

**AGENDA
PARKS AND RECREATION ADVISORY BOARD
REGULAR SESSION
SEPTEMBER 15, 2020
ONLINE ZOOM MEETING**

Join Zoom Meeting: <https://orovalley.zoom.us/j/97059726059>
Dial In: (669) 900-6833 Meeting I.D.: 970 5972 6059

REGULAR SESSION AT OR AFTER 6:00 PM

CALL TO ORDER

ROLL CALL

CALL TO AUDIENCE - at this time, any member of the public is allowed to address the Board on any issue not listed on today's agenda. Pursuant to the Arizona open meeting law, individual Board members may ask Town staff to review the matter, ask that the matter be placed on a future agenda, or respond to criticism made by speakers. However, the Board may not discuss or take legal action on matters raised during "Call to Audience." In order to speak during "Call to Audience", please specify what you wish to discuss when completing the blue speaker card.

PRESENTATIONS

WEST LAMBERT LANE, PARK NATURES PLAYBOOK PRESENTATION BY ANDREW HOGAN

COUNCIL LIAISON COMMENTS

REGULAR SESSION AGENDA

1. **REVIEW AND APPROVAL OF THE MAY 19, 2020 REGULAR SESSION MEETING MINUTES**
2. **INTRODUCTION AND DISCUSSION REGARDING NEW GOLF OPERATOR ANTARES GOLF**
3. **PRESENTATION AND DISCUSSION REGARDING THE MASTER PLAN PROJECT UPDATE AND NEXT STEPS**
4. **PRESENTATION AND DISCUSSION REGARDING FISCAL YEAR 20/21 PARKS AND RECREATION BUDGET OVERVIEW**
5. **DISCUSSION AND POSSIBLE ACTION TO SCHEDULE STUDY SESSIONS RELATED TO THE MASTER PLAN PROJECT FOR THE DATES OF OCTOBER 20 AND DECEMBER 15, 2020, AND FEBRUARY 9, 2021**
6. **DEPARTMENT REPORT**

FUTURE AGENDA ITEMS

ADJOURNMENT

POSTED: 09/09/2020 at 5:00 p.m. by pp

When possible, a packet of agenda materials as listed above is available for public inspection at least 24 hours prior to the Board meeting in the Town Clerk's Office between the hours of 8:00 a.m. – 5:00 p.m.

The Town of Oro Valley complies with the Americans with Disabilities Act (ADA). If any person with a disability needs any type of accommodation, please notify the Town Clerk's Office at least five days prior to the Board meeting at 229-4700.

Instructions to Speakers

Members of the public have the right to speak during any posted Public Hearing. However, those items not listed as a Public Hearing are for consideration and action by the Parks and Recreation Advisory Board during the course of their business meeting. Members of the public may be allowed to speak on these topics at the discretion of the Chair.

In accordance with Amendment #2 of the Mayoral Proclamation of Emergency issued on March 27, 2020, the following restrictions have been placed on all public meetings until further notice:

1. In-person attendance by members of the public is prohibited.
2. Members of the public can either watch the public meeting online <https://www.orovalleyaz.gov/town/departments/town-clerk/meetings-and-agendas> or, if they would like to participate in the meeting (e.g. speak at Call to Audience or speak on a Regular Agenda item), they can attend the meeting and participate via the on-line meeting application, Zoom, <https://orovalley.zoom.us/j/97059726059> or may participate telephonically only by dialing (669) 900-6833 Meeting ID: 970 5972 6059 prior to or during the posted meeting.
3. If a member of the public would like to speak at either Call to Audience or on a Regular Agenda item, it is highly encouraged to email your request to speak to blaue@orovalleyaz.gov and include your name and town/city of residence in order to provide the Chair with advance notice so you can be called upon more efficiently during the Zoom meeting.
4. All members of the public who participate in the Zoom meeting either with video or telephonically will enter the meeting with microphones muted. For those participating via computer/tablet/phone device, you may choose whether to turn your video on or not. If you have not provided your name to speak prior to the meeting as specified in #3 above, you will have the opportunity to be recognized when you "raise your hand." Those participating via computer/tablet/phone device can click the "raise your hand" button during the Call to the Public or Regular Agenda item, and the Chair will call on you in order, following those who submit their names in advance. For those participating by phone, you can press *9, which will show the Chair that your hand is raised. When you are recognized at the meeting by the Chair, your microphone will be unmuted by a member of staff and you will have three minutes to speak before your microphone is again muted.
 - For the record, please state your name and whether or not you are a Town resident.
 - Speak only on the issue currently being discussed by Board. Please organize your speech, you will only be allowed to address the Board once regarding the topic being discussed.
 - Please limit your comments to 3 minutes.
 - During "Call to Audience" you may address the Board on any issue you wish.
 - Any member of the public speaking must speak in a courteous and respectful manner to those present.
5. If a member of the public would like to submit written comments to the Parks and Recreation Advisory Board for their consideration prior to the meeting, please email those comments to blaue@orovalleyaz.gov no later than sixty minutes before the public meeting. Those comments will then be electronically distributed to the public body prior to the meeting.

If you have questions, please contact Facility Manager, Brandon Laue, at 520-229-5032 or email at blaue@orovalleyaz.gov.

Thank you for your cooperation.

“Notice of Possible Quorum of the Oro Valley Town Council, Boards, Commissions and Committees: In accordance with Chapter 3, Title 38, Arizona Revised Statutes and Section 2-4-2 of the Oro Valley Town Code, a majority of the Town Council, Board of Adjustment, Conceptual Design Review Board, Planning & Zoning Commission, Parks and Recreation Advisory Board, Storm Water Utility Commission, and the Water Utility Commission may attend the above referenced meeting as a member of the audience only.”



Parks and Recreation Advisory Board

Meeting Date: 09/15/2020

Submitted By: MaryAnne Tolmie, Parks and Recreation

SUBJECT:

PRESENTATIONS

WEST LAMBERT LANE, PARK NATURES PLAYBOOK PRESENTATION BY ANDREW HOGAN

RECOMMENDATION:

N/A

EXECUTIVE SUMMARY:

N/A

BACKGROUND OR DETAILED INFORMATION:

N/A

FISCAL IMPACT:

N/A

SUGGESTED MOTION:

N/A



Parks and Recreation Advisory Board

1.

Meeting Date: 09/15/2020

Submitted By: MaryAnne Tolmie, Parks and Recreation

SUBJECT:

REVIEW AND APPROVAL OF THE MAY 19, 2020 REGULAR SESSION MEETING MINUTES

RECOMMENDATION:

N/A

EXECUTIVE SUMMARY:

N/A

BACKGROUND OR DETAILED INFORMATION:

N/A

FISCAL IMPACT:

N/A

SUGGESTED MOTION:

I MOVE to approve (approve with changes) the Minutes of the May 19, 2020 Parks and Recreation Advisory Board.

Attachments

2020 05 19 PRAB Minutes

**MINUTES
PARKS AND RECREATION ADVISORY BOARD
REGULAR SESSION
May 19, 2020
ORO VALLEY COUNCIL CHAMBERS
11000 N. LA CAÑADA DRIVE**

REGULAR SESSION AT OR AFTER 6:00 PM

CALL TO ORDER

Chair Gary Temple called the meeting to order at meeting to order 6:01 p.m.

ROLL CALL

Present: Philip Saletta, Member
Gary Temple, Vice Chair
Ronald Odell, Member
Anna Clark, Member
Charles Cachoeira, Member
Matthew Wood, Member

Absent: Joseph Coyle, Member

Staff Present: Kristy Diaz-Trahan, Parks and Recreation Director
Matt Jankowski, Parks and Recreation Deputy Director
Joe Andrews, Chief Civil Deputy Attorney

Attendees: Melanie Barrett, Town of Oro Valley Vice-Mayor
Joyce Jones-Ivey, Council Member Liaison
Mike Svetz, PROS Consulting

Parks and Recreation Director Kristy Diaz-Trahan received an email from Member Coyle sending his apologies, he had technical difficulties and was unable to attend the meeting.

CALL TO AUDIENCE

Oro Valley resident Natalie Stamer voiced concerns regarding the Oro Valley Aquatic Center.

COUNCIL LIAISON COMMENTS

Councilwoman Joyce Jones-Ivey wanted to welcome everyone to the zoom meeting and reported that the Council is in the budget process for FY 2021. She looks forward to a final budget being shared with everyone.

PRESENTATIONS

1. Presentation and possible discussion regarding the Parks and Recreation needs assessment report

Ms. Diaz-Trahan introduced Mike Svetz, from PROS Consulting who provided a presentation on the Town of Oro Valley Parks and Recreation Master Plan – Phase One that included the following:

- Influencing factors
- focus group and stakeholder key themes
- website participation
- survey methods
- prioritized needs
- next steps

Discussion ensued amongst commission, presenter and staff.

Chair Temple opened the public comment period.

The following individuals spoke regarding Agenda Item One:

Oro Valley Resident Brenda Juarbe
Oro Valley Resident Kathy Kang

The following individuals spoke regarding another concern:

Oro Valley Resident Krystal Adams
Oro Valley Resident Anthony Ferrara

Chair Temple closed the public comment period.

Mr. Svetz answered additional questions that were related to the presentation.

2. Presentation and possible discussion regarding Parks and Recreation fiscal year 19/20 and 20/21 budget update

Ms. Diaz-Trahan provided an over overview of accomplishments for Fiscal Year 2020 in addition to the Town of Oro Valley Parks and Recreation Master Plan – Phase One, that included the following:

- Irrigation system at River Front Park Phase One
- Playground at Naranja Park Phase One
- Secured SHIPO Grant for a study related to Steam Pump Ranch
- New Recreation Software
- Installation of JDK Park Restrooms
- Planted an edible orchard Steam Pump Ranch
- Aquatic Center facility improvements and fee structures
- October Community Events yielded over 10,000 participants
- Establishment of Pickle Ball League and two new courts
- Added quarterly member engagement series and weekly e-blasts
- Created a Park and Recreation Volunteer Program

She included highlights for Fiscal Year 2021 which included the following:

- Town of Oro Valley Parks and Recreation Master Plan – Phase Two
- Irrigation system at River Front Park Phase Two
- Playground at Naranja Park Phase Two
- Events to include senior programming
- Pickle Ball Courts to receive lighting
- Volunteer Program implementation
- Steam Pump Ranch garage preservation and restoration
- Community Center engagement
- Cuts included no travel for employees and larger projects being moved to wish list
- Aquatic Center events support

REGULAR SESSION AGENDA

1. REVIEW AND APPROVAL OF THE FEBRUARY 25, 2020 SPECIAL SESSION MEETING MINUTES

Motion by Vice Chair Gary Temple, **seconded by** Member Anna Clark to approve the February 25 Special Session meeting minutes.

Vote: 6 - 0 Carried

2. DEPARTMENT REPORT (Information only)

Ms. Diaz-Trahan, Parks and Recreation Director was happy to report that the following:

- July is National Recreation and Park Association Month
- Recreation and Cultural Services Manager Lynanne Dellerman-Silverthorn was one of 50 professionals selected by NRPA to be featured in July.
- A new golf operator was selected Billy Kasper Golf (Antares)
- The Community Center and Aquatic Center will reopen Monday, June 1 in a limited capacity

Chair Temple asked a question regarding the study session and open session.

FUTURE AGENDA ITEMS

There were no future agenda items requested.

ADJOURNMENT

Chair Temple adjourned the meeting at 7:55 p.m.



Parks and Recreation Advisory Board

2.

Meeting Date: 09/15/2020

Requested by: Kristy Diaz-Trahan, Parks and Recreation

Submitted By: Kristy Diaz-Trahan, Parks and Recreation

SUBJECT:

INTRODUCTION AND DISCUSSION REGARDING NEW GOLF OPERATOR ANTARES GOLF

RECOMMENDATION:

N/A

EXECUTIVE SUMMARY:

The Town conducted a formal Request For Proposal (RFP) for a new golf management contract. Antares Golf (formerly Billy Casper Golf) was selected. The new contract began July 1, 2020.

BACKGROUND OR DETAILED INFORMATION:

The Town conducted a formal RFP process in January 2020. Five organizations submitted proposals and Antares Golf was awarded the contract in June and officially took over operations July 1, 2020. Antares Golf has a long history of successfully operating municipal golf courses having 89 courses at time of contract award. Their Arizona presence includes Tucson National, Query Pines, City of Casa Grande and City of Prescott. Antares believes that bringing non-golfers to the property through special events is important to their marketing strategy. They focus on data to make business decisions and incorporate quality assurance programs to include a mystery shopper program.

They will provide golf membership opportunities, daily fee opportunities, player development programs, tournament packages, and community events to name a few. They will provide daily food and beverage offerings to meet the needs of golfers while at the same time have the talent and ability to cater a special celebration event.

FISCAL IMPACT:

N/A

SUGGESTED MOTION:

N/A



Parks and Recreation Advisory Board

3.

Meeting Date: 09/15/2020

Requested by: Kristy Diaz-Trahan, Parks and Recreation

Submitted By: Kristy Diaz-Trahan, Parks and Recreation

SUBJECT:

PRESENTATION AND DISCUSSION REGARDING THE MASTER PLAN PROJECT UPDATE AND NEXT STEPS

RECOMMENDATION:

N/A

EXECUTIVE SUMMARY:

The Oro Valley Town Council Strategic Leadership Plan (FY19/20 – FY20/21) Goal 2A states “*Invest in and maintain a high quality parks, recreation and trail system that is accessible, comprehensive, connected and serves the community’s needs.*”

In September 2019 the Town issued an RFP for *Parks and Recreation Needs Assessment and Master Planning Consultant*. There were four formal submittals and in the end PRO’s Consulting was awarded the contract. The project was split into two phases. Phase I was the Needs Assessment (FY19/20) and Phase II is the Comprehensive Master Planning (FY20/21).

BACKGROUND OR DETAILED INFORMATION:

The Oro Valley Town Council Strategic Leadership Plan (FY19/20 – FY20/21) Goal 2A states “*Invest in and maintain a high quality parks, recreation and trail system that is accessible, comprehensive, connected and serves the community’s needs.*” Six Objectives were identified, three specific to this Council Report:

Conduct a comprehensive, community-wide needs assessment for parks and recreation amenities and programs, including such things as sports fields, courts, play structures, water/splash features and community space, to help inform future investment decisions and plans.

- Using the needs assessment information, develop a comprehensive, Town-wide Parks and Recreation Master Plan with input from the community, including individual plans for the Community Center, James D. Kriegh Park, Riverfront Park and Naranja Park.
- Review the Steam Pump Master Plan and Needs Assessment and prioritize capital investments and programming opportunities consistent with community and Town Council input.

In September 2019 the Town issued an RFP for *Parks and Recreation Needs Assessment and Master Planning Consultant*. There were four formal submittals and in the end PRO’s Consulting was awarded the contract. The project was split into two phases. Phase I was the Needs Assessment (FY19/20) and Phase II is the Comprehensive Master Planning (FY20/21).

Phase I report was presented to the Parks and Recreation Advisory Board (PRAB) on May 19, 2020 and to Town Council on May 20, 2020.

Phase II tasks will include the following:

- **Park Classifications and Level of Service Standards** – review, confirm, modify or add to existing park classifications, and preferred facility standards for all park sites. Classification considers size, population

served, length of stay and amenity types. Level of Service Standards will incorporate the information gathered through inventory and community input to measure the level of service currently being provided. The PROs team will analyze how this information reconciles and will include relevant alternative recreation facilities and potential partners (schools for example) to provide an analysis of duplication of services and to identify opportunities for collaborative efforts.

- **Connectivity Analysis** – the Consulting Team will participate in discussions with the Town regarding potential trail connections, collectively brainstorm options to improve connectivity, and explore the feasibility of meeting unmet needs as defined by Phase I.
- **Geographical Analysis/Equity Mapping** – identify service area analysis for specific facilities and programs to include mapping by classification and major amenities by facility standards and applied to population density and geographic area.
- **Prioritized Facility and Program Priority Rankings** – synthesize the findings from community engagement, standards, demographics, trends etc. The priority listing will be compared against gaps or surplus in recreation services, parks, facilities and amenities which will provide guidance for future Capital Improvement Plan. A set of prioritized recommendations for maintenance and renovations of existing facilities will also be developed.
- **Recreation Programming Assessment** – identify how well existing programs and events align with community needs. Will include the creation of a dynamic recreation program plan that results in increase registration, drives customer retention and loyalty, improves customer satisfaction and increases revenue.
- **Resource and Funding Analysis (Pricing Policy/Cost Recovery)** – this analysis will look at the budget, pricing policy, user fees, current and other revenue generating opportunities, grants, opportunities, and the revenue forecast. A recommendation for updating the Department's current fee philosophy and pricing model will be included.
- **Partnership Review** – identify and expand partnerships/volunteer support for facilities and services and review and suggest new rules/regulations related to parks. Specifically, identify opportunities for Town/school partnerships and Town/business partnerships to include programs, land, facility improvements and future development.
- **Capital Improvement Plan (CIP)** – develop a three-tier plan that will assist in balancing priorities and associated expenditure.
 - a. **Critical Alternative** – plan for prioritize spending within existing budget targets and focuses on deferred maintenance and lifecycle replacement. The intent of this tier is to make the most of existing resources with the goal of maintain high quality services.
 - b. **Sustainable Alternative** – describes the extra services or capital improvement that should be undertaken when additional funding is available. This includes strategically enhancing and renovation existing parks and facilities to better meet the needs of the residents but will require additional operational and/or capital funding.
 - c. **Visionary Alternative** – represents the complete set of services and facilities desired by the community. It is fiscally unconstrained but can help provide policy guidance by illustrating the ultimate goals for the parks and recreation system by and providing a long-range look to address future needs and deficiencies.
- **Funding and Revenue Strategies for CIP** – funding strategies will be reviewed for recommendation and will include: fees for service; endowments; sponsorships; partnerships; dedicated funding sources; development agreements; earned income options; land or facility leases; grants.
- **Conceptual Site Plans** – based on results from Phase I community engagement, conceptual site plans for Naranja Park, Riverfront Park, James D. Kriegh Park, the Community Center and Steam Pump Ranch will be developed and will include estimated capital and operational costs.
- **Develop Vision, Mission, Goals/Objectives** – the existing vision and mission will be affirmed and/or redeveloped. Action strategies will be identified and will be outlined in a strategy matrix with priorities, timelines, measurement, and teams within the Town or external partners to focus on.

Touch point schedule for Phase II is as follows

Date	Meeting Type	Topic
Sept. 15	PRAB Regular Meeting	Review upcoming schedule
Oct. 20*	PRAB Study Session	Summary of Community Needs; Park/Facility Assessments; Park Classification; Level of Service Standards; Equity Mapping Framework of concept plans including
Nov. 17	PRAB Regular Meeting (action to be taken)	Framework of concept plans including aerial images

Nov. 23 – Dec. 9	Community Input	Concept plans posted to “Discuss” on Town of Oro Valley web page for community comment
Dec. 15*	PRAB Study Session	Connectivity Analysis; Concept Plans; CIP
TBD	Council Meeting	Park Classification; Level of Service Standards; Equity Mapping; Connectivity Analysis; Concepts; CIP
Jan. 19	PRAB Regular Meeting (action to be taken)	Program Assessment; Partnership Assessment; Program/Service Classification; Funding Strategies and Pricing Model
Feb. 9*	PRAB Special Session (action to be taken)	Draft Master Plan review and recommendation
Feb. 17	Town Council Regular Meeting	Recommendation for Adoption
Mar. 3	Town Council Regular Meeting	Adoption of Master Plan

FISCAL IMPACT:

N/A

SUGGESTED MOTION:

N/A



Parks and Recreation Advisory Board

4.

Meeting Date: 09/15/2020

Submitted By: MaryAnne Tolmie, Parks and Recreation

SUBJECT:

PRESENTATION AND DISCUSSION REGARDING FISCAL YEAR 20/21 PARKS AND RECREATION BUDGET OVERVIEW

RECOMMENDATION:

N/A

EXECUTIVE SUMMARY:

N/A

BACKGROUND OR DETAILED INFORMATION:

N/A

FISCAL IMPACT:

N/A

SUGGESTED MOTION:

N/A



Parks and Recreation Advisory Board

5.

Meeting Date: 09/15/2020

Requested by: Kristy Diaz-Trahan, Parks and Recreation

Submitted By: Kristy Diaz-Trahan, Parks and Recreation

SUBJECT:

DISCUSSION AND POSSIBLE ACTION TO SCHEDULE STUDY SESSIONS RELATED TO THE MASTER PLAN PROJECT FOR THE DATES OF OCTOBER 20 AND DECEMBER 15, 2020, AND FEBRUARY 9, 2021

RECOMMENDATION:

Staff supports this request.

EXECUTIVE SUMMARY:

Parks and Recreation Master Plan, Phase II will require PRAB input and feedback. There is a need for additional meetings, specifically study sessions to discuss findings in order for the PROs Consulting to move on to the next task.

BACKGROUND OR DETAILED INFORMATION:

Touch point schedule for Phase II is as follows:

Date	Meeting Type	Topic
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TBD	Council Meeting	Park Classification; Level of Service Standards; Equity Mapping; Connectivity Analysis; Concepts; CIP
Jan. 19	PRAB Regular Meeting (action to be taken)	Program Assessment; Partnership Assessment; Program/Service Classification; Funding Strategies and Pricing Model
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Feb. 17	Town Council Regular Meeting	Recommendation for Adoption
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Phase II tasks will include the following:

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- **Connectivity Analysis** – the Consulting Team will participate in discussions with the Town regarding potential trail connections, collectively brainstorm options to improve connectivity, and explore the feasibility of meeting unmet needs as defined by Phase I.
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- **Prioritized Facility and Program Priority Rankings** – synthesize the findings from community engagement, standards, demographics, trends etc. The priority listing will be compared against gaps or surplus in recreation services, parks, facilities and amenities which will provide guidance for future Capital Improvement Plan. A set of prioritized recommendations for maintenance and renovations of existing facilities will also be developed.
- **Recreation Programming Assessment** – identify how well existing programs and events align with community needs. Will include the creation of a dynamic recreation program plan that results in increase registration, drives customer retention and loyalty, improves customer satisfaction and increases revenue
- **Resource and Funding Analysis (Pricing Policy/Cost Recovery)** – this analysis will look at the budget, pricing policy, user fees, current and other revenue generating opportunities, grants, opportunities, and the revenue forecast. A recommendation for updating the Departments current fee philosophy and pricing model will be included.
- **Partnership Review** – identify and expand partnerships/volunteer support for facilities and services and review and suggest new rules/regulations related to parks. Specifically, identify opportunities for Town/school partnerships and Town/business partnerships to include programs, land, and facility improvements and future development.
- **Capital Improvement Plan (CIP)** – develop a three-tier plan that will assist in balancing priorities and associated expenditure.
 - a. **Critical Alternative** – plan for prioritize spending within existing budget targets and focuses on deferred maintenance and lifecycle replacement. The intent of this tier is to make the most of existing resources with the goal of maintain high quality services.
 - b. **Sustainable Alternative** – describes the extra services or capital improvement that should be undertaken when additional funding is available. This includes strategically enhancing and renovation existing parks and facilities to better meet the needs of the residents but will require additional operational and/or capital funding.
 - c. **Visionary Alternative** – represents the complete set of services and facilities desired by the community. It is fiscally unconstrained but can help provide policy guidance by illustrating the ultimate goals for the parks and recreation system by and providing a long-range look to address future needs and deficiencies.
- **Funding and Revenue Strategies for CIP** – funding strategies will be reviewed for recommendation and will include: fees for service; endowments; sponsorships; partnerships; dedicated funding sources; development agreements; earned income options; land or facility leases; grants.
- **Conceptual Site Plans** – based on results from Phase I community engagement, conceptual site plans for Naranja Park, Riverfront Park, James D. Kriegh Park, the Community Center and Steam Pump Ranch will be developed and will include estimated capital and operational costs.
- **Develop Vision, Mission, Goals/Objectives** – the existing vision and mission will be affirmed and/or redeveloped. Action strategies will be identified and will be outlined in a strategy matrix with priorities, timelines, measurement, and teams within the Town or external partners to focus on.

FISCAL IMPACT:

N/A

SUGGESTED MOTION:

I MOVE TO (approve/deny) the addition of three Study Sessions dated October 20 and December 15, 2020 and February 9, 2021 as presented.



Parks and Recreation Advisory Board

6.

Meeting Date: 09/15/2020

Submitted By: MaryAnne Tolmie, Parks and Recreation

SUBJECT:

DEPARTMENT REPORT

RECOMMENDATION:

N/A

EXECUTIVE SUMMARY:

N/A

BACKGROUND OR DETAILED INFORMATION:

N/A

FISCAL IMPACT:

N/A

SUGGESTED MOTION:

N/A
