

**CITY COUNCIL COMMUNICATION 97-608  
DECEMBER 22, 1997 AGENDA**

**SUBJECT:**

**PARK AND RECREATION  
ADVISORY COMMITTEES**

**SUBMITTED BY:**

**DONALD TRIPP  
PARK AND RECREATION DIRECTOR**

**SYNOPSIS –**

Approval of Ordinance 15-160.001 allowing the Park and Recreation Board authority to create advisory committees which may include residents and non-residents of the City of Des Moines.

**FISCAL IMPACT –**

Expected to improve service resulting in increased fee-based revenues.

**RECOMMENDATION –**

**Approval of Ordinance 15-160.001.**

**BACKGROUND –**

The Park and Recreation Board at its October meeting, by Resolution No. 97-139, approved the recommendation for the change of non-resident participation in Ordinance 15-160-001.

The Park and Recreation Department and Park and Recreation Board commonly establishes citizen-based advisory committees to address and make recommendations on such items as Park and Recreation facility designs and operations, including fees and charges. The existing ordinance allows only residents to serve on these Park and Recreation Board-appointed committees and is too restrictive, based on the regional attendance Park and Recreation Department facilities generate.

The Park and Recreation Board currently has advisory committees with non-resident participation; these include the Citizen Golf Committee, Citizen Cemetery Committee, Aquatic

Committee, Softball Committee, and Soccer Committee.

The Citizen Golf Committee recommends rules and fee structures to the Park and Recreation Board. Park and Recreation staff estimate that 35 percent (\$510,000) of golf revenue is received from non-resident users. The Citizen Cemetery Committee has the same function as the Golf Committee, of which 30 percent (\$285,000) of the revenue is received in non-resident space purchases, interments, and monument foundations. The Aquatics Committee has one non-resident, due to that individual's expertise in the field of aquatics and his relationship with the American Red Cross, the certifying agency of all City lifeguard staff.

With the opening of the Greater Des Moines Soccer Park in 1998, the Park and Recreation Department will be requesting the establishment of a Soccer Advisory Board to recommend tournament selection, as well as fees and charges. The committee would include two representatives from the Greater Des Moines Junior Soccer League (GDMJSL), which represents 27 clubs from the Golden Circle. Other representatives would include members from the Iowa State Youth Soccer Association (ISYSA), representing youth soccer for the State of Iowa. It is the intention of the Park and Recreation Department to have each soccer association appoint a member from their agency. Other representatives would include members from local colleges, the Convention and Visitors Bureau, and the Des Moines Sports Authority. The Park and Recreation Department currently has requests to host five tournaments in 1998. Each of the requests represent tournaments with over 130 teams from 11 states. The hosting clubs for the requested tournaments are all members of GDMJSL; however, not one host club is based in the City limits of Des Moines.

Many of these regional facilities rely heavily on fee-based income. The golf courses, cemeteries, and aquatic centers have FY1997-98 operating budgets of \$3,187,254, combined. These facilities generate \$2,630,521 revenues from fees. An important part of this customer market is non-residents of the City.

The Park and Recreation Department believes certain advisory committees need non-resident participation. The views of these constituents will be a valuable asset to the City in determining the needs and desires of non-resident users participating in events and activities within the City limits.

The ordinance will continue to read:

**CREATION AND APPOINTMENT OF COMMITTEES.**

The City Park and Recreation Board may create committees to perform certain duties and advise the Board on various park and recreation issues. Members of such committees may include residents and non-residents of the City of Des Moines.