

**MEETING OF THE PAPAGO PARK EXECUTIVE COMMITTEE
DRAFT MINUTES
Thursday, June 17, 2010**

Arizona Historical Society Museum
1300 N. College Ave.
Tempe, AZ 85281

Executive Committee Members present:

Salt River Pima-Maricopa Indian Community Council member Ricardo Leonard
City of Tempe Mayor Hugh Hallman
City of Tempe Councilmember Mark Mitchell
City of Phoenix Parks & Recreation Board Chair Charlie Bowie
City of Phoenix Past Parks & Recreation Board member Jim Holway
City of Scottsdale Councilmember Bob Littlefield
City of Scottsdale Parks Commissioner Bob Frost

Executive Committee Members absent:

City of Tempe Parks Board Chair Frank Granillo
City of Phoenix Councilmember Sal DiCiccio
City of Scottsdale Councilmember Tony Nelson

Others Present:

Michael Goodman
Patty Badenech
Sharon Doyle
Elizabeth Nelsen
Kathi Reichert
Mike Crusa
Shawn Wagner
Vivian Saunders
Marsha Miller
Sara Dial

Mike Pepera
Denise Stefanisin
Jeff Williamson
Jim Burke
Bill Murphy
John Deal
Jared Wilson
Jeff Kratzke
Leslie Stafford

Darlene Getersen
Jason Harrington
Carol Derryberry
Tim Merritt
Phil Richards
John Driggs
Shane Anton
Randall Kopff
Seth Willey

1. Call to Order

Chairperson Hallman called the meeting to order at 3:35 pm

2. Papago Park Executive Committee Meeting Minutes of September 29, 2008

Committee Member Frost made a motion to accept the minutes of the May 21, 2009 meeting. Committee Member Leonard seconded the motion. Approved 6:0. Charlie Bowie abstained

3. Papago Park Regional Master Plan Presentation

Chairperson Hallman introduced Jeff Kratzke from Olsson Associates to provide the presentation of the Papago Park Regional Master Plan.

Mr. Kratzke complimented the Executive Committee on its ability to bring the four (4) primary partners (Salt River Pima-Maricopa Indian Community, city of Tempe, city of Phoenix, and city of Scottsdale) together through this unique planning process.

Papago Park Regional Master Plan Presentation

- Slide 1: Site context
 - View sheds, Buttes and Waterways
 - Ecological Conditions
 - Open Space
 - Facilities & Structures
 - Transportation Systems
 - Adjacent Zoning
- Slide 2: Historical Time Line
 - Hohokam inhabit the area – 450
 - Homesteading failure – 1890
 - Arizona national guard rifle range – 1909
 - Papago Saguaro National Monument – 1914 – 1930
 - Construction in the 1930s
 - Construction in the 1960s
 - Recent activities 2000s
- Slide 3: Past Master Plans
 - Recognized previous plans for the area
 - This plan's strategy was to take a holistic approach to unify the park
- Slide 4: Community Involvement
 - Workshops
 - Interviews
 - Website
 - Phone/email
 - Surveys
- Slide 5: Management Zones- recommended guidelines to take a progressive approach in managing the natural and cultural resources of the site
 - Protected Park – 23.8%
 - Riparian / Aquatic – 4.4%
 - Developed Non-Desert Park – 1%
 - Developed Desert Park – 10.6%
 - Enterprise – 52.3%
- Slide 6: Communication & Connectivity – recommended elements to the experience for all users by providing the tools needed to reinforce the park's regional presence
 - Identity
 - Kiosks
 - Wayfinding
 - Connectivity
- Slide 7: Great American Park – application of best practices from Great American Parks around the United States to uniquely fit the circumstances and setting of Papago Park
 - Vision
 - Great Park Experience
 - Value to the Community
 - Operational Standards

- Maintenance Standards
 - Development & Renovation Standards
- Slide 8: Strategic Planning Process
 - Assessments
 - Community Input
 - Benchmarking
 - Recommendations
 - Recommended strategies and action plans are organized into four (4) major areas of focus
 - Recommended signature programs
 - Core programs and services
 - Facility and asst management
 - Organization and operations management
- Slide 9: Financial
 - Funding options for the capital needs of the park
 - Revenue capture to support the operational needs of the park
- Slide 10: Regional Master Plan
 - Graphic representation of the recommendations of the master plan
 - Amenities
 - Management zones
 - Communication
 - Connectivity
- Slide 11: Recommendation 1
 - Improved Collaborative Management - operational entities can work together more closely to manage all of Papago Park in a more unified, strategic direction
- Slide 12: Recommendation 2 & 3
 - Link Existing Signature Amenities – some of the vital ingredients of a Great American Park exist in Papago Park, but these signature amenities are not recognized as part of the park
 - Cooperative Branding & Messaging – a o-branding campaign that features standard messages and a greater sense of importance of the park to the region
- Slide 13: Recommendations 4 & 5
 - Strengthen Sense of Place – detailed oriented projects to dramatically strengthen sense of place including arrival signage, kiosks and consistent design and operating standards
 - Upgrade Infrastructure – existing aged infrastructure detracts from the operating potential of amenities on site, or the visitor experience
- Slide 14: Recommendations 6 & 7
 - Progressive Management Techniques – establish best practices for the managing entities while preserving the integrity of the natural, cultural and historic resources of the site by establishing distinctive management zones, maintaining a collaborative management “roundtable”, developing and maintaining a unified website and marketing initiative for the park as a whole
 - Visitor Center – strategically located visitor center will provide the value-added aspects to the visitor experience, and the important messaging and interpretation of the natural and cultural significance of the park and the Sonoran Desert without unrealistic operational funding requirements

- Slide 15: Acknowledgement
 - The Project Team would like to thank the following people for their help and efforts during the development of this master plan
 - Executive Committee
 - Ad Hoc Committee
 - Working Staff Committee
 - Salt River Pima Maricopa Indian Community
 - City of Tempe
 - City of Phoenix
 - City of Scottsdale
 - Phoenix Parks & Recreation Board
 - Rio Salado Papago Park Ad Hoc Committee (Tempe)

Chairperson Hallman opened the floor to comments from the executive committee about the regional master plan

Committee Member Bowie stated that the consultants did a nice job and produced a great plan

Committee Member Frost stated that the City of Scottsdale is very involved and Papago Park is important to its citizens. He felt the Park signs were unified. He did feel that the archery range could have some potential problems and those concerns would need to be addressed at some point.

Committee Member Leonard felt the kiosks were a great addition to the Park and helped inform people when they were entering Papago Park. He thought it was a good plan.

Chairperson Hallman recognized the passing of Scottsdale Councilmember Nelssen, and thanked him for his work.

Chairperson Hallman also thanked Sharon Doyle for helping bring Tempe Residents together for public input through the Rio Salado Papago Park Ad Hoc Committee.

Chairperson Hallman also thanked Phil Richards former chair of the Phoenix Parks board for his leadership.

Chairperson Hallman recounted the opportunities for public involvement throughout this planning process – 6 executive committee meetings / 11 ad hoc committee meetings / 6 community workshops (410 total attendance) / Website (349 online surveys), Over 126,000 hits

Chairperson Hallman also spoke about other master plans and asked the question, "What Do We Do From Here?" He encouraged members to read the master plan in detail and hoped that the master plan would not just end up on a shelf like other plans in the past. He encouraged the other communities to formally adopt a resolution asking for its support of the Papago Park project. He stated that the business community does not want to commit millions of dollars if the Cities couldn't get along. He stated that they had proved they could and now they must move it forward. He thanked the Salt River Pima-Maricopa Indian Community for its investment into the project and stated that the other cities owe it to them to see this through.

4. Papago Park Regional Master Plan – Recommendation for Approval

Committee Member Frost made a motion to approve the Papago Park Regional Master Plan
Committee Member Leonard seconded the motion. Approved 7:0

5. Next Steps – Resolution for Collaboration

Committee Member Mitchell agreed to take the resolution to the Tempe Council for adoption

Committee Member Frost agreed to take the resolution to the Scottsdale Council for adoption

Committee Member Bowie agreed to take the resolution to the Parks Board and Council for adoption

Committee Member Leonard agreed to take the resolution to the SRP-MIC Council for adoption

6. Call to the Public

Committee Member Leonard stated he was honored to be a part of the process and recognized the Salt River Pima-Maricopa Indian Community for their commitment and effort

Former Phoenix Mayor John Driggs spoke about talking to Chair Person Hallman about his involvement in Papago Park. He stated that Papago Park was a treasure. He talked about the meeting of the Urban Land Initiative and stated that developers, architects, and other land developers all agreed Papago Park was a treasure.

Patty Badenech, a resident of Scottsdale, stated that she was concerned that signage could inundate the park and make it appear commercialized. Chair Person Hallman commented that no one would want to see that happen.

Jason Harrington asked if there was a plan for implementation of the plan.

Chairperson Hallman stated that by getting authority through the different representatives councils, they could engage with all staff to be able to implement the plan.

Committee Member Holway stated they may need to set up a separate organization with the specific purpose of managing the Park.

Committee Member Mitchell recognized Tempe's involvement in the Papago Salado Association and stated this plan will not sit on a shelf. He also stated that a proactive approach to implementing this plan should be taken and a first step is for the four (4) communities to continue to work cooperatively

Sharon Doyle, Tempe resident, spoke to the committee and stated to not overlook the value of volunteers and said there were residents of all cities who were eager to help out.

Chairperson Hallman highlighted some of the recent volunteer efforts in the area including the re-vegetation efforts

Sarah Dial congratulated Olsen and Associates for a good presentation and plan. She asked what the plan was to communicate it to the public. Chair Person Hallman stated they would be sending out many press releases and communicating in other ways to the general public

Phil Richards stated that a plan requires action otherwise it is an idea. It is important that when presenting this plan to the respective policy boards it should be done together because it demonstrates unity

Chairperson Hallman stated that the master plan has proposed some great ideas that should be executed. He asked for each community representative to present the resolution and the regional master plan to their respective policy boards by November 1, 2010.

7. Election of New Executive Committee Chair

Committee Member Frost made a motion to elect Committee Member DiCiccio as the next executive committee chair.

Committee Member Leonard seconded the motion. Approved 7:0

8. Future Agenda Items

Committee Member Holway suggested that Papago Park is a regional park, and that a balance approached between its regional and neighborhood context should be considered as investments are made in the area.

Chairperson Hallman cited the relocation efforts of the O'Connor House as an example of considering broad regional interests.

Chairperson Hallman also stated the identification of priorities and concepts for fundraising should be included as topics on the next agenda

9. Next Meeting / Meeting Schedule

The Executive Committee suggested that the next should be on or before November 1, 2010.

10. Adjournment

Committee Member Mitchell made a motion to adjourn the meeting.

Committee Member Holway seconded the motion. The meeting was adjourned at approximately 4:52 p.m.

Respectfully Submitted,

Shawn Wagner, City of Tempe