

# 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 NOVEMBER 6, 2018 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, CITY CLERK, AT THE CITY CLERKS OFFICE AT 495 SOUTH MAIN STREET, 2ND FLOOR OR ON THE CITY'S WEBPAGE AT [www.lasvegasnevada.gov](http://www.lasvegasnevada.gov).

### 1. [CALL TO ORDER](#)

Minutes:

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

PRESENT: CHAIR WHITE and COMMISSIONERS SHERMAN, AKER, BECKER, NEIGER, HENLEY, BRIARE, HOWARD and FOEMMEL (excused until 4:03 p.m.)

EXCUSED: COMMISSIONERS SCHULTZ, McCURDY, ARMENIAN, GEBRE, LOZANO, and ASSELIN

ALSO PRESENT: MAGGIE PLASTER, Acting Parks and Recreation Director, JOHN RIDILLA, Deputy City Attorney, and PATTY HLAVAC, 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 October 2, 2018](#)

Motion made by BOB BRIARE to Approve

Passed For: 8; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 7

MICHAEL R. AKER SR., MALCOLM WHITE, LISA B. SHERMAN, RICHARD R. BECKER, STEVEN NEIGER, MIKE HENLEY, BOB BRIARE, MELODY HOWARD; Against-(None); Abstain-(None); Did Not Vote-(None); Excused-ADROUSHAN ARMENIAN, WILLIAM McCURDY, ELIZABETH GEBRE, LARRY SCHULTZ, ARMANDO LOZANO, AUDREY ASSELIN, ERIC FOEMMEL

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5. [Report by the Department of Public Safety regarding issues at City facilities and parks All Wards](#)

Minutes:

DEPUTY CITY ATTORNEY JOHN RIDILLA suggested recalling this item later on during the agenda.

This item was discussed subsequent to hearing Item 9.

MS. PLASTER apologized on behalf of the Deputy City's Marshals Office, as no one was present to make the report. She assured that the Parks and Recreation Department would be reaching out to them to request that a representative be present for future meetings.

MS. PLASTER gave a brief review of the Deputy City Marshals monthly report for October 2018, which was submitted as backup. She reported that the top locations for calls for service were Lorenzi Park in Ward 5, Gary Reese Freedom Park in Ward 3, the Las Vegas Detention Center in Ward 6, and Kellogg-Zaher in Ward 2. She the top arrests, which included four arrests in Ward 1 for bench warrants; two arrests in Ward 2; 48 arrests in Ward 3, with the majority of those happening at the Las Vegas Detention Center and the Fremont Street Experience; 4 arrests in Ward 4; 48 arrests in Ward 5, with majority of those being at the Heritage Park Pedestrian Bridge, Lorenzi Park and Heritage Park; and zero arrests in Ward 6.

CHAIR WHITE wondered why there were so many arrests at the Heritage Park Pedestrian Bridge. MS. PLASTER wished she could provide an answer; however, she noted that a representative from the Deputy City Marshals Office would need to address this question.

See Items 9 and 10 for related discussion.

6. [Report by Jerry Walker, Operations and Maintenance Director, regarding park maintenance and renovation updates All Wards](#)

Minutes:

MAGGIE PLASTER, Acting Parks and Recreation Director, introduced STEVEN GLIMP, Parks Maintenance Manager, who provided the report for JERRY WALKER, Operations and Maintenance Director.

MR. GLIMP reported on staff reductions for their office. He explained that they have 140 employees in parks and ground maintenance, and they are currently down seven staff members. Additionally, they will most likely lose three to four more employees by June of 2019. On the positive side, approval has been given to fill the positions for Urban Forester, a Business Specialist, and possibly a Carpenter.

He noted that the Commission addressed park inspections at their last regular monthly meeting; however, MR. WALKER has been very busy with homeless abatement issues. Staff plans to begin working on the park inspections over the Thanksgiving holiday week and hopes to have more numbers for the Commissioners soon.

MR. GLIMP clarified for CHAIR WHITE that the reduction in staff members was mostly due to attrition. MS. PLASTER explained that most of their employees have separated because of retirement. MR. GLIMP shared that if their department loses a position, it will most likely not be coming back. He affirmed for COMMISSIONER HENLEY that seven positions will remain unfilled and will not be coming back. COMMISSIONER HENLEY wondered if their office was able to get temporary-seasonal employees. MR. GLIMP noted that this discussion had not yet taken place; however, he has been looking into hiring an hourly employee to manage the new nursery, as this is one area where they are short staffed. On a larger scale, he believed that their department was still trying to figure out what they needed to do to streamline their processes.

COMMISSIONER BRIARE wondered if there was a set number of staff members assigned to each park, and if so, how this compared with other jurisdictions. MR. GLIMP shared that the City has not made any comparisons with Clark County; however, each park has been assigned eight full-time employees (FTEs). CHAIR WHITE noted that the National Recreation and Parks Association (NRPA) established the standard number of employees per park and other things of this nature. COMMISSIONER HENLEY understood the NRPA conducted national comparisons of cities every year as to the amounts spent for parks on maintenance functions and such. He was unsure if they were still doing this but believed it would be an excellent benchmarking

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tool. MR. GLIMP stated that he would look into this, adding that they staff the parks based on each parks specific needs, acreage and other criteria, although this can change throughout the year.

In response to COMMISSIONER HOWARDS question regarding the homeless abatement issues, MR. GLIMP felt that because there are many facets related to this concern, MR. WALKER would be better suited to address these questions.

COMMISSIONER HENLEY commented that under the Citys previous management team, it seemed as though the City departments were following a strategic business plan that was linked to a number of metrics and measurable outcomes. Since former City Manager BETSY FRETWELLS departure, he wondered if this had changed. MS. PLASTER replied that each City department has a strategic business plan that they follow and this initiative is known as Results Vegas, which is based on the Bloomberg Philanthropies model out of New York. She noted that even though the City's current measures may not be as detailed as they were in the past, they are still important to the City.

MR. GLIMP discussed that it has been hard on their department because they are down almost 10 percent, and in terms of added responsibilities, the projections for the coming year show that they will be absorbing enough work for 16 FTEs. COMMISSIONER HENLEY wondered if staff was able to convey this to upper management so that realistic expectations could be addressed. MR. GLIMP noted that MR. WALKER is working on this, and that he is also working with the Public Works Department in getting them to understand that they need to build-in maintenance costs for these projects. MS. PLASTER explained that this is a difficult time to be having this discussion since the City Managers Office has indicated that they will not be giving the authorization to fill vacancies at this time and asked the department heads to review their positions. She noted that while the Parks and Recreation Department is keeping these positions vacant for cost savings, they have not technically been swept out of their budget. At this time, they are being very frugal and waiting to see what revenues will look like compared to their expenses.

MS. PLASTER clarified for COMMISSIONER HENLEY that the City Council is in the process of conducting the Capital Improvement Plan (CIP); however, they have not made any decisions as to what projects will get funded. She added that this funding does not generally provide for positions, only the project.

MS. PLASTER recalled that at the at the last Commission meeting, there were a lot of questions regarding maintenance; therefore, she suggested that CHAIR WHITE may wish to address Item 8 next.

See Item 8 for related discussion.

7. [Report by Kira Smith, Parks and Recreation Professional, regarding social media efforts for the Parks and Recreation Department All Wards](#)

Minutes:

This item was heard subsequent to Item 8.

MAGGIE PLASTER, Acting Parks and Recreation Director, introduced KIRA SMITH, Parks and Recreation Professional, noting that she is a customer service representative at Veterans Memorial Community Center. At some point, it became apparent to MS. PLASTER that MS. SMITH had an immense talent with photography, videos, and social media. Currently, MS. SMITH has been instrumental in helping to get the word out as to what the Parks and Recreation Department does through the use of internal and external videos.

MS. SMITH shared some information on the Parks and Receptions social media efforts and successes. She displayed a Prezi Business Presentation, which can be located at <https://prezi.com/view/A9PdmMD8bP0yswJhR8x>. She noted that their department offers wonderful resources that benefit individuals in the community, and she believes social media provides an opportunity to shine a light on this work.

A video was shown featuring ADAM SIQUEIROS, Community Program Specialist, who coordinates Skills Day for the Citys soccer program. He discussed how this year the Las Vegas Lights Football Club (FC) reached out to the City, as they wanted to become more involved with the community. In doing so, Skills Day turned into a day where the Las Vegas Lights FC soccer players provided hands-on assistance for the youth. MR. SIQUEIROS shared that everyone was able to play at the Kellogg-Zaher Sports Complex, which is a landmark facility and a real treat for the kids. MR. SIQUEIROS added that the soccer league runs

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twice a year, once in the spring and again in the fall, and provides an excellent opportunity for everyone to get involved. MS. SMITH discussed that there are over 3 billion active social media users, which means that many people are researching and looking for Parks and Recreation programs through the City using this method. She felt this was a key statistic and noted other reasons why their department should be using social media. Some of her points included that this form of marketing is better for the environment and that it is cost-efficient. She shared that by using this method, their department was able to reach over 4,000 people with only a budget of \$100. MS. SMITH affirmed for COMMISSIONER HOWARD that the \$100 production costs were for Facebook ads.

She discussed how social media provides their department with the ability to connect, engage and promote directly to the public. For example, staff can create a positive dialogue, respond to questions and concerns, and most importantly, connect with the participants. MS. SMITH talked about a video she produced on top sports at Veterans Memorial Community Center, which she displayed as part of her presentation. She noted that when the parents came in to register at the Center, they talked about how they saw the video on Facebook, which made them excited about the program. MS. SMITH pointed out that numerous tools on social media will help their department promote to the right people. She displayed a list of some of the things they can share with their audience, which included things like new classes, general registration, summer camp and league registration information, events, and testimonials.

She explained that their department has been working closely with the Office of Communications to promote their visibility online. She shared videos on flag football and Kidshine and discussed some of the posts they received. She noted that the flag football video received 31 Reactions, four Comments, 22 Shares, and over 2,200 Views and that the Kidshine video received 63 Reactions, 21 Comments, 13 Shares, and over 2,400 Views. She touched on a few results they received from the Office of Communications, which included that from June 1 through August 22, 2018, 200 Twitter posts reached over 800,000 people, and their Facebook posts reached over 100,000 people. In September 2018, they had 99 Twitter posts reach over 300,000 people, and 15 Facebook posts reach over 45,000 people. MS. SMITH also displayed a gymnastics and cheer video that they posted on Facebook. She noted that this was the project she discussed earlier that has an ad budget of only \$100, where they were able to reach over 4,000 people. Additionally, it stirred 31 messaging conversations about interest in the program, parental excitement over seeing their children in the video, and discussions on how parents were looking to share these programs with other families.

MS. SMITH explained for COMMISSIONER BECKER that she just showed up and asked specific questions and did not script the video. COMMISSIONER BECKER thought the videos were really good and wondered if they were conducting any hard measurements concerning the correlation between the conversations versus the actual outcome and registrations. KELLY SCHWARZ, Senior Management Analyst, explained that they will be working with the Department of Communications to explore the impact and results, as this is their next step. COMMISSIONER BECKER liked that the Parks and Recreation Department was performing as a leader with communications.

COMMISSIONER SHERMAN wondered if the Office of Communications would start incorporating things such as the Nextdoor Social Networking Service app. MS. SCHWARZ reported that a few of their centers have already been authorized to use this app on behalf of the City. The Veterans Memorial Center has been their test case and they have people who are posting at least once per week. Additionally, each Council member has someone from their Ward who posts on the Nextdoor app, as well.

COMMISSIONER NEIGER felt that the greatest weakness for all government agencies has always been marketing. He believes that social media is the right path for fixing these issues because it is cost-effective and the way of the future. He hoped staff would stay dedicated to this and maintain a budget path. He offered to support this initiative in whatever way possible. MS. SCHWARZ suggested that the Commissioners could help by going on to the City's Facebook page and sharing this information.

MS. SMITH explained for COMMISSIONER BRIARE that a Reaction is measured by how many times someone clicks on a post, views a video or interacts with other engagement opportunities. She noted that there are two types of video views, which include a three-second and a 10-second view.

COMMISSIONER HENLEY wondered if the plan was to wean the City off of the paper program guides eventually. MS. SCHWARZ explained that in working with applied analysis and in conducting surveys, their department always gets people who request to have something in-hand; therefore, their department will most likely continue to have a guide in some tangible form that will work in conjunction to social media. In response to COMMISSIONER HENLEY'S inquiry as to the cost to produce a paper program guide, MS. SCHWARZ reported that it was about \$1 per book. COMMISSIONER HENLEY shared information on a study that indicated three days was the average amount of time a paper sits in a person's house. He concurred that social media

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was the right way to go.  
See Items 8 and 9 for related discussion.

8. [Reports by Commission members regarding parks issues and events within their respective Council Wards and at large All Wards](#)

Minutes:

This Item was pulled forward subsequent to hearing Item 6; however, there was no discussion.

See Item 6 for related discussion.

9. [Report by Maggie Plaster, Parks and Recreation Acting Director, regarding upcoming Department of Parks and Recreation activities All Wards](#)

Minutes:

This item was heard subsequent to Item 7.

MAGGIE PLASTER, Acting Parks and Recreation Director, reported that the Bearden Family Paseo is a new small park that will be opening on November 8, 2018, which is located in the Medical District off of Wellness Way. There will be a Las Vegas Downtown Open Space and Trails meeting on November 14, 2018, at the Municipal Pool on Bonanza Road; the purpose at this meeting will be to provide input on the Downtown Master Plan.

She shared that Baker Park held a park rehabilitation opening on October 30, 2018, which is not something that the City typically does; however, staff held the opening at Councilman Coffin's request. She explained that the park will be a \$7.3 million project and will include a new splash pad and upgraded energy efficient, pool equipment; however, the funding did not allow for enough to redo the soccer fields with artificial turf and build a new pool. The park is scheduled to open in the Fall of 2019, and the pool will reopen in 2020.

MS. PLASTER pointed out that the Parks and Recreation Department relies heavily on collaboration. As an example, she shared that last Halloween they worked with Clark County at the Pearson's Community Center to put on the Community Safe-night Halloween Carnival. She reported that 65,000 people attended the event, and staff is hoping next year's event will be even bigger. On November 2, 2018, the Parks and Recreation Department and the Office of Cultural Affairs held a Dia de los Muertos (Day of the Dead) celebration at Sammy Davis Jr. Festival Plaza and 23,000 people attended this event. She noted that even though their budget is not where they would like for it to be, they are still striving to have significant community events. KELLY SCHWARZ, Senior Management Analyst, added that they used last year's Dia de los Muertos video, which was created by KIRA SMITH, Parks and Recreation Professional, to promote this year's event on Facebook, and she believed this was the reason for the large turnout.

MS. PLASTER shared that the Parks and Recreation Department has a Memorandum of Understanding (MOU) with Las Vegas Lights, Football Club (FC), which took about a year to accomplish. This is a two-year agreement where the Las Vegas Lights FC will use the Kellogg-Zaher Soccer Fields for two hours per day, four- to five- times per week, and will not impact recurrent groups use. In exchange, the Las Vegas Lights FC will pay a fee to the City for the use of the fields, help with different events, and provide 200 game tickets each year that will be distributed to soccer league participants or people who may not get to attend soccer games.

Subsequent to hearing this item, PATTY HLAVAC, Deputy City Clerk, noted that Item 5 had not been addressed. DEPUTY CITY ATTORNEY JOHN RIDILLA suggested that MAGGIE PLASTER, Acting Parks and Recreation Director, could summarize the report.

See Item 5 for related discussion.

10. [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](#)

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ALLOWED, MAY BE LIMITED.

Minutes:

This item was heard subsequent to Item 5 and no comments were made.

11. ADJOURNMENT

Minutes:

The meeting was adjourned at 4:37 p.m.

Respectfully submitted:

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Patty Hlavac, Deputy City Clerk

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Maggie Plaster, Acting Director, Parks and Recreation

Facilities are provided throughout City Hall for the convenience of persons with disabilities. Reasonable efforts will be made to assist and accommodate persons with disabilities or impairments. 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