

APPROVED

**Visalia Parks & Recreation Commission  
Meeting Minutes  
October 15, 2019**

**Call to Order/Roll Call**

The Visalia Parks & Recreation Commission met in a regular meeting on Tuesday, October 15, 2019 in the Council Chambers at City Hall West, 707 W. Acequia. The meeting was called to order by Commission Chair Steven Woods.

**Present:** Steven Woods, Patrick Lozano, Ben Filiponi, Rick Eastes and Nancy Hawkins (Alternate Commissioner)

**Absent:** Shann Blue and Lisa Walsh (Alternate Commissioner)

**City Staff:** Jeannie Greenwood, Jeff Fultz, Laurissa Roggenkamp, Maggie Kalar, Freddy Arias and Kathleen Machado

1. **Public Comment** – None
2. **Review and Approve the Minutes**  
The minutes of the September 17, 2019 regular meeting were motioned for approval by Commissioner Lozano and seconded by Commissioner Eastes. The motion carried 4-0.
3. **Review and Approve revisions to the Riverway Sports Park Heritage Court Pillars of Fame Selection Policy** – Discussion led by Commissioner Eastes

Commissioner Eastes: When the committee last met it was decided that change was needed to Section II, Item 1 of the Heritage Court Pillars of Fame Selection Policy to be amended to read, “Graduated from a Visalia high school or completed ten years of education in a Visalia school.” It gives flexibility without changing the overall policy. The committee found the policy stating that eligible recipients would have to reside and/or attend school in Visalia 10 years restrictive. Most athletes receiving special athletic recognition don’t really start until high school. The committee felt that separating the 10 years of residency from high school was important, and that high school attendance was a proper time period

Director Greenwood: Did you also discuss the retirement criteria? The policy states they have to have been retired from the sport for a period of time prior to being inducted. There are some that have been inducted in but are not retired.

Commissioner Eastes: Yes we did. We decided to keep it as it is.

Staff requests action from the Commission to approve the recommended change by the review committee in Section II, Item 1 of the Heritage Court Pillars of Fame Selection Policy to be amended to read, “Graduated from a Visalia high school or completed ten years of education in a Visalia school.”

Commissioner Lozano: If a student lives in Ivanhoe but they attend Golden West that still counts?

Commissioner Eastes: Yes

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Commissioner Lozano: Are they a Visalian if they don't live in the City?

Director Greenwood: Not in my personal opinion. A national rodeo champion was denied because he lived in Farmersville. He came to school in Visalia but because he lived in Farmersville he wasn't included.

Commissioner Eastes: An individual who comes to mind was from Tulare but participated in Visalia swim programs. He graduated from a Tulare high school.

Commissioner Lozano: Matriculation exists in the Visalia school system.

Commissioner Eastes: There are children who attend Visalia parochial schools, who live in other cities that are playing in the Visalia system. Perhaps this is something else to be addressed in the future.

Commissioner Lozano: I'm currently coaching at a Visalia parochial school and 4 of my best players do not live in Visalia. I think this leaves holes in the process. By the new rule, that rodeo champion is a Visalian.

Commissioner Eastes: The issue is around athletics and high schools. That's how most people are judged athletically, starting with high school.

Commissioner Woods: This policy meets the need so that they cannot also meet the criteria of another city's similarly worded Fame selection policy.

Commissioner Lozano: Every kid in Ivanhoe and Goshen come in to Visalia to go to school. I think matriculation is the fair way to do this.

Commissioner Woods: Which puts them in the unique position to have their own Hall of Fame that says you must be a graduate of Visalia even if you're a resident of Ivanhoe.

Commissioner Eastes: That's the point: Where did they go to high school?

Director Greenwood: Should it be based on residency versus what school you attended?

Commissioner Lozano: I think if a student is matriculating here that makes them a Visalia athlete.

Commissioner Eastes: The only complication with using 10 years of education is that a child could attend partially through high school and go somewhere else and graduate, and then go on to achieve their athletic fame. They would qualify but would not have graduated from a Visalia high school.

Director Greenwood: Olympic athletes will typically leave during their junior year to go to training camp.

Commissioner Eastes: I will ask of our group if we want to reconsider the language. The Pillars of Fame Committee will to evaluate the criteria as it relates to each applicant.

Commissioner Woods: I think there's going to be instances where this will have to be considered on an individualized basis.

Commissioner Eastes: I would think that if a rule change was so dramatic that it had to be made the policy could become a working document.

Commissioner Woods: I would rather see a case-by-cases basis rather than a rule change.

Commissioner Woods: Should we add, "Those who do not meet this policy's criteria will be evaluated on a case-by-case basis".

Commissioner Eastes: I would say yes if this were to come up frequently.

Director Greenwood: The committee will try to solicit applications, will vet the applications they receive and will bring a recommendation back to the Commission with a recommendation for induction. The committee will bring the whole list to the Commission, including those disqualified and why. That will offer an opportunity for the Commission to review and discuss applications individually.

MOTION: Commissioner Lozano moved to accept the policy amendment as presented and Commissioner Woods seconded. Motion approved 4-0

4. **Marketing Annual Report** - *Presented by Maggie Kalar, Recreation Supervisor*

Through a written report and Power Point presentation, Recreation Supervisor Maggie Kalar presented the Fiscal Year 2018-2019 Annual Marketing Report.

Commissioner Eastes – What amount is budgeted for advertising?

Supervisor Kalar – There typically is no advertising budget.

Commissioner Eastes – How does Parks & Recreation define holistic marketing?

Supervisor Kalar – Holistic marketing encompasses four components: Relationship Marketing, Integrated Marketing, Socially Responsive Marketing and Internal Marketing.

Commissioner Lozano – Have we taken a look at communicating through SMS through the City marketing efforts?

Supervisor Kalar – We may have that capability with our software but there are some issues preventing us from communicating by text. Recreation Manager Laurissa Roggenkamp is at a training this week, hosted by our software company. This will be one of the topics of discussion when she meets with our account manager while at the training.

5. **Corporate Games Recap** – *Presented by Freddy Arias, Recreation Supervisor*

Through a Power Point presentation, Recreation Supervisor Freddy Arias recapped the 11<sup>th</sup> Annual Corporate Games events. His presentation named award recipients for 1<sup>st</sup> through 3<sup>rd</sup> placements in each event. The overall winning team was Tulare County Probation. An award for the Most Inspirational Team went to Blue Scope Buildings. Pace International received the Sportsmanship award.

Commissioner Woods – The Mystery Event area seemed a bit crowded. How many teams can be feasibly handled?

Supervisor Arias – Over the past few years we’ve decided that 20 teams is the max. With more space we can handle more teams, however we also face late nights with more teams.

Director Greenwood – We are looking at splitting brackets by big and small companies if the program gets more participants than 20.

6. **Appoint Commissioners to Work with City Staff on a Recommendation for Painted Bike**

**Lanes** – Discussion facilitated by Jeannie Greenwood, Parks & Recreation Director

Director Greenwood presented a formal request to the Commission to designate commissioners to work with City Staff to research bike lane policies, as related to painting bike lanes.

Commissioners Lozano and Woods volunteered.

7. **Update on City Council Reports and City Staff Announcements**

**Parks and Urban Forestry Projects, Programs and Special Events, *Jeff Fultz, Parks and Urban Forestry Manager***

Make a Difference Day (10/26/19) – Plantings will be done along the Packwood Trail, and at Kiwanis and Cherry Meadows parks. Packwood Creek Trail will be the main event. Volunteers can register to participate through the [liveandplayvisalia.com](http://liveandplayvisalia.com) website.

**Director’s Report on Administrative Items, *Jeannie Greenwood, Parks and Recreation Director***

Director Greenwood expressed her gratitude to Alternate Commissioner Walsh and Commission Chair Woods for attending and helping at the Corporate Games events.

The City has opted to not extend the Senior Meal contract for an additional year, rather to release a new Request for Proposals to renegotiate the contract terms. A request for proposals has been released. City staff is asking for a commissioner to assist staff with review of the proposals and the selection process. Commissioner Woods volunteered.

The owner of Mainland Surf and Skate is interested in bringing back skate competitions to the City of Visalia. Staff is working with the store to host a skate competition in November.

Director Greenwood will be focusing on the Community Garden Project at Make a Difference Day on 10/26/19.

The Riverway Sports Park Phase V is at approximately 90% completion.

Director Greenwood has met with CSET and City Engineering to discuss how to tie in to the Riverway North piece at the St. John’s River Trailhead.

Director Greenwood met with representatives from California Department of Natural Resources to tour the East Side Regional Park for the Green Infrastructure Grant to construct two more groundwater recharge basins. This was the second phase of the grant process.

**Recreation Programs and Special Events, *Jeannie Greenwood, Parks and Recreation Director***

10/18/19 – Mother & Son Dance at the Visalia Convention Center. Theme is ‘Under the Big Top’

10/20/19 – Fiestas en la Plaza at Garden Street Plaza

10/26/19 – Make a Difference Day

11/2/19 – Family Campout at Burke Park

11/16/19 & 11/17/19 – Turkey Bowl (Adult Flag Football Tournament)

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8. **Commissioners Comments and Requests**

**Visalia Enhancement Foundation, *Commission Chair Steven Woods***

October meeting will be 10/24/19

The Fromage Frolic was held 9/25/19

9. **Adjourn to the Regular Meeting of Tuesday, November 19, 2019**

MOTION: Commissioner Lozano made the motion to adjourn the meeting at 7:16pm and Commissioner Eastes seconded. The motion carried 4-0.

Respectfully submitted by  
Kathleen Machado  
Senior Administrative Assistant  
Visalia Parks & Recreation