



Minutes Double Butte Cemetery Advisory Committee March 18, 2009

Minutes of the Double Butte Cemetery Advisory Committee meeting held on March 18, 2009, 4:00 p.m., Tempe Public Library – Conference Room, 2nd Floor, 3500 S. Rural Rd.

Members Present:

Jim Mack, Chair
Fr. John Bonavitacola
Brad Olsen
Katherine Schmidt
Patty Tolson-Gonzalez
Mary Turner
Eduarda Yates

Members Absent:

Sandi Hutson, Vice-Chair (Excused)
Carol McKnight

City Staff Present:

Shawn Wagner, Recreation Supervisor - Parks & Recreation
Cynthia Yanez, Executive Assistant - Parks & Recreation
Jerry Santee, Parks Supervisor – Parks & Recreation
Denise Rentschler, Community Outreach and Marketing Coordinator – Parks & Recreation

Meeting convened at 4:05.

Jim Mack called the meeting to order.

Agenda Item 1 – Consideration of Meeting Minutes

The minutes of the January 21, 2009 meeting were accepted.

Agenda Item 2 – Public Appearances

None.

Agenda Item 3 – Maintenance Updates

Jerry Santee, Parks Supervisor, reported on on-going cemetery maintenance.

1. The deadwood has been trimmed out of the pine trees.

2. Pre-emergent will be applied to the desert areas.
3. Community service workers continue work in the cemetery on the weekends.

General Discussion by the Committee:

- Flood Irrigation along the west end was suspended during the construction of the wall along the west perimeter.
- Maintenance of each section is done on a rotation basis.

Agenda Item 4 – Sales Update

Shawn Wagner, Recreation Supervisor, discussed current sales information.

1. Sales information dating back to January 2008 was provided to the Committee.
2. Staff is waiting for approval to offer an installment plan for the purchase of grave spaces.

General Discussion by the Committee:

- The sale of the new cemetery spaces has not met the numbers that were projected.
- Prior to the expansion, Carr-Tenney Mortuary had expressed an interest in purchasing some of the new plots for re-sale purposes.

Agenda Item 5 – Community Outreach Update

Denise Rentschler, Community and Outreach Coordinator, shared plans for a future ad campaign.

1. The goal of the ad campaign is to increase awareness and sales for the cemetery.
2. The campaign will begin after approval is received to go forward with purchase installment plan.
3. A 4-week test campaign will target the east valley.
4. The campaign will include print ads, press releases, direct mailings and an on-line component.
5. The same information will be provided to local mortuaries.

Agenda Item 6 – West Property Wall Update

Shawn Wagner, Recreation Supervisor, provided information and pictures of the west end wall.

1. The City's portion of the west end wall has been completed.
2. The wall will be painted to match the portion erected along the T-Mobile site.

General Discussion by the Committee:

- The wall has to be allowed to "cure" for approximately a month before it can be painted.

Agenda Item 7 – Work Day – April 4th 8am

Shawn Wagner, Recreation Supervisor, reminded the committee to bring gloves hats and sunscreen for the upcoming work day.

Agenda Item 8 – Future Agenda Items

1. Update on the status of the art project.

Agenda Item 9 – Chair/Board Member Comments

Shawn welcomed new member, Mary Turner.

Eduarda Yates provided information on an upcoming event at the Petersen House Museum on March 21, 2009.

Meeting adjourned at 4:55 p.m.

Prepared by: Cynthia Yanez, Executive Assistant, (480) 350-5240

Reviewed by: Shawn Wagner, Recreation Supervisor, (480) 350-5299