The Parks and Recreation Advisory Board Meeting was held on October 17, 2019 at City Hall Council Chambers, 700 N. Main, Las Cruces, NM.

PARKS & RECREATION ADVISORY BOARD MEMBERS PRESENT:
- Cassie McClure
- Stan Engle
- Robert Harrison
- Eric Montgomery
- Megan Schuller
- Eli Guzman

PARKS & RECREATION ADVISORY BOARD MEMBERS ABSENT:
- Maryln Zahler

OTHERS PRESENT:
- Gregory Shervanick, Resident
- Robert Nunez, Recreation Services Administrator
- Cathy Mathews, Landscape Architect
- Phil Catanach, Recreation Services Administrator
- Sonya Delgado, Director of Parks and Recreation
- Ceci Vasconcellos, CLC Marketing and Event Coordinator

The meeting was called to order at 6:37 p.m. by Chair Harrison and recognized as having a legal quorum.

1. Introductions

Board members introduced themselves and stated the district they represent. Staff introduced themselves and stated their position. Public present introduced themselves.

2. Conflict of Interest

No Conflict of Interest.

3. Approval of Agenda

Ms. Schuller moved to approve agenda seconded by Ms. McClure. There was no discussion. Motion carried unanimously.

4. Approval of Minutes

Mr. Engle pointed out his name was misspelled on page 3, line 20 and page 8, line 40. Ms. McClure moved to correct spelling of name from Engles to Engle on Page 3, line 20
and page 8, line 40, seconded by Ms. Schuller. There was no further discussion. Motion carried unanimously.

Mr. Montgomery moved to accept the minutes of September 19, 2019 as amended, seconded by Ms. McClure. There was no further discussion. Motion carried unanimously.

5. Public Comment

No public comment.

6. Action Items

No action items.

7. Discussion Items

7.1 League Agreements (Board Input)

Ms. Delgado informed the Board she did invite Legal to this meeting as requested but no one from there is present. Ms. Delgado said she would be happy to take any questions or comments. She said staff will be seeing all the league participants and everyone who has an agreement with Parks and Recreation for all facilities and programs later this month and again in November. Ms. Delgado said staff wants to get this started the first part of January which is part of the league’s process to turn in the entire agreement with all their backup material. Ms. Delgado noted that it was mentioned at the last meeting that it would take approximately a week to get this done, and she said that is true, however she could not start one league with an agreement in the middle of their season nor could she ask someone to take it on immediately and have to abide by everything that was on the agreement without providing them with an opportunity to review and ask questions, and make sure they were in compliance. She said this is why the wait took the entire year. She said there are associations and leagues that start the first of January and were missed already. Ms. Delgado said she wants to make sure the Board is satisfied with all the information. She said Legal is reviewing the document and adding the additional legal language and all the highlighted items are ok to ask.

Ms. Schuller asked on item 1-J regarding background checks, what does … providing a list of names if necessary… mean. Ms. Delgado said this is asking the organizations require coaches to pass a background check and be able to provide a list of those should staff ask.

Chair Harrison asked if there is a way to put in the agreement that a uniform background check is being used on service across leagues. Ms. Delgado said years back, there was a uniform check but have since gotten away from that. She said a staff member is being sent to a training to see whether this will be feasible.
Ms. Schuller asked if it would be wise to put a time frame on when financial reports are being provided. Ms. Delgado said this is something being asked of legal to find out what timeline to use and what format. Once answered, it will be placed in the agreement as well.

Chair Harrison asked if staff is asking for action. Ms. Delgado said Board can wait until the agreement is in final form, with legal questions and/or comments on there. She will invite Legal to be present for any additional questions the Board may have. She said she wants to make sure the Board is comfortable with the agreement that is sent forward.

Mr. Engle asked, pertaining to issues brought forward by Mr. Ramos in the previous Board meeting, what would a parent’s final course of action be, if the parent felt their complaints were being dismissed, would it be to come to the Parks and Recreation Advisory Board. Ms. Delgado said this would be in the Board’s purview. Mr. Engle asked if this would be written in the agreement. Ms. Delgado said staff will make sure it is clear in the agreement, and it is stated in the Fees and Charges Policy as well.

### 7.2 Community Pool Design (Board Input)

(Note: A public input meeting on the new 50-meter community pool design preceded the Parks and Recreation Advisory Board meeting of October 17, 2019. A presentation of the community pool design was presented by Ms. Kelly Heyer of ASA Architects. The following input was made following the presentation.)

In reference to the presentation of the 50-meter community pool design, Mr. Montgomery questioned if there is anything that can be done to prevent the public from mixing with the competitors during the middle of the competition (far northern lanes). Ms. Heyer said USA Swimming regulates competitions and requires spectators and athletes stay separated. Mr. Jake Gutierrez, Recreation Manager of the Regional Aquatic Center, added that they also have theater like rope available to redirect flow in addition to staff.

Chair Harrison asked on the aspect of revenue, what is being looked at daily for fees for the daily swimmer, time and services of what this facility will be open, in comparison to the existing facility and practices. Mr. Gutierrez said in the initial presentation, there was a proposal looking at programming and estimated costs. The daily fees to the individuals that are lap swimmers, fees are proposed to stay the same. The lap swimming fees to swim teams or other participants would be in line with what's going on in the national scene and still be a fair comparative fee to what NMSU charges. Mr. Gutierrez said the only significant change in price would be lap lane rates for rentals.

Chair Harrison expressed to staff to think about having a league agreement for the multiple swim teams.

Ms. Schuller asked what kind of marketing is behind this community pool since it will essentially be in competition with NMSU, trying to draw those outside people that utilize NMSU to then come to this pool. Chair Harrison asked if Visit Las Cruces has someone
lined up for the swimming facility, like they have Ed Carnathan for softball/baseball. Mr. Catanach responded Mr. Carnathan would probably be the salesperson scouring the region trying to get meets as well as the opportunity for the local swim teams to set up meets, and staff to put on local meets. Mr. Catanach said staff is also thinking of all the programming opportunities that can be done. Mr. Catanach stressed the pool is a 50-meter community pool and may be more important than the competitions that come in.

Mr. Guzman asked how popular the swim teams are locally and statewide. Mr. Catanach said there is Las Cruces Aquatic Team (LCAT), Wild West Aquatic Club, and Las Cruces High has a team, that currently uses Frenger Pool. Mr. Catanach said he thinks there is room for NMSU and this pool and will give the sport a chance to grow.

7.3 Parks and Recreation Youth Board Logo – Robert Nunez

The Board was provided a copy of a proposed logo for the Parks and Recreation Youth Board. Mr. Nunez informed the Board he worked with four of the Youth Board members to create this logo in trying to brand the Youth Board. He said the words on the logo – Engage Excite Empower – is what they want from the Youth in our community. He said this is something to move forward with Board’s recommendation to get out in Facebook, Instagram to all the youth of the community.

Ms. McClure asked in what capacity will logo be used for. Mr. Nunez said a poster, table display, shirts – anywhere and everywhere to let it be a voice for the youth of our community. Ms. McClure expressed the logo is text heavy for a shirt and could be consolidated, and possibly Ziggy might need to go. She said there could be different options depending on what the use is, especially if thrown upon social media, the text will be nixed out of the algorithm.

Ms. Delgado said comments will be considered and will revise logo and bring back in November for final recommendation of the Board.

7.4 Veteran’s Park Monthly Update Report for Veteran’s Advisory Board – Sonya Delgado

Ms. Delgado informed the Board the Veteran’s Advisory Board would like for her to provide a monthly report for them on Veteran’s Memorial Park. She just wanted the Parks and Recreation Advisory Board know so they would be aware any reports she gives to the Veteran’s Advisory Board will also be reported to them. Ms. Delgado also added that there was a land swap with Eddie Binns for the land north of Veteran’s Memorial Park and so now a parking lot will be brought in. Staff will be working with Public Works in the near future on this project and will bring forth information as this moves forward. Ms. Delgado said this parking was part of the Veteran’s Memorial Park Master Plan which will be going to Council in November.

8. Staff Member Comments
Ms. Mathews informed the Board that she and Mr. Catanach were afforded the opportunity to go to the National Recreation and Park Association (NRPA) Annual Conference in September and it was very enlightening, very inspiring, quite exciting with over 8,000 participants. She said many different topics were discussed, a lot of which are talked about here such as green infrastructure, public participation, engaging the public in our projects. She thanked her colleagues and Ms. Delgado for affording her the opportunity to attend.

Mr. Catanach informed the Board October is the busy month for Parks and Recreation programming. He said the Pumpkin Palooza was held October 10 with over 500 in attendance. On October 26 will be the Pumpkin Splash Patch at the Regional Aquatic Center. On October 27 is the 14th Annual Great Pumpkin Candy Drop. This year Frank O’Brien Papen Community Center will have a Haunted Tour of their facility and are already sold out.

Mr. Catanach said bringing a 50-meter pool to our community gives us the opportunity to have a City of Las Cruces recreational swim team and hold recreational meets for our youth to get them going and is a great opportunity.

Mr. Catanach added this is a busy time for youth basketball which is the biggest youth league of the year. Adult sand volleyball is going on right now with 62 teams, 10 players per team.

Mr. Catanach said he just wants to thank his staff for the great stuff they do and thanked Cathy Mathews for being a good travel companion to Baltimore.

Mr. Nunez reported Keep Las Cruces Beautiful just recently had Toss No Mas with over 600 volunteers, with eight commercial roll offs throughout the city which he understands are overflowing. He said this is very positive for our communities.

Mr. Nunez informed the Board that he and his staff will be attending a conference with the Lt. Governor Morales to discuss out of school time and the importance of that program for all communities.

Mr. Nunez informed the Board on October 24 the After-School Programs will be having what is called Lights on After School, with events at activities at the eight After School locations. At the A. Fielder Memorial Safe Haven, the Weed and Seed program and the teen program will be joined by some partners and families for activities, from 6 p.m. to 8 p.m. Mr. Nunez said with the school year started, staff tries to keep youth as active as possible in a safe environment.

Ms. Delgado informed the Board October is very busy. On the park side, the Whole Enchilada softball tournament was held two weekends ago with over 270 teams who played 24 hours, over 500 games. A kudos was received from the tournament director today. Another tournament is coming up, a couple more before the year ends, and will pick it back up with league agreements.
Ms. Delgado added park staff assisted with the Country Musical Festival, set up, man
the entire weekend, and take down.

Ms. Delgado said all the sections of Parks and Recreation are extremely busy and are
doing a fantastic job. She said she is extremely proud of staff and grateful to be part of
this team.

Ms. Delgado informed the Board Parks and Recreation is highly involved with the Public
Art Master Plan because they do utilize our facilities. She said a survey was done and
from one of the questions, there were quite a few people that want to see more art in
public spaces, and they want the art in parks. Ms. Delgado said our department is in this
also because of memorials such as Veteran’s Park and with the one starting up with the
First Responders, and we have contractors who are building parks and adding art
elements. Because of all this, Ms. Delgado is very involved with the Public Art Master
Plan. She said she will send a link to the Board so they can review the plan. She will
also send some of the pages that talks about Parks and Recreation. She said the Parks
and Recreation Advisory Board are also mentioned because they will be overseeing and
making sure what art works or doesn’t work. She informed the Board the two other
Boards that will work closely with them are the City Art Board and the Veteran’s Advisory
Board.

Ms. Delgado informed the Board she sent them a link of the customer survey. She said
there have already been over 1,600 responses. She added this survey isn’t exactly what
staff was looking for in the very beginning, so may follow with another survey.

Ms. Delgado informed the Board the Go Bond East Mesa Complex will be brought before
the Board in November to give them the concept idea for this area. She said community
input meetings will be held which the Board will be a part of.

Ms. Delgado informed the Board other Go Bond contracts are going to City Council for
approval at the November 4 meeting.

Ms. Delgado updated the Board on the skate park. It will either be updated and
renovated or get a new facility and creating skate stops with art pieces. A meeting was
held with the skaters, and staff will have someone come on board to review the existing
facility and let staff know what it would look like if renovated and what it would cost.

Ms. Delgado informed the Board she will be going to a training in November with NRPA
on how to put together a Friends in Parks and Rec Board Coalition, what to look for,
avoiding the pitfalls.

9. Board Member Comments

Chair Harrison reiterated with the 50-meter pool, everyone is thinking swimming,
swimming, swimming, but it’s community first and the aspect of events, swim clubs,
triathlon clubs, running clubs, tons of different things the pool can be used for the community first.

Mr. Guzman thanked staff and Board members for their fantastic job and said keep up the good work. He said he has been on the Board for a long time and has seen Parks and Recreation grow and get better and better.

Mr. Engle said, regarding skate parks, that he has run into people that like the idea of skate spots.

Mr. Engle said he was discussing with his colleagues how children are suffering from obesity these days and would like to say that Parks and Rec is a great place for youth to get outside and be active to not fall into those health traps.

Ms. McClure is sad that she missed the Haunted Tour. Chair Harrison added that something that has been discussed and the Board has not done is to have a Board meeting at some of Parks and Rec’s different facilities.

10. Adjournment

Ms. Schuller moved to adjourn meeting, seconded by Ms. McClure. There was no discussion. Motion carried unanimously. Meeting adjourned at 7:20 p.m.

Hazel Nevarez, Recording Secretary    Robert Harrison, Chair