



# Minutes

## Parks, Recreation, Golf and Double Butte Cemetery Advisory Board

### May 15, 2024

Minutes of the Parks, Recreation, Golf and Double Butte Cemetery Advisory Board meeting held on May 15, 2024, 6:00 p.m., Hybrid Meeting- Pyle Adult Recreation Center, 655 E Southern Ave, Tempe, AZ, and virtual through Microsoft Teams.

**Members Present:**

Susan Carlson – Chair  
Sharon Doyle  
Mary Farmer  
Thomas Klabunde  
Shereen Lerner  
Gerardo Lopez  
Regina Ponder

**Members Absent:**

Elizabeth Hatch – Vice Chair  
Dawn Parker  
Lane Waddell  
Lisa Zyriek

**City Staff Present:**

Alex Jovanovic, Deputy Community Services Director – Parks (Staff Liaison)  
Joshua Bell, Management Assistant II – Recreation  
Craig Hayton, Community Services Director  
Julie Hietter, Community Services Administration Manager  
Mercedes Payne, Community Services Manager  
Shawn Wagner, Deputy Community Services Director – Recreation

**Other Guests Present:**

Tom Bugbee, CourseCo  
Aaron Hensley, CourseCo  
Desiree Sloat, CourseCo  
Troy Thompson, CourseCo  
Tom Colceri, Forrest Richardson Golf Course Architects  
Douglas Fredrickson, Douglas Fredrickson Architects  
Alexandra Lemos, Douglas Fredrickson Architects

Upon the establishment of a quorum, meeting was called to order at 6:00 p.m. by Susan Carlson.

**Agenda Item 1 – Public Appearances**

None

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## **Agenda Item 2 – Approval of Meeting Minutes**

**April 17, 2024**

Motion by Mary Farmer to approve the meeting minutes of April 17, 2024, including amending minutes to include additional details of discussion during agenda item 7 about Development Review Commission and advocating for green spaces. Seconded by Sharon Doyle. Motion passed on a 7-0 vote.

Ayes: Chair Susan Carlson, board members Sharon Doyle, Mary Farmer, Thomas Klabunde, Shereen Lerner, Gerardo Lopez, and Regina Ponder.

Absent: Vice Chair Elizabeth Hatch, Dawn Parker, Lane Waddell, and Lisa Zyriek.

## **Agenda Item 3 – Golf**

### **Ken McDonald Clubhouse**

Susan Carlson introduced and welcomed new board member Regina Ponder, Craig Hayton discussed the planned clubhouse project at Ken McDonald Golf Course and introduced Douglas Fredrickson from Douglas Fredrickson Architects, and Douglas Fredrickson discussed the clubhouse project.

- Plan to keep current clubhouse operational during construction of new clubhouse.
- Plan to improve parking and move away from current cul-de-sac parking.
- Modifications made to parking design after concerns expressed by neighborhood.
- Douglas Fredrickson Architects specializes in golf clubhouse, hospitality, and restaurant design. Golf clubhouse redesigns include Grayhawk, Whisper Rock, We-ko-pa, Stonecreek, Southern Dunes, Whirlwind, Papago, and Arizona Biltmore.
- Feedback received to keep chipping green, parking closer to building, improving putting green, new clubhouse north of current clubhouse, hole 18 green is moving a little north and course architects are working to make up for lost yardage.
- Compared to current dining area, adding 20 seats to inside and 150 seats to outdoor area.
- Design will consider future capabilities for solar; 13 feet high to ceiling.
- Golf has evolved into being more than just about golf; more of a community building, other amenities such as restaurant and bar, meeting space, pro shop, lawn space.
- Design would be a pale, subdued yellow. Color choice is not finalized.
- Gallery space is opportunity to tell a story, such as history, or showcase.
- Funds for community space is an ongoing conversation.
- Board members asked questions and made comments about:
  - Have you thought about solar on the roof?
  - How tall are the ceilings?
  - Is yellow going to be color of building? Color is still being decided?
  - What's in the gallery section?
  - When do you anticipate having funds for community space?
  - Have been in a lot of clubhouses designed by Douglas Fredrickson Architects and believes architects should be allowed to do the design they want.

Motion by Shereen Lerner to support the conceptual design. Seconded by Thomas Klabunde. Motion passed on a 6-0 vote. Gerardo Lopez left before vote.

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Ayes: Chair Susan Carlson, board members Sharon Doyle, Mary Farmer, Thomas Klabunde, Shereen Lerner, and Regina Ponder.

Absent: Vice Chair Elizabeth Hatch, Gerardo Lopez, Dawn Parker, Lane Waddell, and Lisa Zyriek.

### **CourseCo**

Tom Bugbee provided an update on Ken McDonald Golf Course.

- Trying to address clubhouse and food and beverage feedback as quickly as possible
- Exceeded internal expectations on sales of Kenny Mac Card.
- Commitment to keep rates as is for first 12 months; replaced previous card with current Kenny Mac card; residents can purchase card at cheaper rate; looking at what does resident rate look like come July 1; visiting golfer who is less price sensitive should help pay to keep prices down for residents; at its core Kenny Mac program will continue for foreseeable future.
- Staff trained to ask if card purchaser is resident; prices posted on website.
- Community events is one way of giving back to community; 10% of taxpayers play golf, how do we give back to other 90%; many events are free; "Swings with Santa" open house atmosphere that includes bounce houses, putt putt golf, popcorn, movies.
- Bunker renovation to be done in phases; more than \$1 million for full renovation.
- Board members asked questions and made comments about:
  - When do you think you'll finish adding ball washers?
  - What are you offering for Tempe residents? Had heard Kenny Mac card is going away; will Kenny Mac Card continue? How would I know if there's a resident rate for Kenny Mac card? There is nothing posted advertising resident rate.
  - Noticed a lot of feedback about sand traps.
  - What is "Swings with Santa"?
  - Desiree and staff are doing a lot of great work.
  - Hear a lot of positive feedback about customer service.
  - Would be nice to see signage about resident rates.

### **Agenda Item 4 – Recreation Update: Programming, Sports & Field Reservations**

Shawn Wagner introduced Mercedes Payne to discuss her recreation team and areas she supervises.

- Life cycle analysis includes multiple aspects to determine if program can be offered and should continue to be offered.
- Fee structure provides calculations to determine if a program is financially viable and what it will cost for a participant; cost recovery percentage is determined while also ensuring people are not priced out of being able to participate; scholarship opportunities.
- Recreation Needs Assessment identified areas of programming focus for Tempe Parks and Recreation as part of Parks and Recreation Master Plan.
- Parks and Recreation Master Plan, Equity Study included direct feedback from community.
- Community Navigator program interacted with community and provided direct feedback; program currently not active but looking to resume it in the future.

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- Non-residents are not charged more for activities, but there are different rates for facility and field reservations; programs like Adult Sports bring in more revenue than program costs and helps to subsidize other programs.
  - Parks and Recreation has social media accounts on Facebook and Instagram; City limits what social media platforms are utilized.
  - Board members asked questions and made comments about:
    - How do you get information back from community?
    - Will gray areas identified by Equity Investment Matrix be focused on?
    - Is the Community Navigator program still engaged?
    - Does Parks and Recreation charge more for non-residents?
    - Are there any adults 50+ interested in swimming lessons?
    - If a class is cancelled multiples times will take a break from offering it?
    - How many classes get cancelled because there weren't enough participants? Will they offer opportunity to sign up for another class?
    - Is Parks and Recreation on social media?

#### **Agenda Item 5 – Memorial Donation Policy**

Alex Jovanovic provided information on the concept of a memorial donation policy and to see if the board would be interested in assisting in its development.

- Historically community members have put things in parks to memorialize, even when not allowed due to hazards or other reasons; memorial policy has not existed to allow or disallow; park rules, City Code identify prohibitions.
- Living Tree Memorial is closest option Parks and Recreation offers to a memorial program.
- Community member who lost daughter to suicide presented to board in September 2023 about suicide awareness benches.
- Comparison research of other municipalities with memorial donation policies and options provided; variety of options to consider, including opportunities for board to provide input on aspects of a policy and written development of policy.
- There is some hesitation about creating a policy, but a policy also makes it clear cut.
- If any board members are interested in reviewing and providing feedback on their own over the next couple months, documents can be sent out for review and notes can be sent back.
- Board members asked questions and made comments about:
  - Policy wouldn't be limited to just benches?
  - What does Tempe Parks and Recreation need from the board?
  - Is this a policy that Parks and Recreation staff wants?
  - I would prefer City staff to have first pass at writing policy.
  - If board wants to have a policy then board should create something and get feedback.
  - Does Papago have a policy?
  - I used to work at Musical Instrument Museum and there was a 10 year plan for sponsors and then an option to re-up

#### **Agenda Item 6 – Board Operational Updates**

Alex Jovanovic reviewed the upcoming board meeting dates for 2024, including July, which historically the board has taken off.

- **Summer Meeting Schedule**
  - June meeting will remain on the schedule.
  - Board members discussed and decided to not have a meeting in July.
- **Goals**
- **Next Steps**
- **Opportunities**

#### **Agenda Item 7 – Future Agenda Items**

Alex Jovanovic asked if there were any future agenda items the board wanted to consider.

- Board members asked questions and made comments about:
  - Was there any review with the Zoo after the Grass Clippings event? Would like to hear how that went and any issues that were identified.

#### **Agenda Item 8 – Public Meeting Attendance, Notices & Announcements**

Alex Jovanovic recognized Lane Waddell for receiving an Excellence in Education award.

- Board members asked questions and made comments about:
  - City's appreciation event on Friday at 5pm at Tempe Center for the Arts for board and commission members

#### **Meeting adjourned at 7:39 p.m.**

Prepared by: Joshua Bell, Management Assistant II, (480) 350-8676

Reviewed by: Alex Jovanovic, Deputy Community Services Director- Parks, (480) 350-5811