

Visalia Parks & Recreation Commission
Meeting Minutes
October 16, 2018

1. Call to Order/Roll Call

The Visalia Parks & Recreation Commission met in a regular meeting on Tuesday, October 16, 2018, at City Council Chambers, City Hall, 707 W. Acequia. The meeting was called to order by Chair Filiponi at 5:30 p.m.

Present: Ben Filiponi, Steven Woods, Shann Blue, Rick Eastes, Patrick Lozano and Lisa Walsh

Staff: Jeannie Greenwood, Jeff Fultz, Laurissa Roggenkamp and Kathleen Machado

Guests: Greg Collins and Jim Guidagni

2. Review and Approval Minutes: The regular meeting minutes of September 18, 2018, were motioned for approval by Commissioner Eastes, seconded by Commissioner Woods, motion carried 5-0.

3. Public Comment: Councilman Greg Collins (708 Edwards Court, Visalia) thanked the Commission for their good works and presence at events. Councilman Collins comment pertained to Agenda Item 5, the Aquatics Wellness Center Community Outreach Survey. He thinks the survey is well done. He suggested the survey be placed in three newspapers, the Visalia Times Delta, the Valley Voice and the Exeter newspaper. The Aquatics working group has commented to him that the survey should go to Visalia Recreation Swim Teams and water polo participants. He added that he was meeting with VUSD regarding sharing the pool and Civic Center and is hopeful of a collaboration and backing. Commissioner Eastes added that the programs that Parks and Recreation are offering now are creating revenue, are covering costs and leaving a surplus nearly every year. He stated his understanding from the previous night's Council meeting was a consensus of, "if you want a facility come up with the cash". He pointed out that most who buy a house don't pay cash for the full amount, thus ending up with a mortgage. Based on the revenue produced building the facility could be considered "like" a mortgage by breaking the total amount needed and breaking it out in to payments in a mortgage period, factoring in the revenues. Does Parks and Recreation have the ability to repay a loan amount to get the facility done? Commissioner Eastes expressed his disappointment with the attitude toward a facility that Parks and Recreation will fill, will make significant revenue and will pay for itself, likely being in the positive annually if it's amortized properly. Councilman Collins stated that he believes that the quality of life in Visalia will be enhanced but if we wait for the money for 5 or 10 years we haven't made any positive steps in terms making the community more marketable. He added that sometimes you need to take a risk and borrow the money. He gave examples of facilities built with borrowed money. He gave examples of facilities built that require subsidized funding. Commissioner Woods added that he would like to meet with Parks and Recreation Director Jeannie Greenwood to discuss revenues and surplus revenue statistically on average over the last 10 years. He added that he would like to meet with Recreation Manager Laurissa Roggenkamp to figure out what the projected income would be if we had the center and its programming to make a determination what size loan we could afford.

Jim Guadagni expressed a view point that parks are used without charging admission. Aquatics centers aren't revenue generating. If you charge high fees to use the kids who need it won't be able to afford to. He doesn't believe that an aquatic center won't make revenue. He believes it's good to teach swim lessons and aquatic programs; that it's a worthwhile investment. Commissioner Woods pointed out that different configurations are being explored so that when we approach the City for funds we have a funding stream in its totality.

4. Corporate Games Recap, Power Point presentation and discussion lead by Freddy Arias, Recreation Supervisor: Recreation Supervisor Freddy Arias presented a recap of the 2018 Corporate Games. The 19 events took place 9/15/18-10/5/18. Supervisor Arias described highlights of some of the events and announced division winners. Commission Chair Ben Filiponi asked if there was a possibility of creating divisions based on the staffing size of the participating businesses. Supervisor Arias replied that was a topic for the staff meeting the following day. Supervisor Arias thanked the Parks and Recreation Foundation for their part in the event. Commissioner Filiponi commended Mr. Arias and the Recreation Division on a job well done.

5. Annual Marketing Report, Power Point presentation and oral report by Maggie Kalar, Recreation Supervisor: Recreation Supervisor Maggie Kalar began her presentation outlining marketing strategies. The strongest tools are the Live and Play Activities Guide and Kids Edition Guides. Revenue is generated through advertising in the Live and Play Guide. She added the second strongest tool is the Live and Play Visalia website. Additionally used are the Ice Skate Visalia and Visalia Senior Games websites. She compared year to year online registration growth from Fiscal Years 2014/2015 through 2017/2018. In May 2018 online park reservations were introduced with the implementation of the new Recreation software. Supervisor Kalar added that social media is another marketing tool used with 6,275

likes on Facebook, 1995 followers on Twitter and 1730 followers on. Ms. Kalar added that a newsletter with 4 main topics goes out by email monthly. A mobile app is available through I-tunes and Android that is currently used by 742 individuals. Other marketing opportunities are found through local media advertising, public service announcements and special events.

6. Aquatics Wellness Center Community Outreach Survey, Discussion lead by the Commission:

Jeannie Greenwood, Parks and Recreation Director began the discussion by stating that the pool and the building need to be one project. Challenge is the location and size constraints. There is no chance if there are two separate projects. Cost of construction is projected to increase 5% each year.goal to prioritize. Recreation staff will be directed to come up with a strategy to fund. There is \$2 million left in the Recreation fund. Alternate Commissioner Lisa Walsh asked if they should continue with the pool survey. She also asked if the space could be reconfigured. Director Greenwood said the survey is needed to get community input for needs. Commissioner asked if the survey should include an element of a community Center. Alternate Commissioner Lisa Walsh asked if there was anything missing from the survey. Commissioner Shann Blue commented that special needs, seniors and rehabilitation type groups need to be targeted. Alternate Commissioner Lisa Walsh asked if prevailing wage was considered in figures. Director Greenwood answered yes. Commissioner Steven Woods offered to develop a survey through Google. Other discussion on the topic included suggestions of methods on presenting the survey to the public such as by email, putting staff out in the public with electronic devices to collect survey data, paper surveys, through social media and add a QRL in the Live and Play Activities Guide. Commissioner Steven Woods recommended setting up the survey and having the Commissioners test it before the next meeting. Commissioners and staff discussed the contents and length of the survey, the targeted number of participants and demographics.

7. Update on City Council Reports & City Staff Announcements:

Upcoming Recreation Programs and Special Events, Laurissa Roggenkamp, Recreation Manager -

Recreation Manager Laurissa Roggenkamp made the following announcements and updates:

Hispanic Heritage Celebration held 9/16/18 at Summers Park had 200 plus in attendance.

Visalia Teen Idol winner Alan Worell sang at the City Council meeting 10/15/18.

There were 250 plus in attendance at the closing ceremonies of Corporate Games.

There were 110 participants at the 2018 Pickleball Tournament.

Upcoming events:

10/19/18 Puppypalooza at the Visalia Senior Center

10/28/18 Fiestas en la Plaza

10/31/18 Visalia Senior Center Halloween Luncheon

10/31/18 Family Fun Night at the Manuel Hernandez Community Center

11/2/18 CPRS Parks Rodeo at Plaza Park

11/21/18 Visalia Senior Center Thanksgiving Luncheon

Recreation Staff will begin preparations for the 2019 Senior Games.

The 2019 CPRS conference dates are 3/19/19-3/22/19 in Sacramento. Commissioner Eastes volunteered to go.

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

Make a Difference Day took place 10/17/18, 9:00am-12:00pm at the Packwood Trail at Caldwell and Mooney with the planting of 300 plants. Chip was spread at Riverbend Park at Court and Wren. Plants were replaced at Riverway Sports Park and at the library.

We are moving forward with rebuilding the wall at the Plaza Park pond. Construction is scheduled after the Winter Fishing Derby.

Director's Report on Administrative Items, Jeannie Greenwood Parks & Recreation Director

The Visalia Water Reclamation grand opening is scheduled for Wednesday, November 7, 2018 at 10:30am.

Working with the Parks and Recreation Foundation for a Performance Agreement.

Working on funding for the archery range. There have been many offers to help. Need funding for fencing.

Quarterly site visit at Wittman Center is scheduled for 10/17/18 at 2:30pm.

Riverway Sports Park Phase 5 bids open 11/16/18.

Planning 2019 Senior Games. Meeting with Sequoia Cyclists planning the cycling event.

Proposition 68 passed earlier this year, providing funding for parks waterways. An information meeting will be later on

this month.

The Parks and Recreation Foundation and Visalia Youth Services awarded a \$6,500.00 grant for free swim lessons and water safety for at risk youth.

Commissioner Patrick Lozano requested an agenda item regarding the issue of the 9th Circuit ruling on park maintenance and the homeless.

8. Commissioner's Requests & Comments:

Parks & Recreation Commission, Chair Ben Filiponi

Parks & Recreation Foundation, Commissioner Wood reported: Working on promoting 'Love Your Park Day'.

North Visalia Advisory Committee: Commissioner Lozano reported – homeless was the topic of their most recent meeting. They don't see need for more money if a meandering path at Lincoln Oval Park is added. Tacos Luchas is looking at taking over the building at Lincoln Oval Park.

Waterways & Trails: Commission Chair Ben Filiponi – There was no quorum to meet in October, and there will not be one in November either.

Motion to adjourn at 8:00 p.m. by Commissioner Blue, 2nd by Commissioner Lozano, motion unanimously carried.

Respectfully submitted by,
Kathleen Machado
Senior Administrative Assistant