



**CITY OF SCOTTSDALE
PARKS AND RECREATION COMMISSION
REGULAR MEETING – MINUTES**

Wednesday, October 15, 2025
McDowell Mountain Ranch Aquatic Center
15525 N. Thompson Peak Parkway
Scottsdale, AZ 85260

PRESENT: Chair Eric Maschhaupt, Commissioners Jamie Alford (departed at 4:55 p.m.), Amy Arnold, Sandy Kull, Susan McGarry, and Teresa Kim Quale

ABSENT: Vice-Chair Michael Vreeland

STAFF: Deputy Director Kevin McKee; Parks and Recreation Managers Kyu-Bin Hyun, Chris Walsh, Valerie Budnick, Hezekiah Allen, Chris Haws; Public Affairs Supervisor Holly Peralta; Communications Supervisor Alex Sanchez

CALL TO ORDER

Chair Maschhaupt called the meeting to order at 4:06 p.m.

ROLL CALL

Members present as listed above.

PUBLIC COMMENT – Written Comment Cards

There were no written comment cards submitted.

PUBLIC COMMENT – Non-Agendized Items

Steve Sutton commented on the recent dog park petition process and the involvement of Parks and Recreation staff and commissioners over the past year. He noted that he accessed all internal email exchanges between City staff, commissioners, and others, which included derogatory comments about him and comments about stopping the collection of petition signatures in the dog park. He said he was appalled by the comments and the attempt to violate his First Amendment rights.

MINUTES

Approve Regular Meeting Minutes for September 10, 2025

COMMISSIONER QUALE MOVED TO APPROVE THE SEPTEMBER 10, 2025, PARKS AND RECREATION COMMISSION REGULAR MEETING MINUTES. COMMISSIONER MCGARRY SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0) BY ROLL CALL VOTE. CHAIR MASCHHAUPT AND COMMISSIONERS ALFORD, ARNOLD, KULL, MCGARRY, AND QUALE VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

REGULAR MEETING AGENDA

Public Comment – Agenda Items

There were no public comments on agendized items.

1. MARKETING AND COMMUNICATIONS OVERVIEW

Holly Peralta, Public Affairs Supervisor, and Alex Sanchez, Communications Supervisor, provided an overview of Scottsdale's citywide communication, engagement tools, and strategies. As part of their presentation, they outlined the Office of Communication and Citizen Service's role and key services they provide for City departments to enhance the City's brand. They reviewed the various internal and external communications that are provided by the Office of Communication, including social media, electronic direct communication, print and design, communication with news media, Scottsdale video network and podcasts, internal employee hotlines, Cityline employee news outlet, City Manager communications, a semi-monthly bulletin about employee benefits, and employee programs and events.

Mr. Sanchez outlined the City's brand goals, which focus on reflecting the City of Scottsdale as welcoming, reliable, and committed to service. Citizen communication is available through the Scottsdale Update e-newsletter and print newsletter, ScottsdaleAZ.gov, social media, YouTube streaming, and Cox Channel 11. Ms. Peralta explained that Constituent Services is a new program operated through the City Manager's office that will support resident feedback and concerns by directing them to the right person faster. Mr. Sanchez highlighted the activities planned for Scottsdale's 75th Anniversary celebration in June of 2026.

Commissioners were given an opportunity to ask questions. Mr. Sanchez explained that the ScottsdaleAZ.gov link is included on all posts and newsletters.

Kevin McKee, Deputy Director, presented information on the Parks and Recreation Communications and Marketing Team, including an overview of their methods of communication, priority messaging themes, and FY 2025/26 communication and social media goals. He highlighted the efforts that have been made to improve communication tools and the statistics resulting from those improvements.

Commissioners were given an opportunity to ask questions. Mr. Sanchez said that based on resident feedback, the map that has always been in "Scottsdale Life" will be returning in future issues. He explained that the ads are intended to highlight services available throughout Community Services. Ms. Peralta said that the Citizen's Service team coordinates communication with homeowners' associations (HOAs) and the HOAs are able to include information from the newsletters in their publications. Mr. McKee said that messaging for the

Parks and Recreation Department aligns with what is being done as a division, balancing information on programming with departmental priorities and projects.

2. PARKS AND PRESERVE SALES TAX MONTHLY UPDATE

Chris Walsh, Parks and Recreation Manager, provided an update on capital projects and other improvements funded by the Parks and Preserve sales tax. His presentation included an overview of ongoing and upcoming sport court resurfacing and improvement projects at Chaparral Park, Comanche Park, Shoshone Park, Apache Park, and Papago Rotary Park. Other projects include the painting of monument signs at Vista del Camino, Osborn Park, Paiute Park, Thunderbird Park, and Agua Linda, as well as ramadas and other amenities at Apache Park, Rotary Park, and Eldorado. Tree pruning is underway on 220 trees throughout the Scottsdale parks system, and approximately 35 trees will be removed due to storm damage or decline. An arborist will be hired as part of this year's budget approval, and a support team for the arborist will be part of next year's budget. Mr. Walsh reviewed the progress of the field renovation at Thunderbird Park. He gave an overview of new staff positions, including a new parks principal planner, a parks foreman, and an urban forester.

Brief discussion ensued regarding tracking of the City's tree count and making it available to the public. Mr. Walsh noted that consideration is being given to acquiring GPS software for coordinating inventory statistics.

3. STAFF UPDATES

Parks and Recreation staff will update the Commission on the following projects, activities and events, or other information relating to the Parks and Recreation Division:

- Capital projects

Updates were given on the following projects:

- Indian Bend Wash Lakes and Irrigation – the project has been delayed due to the recent rain. Anticipated completion by August of 2026.
- Thompson Peak Dog Park – hoping to be scheduled with Development Review Board in the first part of November. Anticipated completion by June of 2026.
- Cactus Pool Replacement Feasibility Study – Kimley-Horn is conducting the feasibility study, which will include consideration of both Mountain View Park and Cactus Park as well as a traffic study.
- Horizon Ballfield Spector Shade – the designer has been asked to make changes to the original design. Staff will present the final design once completed.
- Scottsdale Sports Complex Improvements – TPC pump station design improvements are being coordinated in collaboration with the TPC. Both the City of Scottsdale and the TPC are responsible for funding the project. Anticipated completion by March 2026.
- Aquatics Lifecycle Replacement – McDowell Mountain Ranch Aquatic Center will be closed during renovations from December through March 2026. Programming will be moved to Chaparral Pool. Projects on the building and facility are being coordinated during the same time period.

4. COMMISSIONERS' REPORTS

Commissioner Quale said she attended the event for the Roundhouse at McCormick-Stillman Railroad Park, as did Commissioner McGarry, who inquired about overall storm damage.

In response to a Commissioner question, Mr. Walsh gave an overview of the recent storm damage throughout the parks system. Valerie Budnick, Parks and Recreation Manager, noted that the storm damaged some of McCormick-Stillman Railroad Park's Halloween displays, but no trees were lost.

Chair Maschhaupt suggested consideration be given to memorializing Cactus Pool in some way before it is gone. He said he was looking forward to attending the Fall Festival.

Commissioner Kull said she heard good things about the event at McCormick-Stillman Railroad Park.

Commissioner Arnold gave a brief update on the Paths and Trails Subcommittee meeting. She said she enjoyed attending the 90's event at the Scottsdale Civic Center.

5. FUTURE AGENDA ITEMS

Kevin McKee, Deputy Parks and Recreation Director, presented a summary of the proposed agenda for the November 19th meeting and tentative future agenda items for meetings through February.

Chair Maschhaupt suggested the various departments within Parks and Recreation be offered an opportunity to give updates on their departments' activities.

6. ADJOURNMENT

COMMISSIONER KULL MOVED TO ADJOURN THE MEETING. COMMISSIONER QUALE SECONDED THE MOTION, WHICH CARRIED FIVE (5) TO ZERO (0) BY ROLL CALL VOTE. CHAIR MASCHHAUPT AND COMMISSIONERS ARNOLD, KULL, MCGARRY, AND QUALE VOTED IN THE AFFIRMATIVE. COMMISSIONER ALFORD NOT PRESENT. THERE WERE NO DISSENTING VOTES.

With no further business to discuss, being duly moved and seconded, the meeting adjourned at 5:52 p.m.

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