

**RETREAT MINUTES
PARKS & RECREATION ADVISORY COMMITTEE
Saturday, April 11, 2015
CBJ Assembly Chambers – 11 a.m. to 2 p.m.**

Call to Order at 11:00 a.m.

Present: Chris Mertl, Chair; Josh Anderson, Gerry Landry, Odin Brudie, Lindsey Hallvik, Tracy Gilmore, Tom Rutecki, Frances Dowd, Eric Ouderkirk;

Staff Present: Kirk Duncan, P&R Director; Brent Fischer, P&R Superintendent Maintenance, Parks and Landscape

Public Participation of non-agenda items – none

Role of PRAC and its CBJ ordinance - K. Duncan: Resolution 2646: *Section 3: The purpose of the PRAC is to act in an advisory capacity for planning and development of all aspects of juvenile and adult recreation in the City and Borough. This direction includes authority to advise the Assembly and the Parks & Recreation Department Director on issues affecting parks and recreation in the community. A secondary purpose of the Committee is to act as a citizens' proponent for parks and recreation facilities, recreation activities, and trails within the City and Borough.*

That is what you are charged with. The other relevant part of this is

Section 6: Special Committees. Special committees to facilitate any PRAC business may be created either at the sole discretion of the PRAC chairperson or by a majority vote of the members. The PRAC chairperson shall appoint one member to serve as chairperson of each special committee.

The reason I bring that Section 6 up is when we are talking about the Comprehensive Plan, or anything in particular, it doesn't have to be all 9 of you dealing with that. There could be multiple committees working on smaller facets.

C. Mertl: For some of us older board members haven't fulfilled those roles in the past and I would like to share that we are more proactive. Kirk [Duncan] is in agreement that we are a good resource to Parks & Rec so we are reenergizing ourselves. We've got the legal direction to do so, the Director wants us to become more involved, I as the chair want us to. There is a consensus that we want to take a more active role rather than just rubber stamp it.

K. Duncan: It's my opinion that the advisory committees are extremely important and we have a Treadwell advisory board. There are people who feel PRAC is becoming less relevant because of other advisory boards; I personally don't feel that way, the advisory boards deal with individual day to day/month to month with facilities, potentially

coordinating users groups. PRAC takes a longer, bigger view of things going on in the CBJ. I do not feel that there is a conflict the specific advisory boards and PRAC.

C. Merti: Would like a PRAC member assigned as a liaison for the Treadwell Board if one is not appointed by HRC. I would like to amend our Agenda to include an overview of Parks & Rec.

P&R Organization Overview – K. Duncan

K. Duncan: in your packet is what all the P&R facility managers put together for you.

- Treadwell -- known for really good ice, very good reputation for putting out a very good product. We have declining participation. 41,000 in FY10 to 37,000 in FY14. We will start an active community outreach and get more people into the facility. I am working with City Manager to restore at least the manager and maintenance to year-round staff. I think it is a vital role for P&R to have summer camps.

Discussion

There is a scenario under which we could have a fairly significant impact on the economic revenue of the CBJ. If we had to look at prioritizing facilities that would definitely be a PRAC assignment. If we had to say: we can't afford everything, then what can we afford, PRAC would look at facilities.

- Aquatics – there was an amendment offered to the [Aquatics Empowerment Board] ordinance that has the P&R Director being the aquatics manager and reporting to the empowered Board. Similar to Treadwell, the real issues with the aquatics division is declining attendance. We will have to grow participation. We have major structure issues at AB at around \$5m. 1% Sales Tax in 2017 money might be available. PRAC would take a heavy role to advocate a large chunk of that money to fix AB Pool. We will revamp the webpage and put out a newsletter to help with the marketing effort.

Discussion

- Zach Gordon Youth Center – there are so many success stories that come out of there. Kristi West is retiring; we have several applicants for the position. We are looking at the possibility of taking on BAM, the after school program with community schools. We cannot take that on yet. Unfortunately Catholic Social Services is closing their Healthy Teen clinic at ZGYC and we are looking at how we can take that on. Zach is a forgotten little thing we do but it is very important to the City.
- Centennial Hall – one of the big things here is community center versus convention center. These are run differently. Are we running as a profit center or community service? That is a PRAC issue and when we start talking about fees and charges. We have contentious catering services. Heavily support by 3/7th of hotel tax.

Discussion

- Area wide recreation – Soccer, basketball, Start Smart, volleyball, Mt. Jumbo gym. One of the things that will come to the PRAC is Mt. Jumbo Gym – can we afford this?
- Building Maintenance, Parks Maintenance, and Landscape – from monitoring fire alarms and fire suppression systems to automated building controls. Brent is working with a new building system called Lucity. 40 buildings, 13 playgrounds, 30 parks, 49 sports fields and courts. We are pressed to maintain them at the level we want. Landscape reports 1.1M feet of turf and 50,000 feet of perennials. Egan Drive's median disappears next year when state redoes the road. Jensen-Olson Arboretum, 5500 participation. World greatest collection of primroses. Property donated to city with \$2M. Until that fund grows to be self-funded, it is supported by general funds.
- Eagle Valley Center – that is the crown jewel of P&R. SAGA's contract will be terminated. Will work with groups this summer, but too late to have a plan this summer. We need to invest and grow, with sights on being used day and night all seasons.

Discussion

Group develop mission statement for Comp Plan

C. Mertl: What I want to do is come up with a mission statement that will create the bones and framework of a new comp plan that encapsulates everything. I hope you have all thought about this because we have talked about it for the last few weeks.

O. Brudie: In general, P&R Comprehensive Plan will articulate why Parks & Rec facilities and services are needed in Juneau and why the P&R Department manages them; articulates CBJ policies for developing new P&R facilities and services, and managing them.

T. Rutecki: Create a document that provides guidance for future P&R operations and planning, with the first objective as identifying key community issues.

L. Hallvik: Long term plans to maximize, develop and maintain P&R facilities, parks, and trails for community members of all ages and abilities to access year-round.

J. Anderson: To provide and promote (advertise) and sustain current and traditional recreational opportunities for the community and its visitors, as well as developing new partnerships and recognizing contributions from public/volunteers/local businesses.

F. Dowd: Plan includes where we are going, what the community assets are, how we manage them and the improvements we are going make; creating partnerships and recognizing them, including what other relationships exist and add to P&R vision.

G. Landry: Create partnerships with other land agencies; parks can help with economic development in a variety of ways; and how we work with our diverse landscape (wilderness area with mountains);

T. Gilmour: P&R shall strive to provide outdoor spaces and recreational areas for all Juneau citizens and visitors taking into consideration their needs and abilities. With the CBJ's help P&R shall strive to maintain user areas to the highest levels of safety P&R shall look to the future of sports and recreation and adapt existing user area as demand arises.

E. Ouderkirk: P&R provides the services and infrastructure to support the unique Juneau lifestyle for persons of all abilities. To that end the comprehensive plan develops policies for: facilities, services, recognition and development of long term partnerships and provides for integrated management with agencies (Federal and State).

C. Mertl: I will take your ideas and draft the Mission statement to discuss.

Provide recreation programs, services, and infrastructure to support current and future community priorities of residents and visitors of all abilities through safe, affordable and accessible user areas and develop and foster partnerships....

Strength, Weaknesses, Opportunities, and Threat (SWOT) Analysis – C. Mertl w/Handout

STRENGTHS:

Venues – Pools & Ice Rink
Accessible Shelters
New facilities – Pool and Ice arena
Zach Gordon Youth Center (2)
Winter Recreation
Pools
Ball Parks and Fields
Great new parks
Arboretum
Ice Arena
Local Trails
Unique location (CBJ/St/Fed Rec ops)
Plethora of opportunities
Outstanding array of facilities
Variety of Rec opportunities
Overall “look” of CBJ (aesthetics)
Diverse Rec Options
World class recreation
Quantity/quality/vicinity of trails
Community Diversity (user groups)
Teamwork (easy to work with)
Partnerships (CBJ/Feds/St)
Sports Clubs and Organizations
People
Education & Lessons
Youth Activities
Youth Programs
Organization Change presents new approaches
Arts
Land

WEAKNESSES:

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Declining Budgets
Funding for existing parks upkeep
Too few staff
No Money
Risk Management & HR overreach
Layers of bureaucracy
Stuff this is not recreation (parking)
Parking Management
Comp Plan out of date
Vision for future
Red tape politics
No marketing
Communications aka marketing
Lack of advertisement of services
Marketing of facilities, trails, rec options
Guest Services
Not enough staff
No instead of yes
Staffing (not fault of CBJ)
Aging trails
Maintenance
Aging infrastructure
Parks too large
Too much to manage
Accessibility of facilities (elevators, parks, pool temp)
Youth swimming program
Indoor gym time options or facilities

OPPORTUNITIES:

Juneau Parks Foundation (4)
Cruise Ship Dollars
Partnerships (3),
if CBJ says “no” find someone who wants to say
“yes” and promote them
Interested public/constituents
Use Group collaboration/work together for
similar needs
National Forest
Amt of Public Lands
Back side of Douglas
Integration w/other public land mgmt. entities
Internet/social media (2)
Marketing
New outlook on advertisement of services
Opportunity (lot of land)
Room to partner with yes groups/individuals
Volunteerism
Volunteers to staff venues and programs
Motorsports in CBJ and SEA
Expanding winter trails
Tournaments & other visitor attracting events
Single track or world class mtn. bike trails
Bicycle map
Marine/Ocean based recreation enhance it
Eagle Valley Center
Jordan Creek Greenbelt
Create stream buffer strips and wildlife corridors
Model rec programming on other cities
World class location

THREATS:

Climate Change/declining winter options
Environment
Weather
Everyone advocates personal cause/creates
factions
Agendas
Entitled User Group Ideals
People with Entitlement Mentality
Elimination of YAB Funding
Declining use of venues = loss of revenue
Budget cuts/declining funding
Less public \$\$ - oil/state budget/fed
1% Tax not approved
Failure to provide \$ value of recreation to
community/businesses
Recreation is not an essential service
Declining support/users of P&R facilities
P&R not valued
People don't want to maintain what is already
there
Attitude/lack of empathy for new ideas/closed
minds
Community understanding/view/attitude
(NIMBY)
Perceived threats (NIMBY)
NIMBY mentality
Cost of transportation of people and goods
OIL ↓
Limitations of terrain/cannot service all groups
Not enough land
Assembly or CBJ
Agency Planning
Perceived competition with private sector
Government crackdown
Fracking
Increased sedentary lifestyles = drop in
participation
Environmentalists
Isolation

Review of 2012 PRAC priorities statement – K. Duncan
(accomplishments in italics)

1. Bike Path from Valley to Downtown,
2. *Cope Park,*
3. *controlling snow machine access,*
4. *Enclosed dog park,*
5. Auke Cape Indian Point,
6. *Seawalk,*
7. Pocket Parks and links,
8. *Fix Perseverance Trail,*
9. Neighborhood Parks,
10. *Juneau Parks Foundation,*
11. Treadwell Ditch,
12. *Continue Fish Creek improvements,*
13. *Youth Scholarships,*
14. Multi-use turf fields,
15. Youth Activities,
16. *Juneau Day of Play,*
17. *Support facilities for Arctic Winter Games,*
18. Waterfront parks,
19. Funding for existing facilities and programs,
20. *Develop Treadwell Historic Mine Park,*
21. Expand the “learn to swim” program,
22. Stop vandalism,
23. Build cabins,
24. Cemetery face-lift,
25. Support Non-motorized Transportation Plan,
26. Second sheet of ice,
27. Dike Trail,
28. *Capital School Park,*
29. Improve field drainage at Twin Lakes,
30. Expand social media and marketing,
31. Capital Transit stop at Dimond Park,
32. *Green at Dimond Park, trees, etc.*

Review of 2011 PRAC priorities – K. Duncan

1. Seawalk, waterfront development, connectivity Marine Park to Under The Bridge Park,
2. *Create Historic Park Area Treadwell loop trail,*
3. Second Sheet of Ice,

4. Cope Park rehabilitation and improvements,
5. *Treadwell Ditch Trail*,
6. Non-motorized downtown to valley,
7. *Enclosed dog park*,
8. Youth scholarship fund raisers,
9. Covered bike rack areas,
10. Recycle bins at Parks,
11. Micro playgrounds in communities,
12. Non-motorized corridor Thane,
13. Turf fields,
14. Cross country ski trails in the valley,
15. North and West Douglas Parks and Rec opportunities,
16. *Capital Park upgrade and create a master Plan*,
17. Cemetery rehabilitation,
18. Park maintenance,
19. *Trailhead signs*,
20. *Under Thunder Trail*,
21. *Montana Creek Trail*.

Discussion

Proposed 2015-2020 Community Parks and Recreation priorities

- Upgrade Capital Park
- Mt Jumbo to non-profit
- Track Maintenance Agency Cooperation
- Agency Cooperation
- Incorporate Native Recreation and Plans = Partnership
- Park Foundation (3)
- Social Media
- Motorized Vehicle Park/Motocross Park (3)
- Finish Cope Park
- Upgrade/Maintain existing facilities
- Curb vandalism
- Additional indoor gym opportunities
- Green Areas @Ballparks (ie. Grass at Savikko Park)
- Elevator at Dimond Park Field to only indoor track
- Zach Gordon improvements (2)
- Protect and expand rec opportunities in Eaglecrest area
- Bikeways between downtown and valley
- Hand railing on switchback of Outerpoint Trail
- Steam buffers 200 ft (storm water issue)
- Neighborhood gardens Mountainside Estates
- Jumbo Gym Improvements & Promotion
- Promote OHV
- **Update Comp Plan**
- 400 ft. wildlife corridors (T-Harbor burners BA-1)
- Improve Montana Creek Trail for skiing
- Web based index of trails & shelters
- Paths to accessible play features at Project Playground

- Social media presence and marketing
- Vest pocket parks and linkaes plan
- Cemetery rehab
- Increased cost recovery % of Jensen-Olson Arboretum
- Market plan to Jensen-Olson Arboretum

Discussion

C. Mertl: We will review and discussion will continue with next PRAC meetings.

Meeting adjourned at 2:06 p.m.