

PARKS AND RECREATION ADVISORY BOARD MEETING
May 12, 2011
Wellington E. Webb Building

Attendees:

James T. Allen (JT)
Mary Ewing
Scott Gilmore
Ellie Gray Horn
Florence Navarro
Richard Ott
Keith Pryor
Ryan Ross
Paul Ryan
Bernie Sharp
Darrell Watson

Absent:

Jay April - excused
Paul Burton - excused
Noel Copeland – excused
Edward Done - excused
Glenn Fee - excused
Michelle Fenton – excused
Derek Sandos - excused

Denver Parks and Recreation Staff in attendance:

Chantal Unfug
Dody Erickson
Fred Weiss
Arthur Gilkison

Introduction and Welcome – Darrell Watson

Darrell Watson called the DPRAB meeting to order.

The March and April minutes of the DPRAB were approved.

Public Comment

David Gorms from North City Park Civic Association (NCPCA) spoke against the renaming of Northeast Denver Community Park. The NCPCA RNO was unaware of the actions of Shorter AME to rename the park. The NCPCA is opposing the renaming of the park but is open to a dialogue. Mr. Gorms provided a letter from the NCPCA dated January 19, 2005 stating that their position was that this park not be named for anyone living or dead.

Darrell stated that to name or rename a park that you need the approval from the neighborhood RNO's and the sitting city council representative.

Chantal stated that the applicant (Shorter AME) is going back to reach out to RNO's and return to the DPRAB when the new city council person (district 8) is seated.

Mary wanted to know if the proper process was followed. Chantal stated the process was followed correctly. The community RNO's were officially notified and the city council office representing this district was supportive of the process. There does need to be some clarity to the naming policy which could include amendments to the existing policy. Ellie will work on a draft amendment to the policy.

Darrell did clarify that District 8 Councilwoman Carla Madison did send a letter to the board that said she did not support the renaming of the park until the RNO's were in support.

Managers Report – Chantal Unfug, Manger DPR

Chantal has accepted a position a job on the Western slope in Mesa County as a county administrator. She publicly thanked the DPRAB board for all their support. She will begin her new position on July 20, 2011.

DPRAB Member Recognition – Ellie Gray Horn

The Executive Committee of the DPRAB recognized the time and effort put forth from citizen volunteers that serve on the DPRAB. Recognized this month was:
Dick Ott, Bernie Sharp, Ryan Ross

Public hearing for Alcohol Policy Amendments

No community members spoke at the public hearing.

Fred Weiss provided an overview of the proposed changes to the alcohol policy.

Denver Parks and Recreation Proposed Revisions to the Alcohol Policy

Rev.03.03.11

Adding Stapleton Central Park Pavilion to the Event Facility list

When the current Alcohol Policy was adopted on June 01, 2008, the Department's plan was to have a Concessionaire operate the Stapleton Central Park Pavilion. The Concession Agreement would have allowed the Concessionaire to obtain a liquor license which was fully supported by the Stapleton United Neighborhoods organization. The Department issued two Requests for Proposals but did not receive any proposals. As a result, the Department decided to incorporate the facility into its Event Facility division which includes the Chief Hosa Lodge, the Montclair Civic Building, the Washington Park Boathouse, and the City Park Pavilion. Since the Alcohol Policy specifically lists each Event Facility, we must add the Stapleton Central Park Pavilion to the list if alcohol service is to be allowed. As a result, the proposed change is to add the Stapleton Central Park Pavilion to the Event Facility list contained in the Alcohol Policy. We have received letters of support for this change from both the Stapleton United Neighbors and Councilman Hancock.

Adding Aqua Golf to the Event Facility list

When the current Alcohol Policy was adopted on June 01, 2008, the Aqua Golf facility was under renovation and operational control was in the process of being transferred from a Concessionaire to the Department. Given these factors the nature of its operation was unknown. Since that time the Department has received numerous requests from outside parties to rent all or a portion of the facility with the ability to serve alcoholic beverages. As a result, the proposed change is to add Aqua Golf to the Event Facility list contained in the Alcohol Policy. Councilman Nevitt and the Golf Advisory Board have expressed their support for this change.

Manager's authority

The current Alcohol Policy states that "Sites may be added to the Special Occasion or Festival permit site lists by the Manager of Parks and Recreation only if a request is received from a City Council member or the public and only after an open community process (which includes but is not limited to the Parks and Recreation Advisory Board and registered neighborhood organizations) is performed to introduce the potential new site and solicit feedback." The proposed change to the Alcohol Policy is to add Event Facilities to the sites that can be added by the Manager with the same community process requirements stated above. This will eliminate the need to revise the actual policy should an additional Event Facility be brought into the portfolio.

Application Fee

The current Alcohol Policy states that there is a \$10 non-refundable application fee for Special Occasion, Festival, and race/walk permits. The proposed change to the Alcohol Policy is to remove the dollar amount of the fee from the policy. This will allow the department to adjust the fee as deemed appropriate without the need to revise the actual policy.

Paul Ryan wanted to know the definition of a site and the differences between an event facility and a site.

Paul Ryan motioned to recommend the adoption of the amendments to the alcohol policy. The motion seconded by Ryan Ross.

It was recommended to remove the \$10 application fee. This fee would be determined on a yearly basis. The motion and recommendation was accepted and passed.

Recreation Center Teiring Structure

DPR staff met with all city council members, recreation center task force, and the budget office to discuss the teiring structure. If approved by council fee structure will become effective September 1, 2011. For young adults there will be single day, 15 day, and 30 day passes. There will be family memberships available where the head of a household pays full price and additional members of the household pay 50% as long as they all have the same address. The annual pass is the best deal. Annual memberships will run for a 12 month period not calendar year.

The department is revising the scholarship application form. In the past the Department has been very generous with providing scholarships. Supervisors at individual recreation centers have been allowed to give up to a 50% discount to individuals upon request. As the Department moves forward individuals and family will need to prove they either receive Medicaid, TANF, or other types of financial assistance. This will bring this application more in line with Human Services application process. There will also be a Child Watch Program added to the family membership.

Youth that are involved in leagues will not be required to have a membership. The MY PLACE program will remain in place. This program provides schools that have a student population that consist of 75% free and reduced lunch (FRL), free memberships for the entire student body at that school.

There will be no reduction of hours at any of the recreation centers.

Ellie wanted to know why we provide senior citizens a discount? Dody stated that the department supports the involvement of youth and seniors in DPR activities. All neighboring communities provide seniors a discount.

DPR Staff has set up for public meeting in May to roll out the tiered fee structure proposal. These meetings will be held at Schliter, Central, Barnum, and Cook. Keith stated that he had not heard about these meetings and that the Department needs to get the word out to the public about these meetings.

Florence questioned do we as a board want to wait and hear what the public has to say before we proceed? Do we delay this evenings vote on the proposal till after the public meetings are held? Bernie wanted to move forward and vote tonight. Dick Ott also wants to move the proposal forward. Ellie supported moving forward.

Florence reiterated that Denver citizens are very passionate about their parks and recreation centers and would like to postpone this vote till after the public input.

Darrell stated that is seemed as if the cost recovery of this proposal at 25%, and the initial estimate came in at 30%. This proposal will be presented to City Council on June 8th.

Bernie Sharp made a motion to move forward and vote on the proposal as presented to the board tonight. Keith Pryor seconded.

The tiered fee structure proposal was voted on with James T. Allen (JT), Scott Gilmore, Ellie Gray Horn, Richard Ott, Keith Pryor, Ryan Ross, Paul Ryan, Bernie Sharp, and Darrell Watson supporting the proposal and Mary Ewing, Florence Navarro opposed.

There was an additional amendment to the teiring fee structure to allow Personal Training/Fitness Assessment to take place in City recreation centers. A fee would be charged for these services. This proposal will be reviewed by City council at the same time they review the fee teiring structure.

Paul mad a motion to accept the amendment to allow personal trainers. Ryan seconded. The amendment was voted on with James T. Allen (JT), Mary Ewing, Scott Gilmore, Ellie Gray Horn, Richard Ott, Keith Pryor, Ryan Ross, Paul Ryan, Bernie Sharp, and Darrell Watson supporting the amendment and, Florence Navarro opposed.

Budget White Paper

The White Paper presented is very similar to what was adopted last year and what was presented in March 2011. Mary had a question to how much impact does this paper have? It becomes part of the road map for the Department. It is included as part of the budget proposal for DPR. The paper helps guide the DPRAB during the year and assist in helping the board make decisions.

There was a suggestion to remove bullet three which reads:

- Increase permitting fees and specifically youth athletic fees which are significantly below the comparables.

The explanation for the thought to increase fees is that DPR charges \$5 hour for youth athletic fees for the use of ball fields. The cost is so cheap that organizations are blanket permitting as not to allow other competitors to practice. This low cost also is creating over usage of some fields. This bullet will be changed to read:

- explore changes to permitting fees and specifically youth athletic fees which are significantly below the comparables.

Bernie Sharp made a motion to accept the DPRAB position paper (White Paper) dealing with DPR Annual Budget. The motion was seconded by _____. Keith forwarded a friendly amendment to add parks to statement D.

Florence stated her objection to statement D which recommends the Department to implement the tiered fee structure. Florence would like the May community meetings to be held first where the tiered fee structure will be explained to the general public before we (DPRAB) adopt a statement of support.

A vote was taken on Bernie motion to accept the Budget White Paper with minor changes. James T. Allen (JT), Mary Ewing, Scott Gilmore, Ellie Gray Horn, Richard Ott, Keith Pryor, Ryan Ross, Paul Ryan, Bernie Sharp, and Darrell Watson supporting the recommendations and Florence Navarro opposed.

Included is the final recommendation for the Fiscal Year 2012 Annual Budget for DPR:

***City and County of Denver
Advisory Board of Parks and Recreation
Fiscal Year 2012
Review and Comment of the Proposed
Annual Budget for the Department of
Parks and Recreation***

(White Paper)

1. Fees

- a. The Parks and Recreation Advisory Board (PRAB) recommends that the department's fees (recreation, permitting and golf) be adjusted to be more closely aligned with the fees charged by other municipalities and, in some cases, the private sector, providing comparable services. This, in fact, still sustains Denver's comparable value to neighboring municipalities and private vendors. To implement this recommendation, PRAB urges the department to provide a plan to:
 - establish fees for private fitness training & assessment
 - establish fees for private swimming lessons
 - explore changes to permitting fees and specifically youth athletic fees which are significantly below the comparables.
 - establish fees for the use of dog parks
 - increase certain event facility fees
- b. The PRAB recommends the monitoring of the admission based events to assess their performance and decide how to proceed to the next fiscal year.
- c. Recovery Target For 2012, PRAB also recommends a minimum cost recovery target of 25% for general fund activities and a pricing structure for golf that generates sufficient revenues to satisfy its capital improvement needs.
- d. Recognizing that certain parks and recreation centers are over activated and that all parks, recreation facilities and golf courses are not the same, PRAB recommends the tiered fee structure presented to the Board that reflects the quality and amenities of each facility. This better reflects price to value and help influence re-activating lesser used parks and recreation centers by incenting users to those locations.
- e. PRAB recommends continued work with all relevant departments and possible funding sources to maximize Parks and Recreation capital improvement dollars and find savings and partnerships to the best of the department's abilities.

2. Fundraising

PRAB recommends that the Department place an emphasis on seeking innovative ways to generate outside funding in 2012. The department should put a greater emphasis on developing partnerships with major Denver employers and significantly increase grant applications. The department should also revise its sponsorship policy to allow for greater sponsor recognition.

3. Capital Improvements

PRAB recommends that 2012 Capital Improvement Program be focused on projects that increase efficiencies to save money.

4. Dedicated funding source

PRAB recommends that the Department review and document the reasoning and rationale for the discontinuation of the dedicated funding source for the Department. This will provide the Department and the PRAB with historical context to work towards the possibility of implementing a dedicated Parks and Recreation land use fee. Staff will provide a preliminary update at the October 2011 PRAB Meeting.

5. Recreation Task Force

PRAB recommends that implementation of the Recreation Task Force recommendations be accelerated in 2012.

6. New Properties

PRAB recommends the Department continue to seek out properties that can enhance its programs

7. Equity

PRAB recommends decisions made to reduce costs and increase revenue consider equity across the city, balancing the impact on the various communities it serves.

8. Sustainability

PRAB recommends decisions made to reduce cost and increase revenue consider both the environmental and economic sustainability of the entire system.

9. Review

PRAB request the Parks and Recreation staff provide update reports for PRAB feedback at least twice a year. These reports should be provided in November to provide the PRAB with the Department's projected budget for the following year and in April to assist the DPRAB fulfill its obligation stated in the Bylaws "to review and comment on the proposed annual budget for the department". These reports will address the status and progress of the aforementioned recommendations.

Sustainability Committee Report – Keith Pryor

There were four main components to the presentation.

1. Water conservation Annual Report
2. The environmental Management System and Sustainability Accomplishments for 2010/2011
3. The FIM report with the Energy Efficiency and Conservation Block Grants
4. City wide Sustainability Funding

The Sustainability committee sent out electronic version of all reports. The committee was very impressed with the departments efforts and wide range of sustainable practices. A couple highlighted were the new Master control sensors on the sprinklers that can be managed from a remote location. The department wants to have the entire system converted to these to better manage water consumption as it is 8-9% of the Parks budget. Another is the federal stimulus money and block grants that the city has received. The city expects to save \$87,000 annually as projects are implemented from these programs.

The audits and the FIM report allows the department to document the scope of work needed to be done for sustainable projects and they have prioritized projects and have started to fund those with the quickest recovery cost. The committee hopes to have a presentation from Christian Willis on the FIM report with updates on implementation in the next 6 months.

Meeting Adjourned

Next Meeting:

When: June 9, 2011

Time: 5:30pm – 7:30pm

Where: Wellington Webb Building
201 West Colfax
Conference Room 4G2

Enter: Security Entrance on Court Street and 15th Street