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 District 2 Representative Kenneth Coppedge 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.
3. Approval of the Agenda:

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

4. Approval of the Minutes July 20, 2023:

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

5. Public Participation:

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

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

6. Action Items:

None.
7. Discussion Items:

7.1 Keep Las Cruces Beautiful (KLCB) - Amelia Corrales, KLCB Program Coordinator:

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

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

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

Board Member Coppedge asked about the community gardens. There are currently three in the City. The one they are starting is off of Spruce and then grow from there.
Board Member Haas liked the idea of recycled art. This program will be rolled out in the spring.

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

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

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

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

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

8. Staff Member Comments:

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

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

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

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

9. Board Member Comments:

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

Board Member Haas thanked the staff.

Board Member Ralsh thanked the staff.

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

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

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

Chairperson