

COUNTY OF CURRY)
CITY OF CLOVIS) ss.

The Parks, Recreation & Beautification Committee met in regular session at 5:30 p.m., Monday, June 27, 2022 in the North Annex, Clovis-Carver Library, 701 N. Main in full conformity with the laws of the State of New Mexico and the ordinances and resolutions of said city with the following members present:

Commissioner Gene Porter, District 2
Commissioner Helen Casaus, Vice Chairperson, District 3
Commissioner Megan Palla, Chairperson, District 4
Philip Frazee, County resident
Jamaal Williams, District 2
Sabra Smith, District 1
Clyde Davis, Organization utilizing parks
Commissioner George Jones, District 1
Gilbert Salguero, District 3

ABSENT: Thomas Martin, District 4

EX-OFFICIO PRESENT: Russell Hooper, Parks & Recreation Director
Justin Howalt, City Manager

EX-OFFICIO ABSENT: Lonnie Baca, Clovis Municipal Schools

ALSO PRESENT: Claire Burroughes, Assistant City Manager
Vicki Reyes, Assistant City Clerk
Kelsey Knight, Marketing, Communication & Grant
Coordinator (virtual)
Tauree Curry, Recreation Administrator
Damian Lechner, Zoo Director
Members of the public

Commissioner Palla called the meeting to order at 5:32 p.m. and established the presence of a quorum. She advised Item No. 8 would be removed from the agenda.

Agenda Item No. 3 – Approval of minutes of May 16, 2022

Commissioner Casaus made a motion to approve the minutes of May 16, 2022 as presented; Ms. Smith seconded the motion, which passed by acclamation.

Agenda Item No. 4 – Discussion and recommendation regarding Colonial Park Golf Course rates

Mr. Keaton Aucutt, Touchstone Golf, advised the pricing structure for the Golf Course has increased. Mr. Howalt advised 2017 was the last time there was a price increase.

REGULAR RATES		
Play	Mon – Fri	Sat/Sun/Holidays
18 holes	\$20	\$25
Twilight (2-4pm start)	\$17	\$22
9 holes/ Super twilight 4 pm or later	\$15	\$17
Replay 9 holes	\$10	\$10

CART RENTAL	
18 holes	\$17
9 holes/twilight	\$8.50

SENIOR/MILITARY	
Weekdays Mon-Fri	
18 holes	\$17

ANNUAL MEMBERSHIPS	
Single	\$900
Family 2 adults and 2 kids	\$1300
Senior 60+ Play Anytime	\$800
Or Mon-Fri. Weekends/Holiday before 8 or after 12 pm	\$600
Senior Couple 60+ Mon-Fri. Weekends/Holidays before 8 or after 12 pm	\$800
Cart Rates for Members with Private Carts	
9 holes	\$7.50
18 holes	\$15

Members receive 10% discount on all merchandise

They wanted to add in more discounts. Twilight rates are from 2:00 p.m. – 4:00 p.m. and super twilight is after 4:00 p.m. It is packed before 2:00 p.m. and this allows them to better fill the day. They have never had a discount for seniors or military during the week and they wanted to add one for active duty and veterans. They will stay the same with cart rentals, but they would like to offer a discount if they are already a member and/or if they have their own cart. They will give a \$2 discount on 18 holes and \$1 discount on 9 holes. They want to remove the 6-month membership and the punch card. Yearly memberships have gone up to \$900 for single and family memberships will be \$1300. The senior membership will be Monday through Friday or before 8:00 a.m. or after 12:00 p.m. on Saturdays and Sundays. They would like to add a 10% discount on all merchandise to the memberships as well. They called different golf courses to find out fees for comparison. Across the board, Colonial is not going up much more than where everyone else is.

Commissioner Casaus asked for more information on the punch cards. Mr. Aucutt advised it was 20 9-hole rounds for \$150. He advised it was a discount on the actual rate, which is why they introduced the military and senior rates to combat those.

Commissioner Jones asked if they would have a military discount for weekends at twilight. Mr. Aucutt advised they have discussed that. The rate would need to be a little higher.

Commissioner Jones asked if there would be an annual membership specifically for military. Mr. Aucutt advised they could add a certain percentage off if they are military. Commissioner Jones asked if they would do super senior discount for 80+. Mr. Aucutt advised they could look at it. They are trying to get away from labeling them seniors. That membership would have to be a Monday-Friday, before 8:00 and after 12:00. Commissioner Palla advised she didn't like the idea of putting out so many categories. She suggested listing multiple in the same category.

Commissioner Jones asked about the range pass. Mr. Aucutt advised the range pass is \$40 and unlimited. They are losing money on this so they are looking at loading a card for a certain amount and then getting an extra amount of balls depending on how much they put on their card. The buckets will remain the same price, but will allow them to track it better. Commissioner Palla asked if the machine was working. Mr. Aucutt advised the machine was working, just not with the software. It is going to be looked at next week.

Commissioner Jones asked if \$15 was the right number for carts or if they could come down more. Mr. Aucutt advised their goal is to not have the city subsidize the course as much. The concern would be to give too much of a discount and then people decide to buy their own carts which is more of a loss to the course.

Commissioner Porter asked if a flat fee across the week was a good option for them. Mr. Aucutt advised right now most plays are Friday and Saturday. There are quite a few courses that have a flat rate, but he doesn't want to change too much. To help the city to get that break even number this has to happen.

Commissioner Palla advised they were going to have to charge more to break even. Mr. Howalt asked if they would have more perks for memberships. Mr. Aucutt advised they would be able to book 10 days in advance with a membership and without it's 7 days in advance.

Commissioner Palla asked if they were looking at a timeline for a cancellation policy. Mr. Aucutt advised they were looking into it still, but they want to implement the new fees on August 1.

Commissioner Jones advised super senior would be 85+, the same as a discount for the military. They just need to decide what the percentage would be. Commissioner Palla asked if that would only be for membership. Commissioner Jones advised that was correct. Mr. Aucutt advised they could add Saturday and Sunday before 8, but after 2 to the military discount. They should move the senior and senior couple membership to after 2 as well.

Senior/military rate to include twilight time frame, changing senior couples to before 8 but after 2 and super senior, which is 85+ with a 10% discount and a 10% discount for the military, eliminating range passes, punch cards and 6 month memberships. Commissioner Palla asked if they could insert the cancellation penalty. Mr. Aucutt advised he would cancellation is 24 hours

prior to tee time and most courses will charge half of price of play. Commissioner Palla asked where they are with standing tee times. Mr. Howalt advised they would do away with standing tee times.

Commissioner Jones made a motion to recommend changes to the fee structure for Colonial Golf Course; Commissioner Casaus seconded the motion, which passed by acclamation.

Mr. Aucutt advised they had 58 kids for first tee and they will try to have an August session. The program is run out of Roswell and their goal is to have programs throughout the week when school starts. They have a 10 week session in September.

Agenda Item No. 5 – Discussion and action regarding Summer Yard of the Month

Ms. Knight advised the contest helps beautify the community and promote Clovis pride. This year they are proposing changes to encourage residences to conserve water. They will hold only one round with nominations being accepted until the end of July and awarded in August. They also want to add a xeriscape property for residential and commercial. They will set up a voting forum so the public can vote on who will win the contest. They would have 8 residences and 2 commercial recognized. Commissioner Palla asked if that was a lot of for people to vote on. Ms. Knight advised it was less than what they typically do. The voting is set up by each district so it won't be overwhelming.

Commissioner Casaus moved for approval; Commissioner Jones seconded the motion, which passed by acclamation.

Agenda Item No. 6 – Discussion and recommendation regarding the Hillcrest Park Zoo logo

Ms. Knight advised they are working on a new logo to brand the hillcrest park zoo. Graphic designers from across the country designed logos. She showed a picture of the suggested logo. This logo fits how they are trying to portray the zoo. Commissioner Palla asked if they were branding everything to look the same. She advised this didn't have the same logo as the new brand. Ms. Knight advised all of the departments have the same branding as the city of clovis overall logo. For the departments and different facilities that are aimed at getting the outside community to visit, it's okay if it doesn't look exactly like the new logo. It's the same as the police and fire. The color scheme is incorporated in this logo. Commissioner Palla asked if there were plans to redo the sign on Norris. Ms. Knight advised there was. They were going to have new signage, new polos, uniforms, gift shop items, etc.

Commissioner Palla asked if they could put Hillcrest Park on the top line and zoo on the second line. She will reach out to 99 design to see what would work best. Commissioner Porter advised he would like to have something showing the location of Clovis. Ms. Smith asked if they could put a zia symbol where Clovis is. Mr. Howalt advised the detail might be lost. Commissioner Jones advised they could just put a dot.

Commissioner Jones made a motion to move forward with this concept; Ms. Smith seconded the motion, which passed by acclamation.

Agenda Item No. 7 – Discussion and action regarding AYSO Soccer Program

Mr. Pat Snider advised he is representing AYSO. Everything they tried to accomplish with getting the region back up has failed. AYSO will be closing and they will need some time to get articles sold and/or off the property. He asked for a couple of months to get the property removed. The region has been here since 1984. The city has been very cooperative and he thanked them for that. Commissioner Palla thanked Mr. Snider for volunteering his time.

Agenda Item No. 8 – Discussion and action regarding the installation of a diving board at the Aquatic Center for the high school swim team

This item was removed from the agenda.

Agenda Item No. 9 - Updates

Parks Update

Mr. Hooper advised they are continuing with mowing and staying busy. They have had a few tournaments on the weekends. Gearhead Gathering went well. Commissioner Porter thanked Mr. Hooper for how great the park looked for Draggin Main.

Recreation Update

Mr. Curry advised they are trying to do away with Sundays at Roy Walker. It would be more beneficial to open on Saturday from 10-2. He would like to add classes and incorporate more sports in doors. They have had 100 kids that came through the Summer Youth Program during the week and have averaged 65-70 kids every week. He thanked Albertsons for donating snacks and anyone else that has donated or come to speak to the group. Commissioner Palla asked if Roy Walker was open on Saturday. Mr. Curry advised it wasn't. Commissioner Casaus asked if the air conditioner was working. Mr. Curry advised it has been working properly. Commissioner Casaus asked if they have kids just hanging around. Mr. Curry advised that's why he wanted to have more structured activities. Mr. Williams asked if they had any feedback about closing on Sunday. Mr. Curry advised they have been asking people that come on Sundays and they just want to play. He wants to cut the time down a little and have it a little earlier.

Mr. Williams advised historically the gym was open on Sunday and he's worried about people being upset if they close for open gym. Mr. Curry advised they are still working on things. Commissioner Porter asked how many people they have in the building on a Sunday. Mr. Curry advised that was something they want to start doing. Commissioner Porter advised having one staff member at the facility seems like an unsafe situation. He would like to get to a 7 day a week facility with structured events.

Commissioner Casaus advised they had a sign in sheet years ago. She advised they should start doing that again so they can know who goes in and when. Mr. Hooper advised they are starting to build a database from their summer youth program. There are certain questions they can and can't ask when people are signing in. If they get structured activities then they can generate more revenue. They tend to have more incidents on Sunday afternoon. They will get some

complaints, but if they can get structure he's hoping the positive will outweigh that. Mr. Williams advised he hasn't been there in a few months, but the last time he was there the person in charge wasn't in a uniform so there didn't seem to be anything official. Mr. Hooper advised their seasonal employees didn't use to have uniforms and he purchased polos for them so they can be identified as a city employee.

Mr. Howalt advised there will be growing pains as they transition and try to do more programming. Part of this is how they are purposing their spaces and using them to their best value.

Commissioner Palla advised she loved the direction Mr. Curry was going with this. Ms. Burroughes advised they are applying for the outdoor equity grant for the summer program for next year. Mr. Hooper advised they have gotten a bid to resurface and paint Greene Acres for outdoor pickleball courts.

Mr. Williams asked if this would be a sport court. Mr. Howalt advised they would fill the cracks and then come in with the tennis court type material. Mr. Hooper advised they would start in September.

Zoo Update

Mr. Lechner advised they are doing a camel naming contest. The top bid right now is Mr. Hooper at \$500 with the name "Go Cowboys". Proceeds will go back into the zoo for improvements. He and Mr. Hooper were on the radio twice this week. They will be on the radio once a month to get more buzz about the zoo. He spoke with guests to see what they would like to see and they mentioned they don't have food at the zoo. He set up a small snack stand in the gift shop. They removed the feeder machines by the duck bridge. They are working with Game and Fish to make sure the animals are safe. they are looking at shade structures for the zoo and are working on quotes.

Commissioner Palla advised she would like to see a fall fundraiser for the zoo. Mr. Lechner advised they are looking at the area across from the giraffe to have as a staging area. They are looking at changing the animal adoption program with different stages.

Agenda Item No. 10 – For the good of the order

Ms. Burroughes advised they had a list of improvements needed at Potter Park, Rierson Park and Greene Acres Park. Commissioner Palla asked if they could put this on the agenda for the next meeting. Ms. Burroughes advised they could.

Mr. Williams advised Potter Park doesn't have shade structures on the newer fields and some bleachers. Mr. Howalt advised this was what they noticed when they were touring and have started to clean up. They are looking for guidance on their priorities versus administration and parks priorities. Commissioner Palla asked if they should prioritize 1-10 on what should be done first. Mr. Hooper advised he has gotten quotes on a lot of the small things. Commissioner Palla asked what the amount was that was appropriated. Ms. Burroughes advised \$350,000.

Mr. Howalt advised they have several sets of playgrounds at some of the parks so they could remove some of that. There are some modifications they could make to some of these areas. Ms. Burroughes advised they can add ADA accessible swings as well if they have less equipment.

Commissioner Palla asked which parks get the most use. Mr. Hooper advised they didn't have a way to track that, but he would assume Potter Park and Hillcrest Park.

Commissioner Palla advised the next meeting would be at 5:30 p.m., Monday, July 18.

Agenda Item No. 11 - Adjournment

There being no further business to come before the committee the meeting adjourned at 7:11 p.m.