



CITY OF LAS CRUCES

Parks and Recreation Advisory Board

September 21, 2023

The Parks and Recreation Advisory Board held a meeting on September 21, 2023, at 6:00 p.m. at City Hall Council Chambers, 700 N. Main, Las Cruces, NM.

Members Present:

Kenneth Coppedge – District 2
Laura Haas - District 6
Fred Raish – At large member
Eric Montgomery - District 5

Members Absent:

Cassie McClure - District 1
Stan Engle - District 4
Aracely Tellez – District 3

Others Present:

Steven Bingham, Director, Parks & Recreation
Robert Nunez, Deputy Director, Youth Services, Parks and Recreation
Phillip Catanach, Recreation Deputy Director, Parks & Recreation
Hazel Nevarez, Senior Office Manager, Parks & Recreation
Franco Granillo, Parks Deputy Director, Parks & Recreation
Catherin Mathews, Landscape Architect, Parks & Recreation
Amelia Corrales, Interim Keep Las Cruces Beautiful Coordinator, Parks & Recreation
Greg Shervanick, Public
Becky Baum, Recording Secretary, RC Creations, LLC

The Parks and Recreation Advisory Board Meeting of September 21, 2023, at City Hall Council Chambers, 700 N. Main, Las Cruces, NM was brought to order at approximately 6:00 p.m. by Chair McClure and recognized the meeting as having a legal quorum.

1. Introductions:

Board Members introduced themselves and stated the district they represent. Attending staff introduced themselves.

2. Conflict of Interest:

There was no conflict of interest.

1 **3. Approval of the Agenda:**

2
3 Board Member Montgomery moved to approve the Parks and Recreation Advisory
4 Board Meeting Agenda for September 21, 2023, seconded by Board Member Haas.
5 Motion passed.
6

7 **4. Approval of the Minutes July 20, 2023:**

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9 Board Member Haas moved to approve the Parks and Recreation Advisory Board
10 Meeting Minutes August 17, 2023, seconded by Board Member Montgomery.
11 Motion passed.
12

13 **5. Public Participation:**

14
15 Gregory Shervanick stated the disc golf course is in in District 3, the entrance is
16 through Veterans Park in District 1, and that some veterans are unhappy with the
17 disc golf right-of-way through Veterans Park. Catherine Mathews stated that the
18 disc golf course at the Las Cruces Dam Recreational area is under construction.
19 The disc golf course is structured around the existing multiuse path. One entrance
20 is from Veterans Park, which is an existing connection between the park and the
21 Las Cruces Dam Recreation Area; and the other access is from Sage Crest Park.
22 Signage will be provided for the whole course and at each tee. Also a parking lot
23 constructed with public funds cannot be designated solely for one group alone.
24

25 C.W. Ward of Las Cruces Youth Soccer Association stated they have roughly 3,000
26 kids, 428 coaches, the largest soccer league in the State of New Mexico. This
27 season they will have roughly 868 games, including 40 referees. Play on three fields
28 run by the City which is PVD, Burns Lake, and High Noon Soccer Complex, and one
29 field from LCPS, Tashiro Fields. In 15 years of being involved in youth soccer in
30 Las Cruces, unfortunately there has not been much growth in the facilities they have.
31 They have lost fields due to the field swab between Las Cruces Public Schools and
32 the City in approximately 2012. They now have lights at PVD which helps. A bit of
33 history of the Las Cruces Association was given. There used to be a "joint use
34 agreement" between the Soccer Association, Public Schools, and the City. Around
35 2014 the Soccer Association was removed from that agreement. There are issues
36 with port-a-potties, handwashing stations, running water at the fields, and about field
37 usage itself. Hard for teams to practice on fields and hard to find good places to
38 practice in Las Cruces. There are some professional MOS players, women playing
39 in leagues, and some kids have gone onto playing college soccer. A real dream
40 would be to have a new complex for field usage, quality fields, more coaches.
41

42 **6. Action Items:**

43
44 None.
45

46 **7. Discussion Items:**

1
2 **7.1 Keep Las Cruces Beautiful (KLCB) - Amelia Corrales, KLCB Program**
3 **Coordinator:**
4

5 Amelia Corrales stated they applied for grant funding and received \$37,620.76
6 which will go before Council October 2nd for approval for utilization. The
7 categories are end littering, reducing waste, beautifying our community,
8 empowering youth, and increasing program capacity. FY23 achievements, go
9 just under 1,500 volunteers throughout the entire year for a total of 1,390
10 volunteer hours. Completed multiple presentations using LCPS schools and
11 youth programs. Presented on teaching kids about recycling, the effects of
12 litter, and illegal dumping in the community. Attended seven total community
13 outreach events and hope to expand that this year. Abated 936 locations of
14 graffiti throughout the City.
15

16 For FY24 awarded \$5,361.96 for reducing waste. For this money they want to
17 do a recycles art show, and connect the trash and fashion show. For end
18 littering they received \$10,878.80. They want to collaborate with partners such
19 as Keep Doña Ana County Beautiful, South Central Solid Waste has a recycling
20 educator, and NMDOT litter campaign for community clean-ups. Also promote
21 open-top trash container events, this would be for people with some larger
22 items that they cannot pay to go to the dump for. Also would like to open a
23 litter pantry with reusable water bottler, reusable grocery bag, recycles
24 notebook to promote for doing a clean-up. For Beautifying Communities
25 received \$7,815 which will help abate graffiti locations. Also have a minimum
26 of 15 parks or trails adopted through the Adopt-A-Spot program. Work with
27 Parks and Recreation out of school time program and LCPS programs to
28 engage youth in local community gardens. Empower youth, received \$10,520
29 and will work with youth interns, teach about beautification, impacts of illegal
30 dumping and littering. Also gather youth groups to complete clean-up activities
31 for a stipend. Increased program capacity received \$3,045; this will continue
32 the Keep America Beautiful affiliate. This gives access to a lot of templates,
33 social media flyers, and great networking access. Also the Keep America
34 Beautiful Conference to network within the U.S. and the State. A few pictures
35 were shown with descriptions.
36

37 Board Member Montgomery was impressed with the amount of work given the
38 budget. Shocked at the amount of graffiti being cleaned up. Does the \$7,000
39 for graffiti cover all the program costs or is it layered with other income? Robert
40 Nunez stated they are also supplemented through the General Fund.
41

42 Board Member Coppedge asked about the community gardens. There are
43 currently three in the City. The one they are starting is off of Spruce and then
44 grow from there.
45

1 Board Member Haas liked the idea of recycled art. This program will be rolled
2 out in the spring.

3
4 **7.2 Multiuse Trails Update - Franco Granillo, Parks Deputy Director:**

5
6 Franco Granillo stated the board wanted an update on educational strategies
7 for letting the public know that the trails are not for motorized vehicles. A
8 signage inventory is being created for what is currently posted. A sign shows
9 no motorized vehicles and the ordinance. The sign inventory is from the
10 university to the Outfall Channel area and La Llorona Park. There is a lot of
11 uniform signage does mention day use trails and no motorized vehicles
12 allowed. Triviz new area from the water tower down through the new traffic
13 circles seems to be missing some signage. There are four areas of missing
14 signage (removed but not by staff), underpass near Sam's Club, near Spruce
15 and Telshor, Outfall Channel going west near Isaacs. They are within ADA
16 compliance with bollards and the spacing at 36 inches.

17
18 He has reached out to the PIO office and do have avenues to promote
19 educational material for the trails. Some can be done through social media,
20 and done quickly. Also do pamphlets/flyers in the utility bill. Various ways to
21 get the message out would be digital media, YouTube, Google platform,
22 newspapers, radio and television, and movie theater advertisements. PIO
23 office has an Emmy award winning trail video and could lean it more toward
24 informational and educational. Also a program in another community uses
25 retired police, codes officers to patrol daily to give education also.

26
27 Board Member Haas asked about the flyers in the utility bills and how many
28 people per household see this. Concern that there would be poor return for
29 the money spent.

30
31 A map with GIS pinpoints of all signage will be sent to the board.

32
33 **8. Staff Member Comments:**

34
35 Phil Catanach stated finishing up summer season. Flag football, cheer, and outdoor
36 volleyball are finished up in the next couple of weeks. Youth basketball is beginning
37 with 54 teams signed up, over 600 kids. Gym floor was refinished last week.
38 Finishing up movies in the park this Saturday. Finished music in the park in last
39 August, but have a more funds so doing a free community concert on October 15th,
40 Tobias Rene, New Mexico music artist and Norteño band from El Paso/Juarez/
41 Chihuahua. Getting ready for Pumpkin Palooza on October 14th. October 29th
42 have candy drop, dropping candy from cranes. Splash pads finishing up at the end
43 of September and close for the season. Fountain at Downtown Plaza, water off
44 but lights will continue. Planning the Christmas tree lighting. Natatorium hours will
45 switch to be open continuous from 6:00 - 8:00 p.m. They had great success hiring

1 lifeguards this year. They are doing some hiring for the recreation side and the
2 athletic areas.

3
4 Franco Granillo stated they are going to help vegetation go into dormancy within the
5 next six weeks. Bigger events coming up, Renaissance Fair, Whole Enchilada,
6 softball. Also assisting other Parks departments. Pachanga at Young Park.
7 Working on development and designs for median improvements, park
8 improvements, refurbish, rehab. Be sure older areas continue to keep looking new.
9 Also working on the clean sweep program for the medians.

10
11 Robert Nunez stated Team Up to Clean Up community wide evening coming up
12 October 7th. Also out of school time programs have a masquerade/harvest feast
13 October 26th at A. Fielder Memorial Safe Haven. LCPS fall break begins Monday.
14 Have 150 youth signed up for fall break program at four different locations for kinder
15 to high school 7:30 - 5:30. Out of school time, youth development and diversion
16 program went to outreach program from LCPS and met with all counselors and
17 social workers to offer what the City does in youth services. Going to school open
18 houses with all programs. Youth development and diversion program went to
19 Council with approval for over \$337,000 for this fiscal year for that program. This
20 program started in 2008 with just over \$16,000. Introduced Sofia Hughes, their case
21 manager, with a masters in social work and has worked with them for three years.
22 She is starting a parents support group.

23
24 Steven Bingham stated some Board Members have met with him. He has a good
25 team. He is appreciative of the work being done. Spoke briefly about the utility
26 insert and costs and it onetime, and that they will try low-cost options first.

27
28 **9. Board Member Comments:**

29
30 Board Member Montgomery suggests not using the utility bill inserts. The City is
31 trying get customers paying bills online and move away from the bills. Strong
32 supporter of social media. Impressed with the staff and programs.

33
34 Board Member Haas thanked the staff.

35
36 Board Member Raish thanked the staff.

37
38 Board Member Coppedge asked about the signage completion of the disc golf
39 course, and if there would be an opening ceremony. Cathy Mathews stated
40 construction of tees and holes finalized by mid-October, including signage. It is
41 officially not open yet. No grand opening event is planned. They have discussed
42 getting discs printed with Parks and Rec Ziggy. Also asked was about drinking
43 fountains and bathrooms. Franco Granillo said they are going to continue to work
44 on the problems pertaining to facilities. At Provencio/Van Dame still in the process
45 of building and installing a restroom facility and it is funded..
46

1 **10. Adjournment:**
2

3 Board Member Coppedge is interested in a committee to further address inequities
4 with youth soccer. This will be placed on another agenda.
5

6 Board Member Haas moved to adjourn, seconded by Board Member Montgomery.
7 Motion passed.
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9

10
11
12 _____
13 Chairperson

DRAFT