

NOTICE OF PUBLIC MEETING PARKS AND RECREATION BOARD

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, May 26, 2022 at 5:00 p.m.**

OPTIONS TO ACCESS THIS MEETING

<https://phoenixparks.webex.com/phoenixparks/onstage/g.php?MTID=ee30a156ee6c7848121d264ff7a0c642c>

Call-in to listen to the live meeting. Dial 602-666-0783. Enter the meeting access code 2498 893 7516, then press #. Press # again when prompted for attendee ID.

Observe the live meeting virtually. Click on the following link and register to join the meeting online:

Register to speak and/or submit a comment on an agenda item.

- Contact: **Tannia Ruiz**
- At: **602-495-5215** or tannia.ruiz@phoenix.gov
- By: May 25, 2022
- Indicate: agenda item number, first and last name, email address
- If registered to speak, click on the link above at the time of the meeting to join the event and speak when called upon.

Per the most recent social distancing guidelines from the federal government, no residents will be allowed to attend the meeting in-person.

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 –	Dorina Bustamante, Chair
2.	INFORMATION ITEM(S): 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. Margaret T. Hance Park Update	Alonso Avitia
	b. Code of Conduct Update	Jarod Rogers
3.	INFORMATION AND DISCUSSION ITEM(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. Parks Master Plan Update	Todd Shackelford

4.	<p>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.</p>		
	a.	Parks and Recreation Board Summary Minutes- April 28, 2022	Franchele Vallejo
	b.	Approval of Undeveloped Park Sites Master Plans and Park Names	Joe Diaz
	c.	Molina Complete Care Sponsorship for FitPHX	Alonso Avitia
5.	<p>POLICY ITEM(S): Policy items are for information, discussion, and possible action.</p>		
	a.	Approval of the Undeveloped Park Site Master Plan at Rio Salado Landfill (AZ Fresh)	Joe Diaz
6.	<p>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.</p>		Dorina Bustamante, Chair
7.	<p>BOARD CHAIRPERSON’S REPORT – The Chairperson will verbally present comments or requests to the Board without Board discussion.</p>		Dorina Bustamante, Chair
8.	<p>BOARD COMMENTS/REQUESTS – The Chairperson will entertain Board member comments or requests without Board discussion.</p>		Dorina Bustamante, Chair
9.	<p>DIRECTOR’S BRIEFING – Briefing items will be verbally presented to the Board by the Director or designee without Board discussion.</p>		Cynthia Aguilar, Director
10.	<p>Adjournment</p>		Dorina Bustamante, Chair

For further information or to request a reasonable accommodation, please contact Tannia Ruiz, Management Assistant I, Parks and Recreation Department at 602-495-5215 or TTY: 7-1-1.

May 20, 2022



To: Parks and Recreation Board

Date: May 26, 2022

From: Cynthia Aguilar, Director

Subject: MARGARET T. HANCE PARK UPDATE

This report provides an update to the Parks and Recreation Board (Parks Board) on the status of Margaret T. Hance Park (Hance Park) Master Plan implementation.

BACKGROUND

On April 28, 2016, the Parks Board approved the refined Hance Park Master Site Plan and in Oct. 2017, HargreavesJones (HJLA) began the design for the redevelopment of Hance Park, estimated to cost a total of \$100 million. A public open house was held in May 2018; and on April 3, 2019, the City Council approved a contract with Haydon Building Corp. (Haydon) to perform preconstruction services using a Construction Manager at Risk (CMAR) delivery method.

The Hance Park Partner Coalition, comprised of the Parks and Recreation Department, Hance Park Conservancy and Phoenix Community Alliance, hired a professional fundraiser to assist in the development of a capital campaign to raise \$30-45 million in private funding, which will complete Phase 1 of the plan.

On Aug. 15, 2019, the Parks Board approved the first sponsorship agreement for Hance Park: a \$2 million donation from the Fiesta Bowl towards construction of the Fiesta Bowl PLAY at Hance Park. On July 13, 2021, the Parks Board approved the second sponsorship agreement for Hance Park: a \$2 million donation from Republic Services Charitable Foundation, the charitable arm of Republic Services, towards construction of the Garden at Hance Park.

An Intergovernmental Agreement (IGA) between the City and the Arizona Department of Transportation (ADOT) was created to repair the bridge joints beneath the park as construction of the park takes place.

DISCUSSION

Following the \$2 million sponsorship from the Republic Services Charitable Foundation secured by the Phoenix Community Alliance, the Parks and Recreation Department is proceeding with construction of the garden, as planned in Phase 1B. The garden will be located immediately west of Central Avenue and north of the Irish Cultural Center. The garden will include trees, benches, shade canopy, flowing shrubs and succulents, natural surface walking paths and LED security lighting.

Coordination is ongoing with ADOT, Haydon and the City regarding maintenance and repair of tunnel bridge joints underneath the park. Haydon completed two joint repairs on the west side of the park in Nov. 2021; and to coincide with Phase 1B, the garden construction, joint repairs are underway and expected to be completed by early June. Additionally, joint repairs on the east side of the park will resume in June 2022.

Staff continues to communicate with key stakeholders around the park regarding the upcoming garden construction and joint repair activity.

Update

Due to the joint repairs and garden construction activity, fencing has gone up around the project boundary and alternate walking paths have been identified and advertised to ensure accessibility and continued public access around the construction area. The current joint repair exposed an opportunity to address residual water which can potentially penetrate the joints and ultimately leak onto the tunnel. Once the residual water is addressed and the northern portion of the joint repair is complete, the construction fence line will be adjusted to increase pedestrian accessibility.

The garden will be another amenity that will help further activate the park and is another exciting component of the Revitalization Project. The garden will be completed in January 2023 in time for Super Bowl LVII.

Staff also continues to work with HargreavesJones and Haydon to identify elements of the Master Plan for potential phasing of projects as additional sponsorships are obtained.

RECOMMENDATION

This report is for information only.

Prepared by: Alonso Avitia, Deputy Director

Approved by: Martin Whitfield, Assistant Director



To: Parks and Recreation Board

Date: May 26, 2022

From: Cynthia Aguilar, Director

Subject: CODE OF CONDUCT UPDATE

This report provides the Parks and Recreation Board (Board) with a standing monthly update regarding implementation of the Code of Conduct and ongoing education.

BACKGROUND

In Oct. 2019, following a series of 13 community meetings to gather public input about problematic behaviors in parks and proposed solutions, and discussions at five Board meetings, the Board approved staff to move forward with the implementation of a Code of Conduct for parks and park facilities.

The goal of the Code of Conduct is to promote behavior that allows everyone to enjoy clean, safe, accessible and inviting parks, facilities and programs, by providing clear expectations of acceptable behavior in flatland parks, desert and mountain parks and preserves and other park facilities. The Code of Conduct was written in partnership with the community and City departments, including the Law Department, Prosecutor's Office and Police Department.

In Oct. 2020, City staff provided the Board with an update regarding Code of Conduct implementation, which had been on hold. At that meeting, the Board requested monthly updates regarding implementation and numbers of educational contacts/trespass notices.

In January 2021, staff implemented the Code of Conduct, which kicked off a 90-day education period regarding the new behavioral expectations for parks and park facilities. In April 2021, the trespass policy contained within the Code of Conduct took effect.

DISCUSSION

Educational Contacts and Trespass Notices

Staff continues to educate the community and park guests regarding the Code of Conduct. At the Board's request, the number of educational contacts made by staff in the field, and the number of trespass notices issued, are tracked and reported to the Board monthly.

Parks is also installing Code of Conduct signage throughout the park system to assist with public education. Sign installation has been completed in sixteen parks. Installations continue with a goal of installing all signs by the end of 2022.

For the period of March 27 through April 24, approximately 2,397 educational contacts were made by staff. During the same period, (64) trespass notices were issued by Park Rangers. The (64) trespass notices issued during this period were for offenses related to: loitering (14), drug paraphernalia (1), smoking (27), drugs (19), wheeled device (1), beer (1), and indecent exposure (1).

At the time of this report, (0) notices have been issued to juveniles with no citations and no appeals have been received.

The Parks and Recreation Department will continue to provide standing monthly updates as requested by the Board. The following is a summary of the number of educational contacts made in 2022.

Date	Number of Educational Contacts	Number of Trespass Notices Issued Involving Illegal Activity/PD
Week of April 24	485	14
Week of April 17	461	0
Week of April 10	415	0
Week of April 3	401	35
Week of March 27	635	15
Week of March 20	305	1
Week of March 13	540	1
Week of March 6	560	2
Week of February 27	590	1
Week of February 20	601	2
Week of February 13	584	0
Wek of February 6	483	1
Week of January 30	568	0
Week of January 23	409	0
Week of January 16	711	5
Week of January 9	301	2
Week of January 2	430	2

Staff will continue to lead with education about the Code of Conduct and report back to the Board about the number of educational contacts made and the number of trespass notices issued on a monthly basis.

RECOMMENDATION

This report is for information only.

Prepared by: Jarod Rogers, Deputy Director

Approved by: Tracee Hall, Assistant Director



To: Parks and Recreation Board

Date: May 26, 2022

From: Cynthia Aguilar, Director

Subject: PARKS MASTER PLAN UPDATE

This report provides an update to the Parks and Recreation Board on the status of a Parks Master Plan project.

BACKGROUND

The last comprehensive master planning effort for the Parks and Recreation Department was completed in 1988. In August 2020, staff began to move forward with a parks master planning effort and the Parks and Recreation Board expressed support of this effort at its Nov. 19, 2020 meeting. However, due to the COVID-19 pandemic and the significant amount of public engagement required in a Parks Master Plan process, the project was temporarily delayed.

Earlier this year, as the department continued to monitor the COVID-19 transmission spread and declining numbers, and staff began revisiting this project. Presentations were given to the City Council Community and Cultural Investment Subcommittee on January 5 and April 6, to provide an update on the status of the Master Plan process and to share with Council the intent to discuss with the Board a timeline for the launch of the Master Plan process.

A Parks Master Plan can set a vision to guide long-term park development; ensure that park amenities reflect the community and/or neighborhood; review and recommend cutting edge programs; and address issues of equity, resiliency, accessibility and sustainability.

The Master Plan process will focus on meaningful engagement with the community, evaluating and inventorying existing developed and undeveloped parks, programs and facilities, assessing community demographics and recreation trends and ensuring equitable access and delivery of programs and services. A comprehensive community engagement process will be implemented and will engage park users; community groups; stakeholders; local businesses; non-profits; arts and cultural organizations; schools; and other recreation service providers and partners. The department will also engage other City departments to ensure consistency with other Citywide existing policies and plans.

Public engagement methodologies will include virtual and in-person public meetings in neighborhoods throughout the City and in City parks; public workshops; community

focus groups; neighborhood events; surveys; and engagement with youth through schools and after-school programs. Additionally, outreach will include canvassing neighborhoods, providing information in the City's water bills and working with the consultant to create online tools providing accessible information and interactive engagement opportunities for all residents. Outreach will be conducted in both English and Spanish.

Information gathered through the public engagement and assessment process will then be used to formulate strategic and realistic goals with clearly defined objectives to help ensure the department is meeting the needs of the community and providing meaningful recreation amenities and services equitably throughout the City. The Parks Master Plan will also take into consideration what properties/inventory have already been committed to the community and will prioritize these when identifying new projects and programs.

The Parks Master Plan process will take approximately 18 months from start to completion, eight of which will include engagement with the community.

DISCUSSION

The Parks and Recreation Department has engaged EPG, a local interdisciplinary firm offering environmental planning; landscape architecture; biological, cultural, paleontological and visual resource; GIS; graphic design; public involvement; and environmental compliance management services. The City has worked with EPG on the South Mountain Park Trails Plan. EPG is the prime consultant.

In addition, PROS Consulting is a full-service management consulting and planning firm focusing on services to government and not-for-profit agencies. Headquartered in Indianapolis, Indiana with a full-service office in Phoenix, the PROS Team offers strong technical competence with extensive industry experience gained from working in local governments, and in major consulting and sports and recreation related areas. PROS has completed systemwide parks master plans for Broward County, FL; Kansas City, MO; and Mecklenburg County, NC among others.

These firms will be joined by a subconsultant specializing in public engagement and analysis of the input gained from that public dialog.

Scope and Schedule

The project is comprised of two phases with associated tasks:

- Phase I - Needs Assessment
 - Tasks are anticipated to begin in fall 2022
 - The public engagement phase is expected to begin in early 2023
 - The duration of this phase is anticipated to take eight months

- Phase II - Comprehensive Master Plan
 - This phase can begin while Phase I is ongoing
 - A draft plan anticipated in Spring 2024

RECOMMENDATION

This item is for information and discussion.

Prepared by: Todd Shackelford, Deputy Director

Approved by: Martin Whitfield, Assistant Director

**CITY OF PHOENIX
PARKS AND RECREATION BOARD
SUMMARY MINUTES
April 28, 2022**

Virtual meeting hosted on WebEx.

Board Members Present

Dorina Bustamante
Aubrey Barnwell
Kelly Dalton
Michael Lieb
Masavi Perea
Sarah Porter

Staff Present

Cynthia Aguilar
Tracee Hall
Martin Whitfield
Scott Coughlin
Greg Leicht
Jan Sherwood
Stacia Holmes
Patricia Boland
Jarod Rogers
Tannia Ruiz
Theresa Faull
Patricia Boland
Franchise Vallejo
Kelly Patterson

Community Members

Jeff Spellman
Patrick Brennan
Craig Weaver
John Gaio
Aaron Alexander

Board Members Absent

Tony Moya

1. CALL TO ORDER

Chairperson Dorina Bustamante called the meeting to order at 5:04 p.m.

2. Information Items

2a. Margaret T. Hance Park Update

Item not discussed.

2b. Code of Conduct Update

Item not discussed.

2c. Land Recognition Signage

Board Member Masavi Perea stated he would like to learn more about the land recognition signage and was grateful to know Parks and Recreation Department (PRD) staff will be installing two additional signs on South Mountain and Piestewa Peak.

Deputy Director Jarod Rogers responded that signs were installed at three sites with the land recognition statement that acknowledged that those lands were occupied by indigenous people long before the City of Phoenix and Parks and Recreation Department. He stated additional signs will be installed in the coming months at the top of Dobbins Peak at South Mountain Park and at the newly reopened Ocotillo ramada at Piestewa Peak.

Chairperson Bustamante stated this is tremendous work and thanked Board Member Perea for requesting further information because it is an amazing tribute to our City's ancestry.

Board Member Perea added that his only suggestion was that City staff advise the community about the placement of the signs.

Director Aguilar responded that this has been done at various events and staff will continue to do so moving forward.

Chairperson Bustamante stated as stewards of ancient lands, we should always acknowledge the original people of this land and our elders, past and present.

3. Information and Discussion

3a. Papago Golf Course Improvements

Golf Supervisor Greg Leicht presented on Papago Golf Course improvements. He reviewed the history of the golf course and its current amenities which include a practice area, golf shop, restaurant, event pavilion and Arizona State University (ASU) team facility. He stated that in 2021, the golf course was ranked 15 among municipal golf courses in America. He also corrected that the Board report said it was ranked five, but the correct ranking is 15, which is still a great accomplishment. He let the Board know that the golf course continues to stay busy with guests play roughly 60,000 rounds every year and staff has observed a seven percent surge in rounds in the last two years.

Golf Supervisor Leicht shared that in July 2014, the City entered into a 30-year Intergovernmental Agreement (IGA) with ASU for the management and operations of Papago Golf Course. The AZ Community Golf Foundation, which is a non-profit organization, was created to operate and manage the golf course for ASU. In September 2018, ASU opened the new clubhouse, restaurant and ASU golf team facility.

In the presentation, Golf Supervisor Leicht showed the proposed changes which aimed to enhance playability and will focus on keeping the original characteristics of the golf course. The proposed improvements will include new turf areas, drive zones, movement and realignment of tee boxes to align with the fairways, the relocation of three greens and fairways, redesign of the lake around the ninth

hole, additional bunkers, desert trees and mounding to create playability and challenge.

Golf Supervisor Leicht stated the next steps of the process are to obtain community engagement. During the month of May 2022, staff will invite community members to Papago Golf Course event pavilion to attend a forum to share the plan and solicit feedback. He stated another step will be to provide storyboards in the restaurant area so guests can see the proposed changes and become educated on the fast-paced construction timeline. Golf Supervisor Leicht stated construction is estimated to start in June and continue through July 2022. The turf grow-in time will take place in August through October 2022. He shared that opening day is scheduled for October 24 just after overseeding takes place. The golf course will remain open throughout the entire time and will have three temporary greens available for play.

Golf Supervisor Leicht stated full funding for this project will be made by AZ Golf Community Foundation which is a non-profit organization and is part of the IGA. He stated the proposed improvements are estimated to cost \$4 million.

Board Member Perea asked what kind of water was being used at this golf course.

Golf Supervisor Leicht responded the water is from the Salt River Project (SRP). He also stated that the changes proposed do not add any turf to the footprint of the golf course at this time.

Chairperson Bustamante asked if the water consumption will remain the same.

Golf Supervisor Leicht responded in the affirmative.

Board Member Perea asked if the water has been recycled.

Deputy Director Scott Coughlin stated the water comes from the SRP canal system and it is not reclaimed water. With the changes to the golf course, an efficient irrigation system will be part of it. He stated staff has done a very good job at using water efficiently.

Chairperson Bustamante thanked all members and staff for the conversation and presentation.

4. Consent Items

4a. Parks and Recreation Board Summary Minutes- March 24, 2022

4b. Circle K Mural

4c. New Year's Eve Event Request at Margaret T. Hance Park

4d. Requests to Vend at Barrios Unidos and Hermoso Parks

4e. Mural Request at Perry Park

4f. Phoenix Sonoran Preserve Committee Reappointments

Board Member Perea motioned to approve items 3a through 3f. Motion was seconded by Board Member Barnwell. Motion carried unanimously.

5. Policy Items

5a. Homestead Park Activation Update and Request to Modify Park Hours

Recreation Supervisor Stacia Holmes provided an update on the park activation efforts at John F. and Mary P. Long Homestead Park. She stated the community surrounding the park is requesting a six-month pilot to modify park hours from the current 5:30 a.m. to 10 p.m. hours to 7:30 a.m. to 7:30 p.m. Supervisor Holmes provided demographic information as well as an overview of park amenities which include a playground, ramada, restroom, open play area, benches, grills and a newly opened WalkPHX path and community garden.

Recreation Supervisor Holmes provided the history of activity in the park and stated that in 2020, the department received concerns from the community regarding ongoing criminal activity. She stated the community indicated they did not feel safe in the park and did not use the park in the early mornings and late evenings. She explained that on May 22, 2021, in conjunction with Councilwoman Betty Guardado's office and the local Violence Impact Project Coalition group, an initial community meeting was held at the park to address their concerns. She stated at that initial meeting, the community requested reduced hours, a community garden, additional trees, closure of the Glendale Avenue parking lot entrance, and more programming and special events. She stated over the past two years, staff has responded to community driven engagement efforts by working with a variety of partners that included community groups, neighborhood associations, other City departments and non-profit organizations.

Recreation Supervisor Holmes explained the extensive community outreach that has been done including in-person and virtual neighborhood meetings, a series of activities such as trunk-or-treat, community clean-up, mural painting, Earth Day and movie in the park events. On Feb. 5, 2022, a total of 48 new trees were planted in the park alongside the new WalkPHX path dedication and signage, both funded by the Maricopa County Park RX and Arizona Health Zone. She stated that in April 2022, a new parking lot gate was installed along Glendale

Avenue to redirect the park entrance north, which is more easily accessible to the surrounding community.

Recreation Supervisor Holmes stated that over last two years, staff has worked hard to alter criminal activity in the park and implement additional measures to help the community feel safe at the park. She explained that staff has received 12 letters of support for modified park hours from groups such as Violent Impact Project Coalition, Council District 5 Councilwoman Betty Guardado and many neighborhood organizations and businesses

Recreation Supervisor Holmes stated the recommendation was a six-month modification to park hours from current 5:30 a.m. to 10 p.m. hours to a 7:30 a.m. to 7:30 p.m. schedule.

Board Member Sarah Porter commented that she was impressed with community involvement in trying to make this a safe area as there have been many gratifying letters from the community. She asked if the park is closed at 7:30 p.m., would the police advise guests of the newly reduced hours.

Director Aguilar specified why the modification of hours is necessary and stated staff will offer an educational period prior to proposed implementation of the reduced hours.

Board member Porter stated if this trial runs through the summer months and ends in October there may be less activity to track and inquired why staff is not seeking a longer period for modification of park hours.

Director Aguilar responded that this proposal was consistent with what staff has done in the past and the department would like to be cautious in modifying park hours in small increments. She stated staff would like to gauge the process in the proposed amount of time, gather data, report to the Board and ask for an extension, if needed.

Board Member Perea shared his concern with the limited amount of green space for people to gather and is worried they will not have other options for congregation if hours are overly restrictive.

Chairperson Bustamante voiced her agreement with Board Member Perea.

Director Aguilar responded that staff can certainly work with the neighborhood for a sunrise to sundown option but stated it could be difficult to monitor because those time ranges could vary.

Board Member Barnwell requested clarification on the illegal activity that has occurred in the morning hours. He asked if staff was moving too quickly on reducing park hours and not giving the police enough time to generate results

from the newly improved processes specifically implemented to reduce these activities.

Director Aguilar responded that conversations with police have occurred and both Police and the department believe that modifying the park's hours will be beneficial and was currently the best option.

Speaker Jeff Spellman with the Violence Impact Project Coalition stated he appreciated the work that staff has done in the community and their efforts in activating the park. He urged the Board to consider the modification of hours.

Chairperson Bustamante thanked Recreation Supervisor Holmes for her efforts in the park and for working so diligently to yield the best outcomes. She also thanked Speaker Spellman for speaking on behalf of the community. She reiterated the proposed motion.

Board Member Barnwell suggested having more conversations about the proposed schedule and how staff could work together with law enforcement.

Director Aguilar suggested specific hours for opening and closing the park rather than utilizing sunrise to sundown verbiage.

In response to a question by Board Member Barnwell, Director Aguilar confirmed the gates are closed at the parking lot but there is another entrance north of the park that is more easily accessible to the neighborhood.

Board Member Perea motioned to approve a six-month trial of modified park hours of 6:30 a.m. to 8:30 p.m., instead of the original request of 7:30 a.m. to 7:30 p.m. The motion was seconded by Board Member Barnwell. The motion carried unanimously.

6. Call to the Public

Speaker Patrick Brennan and son Ty spoke regarding disc golf and shared the results of a survey they conducted regarding the community's desire to play. They requested that the Board make this an agenda item in an upcoming meeting.

Speaker Craig Weaver shared his concerns regarding what he believed to be the illegal flying of hobby planes and drones, and the inability to enforce this matter. He asked the Board to rescind the fly zone located at Mountain View Park.

Chairperson Bustamante inquired if this is something that could be discussed in the future.

Director Aguilar responded it could be placed on a future agenda for discussion.

Speaker John Gaio spoke regarding the restricted use of one-wheel hoverboards, “one-wheels,” on trails, specifically desert trails and Apache Wash.

Speaker Aaron Alexander reiterated Mr. Gaio’s points and supported his concerns about one-wheel hoverboard restrictions. He expressed he did not believe one-wheels to be motor vehicles and asked staff and the Board to review this issue.

Chairperson Bustamante stated she was not familiar with the one-wheel hoverboard issues and requested that staff return with updates on both items at a future meeting.

7. BOARD CHAIRPERSONS REPORT

Chairperson Bustamante provided information on the Pueblo Grande Museum exhibit, “Land and People: Showcase of Artwork” by the Mercury Mine Prospectors on April 30 and will be on display until July 23; Paradise Valley Park clean-up hosted by PHX Teens on April 30; two Dia de los Ninos events on April 30, one at Perry Park and the other will be a Movie in the Park at Civic Space Park; and Movie in the Park at Deer Valley Park on May 6.

8. BOARD COMMENTS/REQUESTS

Chairperson Bustamante asked if Board Members had any comments or requests.

Board Member Porter announced her concern with the drone and one-wheel hoverboard issues that may require the Board to update Parks’ policies to ensure the use of these technologies are consistent with the purposes of our parks and preserves.

Chairperson Bustamante thanked her for her comments.

Board Member Perea thanked Assistant Director Martin Whitfield and Deputy Director Jan Sherwood for the Earth Day event at El Oso Park.

9. DIRECTOR’S BRIEFING

Director Aguilar introduced Assistant Directors Hall and Whitfield to provide updates on their areas.

Assistant Director Hall thanked the 98.3 radio station and community sponsors for the \$20,000 electronics and supplies donation to Sunnyslope Community Center. She updated the Board on the completion of the reconfiguration of the

diving well fall pad at Paradise Valley Pool. She stated they were installed underneath the high dives and will be ready for the upcoming aquatic season.

Assistant Director Whitfield provided updates on Park's five-year Capital Improvement Program and improvements at John W. Teets Park which are the installation of fitness equipment and new landscape which includes additional trees and turf. He stated that over the next several months, the park will receive a new playground, basketball court and ramadas which are expected to be completed in early September. He provided an update on the continued construction of the 34,000 square foot Cesar Chavez Community Center in Laveen and stated major construction for the building is scheduled to be completed this summer.

Director Aguilar thanked Assistant Directors Hall and Whitfield for their updates. She thanked Parks Manager Emmett Boyd and Park Ranger Winston Lyons for their hard work and attention to detail in assisting in repairing the bridge near Rio Salado on 7th Street which was shut down for several months due to a fire.

Director Aguilar provided updates on the following: staff participation at several job fairs throughout the City; many Earth Day and tree planting events; ribbon-cutting at Mountain Vista Park on April 20; the first official cooling corridor project in the state of Arizona on April 16; and the opening of 14 pools on Memorial Day weekend, which was two more than last year.

10. ADJOURNMENT

Chairperson Bustamante adjourned the meeting at 6:15 p.m.



To: Parks and Recreation Board

Date: May 27, 2022

From: Cynthia Aguilar, Director

Subject: APPROVAL OF UNDEVELOPED PARK SITES MASTER PLANS AND
PARK NAMES

This report requests approval from the Parks and Recreation Board on the proposed master plan and proposed park names for the undeveloped park sites located at 71st Avenue and Meadow Loop Road and the park site located on 89th Avenue and Illini.

BACKGROUND

The Parks and Recreation Department (PRD) recently completed the process of developing the park site at 71st Avenue and Meadow Loop Road by first master planning the park to ensure it meet the needs of the community. The department has been participating in public engagement with established communities in this area since the summer of 2021. This process has included developing a steering committee with key community stakeholders such as residents, school administrators, local businesses and community leaders. The department works closely with the steering committees and City Council to develop designs that are then taken to the greater community at large. Throughout this process, meetings have been held virtually and in-person. Surveys have also been distributed to solicit as much feedback as possible.

DISCUSSION

71st Avenue and Meadow Loop Road

Steering Committee members met virtually on Oct. 25, Dec. 9, 2021, and Jan. 26, 2022. During the meetings, committee members discussed desired amenities and input on the proposed masterplan. As a result of the steering committee meetings, feedback received during the community process, and completion of the surveys mailed to 2123 residents living within a one-mile radius of the park, a final master plan for the park site has been created (**Attachment A**).

Residents also provided input on a park name. The division proposed park name for this park is Laveen Heritage Park.

89th Avenue and Illini

This project is in partnership with Meritage Homes and is being constructed as part of their new home residential plan. Meritage Homes will be paying for ongoing costs for annual park maintenance and operations. A final master plan for the park site has been created (**Attachment B**).

Two hundred surveys were hand distributed to the 8th grade students and staff at Hurley Ranch Elementary school to solicit feedback and input on the park name for 89th Avenue and Illini. The division proposed park name for this park is Sunshine Park.

RECOMMENDATION

Staff recommends Board approval for the proposed master plans and recommended park names for the undeveloped park sites at 71st Avenue and Meadow Loop Road; and 89th Avenue and Illini.

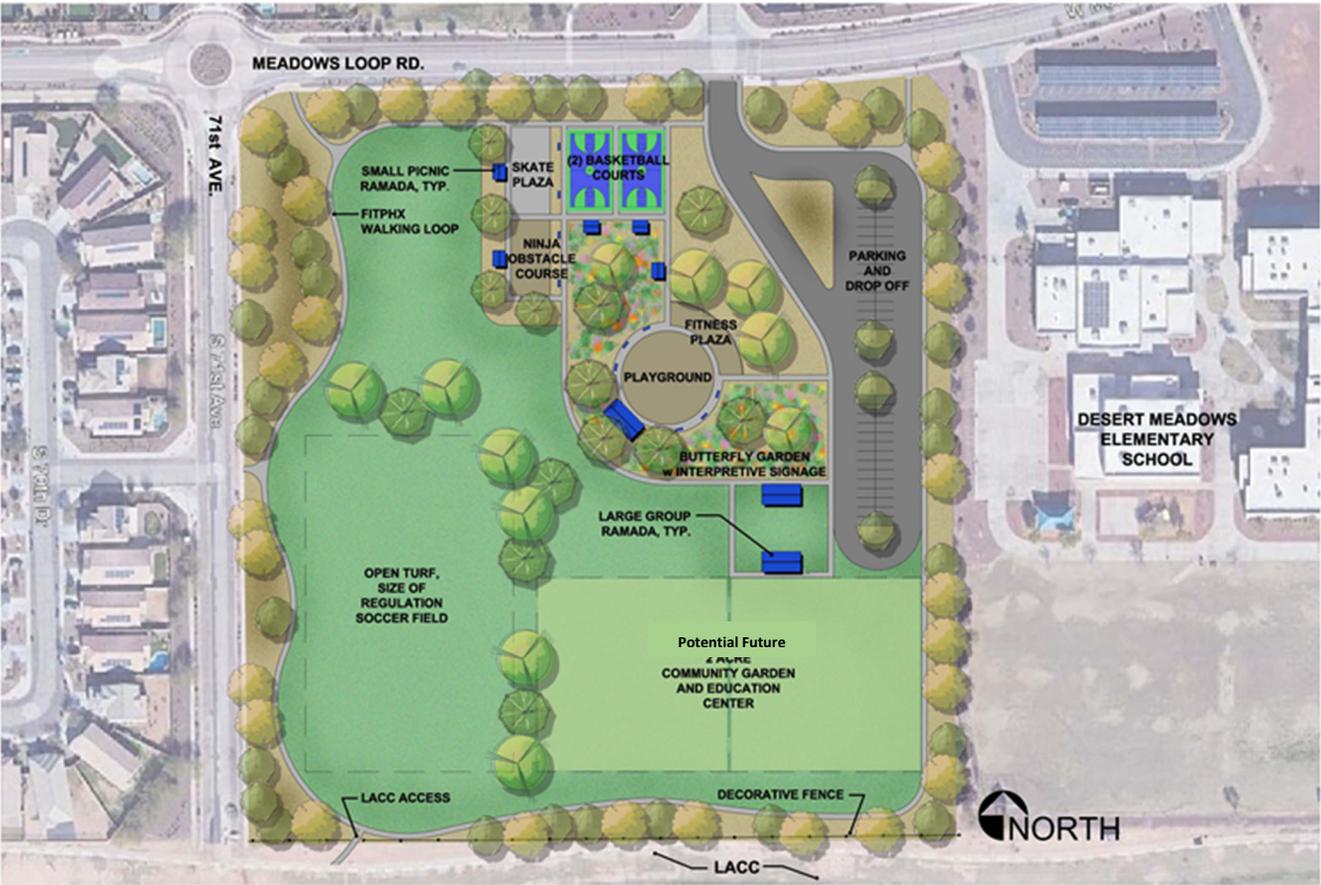
Prepared by: Joe Diaz, Deputy Director

Approved by: Tracee Hall, Assistant Director

ATTACHMENT A

MASTER PLAN

71st AVENUE AND MEADOW LOOP ROAD



ATTACHMENT B MASTER PLAN 89TH AVENUE AND ILLINI



FUTURE PARK SITE
89th Drive and Illini Street.

DATE: 6/25/2020



To: Parks and Recreation Board

Date: May 26, 2022

From: Cynthia Aguilar, Director

Subject: MOLINA COMPLETE CARE SPONSORSHIP FOR FITPHX

This report requests Parks and Recreation Board (Board) approval to accept a financial sponsorship from Molina Complete Care of Arizona for the City of Phoenix FitPHX program, in accordance with Sponsorship Policy 3.11 (**Attachment A**).

BACKGROUND

FitPHX is a citywide health initiative that was created in 2013, with the goal of improving health and wellness in the region and making Phoenix one of the healthiest in the nation. The initiative has built innovative collaborations between government agencies, private sector groups, non-profit organizations, and universities to develop programming that provide residents with resources to be healthier.

Molina Complete Care of Arizona has offered to fund several events to support the FitPHX initiative. Molina Healthcare, Inc., is a FORTUNE 500 company that provides managed health care services under the Medicaid and Medicare programs and through the state insurance marketplaces. Through its locally operated health plans, Molina Healthcare served approximately 4.6 million members as of March 31, 2021. Molina Healthcare, Inc., has a long history of community service, volunteerism and charitable giving and remains focused on making the company more sustainable, diverse, inclusive and socially responsible, according to their corporate social responsibility statement on their website.

DISCUSSION

Molina Complete Care of Arizona has committed to sponsor FitPHX starting in July 2022 at selected community centers: Desert West, Cesar Chavez and Sunnyslope. Their generous sponsorship of \$9,320 will be applied to several program activities and further defined in the Sponsorship Agreement and Schedule (**Attachment B**). The FitPHX program activities include: (6) family fitness classes, and (6) healthy living workshops to include instructor fees, audio and fitness equipment, signage and advertising, and incentives and giveaways.

Subject to Board approval, the department will enter into a sponsorship agreement with Molina Complete Care of Arizona, categorized as a Program Sponsorship which follows the required guidelines and documents the rights and responsibilities of both parties.

Title sponsor benefits include:

- Designated exclusively to one sponsor
- Sponsor recognition announced at the beginning of all community programs and events
- Title sponsor logo placement on all program and event shirts and giveaways
- Molina Complete Care of Arizona name and logo displayed exclusively on banners and marketing materials
- Recognition on social media
- Inclusion in all press releases sent to local media outlets
- Logo and link listed on the FitPHX website

RECOMMENDATION

Staff recommends Board approval to accept the Molina Complete Care of Arizona financial sponsorship for FitPHX and approve the Parks and Recreation Director to execute a Sponsorship Agreement and sign all related documents to the agreement.

Prepared by: Alonso Avitia, Deputy Director

Approved by: Martin Whitfield, Assistant Director

Attachment A

**City of Phoenix
Parks and Recreation Board Policy**

Number 3.11	Sponsorship Policy	Adopted:2/25/2021
		Revised:

1.0 PURPOSE

This policy and its guidelines and procedures are intended to guide the Parks and Recreation staff and any partner organization responsible for engaging in sponsorship activities in public parks and preserves.

2.0 BACKGROUND

The City of Phoenix and its residents pride themselves on their extensive park and recreation system. Now, financial and in-kind support is even more critical as the investment needed to sustain and expand parks, facilities, and programs continues to increase. Like other Park and Recreation Departments across the nation, the Phoenix Parks and Recreation Department (Department) is pursuing more sophisticated business partnerships, in the form of event, program, project, and facility/amenity sponsorships. These mutually beneficial business agreements provide an important marketing venue for partners and an opportunity for them to align themselves with the Department's public mission. In turn, the City can build new and exciting programs and places while sustaining the Phoenix Parks system.

Note: This policy does not apply to Margaret T. Hance Park. Hance Park sponsorships are guided by Parks and Recreation Board (Board) Policy 2.10, Hance Park Sponsorship Policy.

3.0 DEFINITIONS

3.1 Sponsorship. Sponsorship is financial or in-kind support from a for-profit or non-profit entity for a specific program, event, project, or site, and for a specific period of time, in exchange for tangible and intangible benefits to the sponsor. For the sponsor that can include but is not limited to:

- a) marketing opportunities (product promotion and temporary advertising) on City property,
- b) authorization by the Department for the business to promote its investment with the Department, and association with Department programs, and
- c) name association ("name title") for an event or program. Sponsorship is a negotiated business agreement between the sponsor and the Department.

Attachment A

3.1.1 Any naming rights must comply with Parks and Recreation Board Policy 3.3, Park Naming

3.2 Gift/Donation. Any donation must comply with the Parks and Recreation Board Policy on Donations. A gift or donation is a freely given donation of goods, cash, or real property to the Department, with no expectation of return or "condition" to the gift. Gifts may be designed for a specific purpose or may be general in nature. Recognition for donations is determined by the City.

3.3 Advertising. Advertising is the physical signage created by the sponsoring entity (usually placed in designated, purchased space) to promote a product. Advertising generally is not allowed in designated flatland parks, mountain preserves, natural areas, outside recreation facilities, or outside other park buildings. The permanent placement of a corporate logo, brand, or product placement in a public park or facility is considered advertising and not allowed unless approved by the Board.

3.4 Temporary Advertising. Temporary advertising is the temporary display of corporate logos, branding, or advertising copy at a Department approved event or on collateral materials associated with an event or program.

3.5 Events. Events are one-time activities for the public organized or facilitated by the Department and held on City property that generally last less than a week.

3.6 Projects. Projects are one-time Departmental efforts, often with a physical improvement project as the result.

3.7 Programs. Programs are on-going, organized activities led by the Department for the public and generally involve staff supervision.

3.8 Sites. Sites are specific places, varying in scale from individual features or areas within a park or recreation center.

3.9 Marketing benefits. These are opportunities given to the sponsor to have their branding, their products, their name and logo given temporary visibility on City property or materials. The details of those opportunities are specific to each sponsorship, detailed in the agreement, and must meet City laws and Departmental policies.

4.0 SPONSORSHIP CATEGORIES

4.1 Sponsorships are appropriate for four broad types of Department activities and places:

4.1.1 Event Sponsorship. Event sponsorship is the financial or in-kind support for a Department organized event on City property. An event includes a one-time occasion

Attachment A

and usually lasts less than a week. Sponsors may be recognized with anything relating to the event. Depending upon the details of the agreement, the sponsor's name may be directly associated with the event (e.g. "title" sponsorship) and the sponsor may have a variety of temporary advertising and marketing opportunities.

4.1.2. Project sponsorship. Project sponsorship is financial or in-kind support of a specific Department project which is usually a one-time effort and results in a physical improvement. Projects may vary in size and scope such as a sponsorship of a piece of skate park equipment or a multi-million corporate sponsorship for a playground or community center. Depending upon the details of the agreement, the sponsor's name and logo could be attached directly to the product along with other marketing opportunities.

4.1.3 Program Sponsorship. Program sponsorship is financial or in-kind support of a Department led program for the public. A program includes a series of on-going activities (e.g., youth sports leagues, after-school programs, or special interest classes) organized by the Department. Recognition of the sponsor may continue throughout and after the program's duration. Depending upon the details of the agreement, a sponsor's name can be associated directly with the program.

4.1.4 Site Sponsorship. Site sponsorship is financial or in-kind operating support of a specific Department place or feature (e.g. a community garden, dog park, a new playground). Marketing opportunities and recognition of the sponsorship are negotiated in the agreement.

Note: A sponsorship may fall into more than one category. For example, the AARP Fit Lot sponsorship resulted in a physical facility (Fit Lot) and programming.

4.2 This policy also impacts several partner relationships:

4.2.1 Community sports teams. These sponsorship policies do not apply to teams and leagues that often solicit their own sponsorship and enter into private agreements. However, written approval must be obtained from the Department for any public display within parks and recreation facilities of private sponsorships (e.g. banners, flags, signs), except for team uniforms.

4.2.2 Concessionaires. Some City facilities are operated by private Concessionaires such as golf course food and beverage areas, sports complex fixed concessions, etc. As private entities, these Concessionaires are permitted to obtain corporate sponsorships as they relate to their operation. However, any marketing materials displayed outside of the physical boundary of the Concession site but within a park must be approved by the Department.

Attachment A

4.2.3 Non-profit partners/Cultural Institutions. Associated park conservancies, foundations, and non-profit organizations are under long term agreements to provide services in specific parks (e.g. Phoenix Zoo, Desert Botanical Garden, Japanese Friendship Garden, Tovrea-Carraro Society, Grant Park Barrio Youth Project Corporation). The level of management responsibility by the group for the specific park is detailed in each individual agreement with the City. Most of these groups will be implementing their own sponsorship, gift, and naming efforts. These individualized plans must meet Departmental and City policies.

5.0 GUIDELINES FOR ACCEPTING SPONSORSHIPS

5.1 A sponsorship is an opportunity to enhance parks and recreation services as long as the sponsorships are consistent with City and Department policies and regulations; respect the aesthetic of public spaces; and reaffirm the Department's mission and core services. In considering any proposal for sponsorship of a Department activity or place by a sponsor, the following guidelines should be considered individually and collectively:

5.1.1 The Sponsor's products, services, and marketing goals are compatible with the Department's mission, values, and policies, and with City policies, laws, rules, and regulations.

5.1.2 The proposed sponsorship enhances current priorities, programs, and core services of the Department.

5.1.3 The conditions of the sponsorship (especially in terms of marketing benefits and temporary advertising) shall not compromise the design standards, visual integrity of the parks and recreation facilities, or the experience of park users.

5.1.4 The sponsorship shall not commit the Department to additional operating and maintenance responsibilities and costs, unless approved by the Director.

5.1.5 The Parks and Recreation Director (Director) or designee has concluded that the tangible and in-tangible benefits are balanced for both the sponsor and the Department.

5.1.6 The sponsorship does not create any conflict of interest for the Department or City.

5.1.7 The Sponsor must be in good financial standing with any previous sponsorships with the City or the Department.

5.1.8 Any costs associated with the sponsorship shall be borne by the sponsor, unless otherwise approved by the Director or designee.

5.1.9 Sponsorships will not result in any loss of Department jurisdiction or authority.

Attachment A

5.2 The following industries and products are not eligible for sponsorships: companies whose business is substantially derived from the sale of alcohol, tobacco, firearms or pornography; sexually oriented businesses; religious and political organizations; and may only be eligible for sponsorship with written authorization from the Director.

6.0 SPONSORSHIP DEVELOPMENT PROCEDURES

6.1 The details of any sponsorship with a cash or in-kind value of more than \$5000, are contained in the Sponsorship Proposal which must accompany each request for sponsorship and be submitted to the Director or designee.

6.1.1 This Proposal shall include the contract relationship; the proposed term; description benefits to the sponsor and the Department, any naming rights requested, proposed fees, commissions, and/or in-kind services provided to the Department.

- a) The value of the sponsorship should have a direct relationship with the sponsorship's term. No sponsorship shall have a term of more than twenty-five (25) years. A general guideline would be one (1) year of sponsorship for every \$1000 of cash or documented in-kind value.

6.2 The Department will review all sponsorship proposals and will make a recommendation to the Director whether to proceed with the development of a Sponsorship Agreement (attached). All such proposals will be reviewed and decided within 30 business days of submittal.

6.2.1 The Sponsorship Agreement will include the contract relationship; the term; description of fees, commissions, and/or in-kind services provided to the Department; the marketing rights and benefits provided to the sponsor; and termination provisions. All contractual language will be consistent with applicable City policies and ordinances and good business practices.

6.2.2 For all sponsorships, the Department will negotiate and develop the Sponsorship Agreement. The Director or designee must obtain Board approval before the sponsorship may be executed.

6.3 The Sponsorship Agreements are managed and tracked by the Parks and Recreation Department/Management Services Division.

7.0 NAMING RIGHTS, SIGNAGE AND RECOGNITION

7.1 Only project sponsorships that meet or exceed the cost of all design, construction, installation, permitting, any other direct or indirect costs associated with the project will be considered for naming recognition under this Policy.

7.1.1 The Sponsor shall agree to bear all costs associated with naming including but not limited to signage, displays, labeling and shall, from time to time, in the judgment of

Attachment A

the Department, agree to fund major maintenance or replacement of the sponsor recognition during the term of the Sponsor agreement.

7.2 Naming recognition applies only to the project and is never to be applied to the name of the park. All policies related to park naming are contained in Board Policy 3.3, Park Naming. The Sponsor shall have the right to recommend any naming recognition, to the Director, who shall have the authority to grant approval in accordance with Parks Board Naming policy. All proceeds and other monetary benefits received from any sponsorship shall be deposited into the Parks Donation Account or another appropriate account as determined by the Director or designee.

7.2.1 The Parks and Recreation Director, upon approval of a sponsor naming, will notify the Parks and Recreation Board, City Council and City Manager's designee.

7.2.2 These naming recognition rights, as defined in 7.1 and 7.2 shall operate as set forth in the contract terms of the Sponsorship Agreement.

7.2.3 Upon expiration of the term of the Sponsorship Agreement without extension or amendment, such naming rights shall then be transferred to the Parks and Recreation Board.

7.3 The sponsor name given to the Park component or area shall not include any reference to any proper geographic name unless such reference is to "Phoenix" or the "City of Phoenix". The City reserves the right to require renaming if a named corporation or organization, ceases to exist or if a named corporation, organization, or individual is conclusively linked to a felony conviction.

7.4 All designs and displays in connection with naming rights will be approved by the Director in consultation with any appropriate park designer, architect or landscape architect involved in project management of the sponsored project.

7.5 Sponsors are not permitted to use any City Mark, the use of which is governed by the Phoenix City Council, including but not limited to the seal, municipal flag, municipal standard, municipal pennant, and municipal badge of the City.

7.5.1 Prior written approval to use the City's marks must be obtained from the Parks and Recreation Director, which shall not be unreasonably withheld.

Attachment B

SPONSORSHIP AGREEMENT

This Agreement is made on the 26th day of May 2022, between City of Phoenix Parks and Recreation Board (Board) and its Parks and Recreation Department (Department) and Molina Complete Care of Arizona (Sponsor).

RECITALS

The Sponsor is engaged in the business referred to in Item 3 of Attachment A, hereafter referred to as the "Schedule" (Description of Sponsor's Business Activities) and, at the request of the Department, has agreed to provide the Sponsorship set out in Item 4 of the Schedule (Details of Sponsorship), subject to the terms and conditions of this Agreement.

IT IS AGREED as follows:

1. TERM

- 1.1 The term of the Sponsorship shall be for the period set out in Item 4(c) of the Schedule (Term of Sponsorship), unless otherwise extended or terminated in accordance with this Agreement.

2. SPONSORSHIP FEE/PRODUCT

- 2.1 In consideration of the grant of Sponsorship Rights under this Agreement, the Sponsor shall pay and/or provide to the Department, for the term of this Agreement, the sponsorship fee and/or product(s) referred to in Item 4(b) of the Schedule (Sponsorship Fee/Product) at the times and in the manner referred to in that Item.
- 2.2 The Sponsorship Fee/Product shall be the entire amount payable or provided to the Department under this Agreement.
- 2.3 The Department shall only use the Sponsorship Fee/Product for the sponsored activity referred to in Item 4(a) of the Schedule (Sponsored Activity) in a manner consistent with the reasons referred to in Item 4(a) of the Schedule (Sponsorship Rationale).
- 2.4 Should the Sponsorship Fee/Product not be fully used on the Sponsored Activity; the Department shall immediately notify the Sponsor of the balance of the unused Sponsorship Fee/Product and shall comply with the Sponsor's directions concerning the use of the unused Sponsorship Fee/Product.

3. SPONSORSHIP RIGHTS

- 3.1 The Department grants to the Sponsor the non-exclusive sponsorship rights set out in Item 5 of the Schedule (Rights of Sponsor) for the term of this Agreement.
- 3.2 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor under Item 5 of the Schedule (Rights of Sponsor) shall first be approved by the City of Phoenix Parks and Recreation Director or designee.

Attachment B

- 3.3 The Department shall, whenever the Sponsored Activity is publicized, acknowledge the Sponsor in accordance with the recognition rights specified in Item 6 of the Schedule (Recognition of Sponsor).

4. USE OF SPONSOR'S NAME AND/OR LOGO

- 4.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Department in respect to the Sponsored Activity shall acknowledge the Sponsor in a manner agreed to by both parties.
- 4.2 The Department shall immediately, on the termination or expiration of this Agreement, cease to use or otherwise refer to the Sponsor's name and/or logo except to the extent otherwise authorized by law or agreement.

5. USE OF THE CITY'S NAME AND/OR LOGO

- 5.1 All advertising and promotional material produced, published, broadcast, displayed or exhibited by the Sponsor in respect of the Sponsored Activity shall acknowledge the Phoenix Parks and Recreation Department, in a manner agreed to by all parties.
- 5.2 The Sponsor shall immediately, upon the termination or expiration of this Agreement, cease to use or otherwise refer to any and all of the City of Phoenix/Phoenix Parks and Recreation Department name(s) and/or logo(s) in any manner that could imply that the Sponsorship under this Agreement is still in effect.

6. INDEMNIFICATION

- 6.1 The Sponsorship Fee is a donation to help fund the design and construction of the Sponsored Activity as described in Attachment A, Item 4(a). Sponsor's role is limited strictly to the donation of funds. The City is the owner of the Park, and it or its contractors will be responsible for the design, construction, and maintenance of the Sponsored Activity. The City will indemnify and hold harmless Sponsor from any and all losses, liabilities, claims, actions, fees, and expenses, including those for personal injury, death, negligence, or property damage arising under, out of or in connection with the design, construction, maintenance, or use of the Sponsored Activity.

7. BREACH AND TERMINATION

- 7.1 If either party breaches any of the terms and conditions of this Agreement and fails to rectify such default in accordance with a written notice by the non-defaulting party within fourteen (14) days after the date of such notice, the non-defaulting party may terminate the Agreement at any time thereafter.
- 7.2 The Department may terminate the Agreement immediately if any of the following events occur:

Attachment B

- (a) The Sponsor is wound up or dissolved, becomes insolvent or enters into an agreement with its creditors, or if a receiver, manager or liquidator is appointed in respect of the Sponsor.
- (b) The Sponsor's business operations or the business or activities of any associated company are contrary to any City of Phoenix policy(ies).
- (c) The Department determines that for whatever reason it should no longer use the Sponsorship Fee/Product or be associated with the Sponsor.

7.3 If this Agreement is terminated, the Sponsor shall not be required to pay any unpaid installments of the Sponsorship Fee/Product.

7.4 The expiration or termination of this Agreement shall not prevent either party from taking action to enforce a term or condition of this Agreement in respect of any breach occurring prior to such expiration or termination.

8. NOTICES

8.1 Unless otherwise directed in writing, notices, reports, and payments shall be delivered to the Department at the following address:

Parks and Recreation Director
Phoenix Parks and Recreation Department
200 W. Washington St, 16th Floor
Phoenix, AZ 85003

and to the Sponsor at the address and e-mail address referred to in Item 2 of the Schedule (Address of Sponsor).

8.2 A notice forwarded by e-mail shall be deemed to be received by the addressee when recorded by read receipt.

9. AMENDMENTS TO AGREEMENT

9.1 Any amendment to this Agreement shall only be valid if the amendment is in writing and signed by both parties.

10. ASSIGNMENT

10.1 Neither party shall transfer, change or purport to assign, transfer or change this Agreement or any of its rights or obligations without the prior written consent of the other party, which shall not be unreasonably withheld.

11. CHARITABLE CONTRIBUTION

11.1 Board will reasonably cooperate with Sponsor to document Sponsor's charitable contribution as may be required for federal or state income and property tax purposes.

Attachment B

12. GOVERNING LAW

12.1 This Agreement shall be governed by and construed under the laws of the State of Arizona, excluding its choice of law principles. Any litigation arising out of this Agreement shall be commenced and maintained in a court of competent jurisdiction sitting in Maricopa County, Arizona.

13. ENTIRE AGREEMENT

13.1 This Agreement constitutes the entire agreement of the parties and shall supersede any prior or contemporaneous agreements or negotiations, whether written or oral, between the parties, regarding the subject matter herein.

EXECUTED by the parties on the date first written above.

ON BEHALF OF PHOENIX PARKS AND RECREATION BOARD

Parks and Recreation Director

Date

SPONSOR

(insert company name)

Printed Name

Title

Signature

Date

APPROVED AS TO FORM

ATTEST

Acting City Attorney

City Clerk

Attachment B

ATTACHMENT A - SCHEDULE

1. **NAME OF SPONSOR**

Molina Complete Care of Arizona

2. **ADDRESS OF SPONSOR**

5055 E Washington Street, Suite 210, Phoenix, AZ 85034

3. **DESCRIPTION OF SPONSOR'S BUSINESS ACTIVITIES**

Molina Healthcare, Inc., is a FORTUNE 500 company that provides managed health care services under the Medicaid and Medicare programs and through the state insurance marketplaces.

4. **DETAILS OF SPONSORSHIP**

(a) Sponsored Activity

FitPHX is a citywide health initiative that was created in 2013, with the goal of improving health and wellness in the region and making Phoenix one of the healthiest in the nation. The initiative has built innovative collaborations between government agencies, private sector groups, non-profit organizations, and universities to develop programming that provide residents with resources to be healthier.

Molina Complete Care of Arizona has committed to sponsor FitPHX starting in July 2022 at selected community centers: Desert West, Cesar Chavez and Sunnyslope. Their sponsorship of \$9,320 will be applied to several program activities including (6) family fitness classes, and (6) healthy living workshops to include instructor fees, audio and fitness equipment, signage and advertising, and incentives and giveaways.

(b) Sponsorship Fee

\$9,320; check made payable to Phoenix Parks Foundation

(c) Term of Sponsorship

July 1, 2022 to December 31, 2022

5. **RIGHTS OF SPONSOR**

- *Molina Complete Care of Arizona will be recognized as "Official Sponsor";*
- *The City will provide engagement counts of event attendees*
-

6. **RECOGNITION OF SPONSOR**

- *Sponsor recognition announced at the beginning of all events;*
- *Title sponsor logo placement on all program and event materials*
- *Inclusion in all press releases sent to local media outlets*
- *Molina Complete Care of Arizona logo and link listed on FitPHX website*



To: Parks and Recreation Board

Date: May 26,2022

From: Cynthia Aguilar, Director

Subject: APPROVAL OF THE UNDEVELOPED PARK SITE MASTER PLAN AT RIO SALADO LANDFILL (AZ FRESH)

This report requests approval from the Parks and Recreation Board on the proposed master plan for the undeveloped park site located at 1150 E. Elwood St.

BACKGROUND

The Parks and Recreation Department (PRD) is currently in the process of working in conjunction with Community Economic Development (CED), Office of Environmental Programs (OEP), Public Works (PW) and Az Fresh Development (AZFD) to redevelop the vacant 20-acre park site formerly known as Rio Salado Park at the Del Rio landfill site. This new park development will require ongoing maintenance which will be paid by the developer.

An extensive evaluation of the site was provided by OEP to better understand the boundaries of what could be constructed on the landfill property and what construction would be needed to ensure the landfill is protected; as well as the community that will enjoy the park site.

When developing a park site master plan, it is imperative that the surrounding community is involved with the amenity development process to ensure the park will serve the community's needs. The department has been participating in public engagement with established communities in these areas since the summer of 2021. This process has included developing steering committees with key community stakeholders such as residents, school administrators, businesses and community leaders. The department works closely with the steering committees and City Council to develop designs that are then taken to the community at large. Throughout this process, meetings have been held virtually and in-person. Surveys have also been distributed to solicit as much feedback as possible.

DISCUSSION

As a result of the steering committee meetings, feedback received during the community process, and completion of the surveys mailed to 2682 residents living within a one-mile radius of the park, a final master for the park site has been created.

The amenities approved by the community for this park site include a non-traditional playground, ramadas/picnic areas, WalkPHX trails, community gardens, a community gathering space, informational signage and lookouts. In addition, the park will include a

40-foot mound that will provide the community vistas of the Rio Salado Habitat, South Mountain Park, and downtown Phoenix. Trails throughout the park site will also connect to the Rio Salado Habitat. The proposed master plan, reflective of the community feedback for the park site is reflective in **Attachment A**.

The proposed park name was not available at the time of this report; however, it will be provided in the presentation at the May 26, 2022 Parks and Recreation Board meeting.

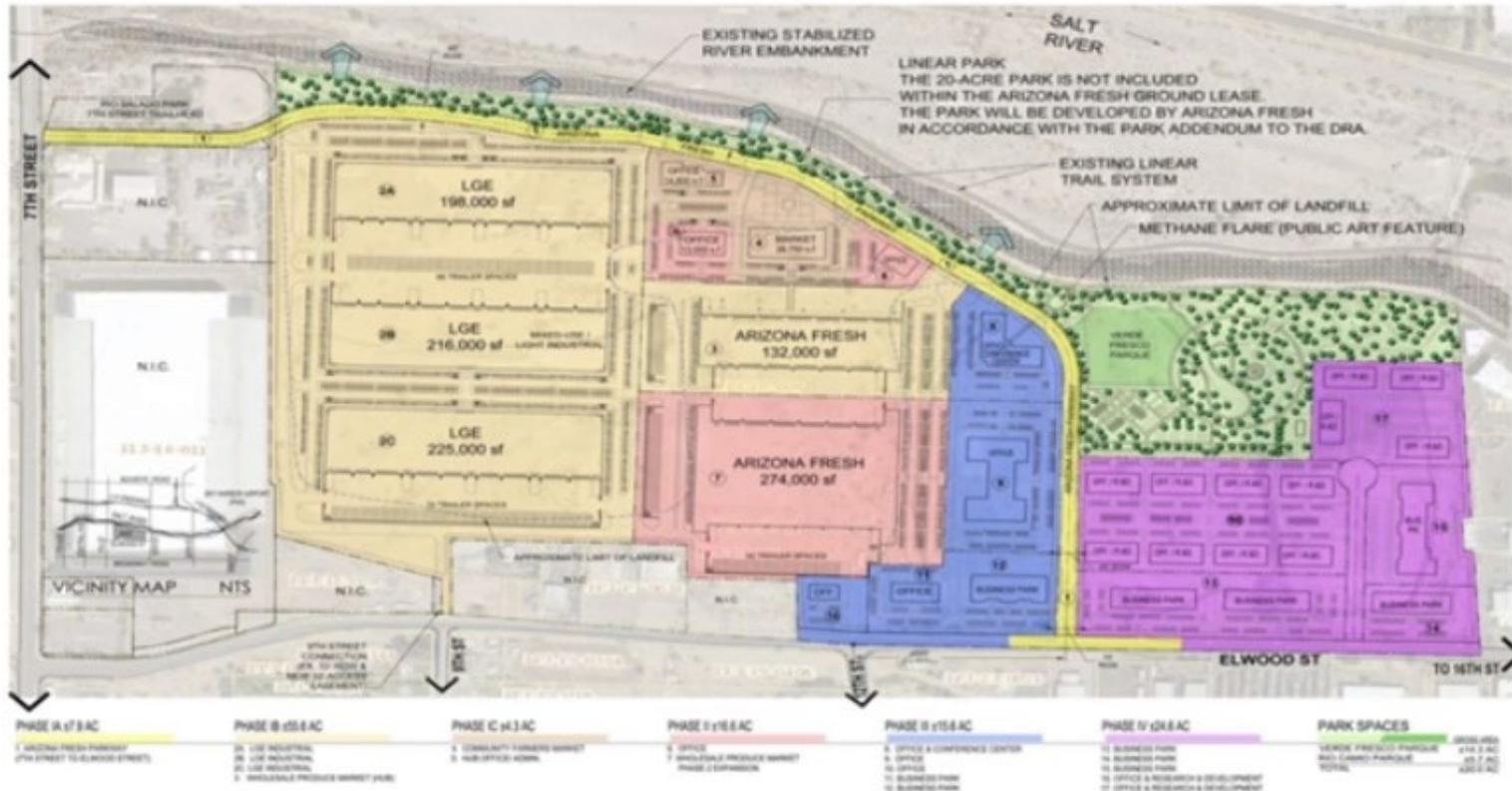
RECOMMENDATION

Staff recommends Board approval for the proposed master plan and the recommended park name for the undeveloped park site.

Prepared by: Joe Diaz, Deputy Director

Approved by: Tracee Hall, Assistant Director

Arizona Fresh - Revised Site Plan



ARIZONA FRESH

PHOENIX, AZ

PREPARED FOR: TODD HARDY & RODRIGO TORRES CANDE

SITE PLAN

SCALE: 1" = 100'

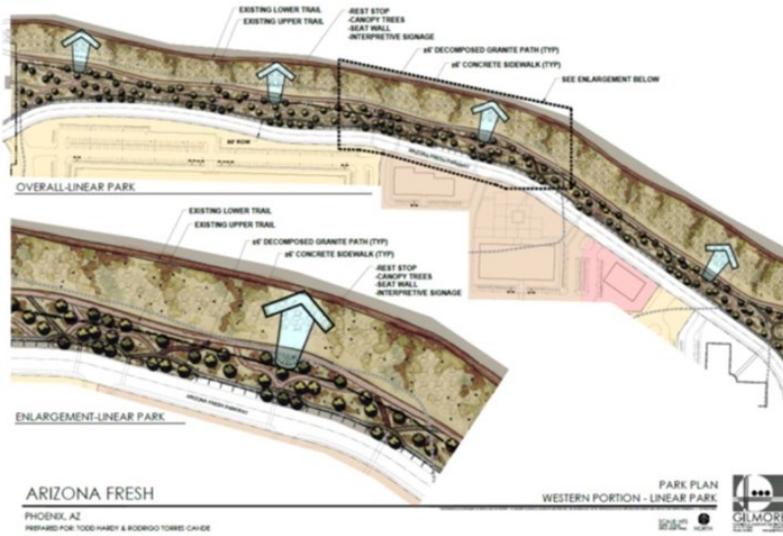


NORTH



ATTACHMENT A: MASTERPLAN FOR RIO SALADO (AZ FRESH) PARK

West Park



East Park

