



Minutes City Council's Sports, Recreation, Arts & Cultural Development Committee April 30, 2009

Minutes of the meeting of the City Council's Sports, Recreation, Arts and Cultural Development Committee held on Thursday, April 30, 2009, 2:30 p.m., in the Pyle Adult Recreation Center Conference Room, 655 E. Southern, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Onnie Shekerjian

City Staff Present:

Kathy Berzins, Dep Comm Svcs Mgr
Tom Canasi, Comm Svcs Mgr
Travis Dray, Dep Mgr, Recreation
Kate Hanley, TCC
Shelley Hearn, Comm Rel Mgr
Connie Krosschell, City Clerk's Office
Jayson Matthews, TCC
Teri Metros, Dep Comm Svcs Mgr
Rachael Peterson, Admin Asst
Adrienne Richwine, Dep Comm Svcs Mgr
Mark Richwine, Parks & Rec Mgr
Nancy Ryan, Comm Dev/Rio Salado

Guests Present:

Nancy Black, TCVB
David Lucier

Councilmember Mitchell called the meeting to order at 2:35 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – Review of Minutes

The meeting minutes from March 4, 2009, were accepted.

Agenda Item 3 – Library / Museum Renovation Projects Updates

Tom Canasi summarized that staff would discuss the overall vision. The Museum, Library and the Vihel Center are all in need of renovation and Council, through a bond election, had the authority to generate revenues and capital projects for the Museum and Library. The project will address the physical plant issues, which separate the buildings, as well as how business is done and create a more integrated approach to cultural programming. That

synergy would create a more dynamic facility. Past Councils set forward a concept when this land was reserved for these types of citizen services and the last link in this chain will be to go before the voters in the next bond election to approve dollars for renovation of the Vihel Center.

Adrienne Richwine summarized the Museum renovation. The guaranteed maximum price budget was approved in March, so renovation has begun.

- Renovation Priorities
 - Integration of technology
 - Children's interactive experience
 - New Multi-Purpose Room / Community Room for meetings and classes
 - Exterior Entry enhancements will make the Museum more visible
 - Exhibit Hall renovation and enhancement
- Final Design
 - Site Plan – existing facility with the addition of the Community Room
 - Floor Plan - Exhibition Hall will be totally renovated, with minor enhancements to the photo archives, research library and reading room.
 - Interior Zones
 - Zone 1 - introduction to the Museum and the changing gallery. Interior of the Museum is flexible and changeable.
 - Zone 2 - "Surviving the Desert" – including Tempe through the years with photos and history, and "Greetings from Tempe" interactive postcard.
 - Zone 5 – "College Town" – including interactive educational stations.
 - Zone 6 – "Kids Place" – including antique toys and a refurbished antique truck for playing and touching.
 - Zone 3 – "Building Our Community" – including a Learning Lounge, a place to relax and learn.
 - Zone 4 – "Living Together" - including interactive tool to produce a person's photo based on a composite of their history.

Ms. Richwine added that construction is scheduled to be completed by the end of the year, with the opening following in February of 2010.

Mr. Canasi added that the overall concept for the Museum is to make it bright, cheerful, welcoming and interactive, focusing on children, families and technology.

Councilmember Shekerjian suggested that, with appropriate vision, the Community Room could be used for public receptions or weddings.

Teri Metros summarized the renovation of the Library. The current facility was designed as a book warehouse and has been inadequate for some time.

- Design Vision – create an extraordinary library that will delight and amaze patrons of all ages and interest.
- Service Vision
 - Create a user-centered model of customer service
 - Create a system that fosters a team-oriented service approach
 - Use technology to enhance service and improve efficiency
- Visions Made Real
 - Central service counters supplemented by roaming service staff
 - Expanded customer access to technology – computer usage is currently up 65%, currently have 83 public access computers, and will have over 130 computers.
 - Adult "Computer Commons" and teaching lab on the main floor

- Family Computing Center in the Youth Library
- Youth and Teen computer pods
- Furniture and electrical accommodations for laptop computers
- Plug-and-play audio-visual infrastructure
- Escape / Explore / Discover – theme in Youth Library
 - Youth Services will be doubled in size, expanded story-time room, colorful furnishings and design features, and interactive play and family reading spaces.
 - Teen Services will be expanded and comfortably furnished, flat panel display for gaming and programs, and a dedicated multipurpose study room.
- Design
 - New secondary entrance to open into the courtyard for access to the Museum and the Vihel Center.
 - Main Floor – “Friends Store” retail space (currently generates \$50K per year in revenue), Central Service desk, new book area that leads into the Café, realignment of the collections for more light, Computer Commons and lab, and a quiet reading room.
 - Lower Level – Current program room will be removed and expanded children’s library added, Family Computing space, Story-time Room, Teen space, and two public meeting rooms.
- Construction Schedule
 - Lower Level closed to public in mid-May
 - Lower Level under construction July through December 2009
 - Children’s Library open in January 2010
 - Main floor renovation to be completed in five phases, with anticipated completion in August 2010.

Councilmember Shekerjian commended staff and supported the design plans.

Councilmember Mitchell added that the Library is the most visited library in the County.

Agenda Item 4 – Veterans Memorial Update

David Lucier, President of Tempe Veterans Foundation, presented the proposed Veterans Memorial, which has been a long time coming.

- The memorial will be on the west side of Town Lake in Tempe Beach Park and will incorporate the Ash Avenue approach and bridge abutment.
- The memorial incorporates the element of transportation, history, renovation, and restoration, as well as a memorial to veterans.
- The main part of the memorial, “Veterans’ Parade”, is 525 feet in length along the Ash Avenue approach. It will include 80 steel panels (each 4’ x 8’) running the length of the approach representing veterans through the ages.
- The Overlook and Visitors’ Plaza is the renovation of the bridge abutment. It will include two staircases on each side.
- The third element, “Court of Service”, will be an area of memorial to all services. There have also been suggestions to include non-veteran, non-military recognition for those who served the country, i.e. Merchant Marines.
- Name has been changed to “Veterans’ Memorial in Tempe.”
- Construction will be in three phases.
 - Phase 1 - “Veterans’ Parade” as well as incorporation of landscaping and restoration of the abutment to create the Overlook.
 - Phase 2 – “Court of Service”
 - Phase 3 – Finalize the “Visitors’ Plaza”
- Kick-Off will be held at a family event on Memorial Day, May 25th, at 4:00 p.m.

- Timeframe for completion on 11/11/11.

DIRECTION: Staff was directed to keep the public relations staff updated.

Agenda Item 5 – BLM Land Use RFP Update

Nancy Ryan summarized that an RFP was issued for development and operations of an amateur sports facility west of Priest. There were two respondents, both with experience. Procurement is checking the technical requirements of the submittal and an evaluation team will meet next week. Staff will be evaluating what is being requested from the City for assistance and/or their expectations for the project and may do an actual financial analysis.

Agenda Item 6 – 2009 Angels Baseball Spring Training Recap

Travis Dray summarized that Spring Training was very successful.

- The Angels had their best record in the Cactus League.
- The attendance for 2009 was 104,000 (2008 was 113,000).
- Revenue to general fund was \$263K (2008 was \$276K).
- There are many recipients in Tempe who will receive grants from the Diablos as they eclipsed the \$500K mark again this year, with approximately \$502K this year compared to \$540K in 2008.

Mr. Dray added that the Angels are a wonderful partner. Next year, Spring Training will open with a new scoreboard.

Mark Richwine added that the biggest challenge this year was with the World Baseball event which pushed the season a week earlier. The later the season goes, the better the participation because spring breaks tend to occur later in March.

DIRECTION: Staff was asked to get the numbers from the TCVB.

Agenda Item 7 – City of Tempe affiliation with Caremark Prescription Drug Card Update

Kate Hanley stated that the cards were not received from NLC, and she asked that this item be continued to the next meeting.

Agenda Item 8 – Future Agenda Items

Future meeting dates will continue on Wednesdays.

Mr. Richwine stated that on May 13th there will be a potential conflict with President Obama's visit to Tempe. It is unknown at this point how that might impact this committee meeting. He suggested scheduling the meeting earlier in the day on May 13th, or considering meeting on May 11th or May 12th. He will coordinate with the Council Aides about other committee meeting conflicts.

There was interest in a future agenda item regarding potential grant options through the stimulus funding. Mr. Richwine suggested that staff could do a recap of what is being examined as a result of the efforts that have been made. It might be better to present to Council at an IRS. Councilmember Mitchell suggested including a look at opportunities for brownfield clean-up as well.

Councilmember Mitchell added that he was contacted by the Rio Salado Rowing Club regarding the storage of boats under the 202 overpass. Ms. Ryan explained that she had met with the Rowing Club telling them that ADOT had delivered a letter to the City asking the City to leave the premises by May 31st of this year. Staff has met with ADOT to defer that to December. Staff continues to work with ADOT to determine the issues. Contingency plans are being

formulated. Councilmember Mitchell suggested that if there is something that Council can do to help facilitate that with ADOT, staff should let him know.

Future agenda items:

- BLM RFP Update
- Caremark Update
- Experience Corp
- Lock Box Program

Meeting adjourned at 3:35 p.m.

Prepared by: Connie Krosschell

Reviewed by: Mark Richwine

Jan Hort
City Clerk