

Visalia Parks & Recreation Commission
Meeting Minutes
January 19, 2016

1. Call Meeting to Order/Roll Call

The Visalia Parks & Recreation Commission met in a regular meeting on Tuesday, January 19, 2016, at the Anthony Community Center located at 345 N. Jacobs Street, Visalia, California. The meeting was called to order by Chairperson Carla Calhoun at 5:34 pm.

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

Staff: Jeannie Greenwood, Jeff Fultz, Adam Ennis and Brenda Miernik

- 2. Review and Approve the Minutes of the Regular Meeting, December 15, 2015.** Commissioner Calhoun called for a motion to approve the December 15, 2015 meeting minutes. Commissioner Filiponi moved to approve the minutes as presented and Commissioner Kent seconded the motion.

MOTION

Motion passed 5 -0

- 3. Public Comment:** None.

- 4. Introduction of New Recreation Supervisor, Maggie Kalar.** Ms. Greenwood introduced Maggie Kalar who is the department's newest Recreation Supervisor responsible for Marketing and Sponsorships. Her background includes nine years of experience with the Kern County Animal Services Department as the department PIO. Her responsibilities included print, radio and television campaigns, as well as adoption and licensing campaigns. Ms. Kalar managed their social media accounts including Facebook, YouTube, Twitter and Instagram. Prior to her employment with Kern County, she was the Membership and Community Coordinator for the Porterville Chamber of Commerce. Maggie holds an Associate's Degree in Social Science from Porterville College and a Bachelor of Science Degree in Communication, with an emphasis in Public Relations from Walden University. Her responsibilities with the department will include managing the public website, the quarterly brochure design and publication, many social media sites that the department is engaged in, and promotions. Ms. Greenwood stated that Maggie has been given the task of creating a department-wide sponsorship program. Maggie has been with the department since December 28, and has assimilated and quickly gained momentum in her responsibilities.

The commissioners welcomed her with a handshake.

- 5. Department Reorganization.** Ms. Greenwood reported that Mr. Olmos, City Manager, has reorganized the Parks and Recreation Department and announced that the Parks Maintenance Division would be reorganized under the Public Works Department, and would be considered a service provider to the City parks. Ms. Greenwood will continue to manage and be responsible for City Parks including use of the parks by the public, and park planning and development. Mr. Fultz would maintain the parks with assistance from Mr. Ennis and the Public Works Department. The benefit of the association will be that Parks Maintenance will have access to more equipment and resources than previously. Mr. Fultz will continue to attend the Parks and Recreation Commission meetings and he will meet weekly with Ms. Greenwood for coordination.

Mr. Ennis stated that Mr. Olmos recognized the reorganization effort as streamlining work that Parks Maintenance and Public Works performs, which are similar.

Commissioner Calhoun said Visalia has been a Tree City for many years and she hoped that would continue to be a priority for the department.

- 6. Report on the Enchanted Ice Garden.** The skating rink was located at the Garden Street plaza and was a huge success. The rink consisted of 1,500 square feet of synthetic ice. It involved 4x8 sheets that interlocked and then a liquid was applied which made it slick to skate on. The vendor provided skates and tables, and the City provided new lighting and concessions.

The business plan was to cover the costs incurred by the event. In order to maximize the use of the rink, the department implemented three types of programming: private rentals (mornings), open skate times (afternoons), and special events (evenings). Opening night free photos with Santa were offered, two Frozen nights (including the movie and Princesses Anna and Elsa), and a Star Wars night were offered. A Family Night was offered and sold out, so a 2nd night was added which also sold out.

Ms. Greenwood said it was amazing how quickly word circulated about the event and how much media support the event received. The department utilized social media and press releases to advertise, and the media was calling the department wanting to be involved. A DJ from Z 104.9 volunteered to play Santa and Momentum Broadcasting did

some on-site broadcasting. Momentum was given 45 family packs (4 tickets) and only two were redeemed. KTIP did interviews with staff, Valley Voice and Times Delta did several articles about the event and Channels 24 and 30 ran stories on the ice rink. No money was spent for advertising.

Total revenue for the event was \$14,772 and expenses were \$16,637. Net loss was \$1,865 but the community support and public relations received for this event, the City, and the department was immeasurable.

7. Parks and Recreation Commission Goals & Objectives for 2016. Commissioner Calhoun suggested that the Commission review the current 2014-2015 Goals and Objectives and suggest any changes, additions, or ideas. The current goals include the following:

- 1) Eastside Park Master Plan – Participate in long term concept design and planning for the new park proposed on the east side of Visalia. Commissioner Calhoun stated this is a long-term project and will come before the commission again.
- 2) Community Center & Aquatic Facility – Plan to assist with design phase and amenities of a multigenerational facility. Commissioner Calhoun said this is called the Southside Multi-generational facility and the commission will be involved with the design of it. Ms. Greenwood said the Request for Proposal is now in Purchasing to solicit an architectural firm to create a conceptual design.
- 3) Consistent Program Quality – Participate in the development of consistent program quality, particularly in sports programs; e.g., training of volunteer and paid coaches/instructors. Commissioner Calhoun said this would relate to all sports programs.

Commissioner Calhoun said Visions are ideals that each of the commissioners feels strongly about and has been assigned as follows:

Health & Wellness – Promote healthy lifestyles, from activities to food options, in events held at City Parks. Commissioner Sweet said he would be the champion of this vision.

Sustainability – Ensure Parks and Recreation plans preserve the native environment of the region and operations conserve resources, energy and water. Commissioner Calhoun is the champion of this vision.

Collaboration/Advocacy – Seek ways to reach out to the City Council and other community groups to jointly advocate for and/or develop ideas that will best serve the community. Commissioner Filiponi is the champion of this vision.

Program Consistency – Promote consistent services for youth, adults and seniors. Commissioner Blue is the champion of this vision.

Outreach – Explore methods, including marketing, to reach out to all segments of the community and advocate for equal services. Commissioner Kent is the champion of this vision.

Commissioner Kent said he uses the social media tool Twitter and he Tweeted his friends about the Enchanted Garden Ice Rink to promote the event. Commissioner Calhoun asked if he would agree to change his vision description to include social media. He agreed to the change.

Commissioner Calhoun said she will prepare a draft of the new 2016 Goals and Objectives for review and approval at the February meeting.

8. Discussion of Annual Report to be submitted to City Council. Commissioner Calhoun said she reviews the monthly agendas for events and projects that commissioners were involved in during the year and prepares a report. She asked the commissioners if this met with their approval. The commissioners agreed by consensus. She said she will prepare a draft and email it to the commissioners for their input and then will submit another draft for review and possible approval at next month's meeting.

9. Discussion of Topics for the Joint Meeting with City Council Tuesday, March 17, 2015. Ms. Greenwood said the commission meets annually with City Council and it's a good opportunity to inform them of department accomplishments and to advocate for the needs of the department. She said in recent years the Council has been presented with a lot of informational data. She suggested selecting two or three topics for discussion such as department re-organization, the upcoming budget (needs and the impact of prevailing wages and minimum wage increases), priorities and funding for upcoming projects and the future South-Side Community Center.

Commissioner Calhoun asked if the Council has asked for any topic to be discussed, perhaps the drought. She said it might be beneficial to hire a facilitator to discuss a topic that would benefit everyone.

Ms. Greenwood stated the annual Council Strategic Planning Session is going to be held Friday, January 29. She said priorities will be presented from that meeting that might aid our discussions with them. She said she would have information available at the February meeting.

10. California Park & Recreation Society Conference & Expo, March 8-11, 2016, Long Beach Convention Center. Commissioner Calhoun asked who would be interested in attending. Commissioner Kent said he will be submitting a vacation request and would let her know. Commissioner Calhoun said that she would like to attend; she has enjoyed it in the past and received information useful to her in her position at CSET. Commissioner Filiponi stated that he would like to attend.

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

- **Upcoming Recreation Programs & Special Events.** Ms. Greenwood reported the following:
 - The fishing derby was very successful. Approximately 224 attended.
 - This weekend is the Tule Fog Run at Cutler Park. Our pre-registration is at 212.
 - The spring brochure is out now. You should be receiving them in the mail. A few new things – we sold 3 new full-page ads and this allowed us to insert a new Volunteer page. She said 3 people have already signed up. Staff is creating a volunteer list by interest so that when we have events we will have possible volunteers.
 - The Father/Daughter dance will be held February 19th and 20th.
- **Upcoming Parks & Urban Forestry Projects, Programs & Special Events.**
 - The material for the playground installation at the Lincoln Oval Park is in the yard but we are still in the bid process for installation. The fencing and lighting project is also still in process. Signatures and funding are being sought.
 - The Plaza Park lighting project is continuing. The project costs are increasing and more money is going to be requested.
- **Director's Report on Administrative Items.** Ms. Greenwood said she is working on the department budget. Miki City Park opening is targeted for September. A delegation from Japan will be attending the opening.

12. Commissioner's Requests & Comments:

- **Community/Aquatic Center Ad Hoc Committee.** Commissioner Blue said there have not been meetings due to the RFP process.
- **Senior Citizens Advisory Committee.** Commissioner Shelton said there was no meeting in December. He said the meeting is tomorrow and he will not be able to attend. Ms. Greenwood said City Council approved the Senior Center Fees and Waivers for 2016 as recommended by the Parks and Recreation Commission.
- **Parks & Recreation Foundation.** No report. There was no meeting in December.
- **Waterways & Trails Committee Report.** No report. Commissioner Filiponi said the meeting was cancelled due to not having a quorum.
- **North Visalia Neighborhood Advisory Committee.** Commissioner Thomas said he was traveling in New York and could not attend. A community cleanup took place.

13. Adjourn to the Regular Meeting, February 16, 2016, at the Visalia Senior Center, located at 310 N. Locust Street, at 5:30 p.m.

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

MOTION

Motion passed 5-0

Brenda Miernik,
Senior Administrative Assistant