

MINUTES OF THE RECREATION ADVISORY COMMISSION

Tuesday, March 2, 2010

Rec&Ed Offices
1515 S Seventh St
Ann Arbor, MI 48103

Members Present: Annie-Norah Beveridge, Tim Berla, Sheila Calhoun, Rick Dekeon, Tom George, Paula Greeno, Arjun Kalra, Joanne Kimata, Betty Wier

Ex-Officio Members Present: Sara Aeschbach, Jeff Straw, Glenn Nelson

Call to Order: Chairperson Paula Greeno called the meeting to order at 7:19 pm

Public Commentary: There was no public commentary; however, RAC members were taken on a guided tour of the new Rec&Ed offices at Pioneer.

Approval of Minutes: Sheila Calhoun moved to approve the minutes of the January 5, 2010 meeting and Tim Berla seconded this motion. Minutes were approved unanimously as written.

Old Business

A. Mack Pool Update – Sara Aeschbach reported there was a Mack Pool meeting on Monday, March 1. Jeff Straw said the task force developed recommendations for City Council in regard to reducing the budget gap and meeting the necessary reductions. Each department in the city has been requested to develop a budget reduction recommendation. No final decisions have been made, and the new budget will be adopted by City Council in May 2010. At this time Mack Pool is recommended by staff to remain open with closure during the summer months only. Sara Aeschbach also added that grant funding is available for new LED lights at the pool, and the City is seeking funds for a pool blanket. Ann Arbor Open School use of the pool time was reduced in order to increase the time available for City use. An extended lunchtime swim will be offered beginning fall 2010.

B. City-School Field Agreement – Sara Aeschbach reported all parties have not officially signed the agreement. Jeff Straw will follow up to see where this agreement is within the city offices.

C. AAPS Budget Reductions – Sara Aeschbach reported that the school district held four public budget meetings to obtain feedback from the community regarding impending budget reductions totaling nearly \$20 million. The district is looking at consolidation of transportation services within the county and potential privatization of services. All of the public comments from the budget meetings are posted on the district website. As of January 1, custodial overtime for Rec&Ed is being paid by the Rec&Ed budget. Sara expects it could be approximately \$35,000 of added costs for the winter term. The department is expanding the role Rec&Ed site supervisors to reduce the need for week-end custodial help. Reductions to building and grounds could have an impact on Rec&Ed and the services currently provided by the district. Glenn Nelson added that without concessions in salary and benefits by AAPS staff there could be as many as 200 positions eliminated. Notifications will need to be made to staff by the end of April.

New Business

A. PROS Plan – Sara Aeschbach reported that she is on the committee for the development of the Parks, Recreation & Open Space (PROS) Plan which is renewed every 5 years. The plan entails extensive community input from individuals and groups. There will be a focus group done with RAC in order to obtain the Commission's feedback.

B. Advertising – Sara Aeschbach reported the department is looking for feedback from RAC regarding Rec&Ed's advertising venues and the most effective use of the advertising budget. Rec&Ed has always advertised their camp offerings in the Ann Arbor Observer and Ann Arbor News. Options now available are through the Observer, annarbor.com and the Ann Arbor Chronicle. Tim Berla felt it would be helpful to determine if the on-line advertising prices are based on the number of clicks or just on the ad itself and suggested Rec&Ed actually advertise in all the sites one time to get a better idea of how well read the sites are by consumers. Joanne Kimata suggested the arborweb.com as a possible site for Rec&Ed advertising. Sara views the ads as a reminder for customers to view Rec&Ed offerings, and not as a means to actually enroll in classes. Glenn Nelson suggested that Rec&Ed specifically request that any ads be placed near articles pertaining to schools and education.

Briefing Agenda

A. Items from RAC

1. Reports from PAC – Tim Berla reported the City has opted to raise the prices of the recently updated fields. The new field rental rate will be \$60/hr., which is increased from \$23/hr. last year. PAC will be sending out an online survey regarding the PROS plan, which allows for citizens to respond electronically. The senior center and the golf courses continue to move forward and will be maintained.

B. Items from Parks and Recreation – Jeff Straw reported City Council did approve the increase in fees for playing field usage and this was based on the \$1.1 million cost of renovations. All fields will be open for use summer 2010. Quality of fields has been significantly increased so the City felt the increase is justified. The City is preparing for the opening of golf courses March 2010 and the canoe liveries April 2010. It is anticipated the millrace will remain closed.

C. Items from Community Education and Recreation – Sara Aeschbach reported Rec&Ed recently completed analysis of enrollment numbers and is pleased to report that youth enrollment is up compared to this same time last year. Futsal, a new indoor sport for the department, had a total enrollment of around 400 participants. It was decided for RAC to meet on March 30, rather than April 6, which is during Spring Break. Paula Greeno informed RAC members that she and her family will be relocating to North Carolina as she and her husband accepted jobs at Duke University.

Transmittals –Adjournment: Tim Berla moved to adjourn the meeting and Tom George seconded the motion, which passed unanimously. Chairperson Paula Greeno adjourned the meeting at 8:30pm.

Respectfully submitted,
Christine Drago, Recording Secretary to RAC