

**BALLOON FIESTA PARK COMMISSION Suggested changes – S. Wentworth
January 8, 2013
Meeting Minutes**

Meeting Discussion (Not a Quorum) called to order at 6:05pm

Members Present: Bill Nordin (Chair), Steve Wentworth (VC), Sandy Cohen, Justin Garcia, Dr. Steve Komadina (arrived late to the meeting, see below), Frank Mezzancello, and Elise Rogers

Members Absent: Rick Treadwell, Gov. Victor Montoya, Terry Sullivan, Mark Johnson, Dave Downey, and Barbara Baca

City Staff Present: Susan Rice, Kristy Diaz-Trahan, David Flores, Billy Gallegos, Daphany Martin

Guests: Janie Jordan, and Tom Beller.

Changes to the Agenda –None

3. PUBLIC COMMENT– Terry Sullivan has resigned from his position on the board.

4. EVENTS & PRESENTATIONS–Event Calendar

Past Events – Mr. Nordin commented that November and December events show good revenue. Ms. Rogers brought up the comment that was stated by event organizers about the USATF National Cross Country Championships that, “This was the best event they ever had.” Mr. Nordin stated that he attended the event, and heard nothing but positive things about it as well. He was most impressed with what he heard about staff learning from the 1st event to the 2nd event, and the willingness to change. Example provided about the mule (fancy golf cart) that is placed in front of the lead runner to assure direction to runners. When the state meet was held at the park, a fuel powered mule was used, blowing exhaust into the lead runners face. For this event held for the Nationals, propane or an electric mule was used.

Ms. Rice reviewed past events on Event Calendar for the USATF Jr. Cross Country National Championships, and addressed corrections to Nov. 15-18 participants were actually 3,000 vs. the 1,800 on report. On Dec. 6-9 participants were 7,500 vs. 45,000 on report. These corrections have been made in system, but did not make it in time for handout. Ms. Rice also received positive reviews from an individual at a conference Ms. Rice attended, the individual commented on how well the Championship was run. Bill Nordin pointed out that this race is primary for youth 15 and under, and he would like to see this event again.

Future Events –Ms. Rice reviewed future events listed in event report handed out. She stated that there was a good turn out at the Holiday Youth Camp last week. These camps are geared for children out of school, but parents have returned to work. She reviewed the activities the children were able to do such as: a climbing wall, pickle ball instruction for (3) days, golf lessons, arts & crafts, and even made ginger bread houses. These are the type of activities planned for the Spring Youth Camp.

Mr. Nordin pointed out to everyone that the Good Sams Event cancelled. He liked the event for the Eldorado HS Graduation Party Mar 13, 14 that will be overnight, and the idea of giving kids a safe place to go. Ms. Rice agreed that this event is a great idea for graduates and hopes others will move in that direction. Mr. Nordin suggested that the students shouldn't make any ruckus or noise that would keep neighborhood up at any point. Mr. Wentworth said that there hasn't been any noise problem with the park in the last few months.

Mr. Nordin wanted to point out that we learn overtime from various events. It is important as staff is being turned over that a better dialog be kept of what has happened so the next person is up to date. This point was stressed by several others who pointed out that "lessons learned" about Park issues need to be maintained so new staff, new Commissioners and others would not have to re-invent the wheel for each new event or circumstance. Some of the items are covered in policies and procedures but a log of events that list actions needed or problems to be addressed should be maintained for re-accruing events and new events.

5. Master Plan Update – Staff Report was presented to commission as follows: Mayor and City Council approval status Bohannan/Huston Inc. (BHI) to provide easement information for the site plan and to complete the plat that will accompany the MDP. DRB requires filing information on all easements and BHI had to order title reports to get this information. They have completed the field work with the exception of setting monuments for the new tract lines. Looking into providing the submittal to DRB by Friday, January 18.

Mr. Wentworth referenced that a lot of additional conditions that were put on the master plan by EPC. He stated that the added conditions were referenced in his changes to the November minutes. He suggested that when the Master Plan is approved by Mayor and City Council the commission should receive bound copies, and staff should make electronic copies and several dozen printed copies for every City Council member, and city workers or various groups who may need a copy. Conditions, maps and annexes should be in final document. Conditions were in the Official Notice of Decision by the EPC and could be picked up in the Planning Office.

6. REPORTS/UPDATES

- **Department of Municipal Development**

Mr. Nordin inquired on the status of the turning signals at Alameda and Balloon Museum Drive. Ms. Diaz-Trahan confirmed she has not heard back from Mr. Gallegos, but would reach out to him again, as well as invite him to the next meeting. Mr. Beller with Eastdale Little League also

concerned as they will be starting ball soon as well. Mr. Nordin would like to see signal improvement, or more lanes by March.

- **Albuquerque International Balloon Fiesta**

Event Report - Ms. Rogers gave update on the Council meeting was Jan 7, 2013. The lease was not heard until 9:00pm, but there was less resistance than anticipated. There was concern from the Council on whether the City was receiving enough money out of this. Also, the Council addressed concern that Balloon Fiesta work with the local vendors. The lease was approved unanimously.

- **Anderson Abruzzo Albuquerque International Balloon Museum**

Past Events - Attendance is on the rise, as well as special revenues up by 2 % stated Mr. Cohen. These special revenues stay at the museum, ticket sales go back into the general fund. Mr. Cohen is focusing on rentals to help build up the museum revenues. Ms. Diaz-Trahan suggested that Ms. Rice should meet with Mr. Cohen regarding the development of a brochure to promote special events at Fiesta on the Green as well as the Museum. Both Mr. Cohen and Ms. Rice agreed to collaborate to offer a variety of options to the public. Mr. Cohen noted their Early Childhood Education Program called "Story in the Skys" won Best of the City in the Albuquerque Magazine for the 2nd year in a row.

Upcoming events - New exhibit is going to be on the history of Balloon Fiesta and will refer to the subject of hot air ballooning in general. Exhibit will be Feb. 9, opening event Feb 8. Mayor Berry has been invited to the event.

Development of Library - Currently books are being placed on the shelves, and developing a special collections archive in the library.

Construction projects

Tethered ride - This project will help increase attendance. The idea is that people would buy a ticket to the museum in order to access the tethered ride. Mr. Cohen is in the process of doing RFP to proceed with his project. Ms Rogers commented that she thought World Balloon came to him with a recommendation. Mr. Cohen concurred and that their board of trustees did approve, but the City has to go through the RFP process to proceed. Ms Rogers asked if the RFP is for a helium balloon or any balloon. Mr. Cohen thinks it may be Helium, not entirely sure.

Tribute Area - Grounds request to re-position Fence by Mr. Cohen. Handout provided showing the changes he is requesting in regards to repositioning the fence. Mr. Flores stated that Ms. Baca would like to discuss further regarding possible implications with irrigation. Mr. Flores referenced a request for a block fence on another issue that was requested, and could get price for both items at the same time. Discussion had on what could have been the reasons for the fence being placed in its current position. There was general [consensus](#) that the improvements were logical and should proceed.

- **Environmental Health Department**

Mr. Billy Gallegos informed commission that there was a break in at the landfill; locks were cut on the gate. Nothing at the landfill was stolen or interfered with, including copper. Ms. Jordan informed that there are alarms on the copper on landfill.

- **Parks & Recreation**

Ms. Diaz-Trahan informed the commission of her departure from the City of Albuquerque, and has accepted a position in Arizona. She assured the Fiesta will be left in good hands.

Signage for park – Signage committee group has not met since last commission meeting. Judith Wong hopes to set meeting to go over prioritizing the different signage types, and designate permanent vs. temporary signage.

Gate key email list cleanup – The gate key list has been purged, and updated to current. The next step is to determine the most cost effective way to move expiration dates to December 31 annually. This will help coordinate with all park users. Note that after two months the only gate key cards that will be active will be the ones on the list.

Financial reports - Ms. Diaz-Trahan went over the following:

- General fund revenue (November 1 to December 31)
- Golf Training Center: \$7,902
- Fiesta on the Green: \$3,255
- Capital fund revenue (November 1 & December 31)
- Balloon Fiesta Park: \$5,875

Ms. Rogers asked if the revenues for Golf Training Center were all for Golf, and Ms. Diaz-Trahan replied that yes they are, as well as sales of merchandise in Golf Training Center. Ms. Rice also added that camps held in the Golf Training Center are included in those totals. Mr. Nordin pointed out a discrepancy in deposit totals, but Ms. Rice explained the differences he was seeing were the future events that people pay in advance, therefore added in totals.

Priority project item updates – Contract preparation is being executed with Consensus Planning. Mr. Flores confirmed that the proposal from Chris would be submitted next week. Once proposal received, it would be evaluated, and then submitted to City Hall for final preparation. Mr. Wentworth brought up the priority projects on the minutes that he elaborated on, and what was really talked about, and didn't feel they were reflected in original minutes. He also commented on the new building proposal, he is concerned about where the building will be placed. AIBF needs to be thinking about the placement of the building. He feels there will be mass transit issues, parking issues, as well as people having to access the back of the building. People such as vendors will be using that building, and will need access to the back of the building. Ms. Jordan asked Mr. Wentworth if he had reviewed the proposed master plan, as she believes his concerns have already been addressed. Mr. Wentworth stated he would just like to make sure at this point, as he has seen in the past, things get marked, and changed and Master Plans do not provide detail. He stressed that all items, including access for the public, safety and other items need to be addressed. If these concerns are not addressed for example to make sure vendors can access and service the building for events, there may be problems with different groups using the building. Mr. Wentworth stated there are companies that set up

these types of buildings, possibly Consensus Planning should look at these vendors who are doing this. Mr. Nordin explained he attended an expo and was amazed at the numbers of different companies who specialize in buildings such as what is proposed. Discussion on having a building with one main event a year, and minimal use through out the year, as there are several others in the same situation as us. Mr. Nordin was shocked that how much they were selling at this event is what we have at Fiesta on the Green. Discussion on different variables such as size and location were discussed. Ms. Rogers expressed concern that our experts talk about the needs of the groups we currently do sell to.

Telecommunications tower - The AT&T Cell Tower Project that was approved several months ago encountered a delay due to PNM easement rights, but has recently been resolved. The lease agreement is complete, and being routed for signatures. Next step is building permit reviews. There has been approval for these revenues to go back into recreation services; justification was to support personnel out here.

10. OLD BUSINESS:

- RFI – RFP - Mr. Nordin would like to set up a date to go over these items.
- Park Policies – Set a meeting to finalize policies and procedures. Everyone agreed meeting during the day would work best. Mr. Nordin and Mr. Wentworth will represent commission, to include Ms. Jordan for her past knowledge.
- Park Funding Priorities
- How to recognize past Board/Commission members
- Past Board/Commission members include: Bruce Hale, Terry Sullivan, Jeffery Cooper-Smith, Art Swenka, Sharon Hausam, Sam Baxter, Ron Clark

Discussion on what and how to best recognize members. Ms. Diaz-Trahan offered the idea of a name plate with listed members along with plaques to include dates of service. Mr. Wentworth pointed out that some people to be recognized were never part of the board, and there are several different boards. This raises more questions, as to what board members would be recognized. Defining who needs to be recognized is essential in determining recognition. Mr. Garcia suggested that parameters should be drawn to determine on who is recognized, and how far back we go.

7:07 pm Full Quorum, meeting called to order – Mr. Komadina arrived

Minutes -

Ms. Rogers moved to accept minutes as amended by Mr. Wentworth, Mr. Mezzancello 2nd, motion passed unanimously.

11. NEW BUSINESS

- Annual report for Park and Commission

Mr. Nordin referenced in years past there was an annual report that was provided to council. Questioned commission if it is time to try and present as been done in the past. Mr. Wentworth believes the annual report would strengthen what is being done, and if done annually it would be easier on staff verses catching up later. He would like to see other items such as policies and procedures, lessons learned as well. Mr. Komadina brought up having **Leslie Linthicum** come and do an article in the paper for promoting to the community, in addition to this information. Mr. Cohen would like see marketing in his area as well.

Information that is essential in getting out to the public. Ms. Rogers brought up that Counselor Lewis stated that John Garcia, Director from Economic Development will be reaching out to departments to provide a report, and Ms. Baca can report for Parks and Recreation, and possibly introduce we have an annual report. Ms. Diaz-Trahan will find out if this were the case. Mr. Wentworth stated maybe coming up with a committee to gather ideas to get the word out. Wentworth also pointed out that Parks and Recreation had apparently hired a person to provide public information for the Department but that person has yet to be seen. Wentworth pointed out that during the Strategic Planning processes Parks and Recreation was going to have that person promote the Park.

Mr. Nordin requested staff provide a copy of the last Annual Report. Mr. Wentworth believes it was in the 2008. Previous report was agreed to be excessive, commission not requiring new reports to be as extensive. It was agreed to continue this discussion before voting on having an annual report.

Ms. Jordan inquired on whom is working on the digital sign. Ms. Rice confirmed she is looking into what program that controls it, as the computer with the program was stolen. Ms. Jordan said Eastdale little league world champions are still not recognized on the sign, and that is why she was inquiring. Mr. Wentworth confirmed the company name as Zeon Signs for Ms. Rice to inquire on software. Mr. Wentworth also recommended asking them to bring it up to date at this point, as technology has moved forward.

Ms. Diaz Trahan confirmed that Terry Sullivan has resigned, and there is an application that will go before council for Mark Haley to fill his spot in local industry.

Ms. Rogers motioned to adjourn, Mr. Mezzancello 2nd, motion passed unanimously.