

**NOTICE OF PUBLIC MEETING
PARKS AND RECREATION BOARD
MEETING**

Pursuant to A.R.S. Section 38-431.02, notice is hereby given to the members of the **PARKS AND RECREATION BOARD**, and to the general public, that the **PARKS AND RECREATION BOARD** will hold a meeting open to the public on **Thursday, March 26, 2026, at 5:00 p.m.**

The Board may vote to convene an executive session on any item that is listed on this agenda for discussion or consultation with legal counsel to obtain legal advice in accordance with A.R.S. §38-431.03(A)(3).

OPTIONS TO ACCESS THIS MEETING

Watch meeting in-person at City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003

Call-in to listen to the live meeting. Dial 602-666-0783. Enter the meeting access code **2334 114 9248** then enter the Webinar password **PksMtg!** when prompted (7576841 from phones).

Observe: [Parks and Recreation Board Meeting Link- March 26, 2026](#)

REQUEST TO SPEAK

Each agenda item requires a separate sign-up form. If you wish to speak on multiple items, please submit a form for each one. Thank you for your understanding.

In-Person Requests to speak at a meeting:

Register in person at the front desk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003.

Individuals may arrive up to 1 hour prior to the start of the meeting to submit an in-person request to speak. Requests to speak on individual items will not be accepted after the meeting has been called to order.

Virtual Requests to speak at a meeting:

This process is exclusively for virtual speakers and does not apply to in-person attendees requesting to speak.

To speak virtually via Webex, please use this link:

[March 26, 2026- Virtual Request to Speak Link for Parks Board Meeting](#)

- Virtual speakers must register by: **March 25, 2026**

If you have any issues with the form or if you wish to submit a comment to the board, contact **Luzivette Broderick** at: luzivette.broderick@phoenix.gov

A complete packet of meeting materials will be posted 48 hours prior to the meeting at <https://www.phoenix.gov/parks>

The agenda for the meeting is as follows:

1.	CALL TO ORDER	Tony Moya, Chair
2.	INFORMATION ONLY: Information items will be provided to the Board in writing and are not intended for formal presentation unless otherwise requested by a Board member or required for future policy consideration.	
	a. American Indian Veteran's Memorial Update	Tony Salinas
3.	CONSENT ITEM(S): Consent items will be provided to the Board in writing and are not intended for formal presentation. Consent items may be voted on collectively, unless a Board member requests that any item be voted on separately. The chairperson may direct staff to formally present any consent item. These items are for possible action.	
	a. Parks Board Minutes – February 26, 2026	Cynthia Peiz
	b. Request Authorization to Issue Papago Archery Range Request for Proposals	Theresa Faull
	c. Request to Vend at City Parks	Tony Salinas
4.	INFORMATION AND DISCUSSION ITEMS(S): Information and discussion items will be presented verbally to the Parks Board and are for discussion only. No action will take place on these items at this meeting.	
	a. Phoenix Water Supply	Maxwell Wilson
	b. 2026 Parks and Recreation PHXPlays Summer Camps	Danielle Poveromo
5.	DISCUSSION AND POSSIBLE ACTION: Discussion and Possible Action items are for information, discussion, and possible action.	
	a. Park and Facility Renaming Request	Tannia Ruiz
6.	CALL TO THE PUBLIC: Citizens are provided time to make statements to the Board. <i>(Those desiring to make a statement should have informed staff in advance of the meeting by following the instructions on this notice.)</i> We welcome citizen input; however, items brought to the Board's attention cannot be discussed unless they are listed as an agenda item. Action taken as a result of public comment will be limited to requesting staff to study the matter or rescheduling the matter for further consideration and/or decision at a later date.	
7.	BOARD CHAIRPERSON'S REPORT – The Chairperson will verbally present comments or requests to the Board without Board discussion.	Tony Moya, Chair
8.	BOARD COMMENTS/REQUESTS – The Chairperson will entertain Board member comments or requests without Board discussion.	Tony Moya, Chair
9.	DIRECTOR'S BRIEFING – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion.	Martin Whitfield, Interim Director
10.	ADJOURNMENT	Tony Moya, Chair

For further information or to request reasonable accommodation, please contact:
Luzivette Broderick at: luzivette.broderick@phoenix.gov or 602-495-5215 or
 TTY: 7-1-1. March 20, 2026.



To: Parks and Recreation Board

Date: March 26, 2026

From: Martin Whitfield, Interim Director

Subject: American Indian Veteran's Memorial at Steele Indian School Park

This report provides information about the American Indian Veteran's Memorial at Steele Indian School Park.

BACKGROUND

The American Indian Veterans Memorial Organization, established on September 4, 1996, has long sought to create a memorial at Steele Indian School Park to honor American Indian veterans and provide a meaningful gathering place for families and survivors. In 1998, the organization was granted a site within the park, and on January 31, 2003, the Parks and Recreation Board entered into a four-year Memorandum of Understanding (MOU) with AIVMO outlining the development and operation of the memorial. The agreement authorized AIVMO to construct the memorial, including a storyboard feature, and anticipated public access during regular park hours as well as commemorative events on key holidays. The project was structured into five development phases, with AIVMO responsible for all capital costs and the City responsible only for routine site maintenance. Due to leadership transitions within the organization, the project did not advance during the term of the original agreement.

In December 2017, AIVMO renewed its commitment to the project. The organization reaffirmed that it would be solely responsible for funding the memorial, which is now estimated at approximately \$600,000. This renewed engagement reestablished coordination with Parks and Recreation staff and led to the Board's approval of a new MOU in 2018 under the same parameters as the original agreement.

DISCUSSION

The AIVMO recently reaffirmed its commitment to the project, which is proposed for the west end of the park's pond. (**Attachment A**). Current efforts are focused on advancing from conceptual designs to formal construction documents, completing the permitting process, and finalizing a revised MOU that reflects current regulatory, operational, and maintenance requirements. City staff are working closely with the organization to refine site plans, coordinate donor elements, and streamline technical review steps to support a timely transition to construction. This partnership ensures the memorial will meet all municipal standards while fulfilling the long-standing vision to honor American Indian veterans at Steele Indian School Park.

Staff are currently working with the organization to draft a new MOU and will return to the Board for approval once the document is complete.

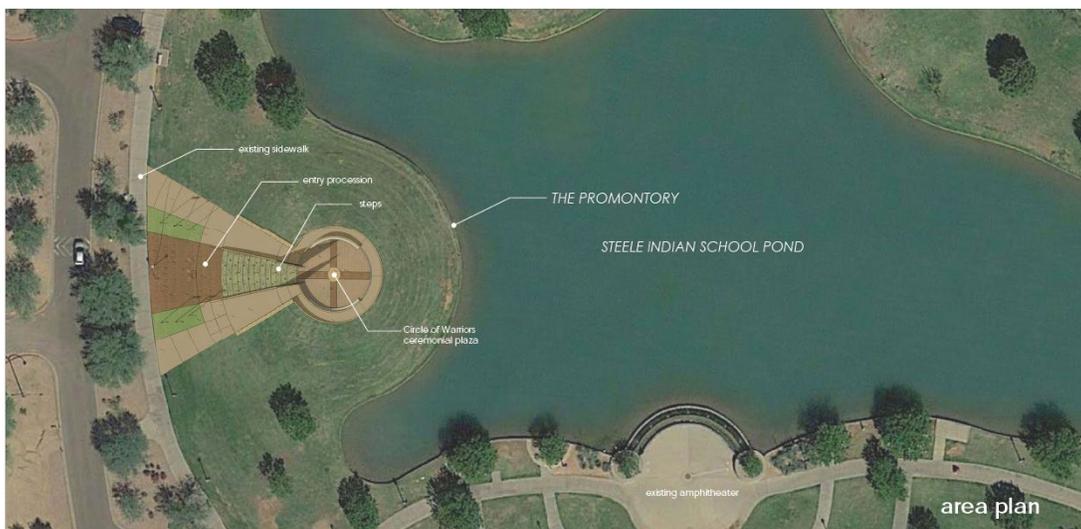
RECOMMENDATION

This report is for information only.

Prepared by: Tony Salinas, Downtown Deputy

Approved by: Todd Shackelford, Assistant Director

Attachment A



**CITY OF PHOENIX
PARKS AND RECREATION BOARD
SUMMARY MINUTES
February 26, 2026**

Virtual meeting hosted on Webex.

<u>Board Members Present</u>	<u>Staff Present</u>	<u>Community Members</u>
Tony Moya, Chair Aubrey Barnwell Jessica Fotinos Rick Naimark Sarah Porter Emma Viera Leon Thomas	Cynthia Aguilar Martin Whitfield Brandie I. Barrett Todd Shackelford Dustin Cammack Jarod Rogers Tricia Balluff Tannia Ruiz Cynthia Peiz Jana Benson Ray Ficcaglia Luzivette Broderick Dalia Adams	Colin Tetreault Michael Norton Ron Roedel Jeremy Schachter Michael Martin

1. CALL TO ORDER

Chairman Moya called the meeting to order at 4:59 p.m. with Board members Barnwell, Naimark, Viera, Fotinos, Porter, and Thomas in attendance.

2. INFORMATION ONLY

No formal presentation on these items. Information only.

2a. Safe Medical Treatment in City Parks Ordinance

Board Member Naimark requested an update regarding the City Council’s recent actions related to the Safe Medical Treatment in City Parks Ordinance. He asked whether the Board would need to take action on any park rule changes following the anticipated adoption of the ordinance in June.

Deputy City Manager Aguilar explained that once the City Council adopts an ordinance, it supersedes any existing park rules. However, the Parks and Recreation Board would later need to update the Parks Code of Conduct to align with the ordinance. She then provided an overview of the ordinance and the City’s ongoing stakeholder engagement. She noted that the City Council adopted the ordinance on December 17 with an 8–1 vote and set a delayed effective date of March 30 to allow for stakeholder outreach. Staff is recommending extending the implementation date to June 1 to allow additional time for engagement and refinement.

Deputy City Manager Aguilar continued by describing the conditions that prompted the ordinance, including increasing reports of syringes, medical waste, and unsafe wound-care materials left behind in parks. She noted that while many service providers are well-intentioned, some activities create health and safety risks for park users. She also explained that some organizations distribute harm-reduction kits containing syringes, pipes, and other supplies associated with drug use, prompting questions about whether parks are the appropriate location for such activities.

Board Member Barnwell asked whether the City is examining data on individuals who have died in parks and whether that information is being considered.

Deputy City Manager Aguilar stated that the City does have access to that data, though it is indirectly related to the ordinance. She emphasized that because elements of the ordinance intersect with First Amendment protections, implementation must be equitable across all parks. She noted that service providers use this data to determine where to conduct outreach and that the City is aware of approximately 30 parks where such activity occurs regularly.

Board Member Porter expressed concern that the Parks and Recreation Board had not been engaged earlier in the process. She stated that historically, issues of this magnitude would have come before the Board for discussion and public input prior to Council action. Ms. Porter noted that the Board serves as a venue for park users to share concerns and for the Board to provide recommendations to the City Council.

Board Member Fotinos asked for clarification regarding the ordinance's definition of "harm reduction," noting that some cities distinguish between harm-reduction kits and basic wound-care kits. She expressed concern that the current definition might unintentionally prohibit the distribution of simple first-aid materials.

Deputy City Manager Aguilar responded that this is one of the primary issues under review and that revisions will likely narrow the definition to focus on items that pose safety risks, such as needles and medical waste. She noted that both outside counsel and the City's Law Department are working to refine the language to avoid unintended restrictions.

Chairman Moya asked if there were any further questions. Hearing none, he thanked Deputy City Manager Aguilar for her responses.

3. CONSENT ITEMS

No formal presentation on these items. Consent and request for approval only.

3a. Parks and Recreation Board Summary Minutes – January 22, 2025

3b. Request to Vend at City Parks

Board member Barnwell moved to approve consent items 3a through 3b, with Board member Nemark seconding the motion. The motion passed unanimously, 7-0.

4. INFORMATION AND DISCUSSION ITEMS

Information and discussion items will be presented verbally to the Parks Board and are for discussion only. No action will take place on these items at this meeting.

4a. Parks Foundation Update

Assistant Parks and Recreation Director Brandie I. Barrett introduced Phoenix Parks Foundation President Colin Tetreault to present on the Foundation's vision and programs, and Administrative Assistant II Jana Benson to present on the Foundation's 2025 mini-grant program.

Phoenix Parks Foundation President Colin Tetreault provided an overview of the Foundation's history, mission, and recent work, explaining that the organization was established in 1979 as a 501(c)(3) and is a pass-through partner to the City that focuses on expanding park access, recreation opportunities, and community pride through public and private partnerships. He noted that the Foundation does not operate an endowment but instead directs outside funding from regional businesses and financial institutions into City approved projects, particularly those supporting underfunded or underutilized parks. Mr. Tetreault highlighted past collaborations such as community events, trail maintenance, and various park improvements, and shared that nearly four million dollars has been directed through the Foundation over the past six years to advance parks and recreation initiatives.

Administrative Assistant II Jana Benson provided an update on the Foundation's 2025 Mini Grant Program, which was reinstated last year to offer up to \$5,000 for staff-developed park improvement projects. The program received 21 applications requesting more than \$70,000 in total funding. After a review by internal staff, the Parks Foundation selected seven proposals based on creativity, community benefit, and their ability to address unmet needs. Funded projects included audio equipment for park activations, scholarships for youth to attend Camp Colley, GIS tools for monitoring tree health at the Rio Salado Habitat Restoration Area, accessibility upgrades and educational signage at the Mountain View Park Community Garden, replacement of damaged WalkPHX signage, portable educational equipment for Park Rangers, and educational board games for youth nature programs. Ms. Benson noted that these projects have already strengthened programming, accessibility, and environmental education across multiple parks and recreation centers.

Mr. Tetreault concluded the presentation by expressing his interest in significantly expanding the Foundation's impact over the next decade and strengthening partnerships with the Board, the Parks and Recreation Department, and community organizations.

Chairman Moya thanked the presenters and opened the floor for questions.

Board Member Naimark asked how the Phoenix Parks Foundation compares to similar organizations in cities such as Houston or Philadelphia.

Mr. Tetreault explained that because the Foundation operates as a pass-through rather

than an endowed organization, direct comparisons are difficult. He noted that benchmarking is an area the Foundation may explore as it grows.

Board Member Naimark also emphasized the importance of the Foundation's support for programming and park activation, noting that these areas often lack sufficient City funding.

Chairman Moya thanked the Foundation for its continued partnership and its role in enhancing the community's experience in Phoenix parks.

4b. Mayor's Monarch Butterfly Pledge Update

Assistant Director Barrett introduced the Mayor's Monarch Pledge and explained that Mayor Kate Gallego signed the National Wildlife Federation's pledge in 2021, committing the City of Phoenix to creating and conserving monarch and pollinator habitats. She noted that the Office of Environmental Programs leads these efforts citywide and then introduced Parks and Recreation Deputy Director Jarod Rogers and Environmental Programs Manager Tricia Balluff, to provide an overview of the importance of pollinators and highlight related successes across the city and within the Parks and Recreation Department.

Programs Manager began the presentation which outlined the City's progress under the Mayor's Monarch Butterfly Pledge, a national program that supports monarch and pollinator conservation. Monarch populations have experienced severe declines due to habitat loss, pesticides and climate change, and Arizona's location along major migration routes makes local conservation especially important. Ten city departments, led by the Office of Environmental Programs, collaborate through a working group to implement a rolling five-year plan focused on habitat creation, policy updates and public education.

Deputy Director Rogers explained that Parks and Recreation has played a significant role by installing monarch gardens, expanding native plantings, supporting citizen science, reducing pesticide use and offering educational programs for youth and families. Recent efforts include habitat installations at multiple parks, volunteer events, school programming and training partnerships with local organizations. Phoenix remains committed to expanding biodiverse habitats and supporting monarchs along their three-thousand-mile migration.

Chairman Moya thanked staff for the informative presentation and opened the floor for questions.

Board member Thomas asked whether restoration efforts include the use of native seed mixes and conservation methods to ensure that native milkweed species are incorporated into habitat projects.

Deputy Director Rogers responded that native seed mixes are included in restoration efforts, including at the South Mountain Activity Complex and other park sites.

Chairman Moya thanked the presenters again. No further questions were raised.

4c. Capital Improvement Project Update

Assistant Director Todd Shackelford presented an overview of the Parks and Recreation Department's Capital Improvement Program, explaining that it includes the design and construction of new parks, renovations to existing facilities and upgrades to lighting, irrigation, playgrounds, ramadas, restrooms and ADA accessibility. He noted that the Department is managing more than 40 capital projects across the city and described the size of the park system, which includes 189 flatland parks, 33 community and recreation centers, 29 pools and more than 41,000 acres of desert parks and preserves with over 240 miles of designated trails.

The presentation reviewed recently completed improvements, including major renovations at Desert West Park, Maryvale Community Center, Madison Park, Surrey Park and Eastlake Park, as well as the opening of Laveen Heritage Park, the 189th park in the system. Projects currently in design or construction were also outlined, such as Inspiration Mountain Park, Granada Park, Christy Cove Park, Sweetwater Park, Hayden Park and the U.S.S. Phoenix Cold War Memorial. Additional updates included progress on pocket parks, neighborhood park renovations and the South Mountain Activity Complex, along with early design work for several GO Bond projects.

The presentation concluded with systemwide updates, including LED lighting upgrades, parking lot resurfacing and the installation or repair of chilled drinking fountains at multiple parks. These improvements enhance safety, accessibility and long-term maintenance, and it was emphasized that capital investments must be distributed across the city.

Chairman Moya thanked staff for the presentation and invited public comment.

Public speaker, Michael Norton addressed the Board and stated that he represents the Laveen community near the Rogers Ranch area. He explained that the neighborhood was established in the 1990s through the State Land Trust and expressed concern that the Rogers Ranch Park property has remained undeveloped for thirty years. He stated that it should not take decades for a park to be built and urged the City to prioritize funding for long-standing undeveloped park sites, noting that the lack of progress has negatively affected the surrounding community. He encouraged the Board to address what he described as a broader funding issue affecting multiple areas of the city and asked that the Rogers Ranch community receive long overdue attention.

Chairman Moya thanked Mr. Norton for his comments and opened the floor for Board questions.

Board Member Sarah Porter thanked staff for the presentation and asked for additional clarity regarding the asset replacement system and how parks are prioritized for development. She noted that several sites had been labeled "future park" for many years before development occurred and asked how the City determines when it is time to move forward with construction.

Assistant Director Shackelford responded that Rogers Ranch is an example of an undeveloped park site and explained that new parks rely on impact fee funding. As fees accumulate in an area, the City can begin design and eventually move to construction. He noted that design funding for Rogers Ranch is programmed for fiscal year 2028–29, but

construction funding has not yet been identified.

Board Member Sarah Porter asked whether impact fees are restricted to specific parks within the vicinity of the development that generated the fees.

Assistant Director Shackelford confirmed that this is correct.

Board Member Porter asked whether Rogers Ranch is an example of a site where there is enough impact fee funding to begin design but additional fees must accrue before construction can begin.

Director Whitfield responded that this is correct and stated that Rogers Ranch is also identified for 3PI funding, with \$1.5 million programmed between now and fiscal year 2029, but additional funding will be required to complete construction.

Board Member Porter stated that this approach appears consistent with how urban development often functions, where growth helps pay for growth. She asked whether areas that develop more slowly take longer to accumulate impact fees, which in turn delays park development.

Assistant Director Shackelford confirmed that this is correct.

Board Member Viera thanked staff for the presentation and encouraged the Department to continue exploring innovative park design strategies that support heat mitigation. She suggested reducing asphalt, increasing shade and tree canopy and expanding desert adapted landscaping in new parks. She added that these approaches can create high quality, comfortable spaces that support recreation while helping reduce heat impacts.

Board Member Naimark reflected on his long experience with park funding and noted that general obligation bonds were once the primary source of funding before impact fees and the Parks and Preserve Initiative were introduced. He asked how long the initiative would continue and was informed it is authorized through 2038. He emphasized the importance of completing bond funded projects in a timely manner to avoid backlogs that could affect future bond requests and asked how the Department is ensuring that all bond funded projects are progressing, as well as how involved the Office of the City Engineer is in managing park projects.

Director Whitfield responded that the Department received \$64 million for its 10 General Obligation Bond projects and is ahead of most other departments in initiating its projects. He stated that nearly all ten projects have already begun, positioning the Department well for the upcoming bond cycle.

Assistant Director Shackelford explained that the Department works closely with the Office of the City Engineer, which oversees administrative aspects of each project, while Parks Development Project Managers handle day-to-day construction activity.

5. CALL TO THE PUBLIC

Ron Roedel, a longtime resident near Coronado Park, thanked the Board for recent improvements such as LED lighting, restroom upgrades, tennis court repairs and landscaping. He shared concerns about ongoing issues at the park due to its open layout and long operating hours and noted that many residents may not be aware of the extent of the problems. He praised the park rangers' approach to enforcement and requested an increased ranger presence.

Jeremy Schachter, a Willow neighborhood resident and board member, informed the Board of the recent passing of neighborhood president Brad Brower and described his significant contributions to the community. He stated that the Willow Board would like to rename Walton Park in Brower's honor and asked about the process for doing so. Staff explained that an individual must be deceased for five years before a park can be named after them and noted that they would follow up with additional guidance.

Michael Martin, the father of a child with neurodevelopmental and intellectual disabilities, expressed concern about safety at Telephone Pioneers Park following the removal of the exterior wall. He explained that some children may leave a safe area due to sensory overload, impulsivity or difficulty recognizing danger, which makes a secured perimeter essential given the park's proximity to fast moving traffic on Morningside Drive. He stated that the wall had provided important protection and that its removal creates a foreseeable risk. He asked the Board to clarify how perimeter safety will be restored, to provide a timeline for those measures and to involve disability advocates and families in the process.

6. BOARD CHAIRPERSON'S REPORT

Chairman Moya thanked Board members for attending in person and noted how meaningful it was to have everyone together. He highlighted the upcoming Lunar New Year event at the Deer Valley Community Center on February 28, 2026, from 5 to 8 p.m., a free family celebration featuring cultural activities, a lantern-lighting ceremony, entertainment, and food.

He also announced the 2026 M3F Festival at Steele Indian School Park on March 6–7. The ticketed two-day event will feature live music, art installations, and multiple stages, with gates open from 1 to 11 p.m. on Friday and 12 to 11 p.m. on Saturday. Additional details and tickets are available at [M3Fest.com](https://www.M3Fest.com).

7. BOARD COMMENTS/REQUEST

Board Member Porter expressed confidence in staff's work and thanked them for looking into the concerns raised at Coronado Park and Telephone Pioneers Park. She requested an update at an upcoming Board meeting and noted the value of receiving a clear chronology of recent incidents.

8. DIRECTOR'S BRIEFING

Assistant Director Shackelford reported that Steele Indian School Park hosted the Arizona Matsuri Festival of Japan on February 21–22, a free two-day cultural event that drew an

estimated 25,000 attendees. He noted that the Dove Community Center held its first youth pickleball tournament on February 21, with teams competing in two age divisions and prizes awarded to the top finishers. He announced the launch of the 2026 lifeguard recruitment season, with plans to hire more than 200 lifeguards for summer pool operations. Certification courses are available for \$20, and applicants can register through the City's website.

Assistant Director Barrett reported that the community gathered on February 2 to celebrate recent upgrades at Dynamite Park, including a renovated playground, new shade structures, drinking fountains and refreshed court striping. She highlighted the 30th annual National Trail Trek at South Mountain Park and Preserve, where about 350 participants completed the 15.5-mile hike with support from Park Stewards and staff. She also noted that the South Mountain Community Center continues to offer twice weekly karate classes for youth and adults.

Director Whitfield reported that on February 16 the City of Phoenix hosted the CBS Survivor 50 Challenge at South Mountain Park and Preserve, where more than 1,000 fans participated in accessible trail activities celebrating the show's milestone season. He also announced that Todd Shackelford has joined the Department's executive team as Assistant Director, noting that he has been with the City since 2018 and most recently served as Deputy Director over the Parks Development Division.

9. ADJOURNMENT

Chairman Moya adjourned the meeting at 6:31 p.m.



To: Parks and Recreation Board

Date: March 26, 2026

From: Martin Whitfield, Interim Director

Subject: REQUEST AUTHORIZATION TO ISSUE PAPAGO ARCHERY RANGE
REQUEST FOR PROPOSALS

This report requests Parks and Recreation Board (Board) authorization for staff to issue a Request for Proposals (RFP) for the operation and maintenance of the City of Phoenix Papago Archery Range located at the Papago Sports Complex.

BACKGROUND

In 2018, the Parks and Recreation Department entered into a Letter of Agreement with the Papago Archery Association, Inc. for the operation and maintenance for the City's Papago Archery Range located at the Papago Sports Complex. That agreement has since expired; therefore, the Department desires to solicit an operator for a new contract.

DISCUSSION

Under the City's Procurement Code Administrative Regulation 3.10, staff will seek proposals from non-profit organizations that can provide similar services to the previous agreement, which included archery introduction courses, beginner courses and maintenance of the archery ranges. In addition, offerors will be required to propose their compensation plan to the City for use of the facility. A compensation plan could include a percentage of revenue, rent payment, and/or a capital improvement investment.

The RFP process is expected to take approximately four months. Upon completion, the successful proposer will enter into a contract for an initial three-year term, with 1 two-year option to extend, and 1 additional five-year option to extend, for a total of 10 years.

RECOMMENDATION

Staff recommends the Board authorize staff to issue an RFP for the operation and maintenance of the Papago Archery Range located at the Papago Sports Complex.

Prepared by: Theresa Faull, Deputy Director

Approved by: Brandie I. Barrett, Assistant Director



To: Parks and Recreation Board

Date: March 26, 2026

From: Martin Whitfield, Interim Director

Subject: REQUEST TO VEND AT CITY PARKS

This report requests Parks and Recreation Board (Board) approval to allow event production, marketing, community outreach, and vending of various events mentioned in this report. It also seeks authorization for the Parks and Recreation Director to negotiate and execute the associated event agreement and related documents.

BACKGROUND

Phoenix parks are reserved throughout the year for various events. Event coordinators or community partners produce many events, with the Parks and Recreation Department sponsoring a few public events. Some events are free to the public, while others require a registration fee. Entry fees are occasionally imposed on vendors who sell food and/or products. Producers who rent city parks and facilities are required to follow all city guidelines, including obtaining all applicable permits and licenses.

Vending, a typical component of events in parks, can also consist of selling admission, food and beverages, t-shirts, or other concessions for fundraising purposes. Per Phoenix City Charter and Phoenix City Code 24-40, the board must approve commercial sales/vending in public parks. Each year, the Parks and Recreation Department brings the board an annual report requesting approval of all known requests for vending in parks; however, staff also receive requests for vending throughout the year, such as the requests below and brings them to the board for approval.

DISCUSSION

VIVA PHX x ASUProx- Civic Space Park, 424 N. Central Avenue

VIVA PHX x ASUProx is a free, community centered outdoor activation scheduled for Saturday, April 18, 2026 from 2:00 p.m. to 9:00 p.m. at Civic Space Park. The event is produced in partnership with ASUProx (Arizona State University Conference Services) and VIVA PHX, and will feature live music, local artists, small businesses, food vendors and a controlled beer garden. This is a previously approved returning event with the addition of a small, enclosed beer garden on the west end of the park, operated in full compliance with City of Phoenix special event and alcohol service requirements.

The activation will also serve as the official launch of the Greater Phoenix Economic Council's "A New Way to City" campaign. Panel discussions hosted at the adjacent ASU ENI Building will highlight arts, culture, and economic innovation in Phoenix.

Day Trip in the Park- Civic Space Park, 424 N. Central Avenue

Day Trip in the Park is a community focused electronic music event scheduled for Saturday, May 2, 2026 at Civic Space Park. The event will feature world class DJs led by Matroda, along with a curated selection of food and merchandise vendors in a safe, vibrant, open-air setting. The program will run from 4:00 PM to 10:00 PM and is expected to welcome up to 2,800 attendees throughout the day. Production and event operations will be managed by Insomniac Holdings, LLC.

The festival is designed to activate Civic Space Park by bringing the downtown community together to enjoy music, refreshments, local vendors, and the kickoff of the summer season.

The RAA Neighborhood Yard Sale- Roosevelt Park, 837 N. 3rd Avenue

The Roosevelt Action Association (RAA) Neighborhood Yard Sale event is scheduled for April 18, 2026, from 8:00 a.m. to 4:00 p.m. and will offer a full day of community engagement. The event brings residents together to share resources and support one another while strengthening neighborhood connections.

Since 1981, the RAA's mission has been to honor Phoenix's historic past by increasing awareness of its architectural and cultural heritage, fostering neighborhood pride, and advocating for an exceptional quality of life for future generations. The organization's ongoing work includes promoting rehabilitation and redevelopment efforts throughout the area.

The yard sale supports these goals by encouraging neighbors to connect and by embracing the idea that one person's unneeded items may be another's treasure. Contingent upon Board approval, the event will continue this tradition of community support and collaboration.

As with all requests to vend, event organizers for these events will be required to follow all city guidelines and use requirements for sales, including any required insurance, permits and licenses.

RECOMMENDATION

Staff recommends Board approval to allow event production, marketing, community outreach, and vending related to the events mentioned in this report. It also seeks authorization for the Parks and Recreation Director to negotiate and execute the associated event agreement and related documents.

Prepared by: Tony Salinas, Downtown Deputy

Approved by: Todd Shackelford, Assistant Director



To: Parks and Recreation Board

Date: March 26, 2026

From: Martin Whitfield, Interim Director

Subject: Phoenix Water Supply

This report provides the Parks and Recreation Board (Board) information regarding the Phoenix Water Supply.

BACKGROUND

The Colorado River is a vital resource shared by seven states, but the existing agreements for how that water is divided are set to expire at the end of 2026. The Colorado River Basin is at a critical juncture because the current operating guidelines established in 2007 and 2019 are nearing their end. For several years, the seven Basin states split into the Upper Basin (CO, NM, UT, WY) and the Lower Basin (AZ, CA, NV) have been negotiating a new framework to manage the river amidst a 25 year "megadrought" that has depleted reservoirs to historic lows.

DISCUSSION

The City of Phoenix maintains a resilient water portfolio by utilizing three primary sources to ensure stability. According to current data, 58 percent of our supply originates from the Salt and Verde Rivers, while 2 percent is drawn from groundwater reserves. However, a significant 40 percent of the city's water is sourced from the Colorado River. Because such a substantial portion of our supply depends on these interstate negotiations, any new operational guidelines will directly impact the amount of water Phoenix receives in the future.

To address ongoing water supply challenges, Phoenix follows a proactive four-stage Drought Management Plan designed to safeguard the community. The City entered a Stage 1 Water Alert in June 2022, which is implemented when a potential supply shortage is anticipated but not yet occurring. If conditions worsen, the City may move to a Stage 2 Water Warning, indicating an actual shortage, followed by Stage 3 Water Emergency for more serious restrictions. The highest level, Stage 4 Water Crisis, authorizes the Water Services Department Director to implement emergency measures to protect public health and safety. Remaining in Stage 1 allows the City to focus on voluntary conservation efforts that help reduce demand and support long-term water resilience.

RECOMMENDATION

This report is for information and discussion.

Prepared by: Maxwell Wilson, Water Resources Management Advisor

Approved by: Todd Shackelford, Assistant Director



To: Parks and Recreation Board

Date: March 26, 2026

From: Martin Whitfield, Interim Director

Subject: 2026 Parks and Recreation PHXPlays Summer Camps

This report provides the Parks and Recreation Board (Board) with an update on the Department's upcoming 2026 PHXPlays Summer Camps.

BACKGROUND

Each year, the Parks and Recreation Department delivers safe, affordable, and enriching summer experiences for youth and families citywide. From diverse classes at community centers to exciting sports programs and park events, the Department brings summer to life. We also proudly operate PHXPlays Summer Camps, offering kids a fun, active, and supportive environment all summer long.

DISCUSSION

The PHXPlays Summer Camps are offered at 26 citywide community centers (**Attachment A**) for youth ages six to 12, Monday through Friday, from May to August. Camp schedules generally reflect the corresponding school district. To provide families with a variety of options, the PHXPlays Summer Camps offer flexible registration choices including weekly or monthly options. A daily drop-in is also available to accommodate families' schedules. Prices vary and range from free to \$80 per week depending on the site.

All camps include a minimum of:

- Daily meals with breakfast/lunch or lunch/snack options
- Weekly themes such as superheroes, sports, and animals
- Arts, crafts, sports, games, team building, and STEM activities
- Special guest presenters and entertainers
- Monthly field trips
- Camp T-shirts

The PHXPlays Summer Camp is marketed to participants who have previously enjoyed Parks and Recreation Department programs, promoted on social media, and flyers are distributed to nearby schools. The 2026 PHXPlays Summer Camp registration opened on March 19, 2026, and will continue through the summer based on availability.

The 2025 Parks and Recreation Department PHXPlays Summer Camp delivered a high-quality, accessible, and memorable experience for youth and families across Phoenix. Operating at 26 community centers, the program served 3,000 children ages six to 12 each week over the eight-to ten-week season. Demand reached unprecedented levels and registration filled in record time, with some sites reaching capacity in under five minutes, and even historically slower-filling sites generated waitlists on the first day. This overwhelming response reflects the program's affordability, its family-friendly and flexible schedule, and its vital role in supporting community enrichment and youth development during summer break.

Program consistency throughout the department is another key factor in its success where kids receive the same core program, no matter what center they attend. Programming includes monthly field trips, guest presenters and entertainers, swim days at City of Phoenix pools, activity rotations within the community center, an end of the season carnival, choreographed talent shows for parents, and much more.

While much of the emphasis is focused on younger children attending summer camps, teen involvement was an important aspect of the program. Teens assisted with daily activities such as pool visits, monitoring lunch and snack time, classroom rotations, attend field trips, and end of the day pick up communication when parents arrive. Teens also had their own breakout sessions with guest speakers, educational opportunities, and off-site activities. Teen volunteers gain a variety of valuable skills that help them in both personal and professional growth including leadership, teamwork, communication, customer service, time management, and problem solving.

The PHXPlays Summer Camp continues to offer youth and their families a safe, quality and affordable summer program.

RECOMMENDATION

This report is for information and discussion only.

Prepared by: Danielle Poveromo, Deputy Parks and Recreation Director
Approved by: Brandie I. Barrett, Assistant Parks and Recreation Director



2026 SUMMER YOUTH CAMPS

AGES 6-12

13 LOCATIONS

REGISTRATION OPENS

MARCH 19TH AT NOON

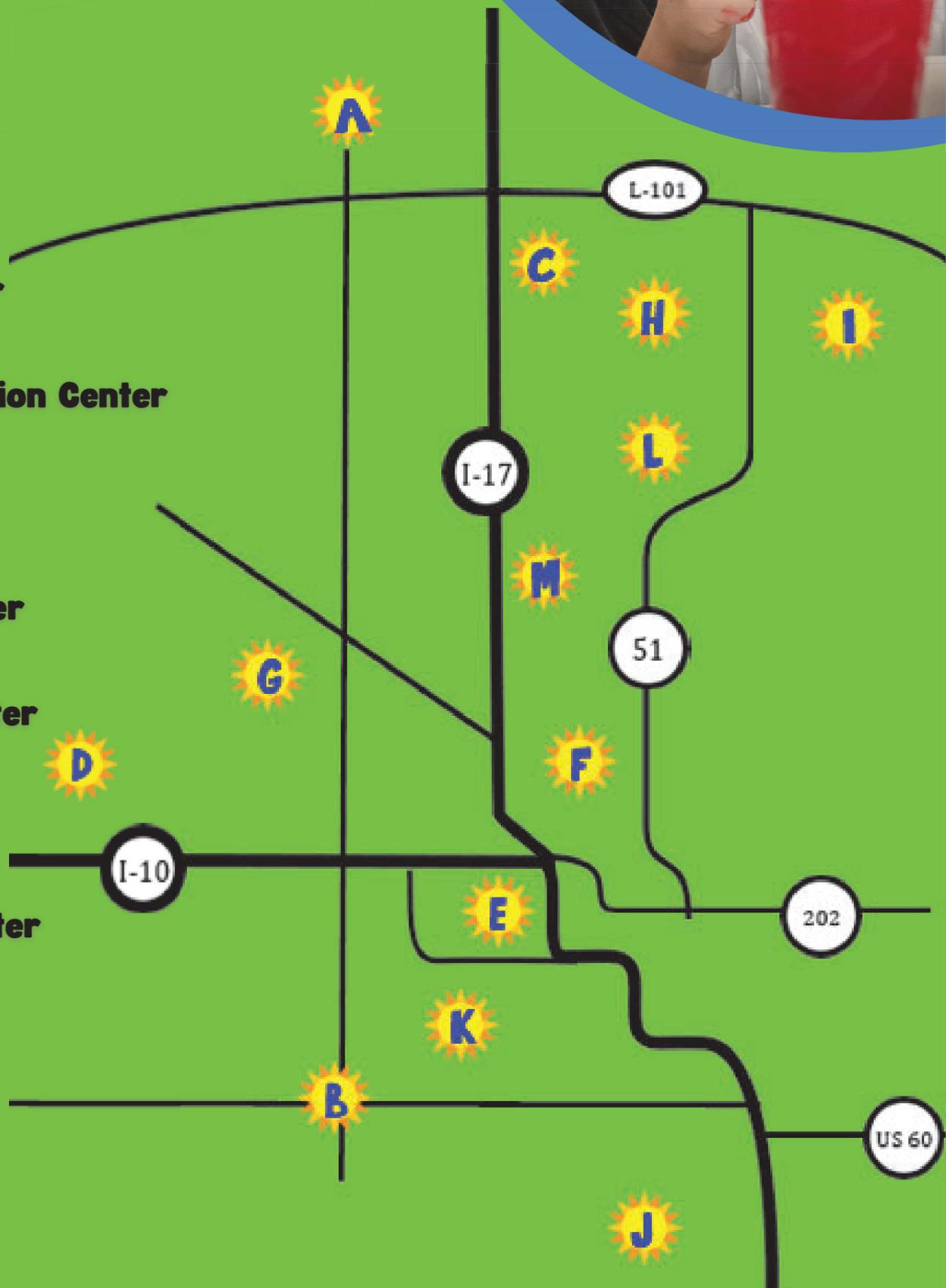
REGISTER ONLINE OR IN PERSON
AT A PHOENIX COMMUNITY CENTER



SCAN QR CODE TO LEARN MORE OR VISIT
PHOENIX.GOV/YOUTHCAMPS

PHXPLAYS LOCATIONS

- A** **Beuf Community Center**
3435 W. Pinnacle Peak Rd.
Phone: (602) 534-4754
- B** **Cesar Chavez Community Center**
7858 S. 35th Ave.
Phone: (602) 534-2828
- C** **Deer Valley Community Center**
2001 W. Wahalla Ln.
Phone: (602) 495-3735
- D** **Desert West Community Center**
6501 W. Virginia Ave.
Phone: (602) 495-3700
- E** **Eastlake Park Community Center**
1549 E. Jefferson St.
Phone: (602) 262-6759
- F** **Longview Neighborhood Recreation Center**
4040 N. 14th St.
Phone: (602) 534-6570
- G** **Maryvale Community Center**
4420 N. 51st Ave.
Phone: (602) 262-5030
- H** **Mountain View Community Center**
1104 E. Grovers Ave.
Phone: (602) 534-2500
- I** **Paradise Valley Community Center**
17402 N. 40th St.
Phone: (602) 495-3777
- J** **Pecos Community Center**
17010 S. 48th St.
Phone: (602) 495-5500
- K** **South Mountain Community Center**
Traditional and Adaptive Camp
212 E. Alta Vista Rd.
Phone: (602) 262-4874
- L** **Sunnyslope Community Center**
802 E. Vogel Ave.
Phone: (602) 262-6661
- M** **Washington Activity Center**
2240 W. Citrus Way
Phone: (602) 262-6971





To: Parks and Recreation Board

Date: March 26, 2026

From: Martin Whitfield, Interim Director

Subject: Park and Facility Renaming Request

This report provides the Parks and Recreation Board (Board) with information on the potential impacts to Cesar Chavez Park and Cesar Chavez Community Center. Staff requests Board approval to begin the formal renaming process should the Phoenix City Council direct staff to proceed with proposed actions involving the renaming of all City facilities currently named after Cesar Chavez.

BACKGROUND

On March 18, 2026, Mayor Kate Gallego, Councilwoman Betty Guardado, and Councilwoman Laura Pastor submitted a Formal Meeting Item Request for the March 25, 2026, Phoenix City Council meeting. Their request outlines three proposed actions in response to recent reports alleging misconduct by Cesar Chavez that have come to public attention.

The requested actions are as follows:

1. Rename the City's March 31, 2026, holiday as "Farm Worker's Day" and begin the process to permanently rename and replace the holiday moving forward.
2. Initiate the process to rename all City facilities currently bearing the name of Cesar Chavez.
3. Remove street signs and other City-installed signage that honor Cesar Chavez.

These requests, if approved by Phoenix City Council, would begin formal administrative processes involving multiple City departments, including Parks and Recreation, to evaluate naming changes, signage removal, and any associated community engagement or procedural requirements.

DISCUSSION

The Parks and Recreation Department oversees both Cesar Chavez Park and the Cesar Chavez Community Center, which may be affected depending on the outcome of the March 25, 2026, City Council vote.

Under the Parks and Recreation Board Policy (**Attachment A**), the Board holds authority over the naming and renaming of all City-owned parks, park features, and recreational facilities. The policy sets forth that renaming an existing park or facility is considered only under extraordinary circumstances and with great deliberation. While

the City Council may direct staff to initiate renaming efforts, all final decisions regarding the names of City park properties rest solely with the Parks and Recreation Board.

RECOMMENDATION

Staff requests Board approval to begin the formal renaming process should the Phoenix City Council direct staff to proceed with proposed actions involving the renaming of all City facilities currently named after Cesar Chavez.

Prepared by: Tannia Ruiz, Management Assistant II

Approved by: Martin Whitfield, Interim Director

ATTACHMENT A

City of Phoenix Parks and Recreation Board Policy

Number 3.3	Park Naming	Adopted: 9/13/1967
		Revised: 4/26/2012

Park Naming Criteria

The Parks and Recreation Board shall have final approval authority for all names for parks, parks features and recreational facilities.

In considering proposed names for parks, park features and recreational facilities, the Board shall consider whether the following conditions apply:

1. The person or entity proposing the name donated the park, park feature or recreational facility.
2. The person or entity proposing the name donated funding equal to the value of the land for the park or the development of the park, park feature or recreational facility.
3. The person or entity proposing the name donated funding equal to at least 50 percent of the cost of the park's development or major renovation.
4. The person or entity proposing the name made a series of donations to the City of Phoenix park system whose sum is the percentage values required in paragraphs 1, 2, or 3.
5. A nonprofit organization that operates a parks facility and proposes a name for a park, park feature or recreational facility meets the criteria outlined in the Naming Rights Guidelines for Nonprofit Operators of Department Facilities below.
6. The individual person whose name is proposed is accepted by the general public as being a local, state, or national hero or has had historical significance deemed deserving of extraordinary recognition through park naming.
7. The name conveys and reflects a City of Phoenix park and/or facility.

The Board shall have the authority to establish additional guidelines/criteria which may not be covered in this policy. The Board may consider names through contests, community recommendations, the establishment of a special naming subcommittee, term agreements, or other appropriate means representative of the policy guidelines.

Special Park Feature/Recreation Facility

A specific park feature or recreational facility may be named in honor of a donor or in recognition of a special event, person, or cause without having to rename the park it is located in. For example, a person or group may wish to donate a special piece of equipment, the construction of a basketball court, the dedication of an amphitheater,

ball diamond, construction of a picnic ramada, etc. Plaque dedications, benches, special tree plantings, trail dedications, etc., have traditionally become recognized features in parks. The Department shall have the authority to approve the naming of a special park feature. The Board retains the authority to approve the naming of multiple special park features of significant monetary value. Monuments and memorials are addressed in a separate Board-approved policy guideline.

Term-limited Sponsorship Agreements

The Parks and Recreation Board shall have approval authority over all term-limited naming-rights agreements. Such an agreement involves a delicate balance between the public park facility and a potential sponsor. The Board should consider opportunities for the Parks and Recreation Department to earn revenue by granting the naming rights for a period of time while preserving programming and facility rights for the public. The naming rights agreement shall address signage, promotional materials, media exposure, programming, and other benefits that match the sponsor's business/individual development perspective. In valuing a sponsorship, the board shall consider the potential value of other sponsorship opportunities in a park or recreational facility. The Board shall also consider other terms, such as a right of first negotiation to renew the agreement at the end of the term.

Naming Rights Guidelines for Nonprofit Operators of Department Facilities

The Parks and Recreation Department relies on nonprofit organizations to operate numerous Department facilities and services for the benefit of the general public. Nonprofit operators of Department facilities may offer naming rights, subject to Parks and Recreation Board approval, as a means to generate facility operating funds according to the following considerations:

1. The nonprofit operator shall contribute a percentage of the facility's fair market value in funds, furniture, fixtures, and/or equipment at levels sufficient to merit Parks and Recreation Board approval of naming rights during the term of an operating agreement. The total contribution may be less than the levels established within this policy for other entities.
2. A nonprofit operator may, subject to the approval of the Parks and Recreation Board, offer naming rights in acknowledgment of a donation. Such naming rights donations shall be used by the nonprofit operator for the operation of the City facility and its services for the general public in compliance with the terms and conditions of the Board approved Operating Agreement. The nonprofit operation shall provide the Parks and Recreation Department an accounting of the use of the funds.
3. Lesser contribution levels for naming rights for an area or feature of a facility may also be considered.
4. The Parks and Recreation Board will have the option to approve facility naming rights on behalf of nonprofit operators in perpetuity when the level of contribution meets the requirements listed in Park Naming Criteria above.

5. This policy applies only to facilities owned by the Parks and Recreation Department. This naming rights policy does not apply to programs or other sponsorships (such as events) to which the nonprofit operator may provide naming rights in acknowledgment of a donation.

Park Renaming/Un-naming

With the exception of parks and facilities with term-limited names, the Board shall not change the name of any named park or facility unless there are extraordinary circumstances of local or national interest and no other park facility can be so designated. Officially named parks and facilities are defined as those which have been named by the Board. The Board should change the name of a park only with great deliberation. For example, (1) in reaction to related geographical name changes; or (2) in response to negative public opinion related to inappropriate, derogatory, or offensive naming reference; or (3) to commemorate a person or persons who have made overriding contributions to the park or who are of local and national interest and whose distinctions are as yet unrecognized. A five-year waiting or "grace" period from the time of the death of a person whose name is being proposed for a park shall be followed. For renaming an existing park, it is the policy of the Board to take no formal action until after a thorough public notification/hearing process has taken place on the proposed change. Living next of kin shall be queried as to their wishes regarding any request to change the name of a "person/family named park." The stated purpose of this policy guideline is to preserve, honor, and protect the official actions of previous Boards and to consider a name change only after thorough research and public discussion has taken place. In all cases, the Board shall have the prerogative of formally considering, accepting, or rejecting the proposed name change. Board policy decision is final for City of Phoenix designated parks. Naming or renaming of specific geographical features may be subject to State Board of Geographic and Historic Names (A.R.S. §41.935.02, 835.05) and U. S. Bureau of Geographic Name policies.

Delia Ortega Nowakowski, Chair
April 26, 2012

Reference: Policy No. PRL-17, Parks Board Minutes 2/24/2005, 5/6/1980