

City of Las Vegas

PARKS AND RECREATION ADVISORY COMMISSION
CITY HALL, 495 S. MAIN STREET
CITY CLERKS 2ND FLOOR CONFERENCE ROOM
CITY OF LAS VEGAS INTERNET ADDRESS: www.lasvegasnevada.gov

MINUTES January 6, 2015 4:00 P.M.

ITEMS LISTED ON THE AGENDA MAY BE TAKEN OUT OF THE ORDER PRESENTED; TWO OR MORE AGENDA ITEMS FOR CONSIDERATION MAY BE COMBINED; AND ANY ITEM ON THE AGENDA MAY BE REMOVED OR RELATED DISCUSSION MAY BE DELAYED AT ANY TIME. BACKUP MATERIAL FOR THIS AGENDA MAY BE OBTAINED FROM LUANN D. HOLMES, ACTING CITY CLERK, AT THE CITY CLERKS OFFICE AT 495 SOUTH MAIN STREET, 2ND FLOOR OR ON THE CITY'S WEBPAGE AT www.lasvegasnevada.gov.

1. [CALL TO ORDER](#)

Minutes:

VICE CHAIR BUCHMAN called the meeting to order at 4:02 p.m.

PRESENT: CHAIR WHITE (excused until 4:06 p.m.) and COMMISSIONERS BUCHMAN, LEE, AKER, LOPEZ, THOMASON, THOMSON, TABOR, McCURDY and BECKER

EXCUSED: ARMENIAN, BASTIAN, SHERMAN and FOGER

ALSO PRESENT: TIM HACKER, Director of Parks and Recreation, BOB SYLVAIN, Deputy City Attorney, and JACQUIE MILLER, Deputy City Clerk

2. [ANNOUNCEMENT RE: COMPLIANCE WITH OPEN MEETING LAW](#)

Minutes:

ANNOUNCEMENT MADE: This meeting has been properly noticed and posted at the following locations: City Hall, 495 South Main Street, 1st Floor; Clark County Government Center, 500 South Grand Central Parkway; Grant Sawyer Building, 555 East Washington Avenue; City of Las Vegas Development Services Center, 333 North Rancho Drive.

3. [PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS ON THE AGENDA FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED](#)

Minutes:

None.

4. [For possible action to approve the Final Minutes by reference of the Regular Meeting of December 2, 2014](#)

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Motion made by JEFFERY R. THOMSON to Approve

Passed For: 9; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 5

HARRY LEE, MICHAEL R. AKER SR., DAVID ALEXANDER LOPEZ, LAURIE R. BUCHMAN, WILLIAM McCURDY, APRIL THOMASON, JEFFERY R. THOMSON, RICHARD R. BECKER, AMY TABOR; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-ADROUSHAN ARMENIAN, BILLIE BASTIAN, MALCOLM WHITE, LISA B. SHERMAN, CHARLES FOGER

5. [Report for possible action by Detention and Enforcement regarding issues at City facilities and parks All Wards](#)

Minutes:

OFFICER ROBERT BEACH, Deputy City Marshal, did not have statistics available to share with the Commissioners.

COMMISSIONER McCURDY requested an overview of activity regarding Doolittle Park, Lubertha Johnson Park, James Gay Park and Angel Park. OFFICER BEACH reported that there is heavier traffic around Doolittle Park, and the only problems have been after school; there are no problems at Lubertha Johnson Park; James Gay Park remains closed; and Angel Park is quiet with a lot of walkers.

COMMISSIONER LOPEZ complimented the work that has been done around Circle Park (Huntridge Park). He emphasized how much the park has been cleaned up and is a lot safer.

6. [Report for possible action regarding the Department of Parks and Recreation Marketing Plan All Wards](#)

Minutes:

TIM HACKER, Director of Parks and Recreation, introduced ERYN SEBELIUS, Public Information Officer, who has worked on the marketing plan for the Parks and Recreation Department.

MS. SEBELIUS reviewed a PowerPoint presentation which was submitted as backup documentation that detailed the marketing process and plan. MS. SEBELIUS explained that a committee was created which included Parks and Recreation Department staff, and the committee participated in exercises to determine what brand words would be used to describe the department and what colors would be used in the marketing. A consumer survey was done in June, 2014 to determine the demographics, what people like about the programs and how they want to receive information. A new logo, which incorporates the City's logo, and a tagline were created. People will now be directed to the website lasvegasparksandrec.com and telephone number 229-PLAY (7529). T-shirts were ordered for department employees so they will be recognized at community centers and parks.

MS. SEBELIUS explained the target market and informed the Commissioners that the purpose of the marketing plan is to introduce or re-introduce people to the Parks and Recreation Department and create a sense of community. An external campaign that will consist of outside public displays will focus on parks, sports and classes, with a special emphasis on aquatics. An internal campaign that will display signage inside and outside of community centers and at parks and trails will highlight key events throughout the year. In response to COMMISSIONER BUCHMAN'S inquiry, MS. SEBELIUS explained that the icons in the logo represent sports, playgrounds and aquatics.

CHAIR WHITE suggested using local athletes in the photos for the marketing campaign. MR. HACKER stated that staff would be used in some of the materials, and KELLY SCHWARZ, Sr. Management Analyst, added that in the Splash for Cash campaign, the lifeguards wanted to be on the poster and competed for the spot.

MS. SEBELIUS stated that staff has identified the parks where they would like to take photos and thought employees would be used for models because there would be no additional cost. COMMISSIONER McCURDY believed individuals from local schools could be models and stated that people identify with people they know. CHAIR WHITE encouraged staff to look at athletes/individuals in the community with a no-pay approach; he believed it may lead to those

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individuals being invested in the recreation centers in the future.

COMMISSIONER BECKER wished to see the survey results, and MR. HACKER replied that he is still reviewing the data; the information will be shared with the Commissioners after it has been presented to the City Council in February.

COMMISSIONER McCURDY inquired about MS. SEBELIUS' professional background, and she informed the Commissioners that prior to working for the City of Las Vegas, she worked at the Las Vegas Review Journal, the Las Vegas Sun and Faiss Foley Warren Public Relations.

MS. SEBELIUS confirmed for COMMISSIONER LOPEZ that 229-PLAY is a new number and will be used in the marketing. MR. HACKER added that if people call the old number, it will automatically call forward to the new number.

COMMISSIONER TABOR wondered if there would be a photo shoot at the Mayor's Cup soccer tournament. MS. SEBELIUS thought some photos would be taken at the event but may or may not be used, because it might be difficult to get photo release forms signed. CHAIR WHITE suggested having all future participants sign release forms as part of a program sign-up, so group shots could be used. MS. SEBELIUS confirmed that the campaign models would be diverse and encouraged the Commissioners to submit photos of individuals who are interested in being a part of the campaign.

MR. HACKER stated that the Parks and Recreation Department wants to be professional in appearance and when conducting business with customers. Staff also wants to make sure that the marketing focuses on the diverse communities that are served.

COMMISSIONER McCURDY hoped that the KCEP and KNPR radio stations would be utilized in the marketing as well as public television, and MS. SEBELIUS replied that press releases will be sent out so the information will be available to all of them.

7. [Report for possible action regarding the Department of Parks and Recreation Strategic Analyst project All Wards](#)

Minutes:

MAGGIE PLASTER, Deputy Director of Parks and Recreation, informed the Commissioners that the City has a Strategic Analyst Program that gives staff the opportunity to work on a project for one year. CATHY MARTINEZ, Financial Supervisor, has been selected to work on a pricing study which includes reviewing senior programs, aquatics and classes and activities provided at community and recreational centers. MS. PLASTER stated that MS. MARTINEZ did a similar project regarding sewer rates.

MS. MARTINEZ appreciated the opportunity to participate in the program, and being in the Department of Finance, she has an understanding of the City's financial position. She started this project on December 15, 2014 and has been gathering data and getting an understanding of the different facilities and how they operate. She reviewed the revenue to make sure the numbers were valid and aligned with the business model that is in place. Since the Parks and Recreation Department is now a standalone department, there is data cleanup that needs to be done before she can assign any cost recovery measures. MS. MARTINEZ is also reviewing the expenditures to make sure those are being accounted for according to the correct facilities and programs. Cost recovery components to be taken into consideration include the level of benefit the customer is receiving and what that cost recovery should be, as well as making sure the programs are sustainable and of interest to the community.

COMMISSIONER McCURDY congratulated MS. MARTINEZ and informed her that the Commissioners and people in the community are very interested in the way the pricing is resolved and disseminated to the public.

COMMISSIONER BUCHMAN stated that some citizens use public facilities because it is their only choice, and she will be taking a hard look at how fast increases are being made, especially to the more challenged wards and the senior population. MS. MARTINEZ stated that she had experienced a similar situation with the Sanitation Billing Services. Rates had not been increased for 15 years, and when they went up, it was a big impact to the public. She believed it is

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better to review rates on an ongoing basis instead of having a large increase all at one time. COMMISSIONER BUCHMAN appreciated MS. MARTINEZ' concentration on this project.

COMMISSIONER McCURDY stated that there are several areas that are economically challenged and should be given consideration, especially in the historic communities. He asked if MS. MARTINEZ' findings would be submitted to the City Council, and MR. HACKER hoped that the information would be brought to the Commissioners for their input prior to presenting to the City Council.

MS. MARTINEZ visited with staff from the various facilities to get feedback regarding how they thought customers would perceive an increase. She also believed that in order to determine fee increases, each facility and program would have to be reviewed.

CHAIR WHITE reminded the Commissioners that it is their responsibility to be aware of the parks in their communities and relay information to their Councilperson. If something was developed to roll out the fees based on the tax structure in a specific area, the Commissioners would be interested in that information.

8. [Report and possible action by Parks and Recreation Director regarding department announcements All Wards](#)

Minutes:

TIM HACKER, Director of Parks and Recreation, informed the Commissioners that MARK NORMAN, a long-time employee of the Parks and Recreation Department, passed away. He also announced that INGRID WILLIAMS and JERLYS HENDERSON retired. PHIL THOMPSON was promoted to a Community Program Supervisor, and will be responsible for MSU (Municipal Sports Unit), special events including Floyd Lamb Park and to re-establish a sports commission to vet concerns from leagues and users. LINDA RYAN was promoted to a Community Program Supervisor as well, and will be responsible for the community centers. DEAN MATTSON, Community Program Supervisor, will be shifting his focus to the senior centers.

MR. HACKER stated that Corporate Challenge occurs in March. Information regarding the event is available on the City or departments website and informational letters have been sent to companies to re-engage them. He would like to have 100 teams participate and asked the Commissioners to spread the word about the event and direct people to the website for information.

In response to CHAIR WHITE'S inquiry, MR. HACKER explained that the City of Las Vegas is performance oriented, and the marketing plan will be a tool to help the Parks and Recreation Department achieve their benchmarks. He also wants to make sure that every dollar is well spent.

MR. HACKER announced that annual passes for Floyd Lamb Park will be available soon.

MR. HACKER reviewed the fee increases for day time and night time field use and indicated that the rates will stay in effect until the Fall 2016. There was negotiation regarding fees for the rectangle fields, and he believed everyone had been appeased. There will be a two-step approach regarding fee increases for tournaments held on the diamond fields. For the first three months of 2015, the fees will remain the same, but a lighting fee will be added; after that, a smaller increase than what was previously considered will be added. The final increase, which will affect the leagues, will be implemented in the Fall 2016. Although this plan is not finalized, MR. HACKER wished to update the Commissioners with the latest information.

In response to staff's request, COUNCILMAN ROSS sponsored changes to the municipal code relating to the Parks and Recreation Advisory Commission. KELLY SCHWARZ, Sr. Management Analyst, stated that the City Council will be briefed on the changes, the item will be placed on the agenda in February, and once approved by the Council, the bylaws can be addressed.

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COMMISSIONER AKER asked when the lighting fee would go into effect, and MR. HACKER replied that it went into effect September, 2014.

MR. HACKER announced that the City is looking at re-engaging with the US Tennis Association-Nevada, a non-profit organization that has worked with the City in the past to provide free tennis lessons from professionals in the area. CHAIR WHITE wondered if the tennis instruction will be held at the Darling Tennis Center in Summerlin. MR. HACKER explained that the lessons will be at City facilities other than the Darling Tennis Center, Lorenzi Park Tennis Center and the All American Tennis Park because lease agreements are in place for private users at these locations.

In response to COMMISSIONER McCURDY'S inquiries, MR. HACKER explained that the Parks and Recreation Department does not have a hockey program, and the Nevada Youth Soccer Association (NYSA) uses the parks for soccer games/tournaments. COMMISSIONER McCURDY referenced discussion from a prior City Council meeting citing that NYSA reported not having had any input into the soccer stadium proposal and wondered if Parks and Recreation alerts other entities when projects of that magnitude are proposed. MR. HACKER stated that the project was driven by the Redevelopment Agency in conjunction with private developers, and the Parks and Recreation Department had little to do with the project. COMMISSIONER THOMSON thought that some of the funding was going to be from the Parks and Recreation Department, and MR. HACKER explained that the funds were not in the Parks and Recreation budget; there were funds derived from the room tax collected by Clark County; some of those funds come to the City and are used for entertainment, recreation and parks.

COMMISSIONER McCURDY expressed that MR. HACKER has been an asset to the Parks and Recreation Department, and COMMISSIONER AKER concurred.

9. [CITIZENS PARTICIPATION: PUBLIC COMMENT DURING THIS PORTION OF THE AGENDA MUST BE LIMITED TO MATTERS WITHIN THE JURISDICTION OF THE COMMISSION. NO SUBJECT MAY BE ACTED UPON BY THE COMMISSION UNLESS THAT SUBJECT IS ON THE AGENDA AND IS SCHEDULED FOR ACTION. IF YOU WISH TO BE HEARD, GIVE YOUR NAME FOR THE RECORD. THE AMOUNT OF DISCUSSION ON ANY SINGLE SUBJECT, AS WELL AS THE AMOUNT OF TIME ANY SINGLE SPEAKER IS ALLOWED, MAY BE LIMITED](#)

Minutes:
None.

10. [ADJOURNMENT](#)

Minutes:
The meeting was adjourned at 4:58 p.m.

Respectfully submitted:

Jacquie Miller, Deputy City Clerk

Tim Hacker, Director of Parks and Recreation

Facilities are provided throughout City Hall for the convenience of disabled persons. If you need an accommodation to attend and participate in this meeting, please call the City Clerks office at 229-6311 and advise of your need at least 48 hours in advance of the meeting. Dial 7-1-1 for Relay Nevada.

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THIS MEETING HAS BEEN PROPERLY NOTICED AND POSTED AT THE FOLLOWING LOCATIONS:

City Hall, 495 South Main Street, 1st Floor

Clark County Government Center, 500 South Grand Central Parkway

Grant Sawyer Building, 555 East Washington Avenue

City of Las Vegas Development Services Center, 333 North Rancho Drive