

Springdale Parks and Recreation Commission
Minutes from Tuesday, January 8, 2008

Mayor Doyle Webster called the regular meeting of the Springdale Parks and Recreation Commission for Tuesday, January 8, 2008 to order at 7:00pm. Members present were Gene Burt, Carmen Daniels, Holly Emerson, K.T. Russell and Joe Ramirez. Also present was Parks and Recreation Director Greg Karle.

Minutes from the December 2007 meeting were approved.

Items of **Old Business** discussed were:

- Mr. Karle reported that youth basketball had reached approximately the halfway point of the season. The teams are doing very well, 3 of 9 boy's teams are either tied or in 1st place, the girls are doing even better with all four teams either tied or in 1st place.

Teen volleyball will begin January 13th and the youth teams will start play the following week. Women's volleyball starts January 9th.

Spring sports registration is underway. The department has begun a much more aggressive marketing campaign in hopes of increasing youth sports participation. Mr. Karle went into detail explaining the various methods and ideas the staff has to market youth sports. Mayor Webster noted that with the opening of Heritage Hill School, Springdale now has the two largest elementary schools in the district. Though not all the children are residents or eligible to participate, there should still be some significant numbers of youth out there. Mr. Karle stated that much of the focus will be to partner with the schools in promoting programs for youth.

- January will be a very busy month for adults and seniors at the Community Center. There will be a free eye screening January 15th provided by the Tri-State Centers for Sight.

Badminton is being offered as a new activity. Everyone is invited to the demonstration days on January 15th and 17th, 10:30am – 12noon.

Representatives from AAA Royal Travel and Joy Tour and Travel will be here to discuss the upcoming trips planned this year.

Scrapbooking Power Hours will be offered as a new program for adults. Marketing has focused on adults with flyers going to youth basketball team parents and child care will be available during the class. It is hoped that the program generates enough interest to offer it quarterly.

Computer classes are offered again this year. There is an introductory class offered in January followed by a class on the internet.

A Night on the Red Carpet, February 9th will be a fashion show organized by our own senior citizens. They will present a show reminiscent of the Academy Awards shows.

Beginning in March there will be some changes evident in the Scoop newsletter. We will be attempting to broaden the appeal to baby boomers. Included will be special events programming that appeals to adults. There will be more programming that takes place in the evening and will in some cases have child care available. Mr. Karle detailed some of the concepts the staff had been visioning.

- Mr. Karle noted that the person selected to fill the vacant Parks Maintenance position had successfully completed their background check and has been scheduled for a physical this week. If all works out well the applicant should be on staff by the end of the month.
- The boundary fence and backstop project is progressing. The Community Center boundary fence should be completed by the end of the week. The remainder of the project should be substantially complete by the end of January weather permitting.
- Mr. Karle noted that in December the Parks Maintenance staff dusted the rafters, lights and duct work in the main gyms. A lift was rented to complete this project safely and efficiently. Mr. Burt stated that the crew had done a nice job and appearance is greatly improved.

Items of **New Business** were:

- Mr. Karle reviewed the 2008 Capital Budget for the Parks and Recreation Department and provided a brief explanation of each project. When discussing the pass management component of Rec Trac it was noted that because the new system would provide the ability to have a rolling memberships, it was determine that the late fee that had been traditionally charged to memberships acquired after February 28th would no longer be necessary. Mr. Karle said he would enact that policy immediately since the new module was slated to be implemented in the summer of 2008.
- Mr. Karle explained to the Recreation Commission the department's goal to more aggressively market all of the programs and activities. Some of this effort will be immediately evident in the spring sports programs for children and adults. Staff is also planning to change the format of the program guide from a bi-annual to quarterly publication to provide residents with more timely and relevant information. A departmental tag line/motto has been developed "Creating Community through People, Parks and Programs". The goal is to look at each program or activity as a marketing opportunity and develop an appropriate plan to optimize that program's potential for success.
- The following dates of interest were noted:
 - a) Spring Sports Registration - began January 2nd
 - b) Wildlife Program "Insects Among Us"- January 16th
 - c) Teen Night, January 18th

- d) 3rd Grade Health and Safety Fair – April 3rd
 - e) Safe Boating Class – April 12th with US Coast Guard and Springdale Police Department.
 - f) Springdale Day at the Reds Game – April 19th
- Mr. Karle asked the Recreation Commission for assistance in developing a written policy for after hour events in the Auxiliary Gym. It was noted that through the years the type of activity that could be hosted had become much more broad than was once the case. Following a brief overview and discussion, Mayor Webster requested that Mr. Karle provide details on the current policy, an outline of policies from other like facilities and a suggested policy for Springdale to be sent to the members of the Commission prior to the next meeting so they may have adequate time to determine the appropriate policy for Springdale.