

Parks & Recreation Commission
Meeting Minutes
October 20, 2015

1. Call Meeting to Order/Roll Call

The Visalia Parks & Recreation Commission met in a regular meeting on Tuesday, October 20, 2015, at the Council Chambers located at 707 W. Acequia, Visalia, California. The meeting was called to order by Chairperson Carla Calhoun at 5:30 pm.

Present: Carla Calhoun, Ben Filiponi, Jason Kent, Peter Thomas, Justin Sweet, and George Shelton

Absent: Shann Blue

Staff: Jeannie Greenwood, Jeff Fultz, Allison Lambert, Jason Glick, and Brenda Miernik

2. Review and Approve the Minutes of the Regular Meeting, September 15, 2015. Commissioner Calhoun reported that the minutes for September would be included in the November packet.

3. Public Comment: None.

4. Annual Marketing Report. Ms. Lambert reported the following:

- The marketing strategy followed by the Parks & Recreation Department is holistic in nature. The components are relationship marketing, integrated marketing, socially responsive marketing, and internal marketing.
- After the 75th Anniversary logo launch in 2014, it was decided to embrace the historical aspect of such a milestone and re-brand the department with a new logo. It's included on all event fliers and in publications, it's featured prominently on the cover of the Live & Play brochure, and is showcased on social media.
- The strongest marketing tool is the Live & Play brochure, which is produced four times a year. The brochure is distributed to 55,000 homes, businesses, and schools in our community. The department produces a "Kids Edition," which is distributed to schools and children's organizations. Readership is 212,000.
- The next best marketing tool is the new website, which launched in January. Currently the department is getting an average of 766 hits per day. Included are new sections consisting of a calendar, media slideshows, and an interactive park map. The map will have answers to the most commonly asked questions about the City's parks and trails.

Ms. Lambert noted that the department's on-line registration has grown significantly. When launched in 2008-09 2.5% of registrations were on-line. In 2014-15 it increased to 14%. The result in 2015 was \$214,000 in revenue, versus \$28,000 in 2008-09.

Ms. Lambert stated Facebook, Twitter, Pinterest, and Instagram are excellent sources of community conversation. She said Instagram has been very beneficial for the department because people send photos from many of our events, and in turn, they are posted to our website. Ms. Lambert noted that consistent communication is very important. When using eBlast email the department is consistent with logos and formatting, that verifies that the email is official department communication. She said Chimp Mail, a free mail service, is utilized for blasts on events and registration reminders.

Ms. Lambert stated that a new mobile app is available to the public and it was created for us by J&J Quality Apps. The app was created with no upfront costs, and the most popular tab is the sports standing page.

Ms. Lambert said the department's advertising partnerships have grown and strengthened over the years. They include the Visalia Times Delta, ABC 30, the Visalia Unified School District, Momentum Broadcasting, Lotus Communications, and Valley Public Broadcasting.

Ms. Lambert asked if there were any questions.

Commissioner Calhoun congratulated the department on the success and quality of advertising and sharing information with the public. She said she is very pleased with the interactive map and glad it is a priority with the department.

Commissioner Kent informed Ms. Lambert that when he went online to register for the Dead of Night Zombie Run he received a lot of spam and he was very annoyed by it. Ms. Lambert said she appreciated the feedback, that she was unaware of it, and she would report it to the software company, Active, regarding the issue.

Ms. Greenwood announced that Ms. Lambert has accepted the position of Communications Manager for the City of Visalia and will be working in the Administration Department. Ms. Greenwood said Ms. Lambert has done a marvelous job for the department, and is wished well.

- 5. Review of the 2015 Corporate Games.** Mr. Glick gave a quick update on the Zombie Run which has 96 registered participants and 50 zombies. Each participant will have 2 flags, which the zombies will try to steal.
- Mr. Glick said Corporate Games was more successful this year than ever before. He said the program began in 2008 with 6 teams and this year there were 16 teams, and 17 businesses. The Games began September 25 and ended October 9.
- The first game played was Kickball for Grownups at the CR Shannon baseball complex, and the winners were: 1st place was Ben-E-lect, 2nd place was the DA's office, and 3rd place was Visalia Tile.
 - The following morning was the 5k run, which began at St. John's Trail (Ben Maddox entrance). 1st place was Self Help Enterprises, 2nd place was City of Visalia (COV), and 3rd place was Visalia Unified School District (VUSD).
 - Foot golf took place on Sunday at 1 pm at the Valley Oaks Golf Course. 1st place was the DA's office, 2nd place was Buckman Mitchell, and 3rd place was VUSD.
 - Texas Hold'em was held at the Garden Street Plaza and participants really liked the change of venue. A food vendor was available offering food and beverages. 1st place was Cal Water, 2nd place was Seals Hydrate/Biehle (SHB), and 3rd place was CSET.
 - 3-Point Contest took place at the Anthony Center Gym. 1st place was Visalia Tile, 2nd place was VUSD, and 3rd place was COV.
 - Darts was played at Valley Oaks Golf Course and 1st place was King's Mortgage, a new registrant for this year, 2nd place was Ben-E-lect, and 3rd place was Butler Manufacturing.
 - Trivia was played at Valley Oaks Golf Course. 1st place was Self Help Enterprises, 2nd place was King's Mortgage, and 3rd place was VUSD.
 - Pickleball was played at the Plaza Park Tennis Court on Courts 7 and 8, newly striped for play. This was the City's first official tournament and it was very successful. 1st place was the DA's office, 2nd place was Ben-E-lect, and 3rd place was VUSD.
 - Soccer was played at Riverway Sports Park. 1st place was VUSD, 2nd place was COV, and 3rd place was Visalia Tile.
 - Golf was played at the Valley Oaks Golf Course. 1st place was Visalia Tile, 2nd place was Butler Manufacturing, and 3rd place was CSET.
 - Bowling was played at Visalia Lanes on Saturday at 3 pm. 1st place was VUSD, 2nd place was 4 Creeks Engineering, and 3rd place was Visalia Tile. 4 Creeks was another new participant this year.
 - Archery was a new event this year and it took place at Riverway Sports Park in the overflow parking area. The participants were excited to play. 1st place was Visalia Tile, 2nd place was the DA's office, and 3rd place was Cal Water.
 - Volleyball was played at Mt. Whitney High School and it was very competitive, and was played throughout the day on Sunday. 1st place was the County Assessor's office, 2nd place was the DA's office, and 3rd was VUSD.
 - Family Feud was played at the Valley Oaks Golf Course. 1st place was the DA's office, 2nd place was VUSD, and 3rd place was King's Mortgage.
 - Dodgeball was played at the Anthony Center Gym and is always a popular event. 1st place was 4 Creeks, 2nd place was Cal Water, 3rd place was Visalia Tile.
 - Ultimate Frisbee is also very popular and was played at the Riverway Sports Park soccer fields. 1st place was the DA's office, 2nd place was Cal Water, and 3rd place was Ben-E-lect.
 - Corn Hole was relocated to Plaza Park softball field number 2 in the outfield and the participants really liked it because the lighting was much better. 1st place was 4 Creeks, 2nd place was Ben-E-lect, and 3rd place was Visalia Tile.
 - Rock Band was relocated from a pizza business (last year) to the Garden Street Plaza and the participants liked it much better. 1st place was COV, 2nd place was VUSD, and 3rd place was Cal Water.
 - The last event of the Games was Tug of War that took place at the Riverway Sports Park. The game doesn't last very long, but participants play and socialize afterward. 1st place was COV, 2nd place was Visalia Tile, and 3rd place was CSET.

Mr. Glick announced the 2015 Corporate Games Champion is the DA's office. They have won 2 out of the last 3 years, and they are very excited about it. He said the final standings are as follows:

1 st – DA's office	2 nd – Visalia Tile	3 rd – Ben-E-lect	4 th – VUSD
5 th – Cal Water	6 th – 4 Creeks	7 th – COV	8 th – King's Mortgage
9 th – Butler Man.	10 th – PSWC	11 th – Self Help	12 th – CSET
13 th – Assessor's Office	14 th – Con Agra	15 th – Buckman Mitchell	16 th - SHB

Mr. Glick said that all participants love the Games and many come back year after year. He said they want to be involved in promoting the games to more business partners. The participants enjoy mingling and socializing with one another.

Commissioner Calhoun congratulated the department for another year of well-orchestrated efforts. She said she did not play this year but attended many of the events and activities. She noted she also liked the use of Garden Street Plaza. She asked if any of the participants asked for any other events for the Games.

Mr. Glick said the schedule of events is compact and spread over a 2-week period. He said it was agreed to leave the schedule as it is for now. Suggestions were made and they will be considered for next year.

- 6. Proposal to Establish an Exterior Mural at the Visalia Senior Center.** Ms. Greenwood said the Senior Advisory Committee, over the last several years, has solicited funds to pay for facility improvements. Completed improvements include painting of several rooms, creation of the Media Lounge, a mural in the dining room, and most recently, the renovation of the patio. She said the committee has discussed an idea to paint a mural on an exterior wall of the facility, depicting programs and activities that take place there. She said it was the consensus of the Committee that the Senior Center is not very visible from the street and the mural would draw attention to the building. The Advisory Committee decided to pursue the idea and began talking to local artists to seek assistance.

Ms. Greenwood stated a renowned artist, Jessica Lloyd Hales, began working with the Committee, presenting several samples of ideas. The attached rendering was approved by the Committee with the comment that the final product would include more ethnic diversity to better represent Visalia's community. Ms. Hales indicated she would be available to begin the project in December and she would donate her time and effort.

Ms. Greenwood reported that City staff submitted a Mural Application which was reviewed and approved by the Mural Committee on October 12, 2015. Per the City's Mural Policy, since the mural will be placed on a recreation facility, it must be reviewed and approved by the Parks and Recreation Commission.

Ms. Greenwood said City staff is submitting this rendering to the Commission to seek approval for the placement of the mural on the north-west corner of the Visalia Senior Center, facing Locust Street, across from the Tulare County Public Library. If approved, City staff will seek approval at the City Council meeting on Monday, November 16, 2015.

Commissioner Thomas made a motion to approve the mural with the stipulation of adding more ethnic diversity to better represent the citizens of the City of Visalia. Commissioner Filiponi seconded the motion.

MOTION

Motion passed 4 -0

- 7. Make a Difference Day, October 24, 2015.** Mr. Fultz said this coming Saturday morning, October 24, is Make a Difference Day and volunteers are still needed. He said the current projects are Lisendra Ponding Basin, Tiffany Ranch (pocket park), Packwood Creek at Tulare and McAuliff, Constitution Park, Riverbend, and Pappas Park. He said park staff has been busy preparing the areas for the projects. Mr. Fultz said the event begins at 8:30 am and ends at noon.

8. Update on City Council Reports & City Staff Announcements.

- **Upcoming Recreation Programs & Special Events.** Ms. Greenwood said Senior Games begins October 21 through October 25th at Riverway Sports Park. She said about 220 athletes have signed up, not including some softball participants who still need to register. She said registration continues for some games, and the schedules are posted on the website. She noted that pickleball is by far the largest group with 98 participants and 15 tournaments planned.

The Opening Ceremony takes place at Riverway Sports Park tomorrow, Wednesday, from 1 to 4 pm. There will be a resource fair and packets can be picked up by volunteers and athletes. There will be a parade of athletes and then a ceremony, with a dinner at the Lions Club arbor. Ms. Greenwood said there will be tickets for the Opening Ceremony for each of the Commissioners at the event.

Ms. Greenwood said suggestions for future events have already been received and there is a lot of excitement within the athletes.

- Interviews have been established with HR for a new Recreation Supervisor. The candidates are from the list that Ms. Lambert was hired from, which saves the department months of recruiting.
- The Dead of Night Zombie run will be held Friday, October 30. The time was changed to 6 pm, and there are currently 90 participants registered.

9. Upcoming Parks & Urban Forestry Projects, Programs & Special Events. Mr. Fultz reported the following:

- Work is continuing on the Lincoln Oval Park playground. The department ordered the equipment last week and very soon bids will be requested for the installation. He said he did not think the playground will get installed before December, but First 5 has been notified, and has approved the new timeline.
- Three fitness stations for installation at Rotary Park have been received. These were donated by the Rotary Club. Plans are in process for Make a Difference Day volunteers to spread some chip, paint, and plant shrubbery at the park. He explained that the equipment is stationary, citizens can do pull ups, stretching and bending.

10. Director's Report on Administrative Items. Ms. Miernik reminded the commissioners of the Committee and Commissions Recognition Dinner to be held at the Convention Center on Wednesday, October 28, at 5:30 pm. This event is sponsored by the City of Visalia to show appreciation to Committee and Commission members for their time and dedication. It was confirmed with the Commissioners that they all had shirts to wear.

Ms. Greenwood noted that the Riverway Sports Park Phase V went to Council October 10, and Council approved 1) to include a multi-purpose four field lighted softball complex that can accommodate both adult and youth play, with a "No Alcohol" Policy, and 2) authorize staff to advertise a Request for Proposals (RFP) for design services for Phase V.

11. Commissioner's Requests & Comments:

- **Community/Aquatic Center Ad Hoc Committee.** Ms. Greenwood stated that Staff is continuing to work on the RFP.
- **Senior Citizens Advisory Committee.** Commissioner Shelton said he attended the meeting on the 16th and the seniors requested out of town trips to other communities for lunch or events. He asked if trips would be possible. Ms. Greenwood said a trip was offered to the Visalia seniors to tour a gourd farm, including lunch, and it sold out. The participants met at the venue. Another planned trip was a day at the Fresno Fair. The participants only filled the bus by 1/3. She said transportation is expensive and when it is available the cost is recovered by participant fees. Seniors participate with a local Hiking Club and they utilize the Sequoia Shuttle to take them hiking. Commissioner Shelton asked what the staff representative's responsibilities are. Commissioner Calhoun said it is to summarize the discussion of agenda items for each meeting. Ms. Greenwood said she would look for the startup documents of the Senior Advisory Committee for Commissioner Shelton.
- **Parks & Recreation Foundation.** Commissioner Kent said he had nothing to add to Mr. Fultz's report on the Oval playground.
- **Waterways & Trails Committee Report.** Commissioner Filiponi said he did not attend the meeting but the agenda was light and no special reports were discussed.
- **North Visalia Neighborhood Advisory Committee.** Commissioner Thomas said he did not attend the meeting.

12. Adjourn to the Regular Meeting, November 17, 2015, at the Council Chambers located at 707 W. Acequia Street, Visalia, CA.

Commissioner Filiponi moved to adjourn and Commissioner Kent seconded the motion.

MOTION

Motion passed 4-0

Brenda Miernik,
Senior Administrative Assistant