



**CITY OF NORTH LAS VEGAS
PARKS AND RECREATION ADVISORY BOARD
REGULAR MEETING MINUTES – JULY 8, 2014**

I. CALL TO ORDER

The Regular Meeting of the Parks and Recreation Advisory Board was called to order by Vice Chairman Kenneth Kraft at 6:05 p.m., in City Hall, Council Chambers, 2250 Las Vegas Blvd. North, North Las Vegas, NV 89030.

II. CONFIRMATION OF POSTING

Jaini Christison, Recording Secretary, confirmed the meeting was posted in accordance with NRS 241, The Open Meeting Law.

III. PLEDGE OF ALLEGIANCE

Vice Chairman Kenneth Kraft led the Pledge of Allegiance.

IV. ROLL CALL

PRESENT:

Vice-Chairman Ken Kraft

Board Member Rick Lemmon

Board Member Oats

Board Member Michael Flores

Board Member Cinthia Zermeno

Board Member G. Stephen Shoaff

ABSENT:

Board Member Tony Winsor

CITY OF NORTH LAS VEGAS STAFF:

Mary Ellen Donner, Director of Neighborhood and Leisure Services

Claudia Aguayo, City Attorney

Donna Newman, Acting Recreation Coordinator

Jaini Christison, Recording Secretary

PUBLIC FORUM

There were no speakers.

Business

A. Approval of the July 8, 2014 Regular Meeting Agenda

(Motion) Vice Chairman Kraft introduced a motion to approve the June 8, 2014 Regular Meeting agenda, motion to approve by Member Oats. The vote favoring approval was unanimous. The motion carried.

B. Approval of the June 10, 2014 Regular Meeting Minutes. (For Possible Action)

(Motion) Member Lemmon motion to move the minutes to the next meeting. The vote favoring approval was unanimous. The motion carried

C. Election of Officers – Originally Item E (For Possible Action)

Member Oats nominated Kenneth Kraft for Chairman. Approval was unanimous. Chairman Kraft nominated Member Lemmon for Vice Chairman. Approval was unanimous.

D. Update on Craig Ranch by Director Mary Ellen Donner.

The construction of the amphitheater has begun. It is hoped that construction of the project will be completed for IDJ 2015. The plan is to take to City Council a pricing structure for the operation of the amphitheater.

Policy is in the works to determine criteria for events. What events will the City co-sponsor and what are the criteria for co-sponsorship. The City co-sponsored Nellis Appreciation Day and in October we will have Get Outdoors Nevada Day. The event used to be called Nevada Trails Day.

Mary Ellen is currently looking to host six, four wall events. A four wall event is where the park is rented to a production company. Staff will help with some of the logistics and layout but the business will run the event. We are looking at various events such as: Medieval Times, Various Runs.

Programs are being planned for the park: leagues, dog events, skate board lessons, soccer clinic, coed volleyball, and walking group. Mary Ellen is working with Mitch Fox on a marketing plan the park. The concept is to come up with a year-long marketing plan for the park.

Mary Ellen met with Nevada Department of Employment, Training, and Rehabilitation (DETR) at Craig Ranch Regional Park to see if they are interested in running the concession stand. It is a Nevada Revised statute that specifically states that they have the first right of refusal.

Development of a commemorative brick, tree, and bench program has been made. Mary Ellen will be working with Communications Director Mitch Fox to issue a public service announcement with details.

In an effort to generate revenue for the park, the idea of charging an entrance fee to the Skate Park will be presented to Council. The fee package options will be - daily, monthly, and annually. Since there is a concern over capability to pay, a scholarship program is being developed provide subsidize. Staff is currently, looking for a location to install collection booth near the skate park just inside the gate.

Director Donner has been working with Purchasing on a scope to go out to bid on operation of the tennis courts. Request for proposal to contract out the tennis court operation is with the Purchasing Division.

Vice Chairman Lemmon indicated that the tennis courts at Craig Ranch are either locked or being used by kids to play soccer. Director Donner indicated that she was aware of the problem with the tennis courts not being used for tennis. That is the reason the gates are locked. There is staff at the park 7 days a week to open the tennis courts. Citizens can make a reservation or ask to have the gates opened.

Member Oats asked about a calendar of events for the park. Currently, the City is working on revamping the City website and during that process a discussion about a community calendar has been brought up. Should the community calendar portion of the website come to fruition, Craig Ranch will be part of that calendar.

The food vendor contracts will be expiring soon. The park is large enough to entertain different food vendors. If the food vendors are not brick and mortar we do not have to go through Services of the Blind and can go directly out to bid. Chairman Kraft asked to be kept informed on any progress and milestones with regards to RFP's.

Member Shoaff asked about disk golf at Craig Ranch. Director Donner said that she is in communication with the disc golf groups. It is on her list to work with this group. Is Balloonapalooza coming back to North Las Vegas? Since Balloonapalooza was a City sponsored event and until the economy improves it is not anticipated to bring it back.

Board member brought up various opportunities for events: food events, music events, art events, and holiday events.

Director Donner has been talking with various promoters about the park and opportunities at the park. The marketing approach towards the various promoters has been that if your event has outgrown your current location maybe Craig Ranch would be a suitable venue.

E. Presentation on Open Meeting Law (Non-Action) Formally Item D

Deputy City Attorney Claudia Aguayo, made a presentation of the open meeting law to the board members. Presentation attached. No questions were asked.

F. Safekey program update. (Non-Action)

Donna Newman, Acting Recreation Coordinator, presented a recap with regards to the Safekey program. Presentation is attached.

Questions about the program: Chairman Kraft asked about capacity and if we needed a large space. Donna Newman indicated that we are not at capacity. The Silver Mesa facility is large and can accommodate all that currently signing up. The program also uses the outdoor areas at Flores Park. Chairman Kraft asked about the customer satisfaction surveys. Donna indicated that they need to be updated and we are looking to do so this next school year. Chairman Kraft thanked Donna for her work with the program and indicated that they always do a good job.

Member Shoaff asked how the program works with check in and out. Questioned if that would be difficult if hosted at Craig Ranch Park. Donna Newman stated that the children are monitored and divided into age developmental groups. The groups would have designated space and with various communication methods the kids could be tracked to accommodate sign in and out process. Member Shoaff asked about take home meals for the kids. Donna indicated that we do not offer that type of program.

G. Independence Day Jubilee Update

Independence Day Jubilee had an estimated attendance of 10,000 which was calculated by presales, gate sales, volunteers, and vendors. Approximately, 130 people volunteered at the event. There were 11 food vendors and 36 other various vendors. Gates opened at 1pm and event kicked off at 3pm. Vendors opened their booths at 2pm. Most of the participants arrived after work. The entrance high demand time was from 5-7pm. Fireworks were set off at 9:30 pm. Performers entertained from 3pm until the fireworks. There were 8 different performing groups. Michael Grim was the headliner. Honor guard was from North Las Vegas Police. Opening remarks were made from both Councilman Barron and Councilwomen Goynes-Brown. Mayor and Councilman Wagner made additional remarks to the crowd around 8:15 pm.

The Police Department brought their mobile command center. There were 108 police officers onsite for the event. No arrests were made. It was nonevent evening. Some kids tried to start a mob run but the police where on it.

The Fire Department brought out their mobile command center. There were 6 nonemergency incidents at the event. All of the incidents that Fire responded to where minor and mostly heat related.

Chairman Kraft asked how much the event cost. Director Donner indicated that because of payroll we do not have all the direct costs.

Member Lemmon asked that he would like to see more food vendors. He thought we could have twice the number of food vendors and they still would have been successful.

Member Shoaff asked about the numbers from last year's event. Director Donner stated attendance was similar to last year. Member Shoaff indicated that a previous Mayor has indicated that there were 30-40,000 people at Seastrand Park. Jaini Christison indicated that was prior to ticketing. Those numbers were a police estimate by scanning the site and calculating on a square foot basis. Member Shoaff asked about the start time and if there were many people there that early. Director Donner indicated that there was not and we will be looking at the start time of the event. Member Shoaff asked about cooling stations for next year. Director Donner indicated that we did get misters donated. The consideration for adding cooling stations for next year will depend on the cost.

Member Lemmon asked about having the event the Saturday prior to the 4th of July. The event next year will be on a Friday and the following will be a Saturday. The event seems to do well since most people have the 4th of July off.

Member Shoaff asked about a laser show. Director Donner indicated that laser shows are expensive. Volunteers helped clean up after the fireworks show so it was in great shape by the end of the night.

Staff Comments

Director Donner wanted to thank all the volunteers and staff for their help with IDJ. Staff all came together from the City Attorney's office generating our contracts, preplanning group, to the day of the event groups.

At the previous PRAB meeting the Board asked how the movies are selected for the Movie Madness Series. A group of staff collectively reviews the available movies and selects from a list. Some of the selections are based on cost. The Disney movies are more expensive.

Board Members' Comment

Member Lemmon asked if board members can help with ideas for events. Director Donner said please send any information her way with regards to events and she will track down any potential events.

Chairman Kraft thanked the staff and the Friends of Craig Ranch for the IDJ event. Chairman Kraft asked board member if he could recognize the members prior to speaking in an effort to help with minutes.

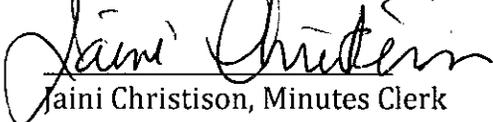
Public Forum - no public forum

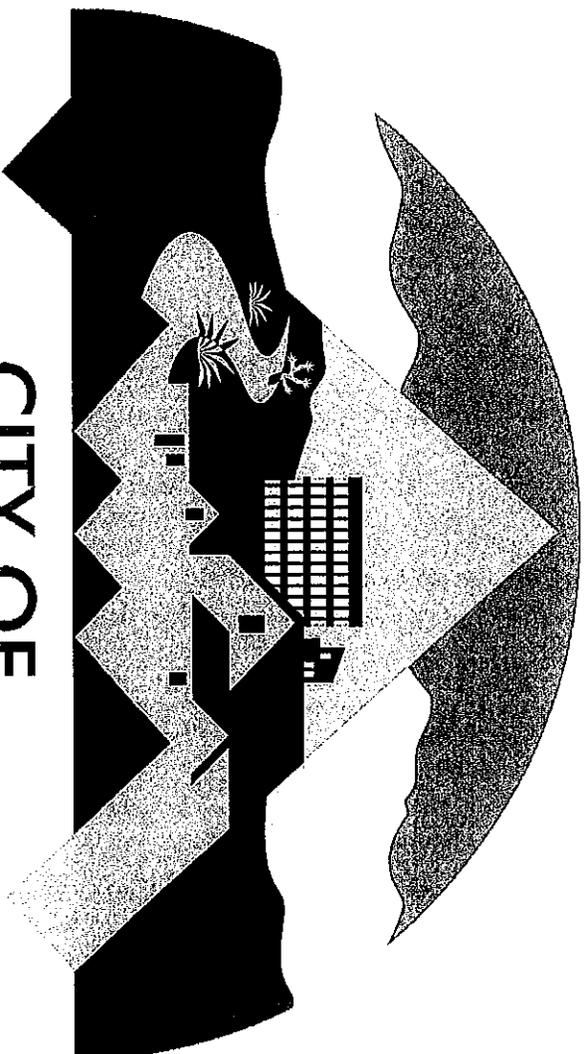
Adjournment (Action Item)

Member Oats introduced a motion to adjourn the July 08, 2014 Regular Meeting agenda. The vote favoring approval was unanimous. The motion carried.

There being no further business to come before the Vice Chairman Kraft adjourned the meeting at 7:20 p.m.

RESPECTFULLY SUBMITTED,


Jaine Christison, Minutes Clerk



CITY OF NORTH LAS VEGAS

Your Community of Choice

Neighborhood and Leisure Services

Safekey Section

Overview



Average Daily Attendance

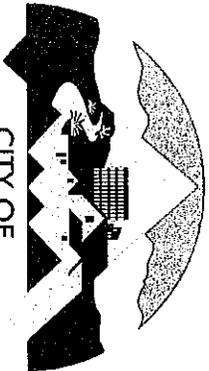
- 2011-2012 (AM & PM Safekey) 978 participants a day
- 2012-2013 (AM & PM Safekey) 1273 participants a day
- 2013-2014 (AM & PM Safekey) 1428 participants a day

What does this mean?

Overall, attendance numbers have steadily increased over the three years and for 2013-2014 revenue has been consistent.

Previous Contributing factors are:

- Low School Enrollment based on High Foreclosures Rates City-Wide
- CCSD District-Wide changes in Bell Times affecting 5 AM Safekey Sites and closing 1
 - Changes in programming and fees based on increasing budget restraints
- Track Break Program closure due to elementary schools converting to 9 month schedules VS. 12 month



Share Community of Choices

NORTH LAS VEGAS

Information

2013-2014 Safekey Program Information

- **Facility Issues for Camp Programs**
 - CCSD fees for facility use for 3 months of Summer –
 - Elementary School \$11,000
 - Middle School \$29,000
 - Track Break Facility
 - Spacing Issues
 - Poor Condition
 - Costly Repairs Needed
- City Recreation Center use restricts other youth programming based on space and program fees
 - Safekey Camp Fees- All Day Program \$20.00 a Day for K-5 grade
 - Fun Zone Summer Program- Half Day Program \$3.00 a month K-12 grade



Challenges

2013-2014 Safekey Program Challenges

- **State of Nevada “Out of School” Programs Permit Process**
 - May not apply to the Safekey program currently in place
 - Communication regarding direction from the State has been unclear
 - Safekey anticipates implementing the State-wide registry requirements for individuals working with kids in Fall 2014
- **Payment Policy Enforcement and CCSD Program Support**
 - Payment for services must be received in advance.
 - When difficulties with the policy arise, no universal systems are in place on the district level and equally enforceable valley-wide.



Opportunities

2013-2014 Safekey Program Opportunities

•Safekey and Fun Zone Program Integration

- Safekey Camp (summer) runs from 7am-3pm Mon – Fri at Silver Mesa
- Fun Zone after school program runs from 3pm-7pm Mon – Fri at Silver Mesa and Mon – Thurs at Neighborhood Recreation Center
- Program changes put in place:
 - Safekey campers must purchase an Annual Fun Zone Pass
 - Fun Zone converted from open play to structured programming for elementary school age participants
 - Fun Zone also incorporated rotation style programming based on developmental ages.



Opportunities

2013-2014 Safekey Program Opportunities

- **CCSD Program Payment Policy Enforcement and CCSD Program Support**
- CCSD created an official After School Use Policy that will be implemented in City of Las Vegas Schools in Fall 2014
 - This policy provides Safekey the support needed when enforcing policy when services are withheld based on non-payment
 - Will provide Safekey access to CCSD student information for updated contacts, etc.
 - Will help to reduce the transportation of students by Truancy if payment can be arranged through schools directly.
- **Kids Café**
 - 18 of 20 schools served by CNLV receive meals daily at no cost
 - Program has been successful for 2 years
 - Expanded meal program into Summer Camp through Summer Food Service Program (SFSP) administrated by Three Square in 2014.



Opportunities

2013-2014 Safekey Program

- **CATCH Grant**

- Fitness and Nutrition Grant
- Continued funding through SNHD until Sept. 2014
- No additional funding at this time
- Safekey will continue to provide training for staff and will continue to facilitate CATCH at school sites



Program Status

2013-2014 Safekey Program

- **Cost Recovery**
 - Safekey is cost neutral and self sufficient

- **Expenditures**
 - Budget 1.2 million
 - YTD 76%
 - Cost savings through subsidized meal program for 18 sites
 - Cost savings on program supplies through CATCH Grant



CITY OF
NORTH LAS VEGAS

Your Community of Choice

Camps

2013-2014 Safekey Program

•Winter Camp

- Silver Mesa Recreation Center
- December 23, 2013-January 3, 2014 (closed on Christmas & New Years)
- 7am-6pm, Mon-Fri
- \$20.00 a day for advance registration
- \$25.00 for drop-in campers
- Total Enrollment 109

•Summer Camp

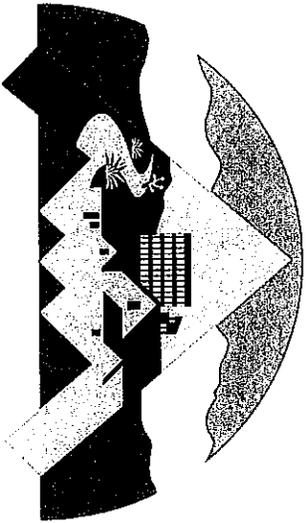
- Silver Mesa Recreation Center
- June 9, 2014-August 22, 2014 (Closed on July 4th)
- 7am-3pm, Mon-Fri
- \$25 Registration Fee
- \$18 a day
- 250 Max Enrollment
- 117 participants per day in June
- 30 staff per day at 4.5 hours
- 10 Off-site Field Trips with transportation provided by CCSD
- Weekly Swimming, Special Events, Themed Activities, Tournaments, Specialty Workshops and Assemblies



Questions

Questions

Open Meeting Law and Ethics: A Few Friendly Reminders



City Attorney's Office

Nevada's Open Meeting Law

Chapter 241 of the Nevada Revised Statutes

The Nevada Open Meeting Law (OML) was enacted to ensure that the actions and deliberations of public bodies be conducted openly.

The OML governs public bodies, and applies to meetings of a quorum of its members. A quorum is four (4) members of the existing membership of the Board.

The OML requires that the agenda for the meeting consist of a clear and complete statement of the topics to be considered during the meeting. The Commission's discussion should be limited to the topics listed on the agenda.

What Gatherings Must be Conducted in Compliance with the OML?

- Any meetings, including informal gatherings, consisting of a majority of the members of the Board to deliberate toward a decision or take any action over any matter that the Board has control over is subject to the OML.
- Serial communications or “walking quorums” are NOT allowed. Serial communications invite abuse to the OML if they are used to accumulate a secret consensus or vote of the members of the Board.
 - Discussions vs. Deliberation and Action
- Private briefings among City staff and a non-quorum of members of the Board is not subject to the OML.
- Private discussions with counsel are not subject to the OML.

Nevada Ethics in Government Law

Chapter 281A of the Nevada Revised Statutes

- **Purpose – To separate the roles of persons who are both public servants and private citizens and ensure that the public officers and employees exercise their duties for the sole benefit of Nevada residents.**
- **As a public officer, you are governed by the “Code of Ethical Standards” that is intended to prevent abuse of public office by prohibiting situations in which conflicts of interest may arise.**

Nevada Ethics in Government Law

Chapter 281A of the Nevada Revised Statutes

Code of Ethical Standards

PROHIBITIONS

- Gifts
- Contracting with government
- Private compensation for performing public duties
- Private use of confidential information
- Suppressing information for pecuniary interest
- Misuse of government resources



What's a Conflict of Interest?

Definition: A real of seeming incompatibility between one's private interests and one's public or fiduciary duties.

Appearance of Impropriety

- Conduct which would create in a reasonable person's mind a perception that the public officer's ability to carry out their responsibilities with integrity, impartiality, and competence is impaired.

How can you avoid conflict situations?

- Disclose, Disclose, Disclose!

Voting, Disclosing & Abstaining

- Voting is permissible if the value which the person would accrue as a result is no greater than the value which accrues to anyone else.
- When in doubt, disclose the interest and vote.
- Disclosure is mandatory for any interest created by:
 - A gift or loan
 - A pecuniary interest
 - A commitment in a private capacity to the interests of others
- Disclosure must be public and at the time the matter is considered

Voting, Disclosing & Abstaining, cont.

Commitment in a private capacity to
the interests of others

- A commitment to a person who:
 - Is a member of the household;
 - Is related by blood, adoption, or marriage within the third degree of consanguinity;
 - Employs the person or a household member; or
 - With whom the person has a substantial or continuing business relationships;
- OR other similar relationships

Voting, Disclosing & Abstaining, cont.

Pecuniary Interest

- A monetary interest or an interest that can be valued in money.

Questions?

Feel free to contact us!

Sandra Douglass Morgan – 633-1057

Bethany Rudd Sanchez – 633-1048

