



Parks and Recreation Advisory Commission Minutes

1. Call to Order

Minutes:

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

PRESENT: CHAIR WHITE and COMMISSIONERS SCHULTZ, SHERMAN, McCURDY, ARMENIAN (excused until 4:09 p.m.), BECKER, NEIGER, HENLEY, BRIARE (excused until 4:01 p.m.), ASSELIN, HOWARD, FOEMMEL and JIMENEZ

EXCUSED: COMMISSIONERS GEBRE and LOZANO

ALSO PRESENT: MAGGIE PLASTER, Deputy Director of Parks and Recreation, KELLY SCHWARZ, Sr. Management Analyst, SETH FLOYD, Deputy City Attorney, and DEBRA A. OUTLAND, Deputy City Clerk

2. Announcement Regarding: 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: Comment during this portion of the agenda must be limited to matters on the agenda for action. If you wish to be heard, come forward and 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 3, 2019 Motion made by William McCurdy to Approve

Passed For: 12; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 3

For-Eric Foemmel, Richard Becker, Jesus Jimenez, Steven Neiger, Audrey Asselin, Malcolm D. White, Lisa Sherman, Bob Briare, Mike Henley, William McCurdy, Larry Schultz, Melody Howard; Excused-Armando Lozano, Elizabeth Gebre, Adroushan Armenian;

5. Report by the Department of Public Safety regarding issues at City facilities and parks – All Wards

Minutes:

DEPUTY CITY MARSHAL CHARLES SHEPHERD referred to the monthly report for December which was submitted and is included in the backup. He reported the numbers were lower in December just as they were the previous month due to the fact that the department is still adjusting to the new software system as a whole. He noted the report included activity involving transients, and he reviewed statistics under this category related to the total number of arrests, citations and warning citations. He indicated the impact on the department (i.e., housing/jail) overall with regard to this activity along with the homeless enforcement that will begin in February due to the new law has yet to be determined.

MARSHAL SHEPHERD reported Ward 3 had the highest number of arrests, followed by Ward 5. With regard to traffic and misdemeanor citations, Ward 3 had the highest number followed by Ward 5. Additionally, he noted that the department was involved in five community-oriented policing events during the month.

MARSHAL SHEPHERD clarified for CHAIR WHITE that the department has always dealt with transients in the past, but now they are starting to document the number of contacts with these individuals.

6. Discussion for possible action to rename the Las Vegas Senior Center and Dula Gymnasium located at 451 East Bonanza Road – Ward 5

Minutes:

HARRY WILLIAMS, Neighborhood Outreach Specialist, Office of the City Council, appeared on behalf of COUNCILMAN CREAR who was traveling and unable to attend the meeting. MR. WILLIAMS stated the Dula Gym, Las Vegas Senior Center, and municipal swim center are located on Bonanza Road and Las Vegas Boulevard. He noted the Las Vegas Senior Center has been closed for the last seven months for a major renovation, and improvements included a front desk that is Americans with Disabilities Act (ADA) accessible, a computer lab station, meeting/classrooms, restrooms and an overhaul of the facility. He explained the intent of the renovation was not only to provide much needed improvements to the center but to combine Dula Gym and the Las Vegas Senior Center and reprogram both facilities to be a multi-generational community center. Programming will include activities and events for all ages and abilities, including youths, adults and seniors. He noted the adaptive youth programs will be moved from the East Las Vegas Community Center which will also provide the ability to expand the adaptive recreational activities.

MR. WILLIAMS stated Dula Gym was originally named in honor of Robert F. Dula, a police officer who was killed on April 8, 1955 in the line of duty. Research by the City Clerk's Office revealed the Las Vegas Senior Center was never officially named, but the working name continued for decades. He informed the members that COUNCILMAN CREAR wished for the name to reflect the activities at the newly-combined center, but also respect the original name of Dula Gym. Originally, MR. WILLIAMS stated the Councilman requested the combined facilities be named Dula Community Center at the Dula Campus, but subsequently said the recommendation from the Councilman was to name it Dula Community Center at the Dula Complex. He noted this approach was consistent with what is being done at the Doolittle Complex with the Doolittle Community Center and Doolittle Senior Center, etc. where there are multiple functional activities on one campus.

COMMISSIONER SHERMAN acknowledged how important it is to keep the Dula name because the community expects and has honored that for so long. However, she expressed concern with the length of the name on printed material (i.e., brochures/pamphlets) and wondered why it could not be called the Dula Community Center or the Dula Senior Center. MR. WILLIAMS reiterated the comparison to the Doolittle Campus where activities take place at the Doolittle Senior Center or the Doolittle Gym. He also compared it to a university campus that is made up of many different buildings. MAGGIE PLASTER, Deputy Director of Parks and Recreation, added while it will be called the Dula Community Center, the signage will reflect Dula Complex. MR. WILLIAMS indicated the terms campus and complex were both considered, but complex was chosen because it refers to locations with multi-recreational uses such as gyms and parks, whereas campus refers to a university-style layout.

COMMISSIONER BECKER'S understanding was that the intent would be to use the Dula Community Center, Dula Complex and Dula Gymnasium interchangeably depending on the function and exact location; it would be cross-branded as Dula, but the full name would not need to be utilized on every occasion. MR. WILLIAMS agreed, but reiterated the signage on the corner of Bonanza Road and Las Vegas Boulevard will state Dula Complex.

COMMISSIONER McCURDY recommended the Commission approve the Councilman's recommendation as was recently done for the renaming of a park in Ward 3.

CHAIR WHITE asked when the facility was scheduled to re-open; to which MS. PLASTER replied the opening was tentatively set for January 23, 2020, at 2:00 p.m.

Motion made by William McCurdy to Approve the name Dula Community Center at the Dula Complex

Passed For: 13; Against: 0; Abstain: 0; Did Not Vote: 0; Excused: 2

For-Eric Foemmel, Richard Becker, Jesus Jimenez, Steven Neiger, Audrey Asselin, Malcolm D. White, Lisa

Sherman, Bob Briare, Mike Henley, William McCurdy, Adroushan Armenian, Larry Schultz, Melody Howard; Excused-Armando Lozano, Elizabeth Gebre;

7. Report by Lee Quick, Sr. Management Analyst, Office of Strategic Services, regarding the Mayor's Fund – All Wards

Minutes:

LEE QUICK, Sr. Management Analyst, distributed material related to the Mayor's Fund for Las Vegas LIFE, which is included in the backup. MS. QUICK stated this fund launched in 2018 but was an idea for the City of Las Vegas dating back to 2017. She pointed out there are Mayor's Funds all over the country, specifically naming New York City, New York; Philadelphia, Pennsylvania; Los Angeles, California; Albuquerque, New Mexico and Ft. Collins, Colorado. She explained this is a vehicle for the many corporations and individuals who want to give to the programs being operated by the City of Las Vegas as the Mayor, City Council, and City of Las Vegas staff are prohibited from soliciting funds. However, the programs that are in the Mayor's Fund for Las Vegas LIFE must align with the City Council priorities. It is also a way to determine what projects need funding and to have corporate and individual co-sponsorship of these projects. She noted both cash and in-kind donations are accepted.

MS. QUICK explained the fund is managed in a few ways. The Nevada Community Foundation is the fiscal agent. They are a sound 501(c)(3) organization that is well respected and operates millions of dollars in funding through other nonprofit organizations. The fund also has an advisory committee made up of 20 members, of which she named several, who help guide the fund and provide direction. CHAIR WHITE asked if youth sports were listed in the fund to which MS. QUICK confirmed. COMMISSIONER HENLEY asked if the advisory board members are obligated annually to raise a certain amount of money. MS. QUICK explained this is a new fund, and the City of Las Vegas does not operate nonprofits in that way. Donor relations teams are being engaged to help the Mayor's Fund for Las Vegas LIFE kick off a really robust capital campaign, which is part of the next step. She mentioned several donations that came about because of the advisory committee members, but added the goal is to make the process more formal.

MS. QUICK went on to report that Moonridge Group is the lead donor relations team, and that many of this Commission's members are probably familiar with JULIE MURRAY from that firm. She described Moonridge Group as the face of the donor relations effort and that they are the ones who go out and make the asks. City staff will sometimes accompany the team in order to answer questions such as what the program does, why it is important and what the impact and need is. The team works hand in hand with City departments to determine what they need and to see how they can obtain some funding for them. Work is also done with Faiss Foley Warren, the marketing public relations arm. While the City of Las Vegas has a large Communications staff, this helps to avoid any conflict between the City and the Mayor's Fund.

MS. QUICK stated during the first year of the fund, over \$3 million was raised, part of which was from a large in-kind donation from Cisco. She referred to the last page of the report included in the backup which provides the categories of funding, the amount brought in and the donor list. There is separation from the City, but there is also the public piece which provides transparency and is why the detailed impact report is published. She also referred to the Progress and Impact section of the report and pointed out the information related to youth sports. While most donors designate their funds towards something specific, some funds are undesignated. In those cases, they look to see which projects are underfunded.

Referring to how partnerships come into play, MS. QUICK stated the Mayor's Fund hosts events and the donors engagement team leads those. COMMISSIONER ARMENIAN asked for an example of Cisco's in-kind donation. MS. QUICK explained Cisco donated millions of dollars in materials and hundreds of thousands of dollars in professional services to get a system that assesses traffic patterns up and running and to monitor it.

COMMISSIONER SHERMAN thought this was a wonderful idea. Referencing the individual who designated \$20.00 for the homeless Courtyard that MS. QUICK mentioned during her presentation, she asked if it was allowed and encouraged for an individual to donate to a specific project and if they received a receipt for tax purposes when they do. MS. QUICK confirmed but stated it depends on how that individual came to them. Sometimes the teams are out in the community and what led to that particular example was that the individual heard a presentation on the Courtyard and decided to send in the \$20.00 based on what she heard. The Parks and Recreation staff also interfaces with a lot of people so whatever information is put out there, oftentimes leads

back to the funding. She spoke of the donors relations team hosting events and the potential donors in attendance being there to donate to that specific project. COMMISSIONER SHERMAN clarified she was particularly asking about the individual such as someone off the street who wants to give \$10.00 or \$50.00; MS. QUICK explained they have found that at that level of funding, the donor knows what they would like their money to go towards and that the Nevada Community Foundation handles the tax documentation component. The Mayor's Fund sends out thank you letters to the donors, and sometimes the Mayor herself will also send out a thank you letter.

COMMISSIONER HENLEY asked if Cisco's in-kind contribution was completely obligated or if there was still some capacity that it could be used where there is a need. MS. QUICK stated that it is totally obligated at this time, but they have found that sometimes after a donation is given, something does not work out as expected, so they do have flexibility to move the funding around. She explained Cisco is a special case because it involves a contract and Memorandum of Understanding (MOU) due to the large amount of funding. She stressed they work with great partners and the goal is not to have something so solid where they cannot go back to the table if needed. COMMISSIONER NEIGER asked if the traffic project mentioned was related to the smart city efforts of MICHAEL SHERWOOD, Director of the Department of Information Technologies. MS. QUICK confirmed, stating it came to the Mayor's Fund as a result of work that MR. SHERWOOD was doing. Cisco wanted to help and the Mayor's Fund provided the vehicle to do that.

MS. QUICK noted the Network Security Associates (NSA), a cyber security company, has been a great partner to help bridge the digital divide because many Las Vegas residents do not have access to the internet or mobile devices, etc.

Thousands of lives have been impacted by the Mayor's Fund, including job seekers, veterans, senior citizens, youth, students and many vulnerable populations. She provided another example of in-kind donations where AT&T had their whole team put together home resource kits that were distributed at the Courtyard Homeless Resource Center. Vegas Golden Knights came out to the Doolittle Community Center with their mascot Chance for half of a day and gave tickets to some of the youth to attend a hockey game.

COMMISSIONER SCHULTZ agreed this was a wonderful program and suggested soliciting board members from independent foundations along with the Commission members. MS. QUICK clarified for the Commissioner which figures in the backup were the most current and explained the reason for the variation between some of the material.

COMMISSIONER SCHULTZ stated he also serves on the Neighborhood Partners Fund Board and some of those individuals may wish to participate. MS. QUICK welcomed any ideas from the Commission and indicated that is why they present at meetings such as this. A presentation was also made to the Arts Commission; the Office of Cultural Affairs has a large mural project coming up so a fundraiser was held to raise money for that project. Life is Beautiful also donated a portion of their ticket sales towards that project because they are interested in the arts.

MS. QUICK confirmed for MS. PLASTER that there is a new app along with a newsletter and the website, after which MS. PLASTER pointed out that makes it very easy to donate.

COMMISSIONER BRIARE asked if individuals wishing to make a donation are directed to the Mayor's Fund. MS. QUICK confirmed but added sometimes there are programs where there is a fee involved. They really work with the departments to see what should be included in the Mayor's Fund and what should not. Although some projects may not be suitable for the fund, there may be another way to fund that project.

Now that this mechanism is in place, COMMISSIONER NEIGER asked if the license plate fund would remain separate or if there was the possibility that the Mayor's Fund would start to manage it. CHAIR WHITE explained the Commission has a project that COMMISSIONER NEIGER has been heading up and for which the Commission would like to gain support for from any entity that can help with that. MS. PLASTER asked if he was referring to the Centennial license plate. DEPUTY CITY ATTORNEY SETH FLOYD explained the Commission for the Las Vegas Centennial receives about \$1 million a year from the license plate sales, and State law outlines what those funds can be used for. While it is pretty broad, the money is provided on a grant basis every year and has to be used for things that commemorate Las Vegas history.

8. Reports by Commission members regarding parks issues and events within their respective Council Wards and at large – All Wards

Minutes:

COMMISSIONER SCHULTZ reported he represented this Commission at the December 18, 2019 City Council meeting where the Council unanimously approved naming the park located at Washington Avenue near Lamb Boulevard in Ward 3 East Las Vegas Family Park. He stated he shared various details about the park with the Council and referred to pictures of the ribbon cutting event at which COMMISSIONER JIMENEZ was present as well; the pictures were not submitted for the record.

The Commissioner also reported there would be a dedication for a lacrosse field at Teton Trails Park on Sunday, January 26, 2020, at 10:00 a.m. to honor JEREMY MITCHELL HUBER, a lacrosse player who passed away at school. Additionally, the unveiling of a memorial statue of fallen Las Vegas Metropolitan Police Officer ALYN BECK will take place on Friday, January 31, 2020, at 10:00 a.m. at Alyn Beck Park in Ward 6.

9. Report by Greg A. Weitzel, Parks and Recreation Director, regarding upcoming Department of Parks and Recreation activities – All Wards

Minutes:

MAGGIE PLASTER, Deputy Director of Parks and Recreation, was present representing GREG WEITZEL, Director of Parks and Recreation. She reported the launch of the new CivicRec software on December 16, 2020, was successful. It took more than a year to get ready for the switch, which she thought was pretty much seamless, and there was not much public outcry. She said it is a lot easier to use, is very intuitive and can be used on your cell phone.

In addition to the two park openings COMMISSIONER SCHULTZ reported on under Item 8, MS. PLASTER stated the City was hoping to have a grand re-opening of Woofter Park on January 11, 2020, but there have been some complaints from the neighbors about the rocks under trees. This is a dog park, and the rings around the trees are much larger than anticipated so staff is hoping to alleviate that issue prior to opening the park. Additionally, the new playground has to be installed, so the grand re-opening has been delayed to a date not yet determined.

She noted the opening of the Dula Community Center will take place on January 23, 2020, at 2:00 p.m., but if that changes, KELLY SCHWARZ, Sr. Management Analyst, will inform the members. MS. PLASTER stated the opening of the National Fitness Campaign Fitness Court at Bill Briare Park, which is a project near and dear to her heart, is scheduled for Tuesday, January 28, 2020, at 10:00 a.m. She invited the members to all of the park openings.

MS. PLASTER stated Parks and Recreation holds an annual department meeting in December, and this year they talked about their strategic plan, values, and trends in the parks and recreation field. A video was shown from that meeting which included some of the interviews conducted with staff asking what their "why" is.

COMMISSIONER SCHULTZ commented that MR. WEITZEL mentioned the Commission for Accreditation of Park and Recreation Agencies (CAPRA) during the video and asked about the timeframe to achieve that accreditation. MS. PLASTER stated the City was CAPRA accredited at one time, but it lapsed during the recession. Accreditation is a goal of the department, but they need to focus on a system master plan which usually requires a consultant to be brought in. The City is going through a master plan process currently, and staff is hoping to address the park element as part of that. If all goes well, the system master plan could be completed by September 2020, application for accreditation could take place in the spring of 2021, which involves a delegation coming to the City, followed by the accreditation being awarded at the National Recreation and Park Association (NRPA) Conference in September 2021.

COMMISSIONER HENLEY commented pre-recession most agencies in the valley were working towards accreditation, including police, fire and others. He said there is a huge financial obligation to keep those best practices funded which is a real challenge, and the lead work to achieve accreditation is tenacious. He thought with the City being a good organization and having people on board who have already gone through the process would be a tremendous help. CHAIR WHITE agreed and wished them good luck.

COMMISSIONER BECKER added he worked with the City of Henderson when they were going through their accreditation and reiterated it is a pretty tenacious project and an ambitious goal. He remembered asking if the City of Las Vegas was accredited when he was first appointed to this Commission, and he is happy that it is pursuing such. Additionally, receiving accreditation allows for the pursuit of other awards, such as the National Gold Medal Award. COMMISSIONERS HENLEY and BECKER offered their assistance with the process.

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, come forward and 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.

11. **Adjournment**

Minutes:

The meeting was adjourned at 4:54 p.m.

Respectfully submitted:

Debra A. Outland, Deputy City Clerk

Maggie Plaster, Deputy Director of Parks and Recreation

THIS MEETING WAS 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