilized parks; talked to neighbors; etc

9. Next Meeting is scheduled for Tuesday, July 1, 2025, 11:30 am, and Adjourn

Motion to adjourn by Jim Souter at 1:32 pm, second by Rickie Bergquist, motion passed unanimously.