

**MINUTES OF THE REGULAR MEETING
PARKS AND RECREATION ADVISORY BOARD
TOWN OF CHINO VALLEY**

**JANUARY 30, 2024
1:00 P.M.**

**CHINO VALLEY COMMUNITY CENTER
1615 NORTH ROAD 1 EAST, CHINO VALLEY, AZ**

Present: Chair Celia van der Molen; Vice-Chair Larry Holt; Board Member Jeffrey Crandell;
Board Member Susie Jarvis; Board Member Michael Pickett

Staff Community Services Director Cyndi Thomas; Senior Recreation/Events Coordinator

Present: Hailey Byrd (at 1:11 p.m.); Recreation/Events Coordinator Morgan Heiner (at 1:11 p.m.);
Facilities and Parks Manager Jason Olson; Deputy Town Clerk Sara Burchill

1) CALL TO ORDER

Chair van der Molen called the meeting to order at 1:00 p.m.

2) ROLL CALL

3) APPROVAL OF MINUTES

- a)** Consideration and possible action to accept the September 13, 2023, regular meeting minutes.

MOVED by Vice-Chair Larry Holt, seconded by Board Member Susie Jarvis to approve the September 13, 2023, regular meeting minutes.

AYE: Chair Celia van der Molen, Vice-Chair Larry Holt, Board Member Jeffrey Crandell, Board
Member Susie Jarvis, Board Member Michael Pickett

5 - 0 PASSED - Unanimously

- b)** Consideration and possible action to accept the September 27, 2023, study session minutes.

MOVED by Vice-Chair Larry Holt, seconded by Board Member Susie Jarvis to approve the September 27, 2023, study session minutes.

AYE: Chair Celia van der Molen, Vice-Chair Larry Holt, Board Member Jeffrey Crandell, Board Member Susie Jarvis, Board Member Michael Pickett

5 - 0 PASSED - Unanimously

4) STAFF REPORTS

a) Community Services Director

Cyndi Thomas, Community Services Director, presented the following:

- Staff was working on getting yearly activities together.
 - Board members were provided a schedule of upcoming events and partnerships. Most were classes put on by other groups.
- Staff presented to Council last Tuesday to highlight events in 2023 and what was coming in 2024.
- Staff was working on a Community Services brochure to put in local store fronts/offices. There would be a brochure for Community Services as a whole along with separate brochures for each division. Staff hoped this would spread the word to local residents about community events.
- It was nearly budget time and staff would be needing the Board's suggestions of what to bring to Council. Staff had decided to focus on staffing rather than the operating side of the budget. Staff felt that they were making do with what they had. Staff would be looking at different communities and models to see what the Town could be doing with more staff.

b) Facilities & Parks Manager

- Staff was using their slow season to clean up the facilities yard and get rid of junk.
- Staff met with Little League which was just about a month away starting their busy time of year.
- Staff was about six weeks away from starting their spring agronomic program which would include top dressing, fertilizing, aerating, and mowing.
- The fence at the aquatic center was finished.
- A new gate at Memory Park was built.
- Facilities was also starting to work on getting their budget ready.

c) Recreation Coordinator

Hailey Byrd, Senior Recreation and Events Coordinator, presented the following:

- Staff was busy planning events for the year.
- Thursday was the Town's first children's art class which was well attended.
- The next art class would be held on February 8th.

Morgan Heiner, Recreation and Events Coordinator, presented the following:

- Staff had secured a new life guard instructor.
- Applications for the swim season would be put out soon.
- There were lots of changes coming to the Aquatic Center including a new schedule with more hours, Saturday swim lessons, and "Fun Nights" which would be themed nights or movie nights held on Saturdays.

5) CALL TO THE PUBLIC

Call to the Public is an opportunity for the public to address the Board concerning a subject that is not on the agenda. Public comment is encouraged. Individuals are limited to speak for three (3) minutes. The total time for Call to the Public may be up to 15 minutes per meeting. Board action taken as a result of public comment will be limited to directing staff to study the matter, scheduling the matter for further consideration and decision at a later date, or responding to criticism.

6) OLD BUSINESS

- a) Consideration and possible discussion regarding the results of the Community Survey.

Cyndi Thomas, Community Services Director, presented the following:

- The survey was available for approximately six weeks, with the first two weeks being a soft posting. Staff felt they received some decent responses.
- Staff mentioned a discrepancy in the results of the survey where one item received 189 responses, but others received over 1,000 responses. Staff was unclear if it was a glitch in the program or if people were able to skip questions.
- An overwhelming majority of respondents were in Chino Valley followed by Yavapai County in the 86323 zip code.
- 56% of respondents were retired.
 - The Board and staff discussed what exactly that could mean when the majority of respondents chose the age group of 41-64 years of age. Discussion ensued about breaking out the age group more to get a more accurate picture.
- Facebook, friends, and word of mouth was the main way people found out about events.
- Respondents found adventure and outdoor activities to be most valuable, but the Board and staff were unclear on what that actually entailed.
- Respondents reported being unaware of facilities and programs and that activities were offered at inconvenient times.
- A multi-use complex/sports courts and facilities was found to be the most needed type of recreation space.
- Respondents felt adults and families needed more recreation opportunities.
- Most respondents stated that they had not registered for any classes or programs. The Board and staff wondered if that was because they chose not to or because the public didn't know where to go to do so.
- Territorial Days was the most attended event.

The Board and staff discussed the following:

- The Board felt the survey was a good starting point, but they needed to redefine some of the questions.
 - Some felt the age category 41-64 should be reduced to 40-60 as the Town had a high population of retirees which may have skewed those results.
 - One Board Member suggested an option to type in the respondent's age.
 - Staff would look at what other municipalities had done to get an accurate picture of age ranges.
- The Board discussed the fact that people don't know where things are and discussed various options that might be helpful, including wayfinding signs, billboard signs, and maps and QR codes on the new brochures.
- The Board also wanted to rewrite some of the questions so that they were more direct.
- The Board suggested different surveys for different demographics, like one for seniors and one for families.
- Discussion ensued about how to proceed with further surveys.
 - 91% of respondents indicated "other" on Question 6 of the survey. The Board felt they needed to determine what "other" was.
 - One board member suggested going to Prescott and Prescott Valley asking what programs they had for seniors and other groups, list the top three, and put out another survey asking which was most important?
 - Staff suggested sending out a new survey focusing on and being more specific with Question 6.
 - The Board and staff discussed changing the verbiage of Question 6 as it did not necessarily say that respondents wanted the activities, or that the Town offered them. Staff suggested "What programs and services would you participate in?"
 - The Board and staff went through the categories one by one to narrow down the various possible activities.
 - Adventure/Outdoor Activities: Offroad, bicycle, bird watching, riparian, archery, shooting, trails, dog parks, equestrian, trails, etc.
 - Aquatics: Swim lessons, lap swim, etc.
 - Leagues: softball, tennis, basketball, volleyball, roller hockey, three-par golf, etc. With additional options to identify adult or youth.
 - Arts and Cultural Programming: arts and crafts fair, farmers market, art shows, etc.
 - Neighborhood Parks and Playgrounds: could be left as is.
 - Community Gardens/Gardening: could be left as is.
 - Staff suggested removing Community-Wide Events because they would continue doing them regardless.
 - Open Space would also be removed.
 - Staff would prepare the new survey and present it at the next meeting.

7) **NEW BUSINESS**

- a) Consideration and possible discussion of next steps as a result of the Community Survey.

Cyndi Thomas, Community Services Director, presented the following:

- Staff needed to move forward with budget items. A consultant was working on putting together some conceptual plans with scopes and designs for different activities within the Town. Staff was anticipating putting together a complete Parks & Recreation Master Plan looking at Community Center Park, Appaloosa Meadows, and Center Street Park.
 - The Town had money to design and develop the pickleball courts, but felt that having a big plan with phases would be easier to sell to administration.

The Board and staff discussed how to present things to Council and what Council would want to see.

- One member felt that they should present at least a 5-year plan.
 - Staff stated that they were looking at plans for pickleball courts, the dog park, and utilizing Appaloosa Meadows. Staff anticipated three to five phases to get all that done, and then move on to an Old Home Manor Master Plan. All together, staff estimated that it could end up being a 10-year plan.

8) FUTURE AGENDA SUGGESTIONS

- The Board indicated that they wanted to further discuss advertising such as wayfinding signs, marquees, and outside advertisement sources such as “BringFido.”
- Board members also mentioned that the website was difficult to navigate and they often couldn’t find anything about certain things like the dog park and the 9/11 memorial and that should be discussed.

9) ADJOURNMENT

MOVED by Vice-Chair Larry Holt, seconded by Board Member Jeffrey Crandell to adjourn the meeting at 2:19 p.m.

AYE: Chair Celia van der Molen, Vice-Chair Larry Holt, Board Member Jeffrey Crandell, Board Member Susie Jarvis, Board Member Michael Pickett

5 - 0 PASSED - Unanimously

Submitted: February 7, 2024.

By: *Sara Burchill, Deputy Town Clerk*

Approved: April 22, 2025.