

**Balloon Fiesta Park Commission**  
**August 12, 2014 – 6:00 – 8:00 PM**  
**Meeting Location: Banquet Room / Balloon Fiesta Park**  
**Draft Minutes**

**Meeting Called to order: August 12 6:05 pm**

**Members Present:** Bill Nordin (Chair), Steve Wentworth (VC), Shawna Ballay, Sandy Cohen, Dave Downey, Mark Haley, Frank Mezzancello, Elise Rogers

**Members Absent:** Barbara Baca, Justin Garcia, Mark Johnston, Dr. Steve Komadina, Rick Treadwell

**Others Present:** Janie Jordan, Paul Smith, Don Edwards, Jamie Jett, Travis Driscoll

**City Staff Present:** Paul Olsen (EHD), Alexandria Kiska (PRD), Susan Rice (PRD), Lisa Lopez (PRD), Rebecca Hammer, Judith Wong (PRD), David Flores (PRD-CIP)

**1. CHANGES TO THE AGENDA - None**

**2. REVIEW / APPROVAL OF THE APRIL 2014 MINUTES with MAY & JUNE MEETING**

**COMMENTS:** Mr. Wentworth - motion to approve. Mr. (could not determine) seconded the motion. Motion approved.

**3. PUBLIC COMMENT- None**

**4. SIGNAGE AND WAY FINDING – Update** Jamie Jett, Travis Driscoll and Chris Green ( Consensus Planning).

Presentation A presentation was given by Jamie Jett . Ms. Jett began the presentation with an explanation of the program. The preliminary way finding and signage program will include all the signage from the interstate up to and including the parking lot of the park. Also, included, are the regulatory and safety signage. Ms. Jett provided a brief description for her background and qualifications. Ms. Jett and her partner have 27 years of experience in the field of way finding and ADA compliance. She said that the Balloon Fiesta Park dealt with very small events all the way up to one of the largest single day spectator events in the world and that Balloon Fiesta attendance is comparable to Olympic events.

- A. Active shooter preparedness.
  - a. Winging it is not a plan.
  - b. No pattern or method to the selection of victims.
- B. Be proactive to have an assessable, safe and secure site.
- C. Works with Homeland Security, Emergency Management and NMDOT to bring us up to compliance.
- D. Easy entry and Exit – User centered information - Visible, logical and consistent system of site and destinations for park and field gates.
- E. Cardinal directions, simple numerical sequencing, clockwise motion, alphanumeric identification and color coding – It is a simple yet logical approach.
- F. Current system is outdated, poorly constructed and lacks information. The signs are inconsistent for parking and field entry. This is confusing when it comes to the messages and text that are on the signs. Lacks ADA information and pedestrian safety information is lacking.

- G. Proposed: Gates 1-12 Parking North (Red) A-E, East F-N and then goes over to the Balloon Museum.
- H. Proposed: Eliminate several items such as: elderly, handicapped, limited availability, street names, acronyms and proper grammar – Words to be used are: Accessible and Assistance.
- I. Proposed: BFP a world class recreation facility, safe, good proper security and easy to use. Compliant to federal guidelines.
- J. Provide consistent messaging to our visitors.
- K. 5-6 sign components for parking – Regulatory and up to standards with ADA on the size and font as well as construction. It will have a longer life and is vandal resistant.
- L. Parking identification: solar and LED to be used for low energy as well as night time legibility.
- M. Street name signs identified. – Balloon Fiesta Parkway – Original to our park.
- N. Information and liability - Post rules and information such as park hours and liability.
- O. Regulatory Signs – Standard brown roadways signs. Standard traffic, purple for bike roads and yellow for pedestrian or foot trails.
- P. Our next step – final sign program and message to forecast phased implementation bid and specifications and bid procurement.
- Q. Mr. Nordin calls for question from the commission.
- R. Mr. Wentworth would like to know if this is a done deal and ready to go.
- S. Ms. Jett states that much of what is proposed is regulatory and mandatory but it is a design at this point. The parts that are specific to the park: Information / safety, directional and parking. Everything else should be paid for and provided by DOT, Streets and even Homeland Security.
- T. Mr. Wentworth would like to know an estimate of the cost - Ms. Jett states \$40,000.00 over the past three months for the design. It is a phased project that other entities will pay for a portion of the signs. Mr. Wentworth would like to know the estimate of what all of these signs would cost. Ms. Jett states that she would have to calculate those figures. Ms. Jett stated that currently they are only in the way finding process to identify the signs that are needed. Ms. Jett stated that one of her next steps would be to develop a proposed budget estimate. Ms. Jett stated that larger projects were less than \$200,000.
- U. Sandy Cohen would like to ask if the number of signs proposed is too many for the average person to pay attention to. Ms. Jett states that the number (5) is also figured into the plan.
- V. Ms. Kiska stated that once the budget is established for this project that we, the City of Albuquerque, will put a bid together and that this is in the master plan for the park. Ms. Kiska did state that one of our number one complaints concerns poor signage at the Park.
- W. Mr. Wentworth wanted to know if competitive bids were being done for the design of the project. – Mr. Flores stated that Mr. Green, through Censuses Planning, hired Ms. Jett. Ms. Jett is a subcontractor under Mr. Green.

**5. EVENTS & PRESENTATIONS – Introduction of Rebecca Hammer. She will be doing event planning. Ms. Rice reports on the following events.**

- Past Events –
  - June 14 & 15 – Hoop It Up
  - June 20 – Teen Foam Dance
  - June 21 – Kick Ball for Kids
  - June 22 – Regional Criterion Races
  - June 28 & 29 – NM National Guard 7 on 7 Tournaments
  - June 28 – Super Hero Bike Ride
  - July 4 – Freedom 4<sup>th</sup>. The only issue to report is that it took over one hour to exit the park.
  - July 11 – Teen Foam Dance
  - July 12 & 13 – Blue Skies over NM Gliding Event

July 13 – AAAA Rally

July 18 – Teen Foam Dance

July 19 – Sickle Cell Awareness Summer Jam –The only event that had any critical issues. They did not follow many of the rules. Several vendors didn't get paid, sound was not obeyed. It was a blatant abuse of the park. Music was very explicit and vulgar. We thought it was Sickle Cell, however, we were given false information and they were not representative of the event. Security was not paid to the vendor.

Mr. Nordin wants to know why the people we rent to can't pay the vendors they contract. This is the third event this year where the organizer of the event had an issue paying their vendors. There are two ways we can deal with this: we take on more liability or we can look more closely into the people who rent our Park.

Ms. Rogers wanted to know who the vendor was – Ms. Rice responded that the vendor was Tyson Patterson with Straight Lace Inc.

Mr. Wentworth wanted to ensure that the contract had a "hold harmless" for these events. Ms. Rice said yes to the question.

July 19 – Hero's & Badges

July 20 – Summer Fun Fest

July 26 – Black Dog Bullies Dog Shoe

Aug 2 & 3 – Chivas Cup Soccer Tournament

Aug 9 – UV Splash Color Dash

Future Events – Aug 16 & 17 – F3J Sail Plane Competition

Aug 23 – Color in Motion

Aug 23 – Bugaboo Cross fit Challenge

Aug 24 – Eliana's Plight for a Cure 5K

Aug 29 – Teen Foam Dance

Aug 30 – Brandon's Cause Car and Motorcycle Rally

Aug 30 – Rebel Donut Dash – Obstacle course race and they are all above ground and inflatable. Currently 230 entries.

Aug 31 – Pink Me Chio 5K

Events to be presented. : See attachment of supplement to events report.

1. Doggy Dash –This is a repeat event they have been here before. Ms. Rogers moved to accept. Mr. Mezzancello seconded the motion. No other discussion. All in favor. Motion carried.
2. People's Festival –Event has been presented prior but they have made changes and expanded. They have 12 nonprofits and several sponsors. A 5k run has been added as well as a carnival if construction allows. There is more information and permits will be coming soon.

Mr. Nordin – Concerned that the vendors have signed up and possibly to do not know what they have signed up for. Nordin would like some investigation done because several logos are being used, yet it is possible that they may have not actually signed up for it. Mr. Nordin reminded that insurance requirements are needed if carnival rides and jumpers are included. Ms. Rice will do further investigation on his requests.

Mr. Wentworth – Stage pointing to the North Valley – Rice states that stage and sound is still being negotiated. **Wentworth pointed out that doing the correct things with events should not be negotiable.**

Mr. Wentworth wants Mr. Wentworth wanted clarification that the above ground cooking food will meet all environmental health standards. Ms. Rice confirmed yes. All environmental health

standards will be met. Mr. Nordin wanted to confirm time. Ms. Rogers clarified the time reported is 8am to 8pm. Will they bring in lights? Ms. Rice stated that if lights are needed they will be brought in. It is a requirement. Possible time is sundown.

Ms. Jordan wanted to know if this vendor had been here before. – Ms. Rice responded that they attempted an event last year but canceled it. They continued to plan the same event for this year. Ms. Rogers asked Ms. Rice if she was looking for a vote at this meeting. Ms. Rice responded that she would like a boat in order to let the vendor know whether or not they should proceed to final stages. Ms. Rice stated that this was reviewed before but is waiting for an update- Nordin stated this will need a new vote due to the extensive changes.

Wentworth proposed a conditional approval only. Lighting, hours and soundstage all need to be addressed.

Mr. Nordin stated that we almost don't have a choice but to approve due to the extensive advertising already done. Ms. Rice will do her due diligence in planning these events. The City of Albuquerque will do its due diligence as well. The Commission had questions and concerns, however; it does not mean that the event is bad and we should try to make it happen.

Mr. Mezzanello provided a motion to approve. Ms. Rogers seconded the motion. Motion approved.

## 6. REPORTS / UPDATES

- **Department of Municipal Development – N/A**
- **Albuquerque International Balloon Fiesta**
  - Paul Smith reported – Event dates Oct 4-12. Schedule of events are very similar to last year.
  - Musical performers : County Road Five from Kansas City Missouri, Sawyer Brown, David Nail and Josh Turner will be the headliner
  - Ticket sales are better this year than last year.
  - Nordin would like to hear about the construction updates – Mr. Smith reported that Gate 3 at the NW corner of the field will have some upgrades. There is no visual reference to the gate changes but it will be similar to what was done to Gate 12 two years ago. Gate 3 and 4 are heavily used and Gate 5 has not been used for years.
  - Oil and sealing of vendors row and the parking to the very west of the museum will start next Monday.
  - Open South end because of congestion. Volunteers have been rebranded and will now be known as Navigators. They will be housed in a tent at the south end of the shuttle lane.
- **Anderson Abruzzo Albuquerque International Balloon Museum**
  - i. Past Events – Sky Portal Portal was completed in July.
    1. A dedication from the artist will take place sometime during the Fiesta.(Possibly the first Sunday) - The artist will talk about what the piece represents.
    2. A request for the State of New Mexico to fund a Children's Play Area in the Tribute space is under discussion. The Museum is hoping for approximately \$300,000.
    3. **Wentworth stated that there have been zero complaints from the community about the events at the Museum.**
  - ii. Upcoming events –
    1. The water feature will now be placed in front of the Balloon Museum.
    2. Hall of Fame will be expanded in time for Balloon Fiesta.
    3. Mac and Cheese event was canceled. Ms. Rogers would like to know if there is a reason why the event was canceled. This event was being promoted extensively. Mr. Cohen stated that it was due to the resignation of the event coordinator.

4. Mr. Nordin asked for confirmation that Stories in the Night Sky /Concert Band participants on August 6 was over 800 people on August 6th. Mr. Cohen confirmed that information.
  5. Mr. Smith wanted to know what happened with the window project – Mr. Cohen stated that the State of New Mexico funds were supposed to be appropriated, but have not been yet.. It will most likely have to be done in stages, in conjunction with HVAC and roofing.
- **Environmental Health Department** Mr. Olson reported: Coordination of off-site Balloon Fiesta issues. Mr. Wentworth would like to know what issues have arisen due to the rain. Mr. Olson reported that there has been ponding in a few sites but not severe.
  - **Parks & Recreation**
    - i. Sid Cutter Pilots Pavilion – Update given by Mr. Flores -September 1 plans and specs. will be submitted for legal review and architectural review. It is expected that bid advertisement will be in October and open bids for construction to start approximately around Thanksgiving.
    - ii. Mr. Smith would like to know if a plan B is in place if the project timeline goes over and this would go into Balloon Fiesta. Mr. Flores stated that a temporary occupancy permit would be used. Mr. Smith would like a consultation prior to groundbreaking.
      1. Time line to build - 260 day construction
    - iii. Digital Sign update – Ms. Rice reported that a refund for equipment not used has been obtained and that a local vendor will look at getting it fixed.
    - iv. Income since last meeting – Included in the packet. Income for Event Center since the last meeting : \$9,028.00. Income for Balloon Fiesta Park since the last meeting is \$13,519.00

## 7. OLD BUSINESS:

- FY15 GO Bond – update – Ms. Kiska reported no updates since last meeting.
- Annual Report – Meeting to be set after Balloon Fiesta

## 8. NEW BUSINESS –

**Introduction of: Shawna Ballay from Pueblo of Sandia** – She has 10 years of tribal governmental experience. Introduction of all members of the commission who were present, as well as guests and staff members.

- Fee Schedule: Review for set for this year to be voted on by the Commission in the spring.
- Policy Review – Nordin would like to schedule a meeting to discuss the Policies. Ms. Rice would like a few of the items to be reviewed prior to the meeting and vote following up with a review by City Legal. Event booking is already happening for 2015 and will be completed for a majority of the year if not voted on soon. Ms. Rice can send the changes in an email and that will be addressed on September 9.

Mr. Wentworth would like an update on Verizon project - Ms. Kiska stated that nothing will happen prior to Balloon Fiesta so we will have to use COWS for this year due to lack of time. Kiska stated that there were some changes that are being handled through City Real Property. Mr. Flores wanted to see a diagram of the changes. Ms. Kiska stated that the changes were sent out in an email.

Motion to adjourn the meeting was made by Ms. Rogers. Mr. Wentworth seconded the motion. Meeting adjourned at: 7:49 pm – Motion approved.

NEXT COMMISSION MEETING – September 9, 2014

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the Parks and Recreation Department staff liaison at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the Committee liaison at Parks and Recreation Department at (505) 768-5300 (Phone/Relay) if a summary or other type of accessible format is needed.