



Minutes City Council's Tourism & Recreation Committee May 14, 2008

Minutes of the City Council's Tourism and Recreation Committee held on Wednesday, May 14, 2008, 3:00 p.m., in the 3rd Floor Council Conference Room, Tempe City Hall, 31 E. 5th Street, Tempe, Arizona.

Committee Members Present:

Councilmember Mark Mitchell, Chair
Councilmember Ben Arredondo

City Staff Present:

Neil Calfee, Dep Comm Dev Mgr
Carlos de Leon, Dep Pub Wrks Mgr
Travis Dray, Dep Mgr, Recreation
Shelley Hearn, Comm Relations Mgr
Jan Hort, City Clerk
Tom Lopez, Facility Svcs Dir
Charlie Meyer, City Manager
Mark Richwine, Parks & Rec Mgr
Mari Yennie, Council Aide

Guests Present:

Brian Belkin, TCVB Sports Marketing Manager
Stephanie Nowack, President/CEO, TCVB
Virgil Renzouli, VP, ASU

Councilmember Mitchell called the meeting to order at 3:01 p.m.

Agenda Item 1 – Public Appearances

None.

Agenda Item 2 – ASU/City Facilities Usage for Events

Councilmember Mitchell stated that he wanted to keep this item on the Committee's Scope of Work, but he asked Virgil Renzouli to provide a breakdown of potential team uses, including recreational. Since the Committee will not meet in June or July, he suggested that he and Mr. Renzouli work on a list during that time.

Councilmember Arredondo stated that if ASU brings an 18-year-old to Tempe and shows him the field he might be playing on, then tells him there are also campuses in four or five other areas and shows him the west side, he's going to say he will come if they tell him he can play

over there. In the best interests of the City, we need to send a loud message to ASU and he suggested that Councilmember Mitchell lead that push as a representative of this committee.

Virgil Renzouli added that it helps to get the key people to the table. He suggested Don Boche or Mike Chismar from Athletics, Jim Ruud from Student Affairs, and Carol Campbell. A lot has happened in the last couple of months with cuts and we need to keep a focus on this. There are decisions to be made on Packard Stadium, for example.

Councilmember Arredondo added that something might be worked out with Diablo Stadium. It would help solidify a partnership.

Councilmember Mitchell stated that they will do that during the summer.

Agenda Item 3 – Parking and Transportation Plan for Downtown Events

Carlos de Leon summarized that in the past there has been a coordinated effort with the Special Events Task Force for transportation services required during events. The City provides free bus service on large events. There are some challenges, depending upon the event, regarding street access. Staff is looking for guidance.

Councilmember Arredondo suggested a possible extension of the Orbit. One of the concerns he hears is that it stops running at 10:30 p.m., and 12:30 a.m. has been suggested. The idea is to get people off the streets, so he had wanted to know whether the time could be extended and whether there is a cost to do so. He also asked what special events have designated parking lots for the shuttles to serve. He would suggest that Council have a discussion on this.

Councilmember Mitchell added that it also relates to the fall football schedule. The games sometimes don't get over in time to catch the last Orbit route.

Mr. de Leon added that Council approved implementation of four routes with a fifth route, Jupiter, being conditional for a six-month trial period. Staff was directed to come back to Council prior to the expiration of that trial period with a report to get re-authorization. Staff's – will present a full report on the Orbit system for Council at the June 5th Issue Review Session. The initial report was presented to the Transportation Commission yesterday and they recommended continuation of the Jupiter route. At the IRS, staff will also provide the information on the cost to extend the hours. Staff has also been getting comments from customers with a preference for extension of the hours.

Councilmember Arredondo stated that he understood it would cost about \$1M in contingency funds and he directed staff to be prepared with possible costs.

Mr. de Leon added that staff thought it was important to get re-authorization on the entire program first, and at the same time, staff would provide cost information for extension of the system.

Councilmember Arredondo asked staff to provide the list of events for which the City will provide the shuttle lots by July 1st.

Mr. de Leon added that in the past, a special event shuttle was run from the Library and it was tracked for a number of years. After four or five years, it proved not to be successful, so it was

discontinued. Since the Orbit system runs to the Library full time, staff would propose advertising that people could park at the Library and take the bus into downtown for free. They would increase the route service on Route 72 as well.

Councilmember Arredondo suggested that staff look at the meter parking on Saturdays. ASU doesn't have a choice when they have to move some games around and once a game is moved past 5 p.m., there are complaints that there isn't enough parking. The meters provide only 10 minutes for 25 cents. He understood the City was going to do something like free parking after noon on game days. Staff needs to bring some plan back to Council.

Mr. de Leon stated that he would work with the DTC. Council has agreed for the DTC to manage the downtown parking and he will come back with a plan for the football games.

Councilmember Arredondo further suggested that non-profits be able to handle the lots and meters on those Saturdays in order to reap that revenue. This will need to be handled prior to August.

Neil Calfee stated that he will provide a report prior to August.

Shelley Hearn stated that she met with the light rail planning committee for their kick-off celebration and has made a suggestion that the City partner with them to do some tailgate parties at the park-and-rides outside of Tempe. They are considering extending it to other parts of Phoenix to get people on the light rail for big events. This wouldn't be driven by the City but staff would want to incorporate it into some of the City's large events. Light rail hours will be extended from midnight to 2 a.m. for special events.

Agenda Item 4 – Super Bowl Host Committee Request

Shelley Hearn stated that the Super Bowl Host Committee is asking for a commitment to use the Art Center again in 2012 and staff has agreed to hold the date. There has been no commitment to any other services, however.

Agenda Item 5 – Hotel and Conference Facilities Update

Neil Calfee summarized that there is still interest by developers for hotels, but it is taking longer for financing. Staff is working on a development agreement with Paragon and it will go to Council in June. ASU is pursuing two sites for a conference facility on their property (SunCor and the old Children's Hospital).

Agenda Item 6 – Work Plan Update

Councilmember Mitchell noted the Work Plan is basically on-going and reveals what has been accomplished. If anyone has ideas or suggestions for items to be deleted, please give those to him, Councilmember Arredondo or Shelley Hearn so the work plan can be discussed at the August meeting.

Agenda Item 7 – Future Agenda and Meeting Schedule

- Field usage, needs and inventory (who has priority, definition of "club sport")

Councilmember Mitchell asked if there is a need for soccer fields vs. baseball fields. Is the sports complex built out?

Mark Richwine responded that the sports complex is built out. It is a constantly changing dynamic. The school districts are now charging for use of their facilities, so many organizations are not using the school facilities, but coming to the City.

Councilmember Arredondo asked for the cost of keeping the McClintock weight room open. This has paid dividends to the seniors, particularly, so he would like to keep it open.

Mark Richwine stated the cost for the school year program is approximately \$6900. During the summer, it is a fee-based system and is open to anyone, but it is less costly. The recommendation was to cut the senior program during the school year.

Meeting adjourned at 3:40 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn

Jan Hort
City Clerk