

# City of Las Vegas

PARKS AND RECREATION ADVISORY COMMISSION  
CITY HALL, 495 S. MAIN STREET  
CITY CLERKS 2<sup>ND</sup> FLOOR CONFERENCE ROOM  
CITY OF LAS VEGAS INTERNET ADDRESS: [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov)

## MINUTES

October 6, 2015

4:00 PM

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, CITY CLERK, AT THE CITY CLERKS OFFICE AT 495 SOUTH MAIN STREET, 2<sup>ND</sup> FLOOR OR ON THE CITY'S WEBPAGE AT [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov).

1. [CALL TO ORDER](#)

Minutes:

VICE CHAIR BASTIAN called the meeting to order at 4:00 p.m.

PRESENT: VICE CHAIR BASTIAN and COMMISSIONERS SHERMAN, LEE, LOPEZ, BECKER, TABOR, McCURDY, ARMENIAN, ELIASON and GEBRE (excused until 4:19 p.m.)

EXCUSED: CHAIR M. WHITE and COMMISSIONERS THOMSON, AKER and T. WHITE

ALSO PRESENT: TIM HACKER, Director of Parks and Recreation, BOB SYLVAIN, Deputy City Attorney, and DEBRA A. OUTLAND, 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 September 1, 2015](#)

Motion made by WILLIAM McCURDY to Approve

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

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ADROUSHAN ARMENIAN, HARRY LEE, BILLIE BASTIAN, DAVID ALEXANDER LOPEZ, LISA B. SHERMAN, WILLIAM McCURDY, RICHARD R. BECKER, AMY TABOR, ANGELA ELIASON; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-MICHAEL R. AKER SR., MALCOLM WHITE, JEFFERY R. THOMSON, THOMAS WHITE, ELIZABETH GEBRE

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

Minutes:

NANCY WEBER, Deputy City Marshal, reviewed the attached Monthly Report for September 1-29, 2015, specifically noting the average dispatch time, the number of dispatch calls, self-initiated actions and the total number of calls for service. She reported that a deceased body was found at Doolittle Park, but the death was from a fight that occurred down the street. The victim went to the hospital with a head injury, left against medical advice and ended up at the park. Another individual, who died from natural causes, was also found recently at Kellogg-Zaher Park.

MS. WEBER reported on the following: The biggest problem lately for the undercover team is narcotics sales and graffiti at the Bettye Wilson Park. Vandalism of the playground equipment and picnic tables is occurring at Firefighters Memorial Park. Brass plaques were stolen from some of the city properties downtown and sold for the value of the brass. Graffiti is also a problem at Winding Trails Park. MS. WEBER stated that there will be two enduros, which are hybrid dirt bikes, starting on each shift in about a week, which will be helpful on the trails. There was a report of shots fired at Mike Morgan Park. The 50 to 60 subjects who were there stated that two spectators were fighting with each other, but they were gone by the time officers arrived. A vehicle was stolen at Gary Reese Park, and there are no leads at this time. Bullets were found on the Executive Level of the City Hall Parking Garage but no damage was found, so they are believed to have fallen out of someones car. A person drove through a portion of the fence at Lorenzi Park. She also mentioned that there was a car accident at Sunny Springs Park where a single driver damaged the exercise equipment.

MS. WEBER pointed out that the active graffiti areas can be found on the last page of the report, and pictures of some of the suspects that the undercover officers are looking for can be found on Page 4. In response to COMMISSIONER SHERMANS inquiry as to where these pictures get posted, MS. WEBER stated that they go to all of the police stations and are displayed on television but would have to check at what other locations they are posted. She did note that cameras will be installed at both the Hualapai Trails and Winding Trails Parks.

COMMISSIONER LOPEZ indicated that he had forwarded some graffiti photos to the Council office who instructed him to forward them to OFFICER SUTTON. He did not receive a response so ended up cleaning up the graffiti himself. MS. WEBER was unfamiliar with an OFFICER SUTTON and instructed COMMISSIONER LOPEZ to forward the photos to the undercover officers listed on the attached backup. She indicated that in some cases, it was easy to track the suspects down because they include their name as part of the graffiti.

VICE CHAIR BASTIAN expressed her appreciation for receiving the report in advance.

## 6. [Presentation by Richard Becker, Parks and Recreation Commissioner, on Shaping Public Perception The Next Step in Social Media All Wards](#)

Minutes:

COMMISSIONER BECKER stated that he has approximately 20 years of direct experience working with parks and recreation in communications and marketing and almost 30 years experience in marketing, communications, and government work, including the City of Henderson, Fidelity Investments, Volkswagen and the United States Air Force. Introduced to social media when it was first getting started, he commented that he did not really believe in it until the company he worked for did a blog for the first time back in 2003. In 2005, it was realized this could be applied to business, and he launched a blog for his company.

COMMISSIONER BECKER stated that he was asked to speak at the National Recreation Park Association Conference recently. There were approximately 11,000 attendees overall, with 250 in his session, which was live-streamed. An

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abbreviated version of that presentation, which is attached as backup, was reviewed. The two main concepts that he focused on apply to communications across the board: what parks and recreation can do now with social media and what can be done in the future, as it moves into a new area.

He pointed out that humans are unique in that they are the only creatures on this planet that can form flexible and scalable cooperatives based upon abstract concepts, societal constructs and public opinions. Basically, bees can work together in large numbers, but they cannot change their constructs. Dolphins and chimpanzees can work very well together, but not in large numbers, they have to know each other in order to cooperate with each other, while people can cooperate even if they do not know each other. This is one main concept that you should keep in mind when dealing with communication.

Technological advances change how people communicate. He talked about his experience from when he first started a blog in 2005 until 2008. He was pivotal in one of the very first social action campaigns that was ever created on the Internet, called Bloggers United. Teaming up with Amnesty International, the goal was to convince bloggers from around the world to blog about human rights on one particular day; on that day, there were over 1.2 million posts. It was very instrumental and was picked up by CNN and The Wall Street Journal. That became a model that could be duplicated for different action communities. In addition to networks, applications and software, today there are even more tools available.

A breakdown of the different types of people that parks and recreation has to communicate to on a regular basis was displayed, as were their assets. People and assets have to be matched to objectives. Once one understands this, all the different social networks and tools can be matched to what needs to be communicated. It is about taking those objectives and finding out how to best communicate them to the people to help engage them with the available assets. Social media strengthens the belief in abstract concepts by adding a layer of digital context to the physical world.

Human beings are unique in another way in that they have two realities that they operate with in any given moment; the objective reality and a conceptual reality. Almost 50 percent of all value is based upon our conceptual agreement and that is where parks and recreation has to get beyond, not only thinking about their assets, but how to communicate so that people will see the same level of value. Those areas that can be done right now by parks and recreation were reviewed.

The next step in technology is going to make digital content nearly indistinguishable from the objective and conceptual realities. The convergence of technology, communication and experience will be significant because it will fuse the objective and conceptual realities, sometimes making the experience one in the same. COMMISSIONER BECKER went over wearable technologies, enchanted items, such as the Apple watch, touch surfaces, digital environments, environmental markers, designation guides, environmental interfaces, digital content layers, showroom applications, educational applications, augmented reality, predictive expectations, interactive playgrounds, interactive outdoors and immersive realities and how they can be utilized by parks and recreation. Throughout the presentation, COMMISSIONER BECKER named several products that already exist or are currently in development.

COMMISSIONER BECKER stated that he worked on the City of Henderson campaign that helped create a conceptual value between their Parks and Recreation Department and the city at large. By creating that value, people voted to support a bond to add more parks.

COMMISSIONER BECKER commented that the average Parks and Recreation Department is not ready for most of what he presented, but these are just some of the things that can be done; the possibilities are endless.

VICE CHAIR BASTIAN complimented COMMISSIONER BECKER on his presentation. COMMISSIONER SHERMAN asked if any Parks and Recreation Department was using this concept locally. COMMISSIONER BECKER replied that everyone is doing social media to some degree, but most are focused on broadcast, and his message to them is to stop thinking of social media as just a media and to start thinking of it as a means to engage.

VICE CHAIR BASTIAN thanked COMMISSIONER BECKER for sharing his talent, knowledge and experiences with the Commission. She shared a story of how future technology related to something her grandson said, commenting that it is enlightening to see where technology can take us.

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TIM HACKER, Director of Parks and Recreation, also appreciated the presentation and likes the emphasis on engagement. He was unable to attend COMMISSIONER BECKERS presentation at the conference, but he heard positive feedback from some friends that were present.

7. [Report by Michael Habighorst, Business Specialist, Parks and Recreation, regarding Parks and Recreation Capital Improvement Projects All Wards](#)

Minutes:

MICHAEL HABIGHORST, Business Specialist, provided an update on the park improvements for Baker Park, Bill Briare Park, Mayfair Place Park and the Las Vegas Wash Park. A summary of the priorities at each park were submitted and are attached as backup. MR. HABIGHORST noted that there were four town hall meetings last month where the users voted on what amenities were most important to them.

**Baker Park** The consultant is looking at different options, but a model similar to what was used at Garside Pool is being considered. One point of interest that came out of the town hall meeting was the request for two restroom facilities; one for the park for the soccer community and one for the pool users.

**Bill Briare Park** Although this park is in pretty good shape, COUNCILWOMAN TARKANIAN requested some improvements. The town hall meeting revealed that the walking community is very involved in this area, and they requested better lighting. This was not put on the list because all parks being remodeled will get LED lights with motion sensors. The playground structures also have motion sensors, so the Marshals can see any activity going on at night. One surprise was the request for a synthetic walking path in place of the existing concrete walking path. Since synthetic material is pretty expensive, some of the other improvements listed may not take place.

**Mayfair Place Park** This community requested a basketball court. With the park being so small, a half court is being considered. Since this park is right next to a Fire Station, MR. HABIGHORST talked to the Fire Captains to involve them in the process. They were in favor of a basketball court, but requested that the court be away from the Fire Station so that the noise from bouncing basketballs does not prevent the firefighters from sleeping.

**Las Vegas Wash Park** This is a nice-sized park, which will be getting a youth-sized soccer field and a splash pad. This will be a huge benefit for that community. Staff is working with Operations and Maintenance and other departments to ensure that the splash pads are usable, fixable and maintainable. MR. HABIGHORST commended TIM HACKER, Director, Parks and Recreation, and MAGGIE PLASTER, Deputy Director, Parks and Recreation, for getting all three departments together on one page. He also remarked that if the City was able to capture the raw piece of land adjacent to this park, that this could result in a full-sized soccer field instead of the youth-sized field currently planned.

MR. HACKER explained that all wards will be receiving park improvements, but these four parks were chosen to be included in Round 1 of the bond based on the Councils direction and the needs of those communities.

MR. HACKER gave credit to MR. HABIGHORST for utilizing his facilitator skills to engage the public and in creating the voting process to get the community involved. He commented that it was incredible how many people of all ages showed up and were engaged at the Mayfair Place Park town hall meeting.

As it relates to outreach, MR. HACKER noted that in the older neighborhoods, the postcard still has huge value. They learned that a sewer bill insert that included a free day pass at the center or a free class as part of their marketing campaign had no effect at all. COMMISSIONER BECKER commented that any communication included that does not fit the purpose of the initial communication is usually thrown away. Utility companies utilizing inserts have seen their response rates decline also.

MR. HACKER indicated that MR. HABIGHORST would be invited to a future meeting as they move into Round 2.

VICE CHAIR BASTIAN attended the Bill Briare Park meeting, commending staff on how well-organized and well-attended the meeting was, and she remarked how impressed she was with the engagement from the citizens. The residents

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appreciated the opportunity to be heard and to be in the park with representatives from the City, a Parks Commissioner and COUNCILWOMAN TARKANIAN soliciting input regarding future amenities at the park. It was very enjoyable for her, and she encouraged the Commissioners to attend any future meetings.

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

Minutes:

TIM HACKER, Director, Parks and Recreation, stated that since the last Parks and Recreation Commission meeting, staffs main focus was coordinating the town hall meetings discussed under Item 7. He reported that he attended the NRPA (National Recreation and Park Association) Conference for the first time, which was an incredible experience, and he was very impressed with the quality. Budget constraints have prevented staff from attending conferences over the past several years, but since this conference was held in Las Vegas, a lot of his staff were able to attend.

MR. HACKER noted that the allocation season is well underway, and work with the outside consultant is continuing. The focus on soccer tournaments was first, but a City Manager Informational Report will be done probably in the next month or so regarding other sports and what their impact is on the community.

VICE CHAIR BASTIAN commented that the Nevada Parks and Recreation Society just announced that they will be at the D Hotel in April, and hopefully, Parks and Recreation staff will have an opportunity to attend that as well. She encouraged the Commissioners to attend also, noting that often times discounts will be offered.

VICE CHAIR BASTIAN also encouraged the Commissioners to notify MR. HACKER if they had a talent, such as COMMISSIONER BECKER, or if there was a subject they were interested in hearing more about for placement on a future agenda.

## 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:

As follow up to the brochures and handouts distributed at the last meeting, COMMISSIONER SHERMAN complimented staff on the different types of classes that are now offered; commenting that services have really been expanded. As a registered dietician, she was very impressed, not only with the physical activities, but those involving food events and a trip to Gilcrease Farms. She thanked staff for giving the Commission the opportunity to view what was being offered to the public.

TIM HACKER, Director, Parks and Recreation, remarked that the center coordinators know their communities, and a lot of newer programs are being tried. Staff is being innovative in encouraging the community to participate. He asked the Commission to share anything that they see is trending as well.

In response to COMMISSIONER McCURDYS inquiry regarding the criteria for naming parks after someone, VICE CHAIR BASTIAN suggested that this be placed on an upcoming agenda. MR. HACKER indicated that the City Managers Office revised that policy, and he would send out the current version.

## 10. [ADJOURNMENT](#)

Minutes:

The meeting was adjourned at 5:01 p.m.

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Respectfully submitted:

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Debra A. Outland, Deputy City Clerk

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Tim Hacker, Director, Parks and Recreation

Facilities are provided throughout City Hall for the convenience of disabled persons. Reasonable efforts will be made to assist and accommodate physically handicapped persons. If you need an accommodation to attend and participate in this meeting, please call the City Clerks office at 702-229-6311 and advise of your need at least 48 hours in advance of the meeting. Dial 7-1-1 for Relay Nevada.

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

City Hall, 495 South Main Street, 1<sup>st</sup> 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