



Doug Ducey
Governor

ARIZONA STATE PARKS & TRAILS

Sue Black
Executive Director



Celebrating 60 Years!

MINUTES OF PUBLIC MEETING
of
The Arizona State Parks Board
of
ARIZONA STATE PARKS AND TRAILS
on
October 25, 2017

A. CALL TO ORDER

9:00 am – Kay Daggett called the meeting to order.

B. PLEDGE OF ALLEGIANCE

C. BOARD MEMBER ROLL CALL

Members Present: Kay Daggett, Shawn Orme, Lisa Atkins (phone), Orme Lewis Jr., Terri Palmberg, Dale Larsen and John Sefton. Quorum was established.

Staff Present: Sue Black, Jim Keegan, Mickey Rogers, Dawn Collins, Skip Varney, Ken Sliwa, Ben Stewart, and Sean Hammond

D. ARIZONA STATE PARKS AND TRAILS GOLD MEDAL AWARD

Ken Sliwa described the Gold Medal Award and the NRPA conference in New Orleans, LA. On Monday, September 25, about 6,000 individuals from state parks systems throughout the country gathered at the NRPA conference. ASPT was given an award for being named to the Final Four. The main conference began on Tuesday, September 26. That morning, ASPT was awarded the Gold Medal. The event was streamed live on Facebook; ASPT's central office was also able to view the event live.

Ken then showed the board a highlight video from the conference. Ms. Black presented the award to Ms. Daggett and the rest of the board. Ms. Daggett congratulated Ms. Black and staff and asked for a picture with entire central office staff and the board. As the staff gathered, Mr. Sefton, who attended the conference, reiterated how big of an accomplishment the award is.

Ms. Black notifies the board that more gold medal plaques can be ordered for display at parks throughout the system. She also points out the gold medal pin, which is a point of pride, and encourages the board members to wear their pin.

F. DISCUSSION ITEM

1. Arizona Management System

Dawn Collins presented on AMS with updates on end of FY17 metrics.

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"Managing and conserving Arizona's natural, cultural and recreational resources for the benefit of the people, both in our parks and through our partners."

Mr. Lewis Jr. requested statistic on occupancy of campsites vs. cabins to see which is growing the fastest. Will be interesting to see which parks are successful in those categories and which ones are challenged. Dawn replied that we do track that data via our online reservation system.

Mr. Larsen inquired about accessibility and inclusion on breakout measures and pointed out that those are very difficult goals to measure. Mr. Larsen questioned if there are plans and thoughts on how we're going to be able to measure things like diversity, social equity, creating broad net of visitation. Dawn replied that this topic leads into the ASPT strategic plan which guides us to tasks that will enable us to address certain issues. An example would be setting a goal to attend five events that target markets that we want to hit to encourage more diversity in the system.

Ms. Palmberg mentioned that the shuttle to the Granite Mountain Hotshots Memorial State Park would be a good example of increasing accessibility to a site. Dawn agreed and stated that we will add that to our measures.

Ms. Daggett asked for clarification on optimizing system vitality, underutilized business tools to assess, it says return on investment and resource allocation. Can you explain that further? Dawn replied that she may refer to Jim Keegan. Dawn stated that we are adding cabins to our system, we expect occupancy rates for cabins to hold steady or increase and then we can measure how much is coming into the system. Dawn confirmed with Jim that RIO is something that we will be tracking for any of the additional amenities that we are adding. Ms. Daggett then asked if it is just the amenities that we are tracking for RIO. Dawn responded that we are not just tracking amenities but that it would be the easiest to track but didn't recall a specific task in the Parks strategic plan related to tracking prior additions to the system and/or amenities so maybe that's something we can talk about, how to put that on there. Ms. Daggett responded that it's hard to get your mind around all the assets to a park but it's something that should be measured.

2. Grant Program Management

Ms. Black explained to the board that she is the state liaison to the National Association of State Outdoor Recreation Liaison Officers (NASORLO) which helps administer the Land and Water Conservation Fund (LWCF) and the grant program and that Mickey Rogers is her assistant. Ms. Black notifies the board that there was recently a NASORLO conference in Arkansas. At the conference, Mickey won an award for Excellence in Grant Management. Ms. Black stated that Mickey and his team have helped transform ASPT's sophistication in how we run our grants program.

Ms. Daggett asked Mickey if he can explain to the public board and to the staff how the money comes in and where it comes from. Mickey notified everyone that for the July cycle of grants the funding is coming out of the OHV recreation fund. There is another funding cycle open now where you can apply for money for outdoor recreation facilities from the LWCF fund and that funding comes from the National Park Service. Mickey

again stated that that money is available now and closes January 1st. Mickey then stated that we are going to have another round of funding for trail grants through the recreational trail program. Ms. Daggett reaffirmed that the funding that the board is looking at today is all from the OHV fund and asked where the OHV fund gets its money. Mickey tells the board that it is funded through the decals that are sold and a portion of the gas tax. Mickey stated that the total funding for this grant cycle is \$1.5 million and that the money not used will carry over to the next cycle. Mickey clarified what the requirements are for spending OHV funds and that property can be purchased with the funds.

3. Arizona State Parks Foundation Update

Kim Knotter provided an update to board on the Arizona State Parks Foundation.

Kim described her nine-month tenure with the Arizona State Parks Foundation. She explained it's been an exciting time to look at park funding throughout the state. The vision and mission of the Foundation is to be an advocate for issues that the Parks agency needs them to advocate for and also to give individuals and corporations wonderful opportunities to do a charitable contribution, which is tax deductible. She said this is reason enough to push the message for people's own gain but also because they love their Parks system and they want to see improvements. Kim mentions the Foundation has created a business plan to align itself with the overall plan for the Agency. This includes a new logo design and new interactive website (azparksfoundation.org). The website was launched in September, and the theme revolves around the 60th Anniversary. The goal is to raise \$60,000 from 60,000 people. Kim mentioned that the Foundation sent out a fundraising mailer to 10,000 constituents in late September. Contributions are coming in to the website slow and steady. Kim notes that the Hotshots movie, Only the Brave, has generated interested in the Foundation's campaign and they have seen increased visitation and contributions on the website specific to that. The website gives people the opportunity to donate to their favorite park and the 60th Anniversary. Kim explains the Foundation is essentially running a campaign and is working with the Agency as much as they can. Their primary focus is on fundraising. They have launched a new annual donor program called Park People. The goal of Park People is to establish three giving levels and to renew those people on an annual basis with the idea of asking them to upgrade halfway through the year. This creates an opportunity for ongoing cash flow. On the Foundation's website is a button for the Arizona Family Camping Program. That is the one and only specific project that they have going. Kim mentioned she had submitted a \$10,000 grant request to the Arizona Coyotes which was declined. She is following up to learn why that happened. Kim commended Gecko for being her right-hand man to the Board. Kim talked about the fact card that was created that describes the Foundation and how someone can help the Parks system. The fact cards are being distributed to all the parks. Kim concludes by saying that they will continue reaching out to constituents. She then opens it up to questions.

Ms. Palmberg asked if there's a printable form online for people who don't do credit cards online to mail in? Kim said there is not currently but they will add it.

Mr. Larsen asked if there are links on both the Foundation and Agency's websites for each other. Kim said that there are. Mr. Larsen suggested Kim should look at estate gifts as a way to fundraise.

5. Arizona State Parks Capital Project Progress Update

Skip Varney provided overview of capital improvement projects. CIP's are posted on website with pictures and status updates.

Ms. Daggett – Can you explain to the board and to the public how capital improvement projects are funded and if there is carry-over from year to year? Skip replied that Arizona State Parks are self-funded and the parks reinvest revenue back into the system. He also explained that his job is to get projects done in a timely manner and is not aware of carry-over of funds. Skip stated that we do look at future dollars from revenue and even look at developing new parks like Rockin' River Ranch. Ms. Daggett then asked if there were appropriated funds for the development of Rockin' River Ranch and skip replied that we used parks money and no money from the General Fund but that we do have to get approval from JCCR for projects. Jim Keegan then informed the board that the legislature did appropriate funds from the State Parks Revenue Fund (SPRF) for Rockin' River Ranch and reiterated that the money appropriated was not from the General Fund but that it does go through the appropriation process. Ms. Daggett then asked if the board is expected to give permission to spend the appropriated \$4 million for Rockin' River Ranch since it was appropriated to the board. Laurie Hatchel confirms Kay's question that money appropriated by the legislature is appropriated to the board. Shawn Orme then asks about the timing of the Rockin' River Ranch project and why the project was not brought before the board before it was brought before JCCR. Laurie tells board that this issue is meant to be discussed in Executive Session under agenda item 12 and gives Ms. Daggett the option to take agenda items out of order. Ms. Daggett decides to wait until Executive Session to seek further legal advice.

G. ACTION ITEMS

6. Review and approve meeting minutes from August 18, 2017

Ms. Orme requests that the minutes are checked for grammatical errors before being made public.

Ms. Daggett entertained motion to accept minutes. Mr. Larsen made motion to approve. Mr. Lewis Jr. seconded. Motion Passed.

7. Approval of the AORCC recommended SCORP

Dawn gives review of final SCORP document.

Mr. Lewis had a question about whether or not Arizona will receive more LWCF funds because of our growing population. Mickey replied that we do get funds based on population. Mr. Lewis Jr. asked if he could get not just a percentage of funds but a dollar amount as well.

Ms. Orme made motion to approve. Mr. Lewis seconded. Motion passed.

8. Approval of AORCC recommended funding for the July 2017 Motorized Grant Applications

Mickey provided review of grant applications vetted by AORCC and OHVAG.

Ms. Daggett asked for a call to the public pertaining to the grants discussed.

John Bennett, Bouse Chamber of Commerce, spoke to the benefit a state park would bring to the local economy and the Arizona Peace Trail. Park would be a big deal in Bouse.

Ron Riffe, President of the Bouse Ghost Riders, stated that this project will bring revenue through tourism and that tons of snowbirds come into western Arizona to ride and need places to camp and stage.

Pat Barber, Arizona Game and Fish Department, requested that the board support the project in Bouse because it will offer a significant recreational opportunity and economic activity in western Arizona.

Mr. Lewis Jr. asked if an environment impact study has been conducted for the potential new state park in Bouse as well as the Arizona Peace Trail. Mickey stated that a study has been done for the future park and that the Arizona Peace Trail fall under BLM jurisdiction and their Travel Management Plans.

Ms. Orme asked if the Camp Verde project would connect OHV trails to Rockin' River Ranch. Steve Ayers with the Town of Camp Verde responded on the phone that the trails will not connect to Rockin' River Ranch. Mickey confirmed that there will be no OHV use in Rockin' River Ranch.

Braden Yardley, Grand Canyon Parashant National Monument, spoke about the importance of grant for projects.

Mr. Sefton noted concerns with unspent funds on other BLM projects.

Mr. Lewis Jr. asked Mickey what percentage of trails in the parks system will be set aside for non-motorized use. Mickey affirmed that we are keeping track of how many miles of trails we have in the system and what uses they are built for.

Ms. Orme asked Mickey to confirm that a report about how many miles there are of motorized/non-motorized trails in the parks system will be coming before the board. Mickey confirmed that there will be a report coming.

Mr. Sefton made motion to approve funding for projects in Town of Camp Verde, NOHVCC and Town of Kearny. Mr. Larsen seconded. Motion passed.

9. Approval of AORCC recommended funding for July 2017 OHV Supplemental Grant Applications

Mickey provided review of grant applications vetted by AORCC and OHVAG.

Terri Palmberg made motion to approve AORCC recommended funding. Mr. Larsen seconded. Motion passed.

10. Review for approval new policies and procedures for cabin rentals

Sarah Steele reviews proposal of new policies and procedures for cabin rentals.

Mr. Lewis Jr. asked about community feedback regarding cabin program. Sarah responded that communities are in need of cabins.

Ms. Orme asked what the sliding scale is currently for cabin rental fees. Sarah responded that fees currently range from \$50 - \$75. Ms. Orme noted that a \$300 cabin rental fee does not fit with one of the SCORP pillars of accessibility and inclusion. It was noted by other board members and staff that the \$300 max on the scale would be comparable to other cabin rentals at state parks as well as sliding fees at hotels. Also fits with different cabin models that we may offer. Range gives parks some flexibility.

Ms. Daggett asked if cabin rentals are subject to the Transient Occupancy Tax. Is Parks exempt? Jim Keegan was unsure and said stated that he would have to get back to the board with an answer.

Ms. Daggett entertained a motion. Ms. Palmberg made motion to approve. Motion passed. Ms. Orme voted no.

11. Review for concurrence the FY 2018 Capital Expenditure and Reallocation Plan

Jim Keegan provided an update to the board on the FY 2018 Capital Expenditure and Reallocation Plan which was recently given a favorable review by the Joint Committee on Capital Review (JCCR). Ms. Orme asked if the plan should have been taken to the board before going in front of JCCR. Mr. Lewis Jr. stated that if the board was meeting more frequently, these plans would have been approved by the board before JCCR.

12. Review for concurrence the FY 2018 Capital Expenditure Plan for Rockin' River Ranch State Park

Jim Keegan provided an update to the board on the FY 2018 Capital Expenditure Plan for Rockin' River Ranch State Park which was recently given a favorable review by the Joint Committee on Capital Review (JCCR).

Ms. Daggett entertained motion to enter into Executive Session. Mr. Larsen made motion. Motion passed.

Executive Session

Following Executive Session – Ms. Orme offered motion coming out of executive session – The board directs the executive director to continue exploring and negotiating and to provide monthly updates to the board chair and vice chair. Further, the boards directs the executive director to continue exploring and negotiating potential partners for the purchase, lease or donation of real property to Arizona State Parks and to keep the board updated on any leads. Mr. Lewis Jr. seconded motion. Motion passed.

Following Executive Session – Mr. Sefton moved that the board approve the AORCC recommended funding for BLM-Yuma Field Office, BLM-Grand Parashant National Monument and USFS-Tonto Globe all at zero dollars. Mr. Sefton continued the motion to include recommended funding for phase one of park development in Bouse with stipulations that the agency come before the board for an approval on a master plan and capital expenditure plan prior to purchase of the land. Mr. Larsen seconded motion. Motion passed.

Following Executive Session – Mr. Sefton made motion to concur with the favorable review from JCCR on the FY18 Capital Expenditure and Reallocation Plan. Ms. Palmberg seconded. Motion passed.

Following Executive Session – Ms. Palmberg made motion to concur with the favorable review from JCCR on the FY18 Capital Expenditure Plan for Rockin’ River Ranch State Park. Mr. Sefton seconded. Motion passed.

13. Special Committee

Kay Daggett notified board that she is establishing a subcommittee to review the Delegations of ASPB statutory authority. Ms. Daggett appointed Mr. Lewis Jr., Ms. Orme, Mr. Sefton and Mr. Larson to the committee.

H. CALL TO THE PUBLIC

Call to the public was taken throughout the board meeting during grant application action items.

I. TIME AND PLACE OF NEXT MEETING

Staff working on comprehensive schedule for 2018 committee meetings.

J. ADJOURNMENT

Ms. Daggett entertained motion to adjourn. Ms. Orme seconded. Motion passed.