

City of Prescott

City Council - Study Session



April 28, 2026 | 1:00 PM
201 N Montezuma Street
City Council Chambers, 1st Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Mayor Rusing called the meeting to order at 1:00 p.m.

2. ROLL CALL

Cathey Rusing - Mayor
Lois Fruhwirth - Mayor Pro Tem
Mary Frederickson - Councilwoman
Ted Gambogi - Councilman
Jim Garing - Councilman
Patrick Grady - Councilman
Jay Ruby - Councilman

3. DISCUSSION

- A. Presentation & Discussion Regarding the Parks and Recreation Master Plan Survey Results.

Recreation Services Director Kristy Diaz-Trahan introduced the presentation and read from an article about Parks & Recreation building communities and character. The discussion today is about the community engagement survey related to the city's Master Plan. She introduced Teresa Jackson with BerryDunn and Ryan Murray with ETC who conducted the statistically valid survey.

Ms. Jackson began with the Project Goals:

- * Develop a strategic vision
- * Incorporate community feedback
- * Identify strengths and needs
- * Support future growth
- * Deliver lasting success

Approach & Schedule:

- * Phase I Discovery - January/February
- * Phase II Engagement - February through April
- * Phase III Analysis - March through July
- * Phase IV Visioning - August/September
- * Phase V Finalization - October/November

Engagement Strategy:

- * Five engagement booths
- * Four focus group sessions

- * Two public workshops
- * Project website
- * Statistical survey
- * 2,733 total touch points throughout engagement
- * 690 online contributions

Findings:

- * Facility Priorities - splash pads, indoor swimming pool, sport fields, walking and hiking trails, outdoor performance stage, community recreation center, pickleball courts and dog parks
- * Program Priorities - community events, outdoor fitness programs, summer camps, nature or interpretive programs, before and after school care, mountain biking program, volunteer opportunities, and adult fitness/wellness programs
- * Investment Priorities - taking care of what we have, expanding park opportunities, expanding trails and access to nature, expanding programs, and expanding indoor recreation
- * 430 contributions for "tell us your vision for Prescott"

Focus Group Meetings:

- * Facility and program needs
- * Access, scheduling and capacity
- * Barriers to participation
- * Partnership and collaboration opportunities
- * Long-term needs and investment priorities
- * Demand is outpacing capacity - youth sports is growing rapidly and regional users are increasing pressure on trails
- * Field & facility gaps - shortage of rectangular and diamond fields, trailheads lack restrooms/water/parking
- * Aging system - many facilities are outdated, maintenance is reactive due to limited resources
- * Access and safety challenges - parking constraints at parks and trailheads, lighting/connectivity/user overlaps
- * Strong partnership equals opportunity - user groups ready to invest, partner and support improvements

Mr. Murray continued the discussion regarding the statistical findings.

Purpose:

- * Gather input that will be used to help the city update their 20-year parks and recreation master plan
- * To assist in the city taking a resident-driven approach to planning
- * Develop priorities for investment based on our priority investment ratings analysis

Methodology:

- * First survey conducted for Prescott by ETC
- * Administered by mail, phone and online with follow-ups by text, email and social media
- * Sample designed to ensure 400 completed surveys that are statistically valid based on the city's population according to the US census

- * 437 completed surveys were collected
- * Margin of error +/- 4.6% level of confidence

What to Know:

- * 92% of respondents visited a city of Prescott park within the last year, 86% have used trails (above national average)
- * 25% of respondents have participated in a recreation program offered by the city in the last year
- * Overall, respondents have made it clear that the parks, trails, programs provided to them are of exceptional quality and vitally important to their quality of life

He continued with an overview of survey responses related to programs and improvements that can be made. Additionally, he discussed survey findings regarding levels of satisfaction versus areas of improvement for trails. Program and activity types were also surveyed for what citizens are looking for. There was also a section of the survey related to facility needs.

Council commended the consultants and staff for this thorough work.

Councilwoman Frederickson commented that she appreciates the highly rated statements about maintaining what the city already has as far as programs and facilities.

Councilman Ruby stated that he would be curious to have more data on the interest in having an indoor pool.

Member of the public Shannon Ferris addressed the Council regarding having beach volleyball being part of the discussion. This is a growing demand that people may not be aware of and there are currently no courts that are at an appropriate level. Since 2010, it has been a high school and college sport. Prescott High School is willing to help fund this endeavor, but need somewhere to put it.

Member of the public Rod Moyer addressed the Council and stated that there are more than 15,000 unbuilt approved residential lots in Prescott, so growth is assured and, while maintaining what we have is important, as we grow we will need more. Important to address the future and not just the current needs.

Member of the public Sundrop Carter addressed the Council and requested the demographic breakdown from the focus groups and the online survey, to ensure that as the plan is looked at the full city is taken into consideration. Folks under 60 should be taken into account as well.

Member of the public Rosemary Dixon addressed the Council regarding the community nature center that she walks every day. Hopes the Council remembers it in the budget this year.

Ms. Diaz-Trahan thanked the Council for funding this project and considering the future of parks and recreation in Prescott. This work is important and boils down

to human beings and what everyone wants for this community.

This item was for discussion only, no formal action was taken.

4. ADJOURNMENT

There being no further business to discuss, Mayor Rusing adjourned the meeting at 2:26 p.m.

Cathey Rusing

CATHEY RUSING, Mayor

ATTEST:

Sarah M. Thornhill

SARAH M. THORNHILL, City Clerk



CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Voting Meeting of the City Council Voting Meeting of the City of Prescott, Arizona held on April 28, 2026. I further certify the meeting was duly called and held and that a quorum was present.

Sarah M. Thornhill

Sarah M. Thornhill, City Clerk