

NOTICE OF REGULAR MEETING

Pursuant to Section 54954.2 of the Government Code of the State of California, a Regular meeting of the **PARKS AND COMMUNITY SERVICES COMMISSION** is hereby called for:

Date/Time: **Thursday, May 6, 2010, 7:00 p.m.**
(or as soon thereafter as possible)

Location: **City Hall Council Chambers**
333 Civic Center Plaza, Tracy

Government Code Section 54954.3 states that every public meeting shall provide an opportunity for the public to address the Commission on any item, before or during consideration of the item, however, no action shall be taken on any item not on the agenda.

MEETING AGENDA

1. Call to Order
2. Roll Call
3. Items from the Audience – *In accordance with Procedures for Preparation, Posting and Distribution of Agendas and the Conduct of Public Meetings, adopted by Resolution 2008-140, any item not on the agenda brought up by the public at a meeting, shall be automatically referred to staff. If staff is not able to resolve the matter satisfactorily, the member of the public may request a Commission Member to sponsor the item for discussion at a future meeting.*
4. Approval of Minutes from Regular Meeting on April 1, 2010
5. Correspondence
6. Old Business
 - a. Develop measurable objectives and action items for each commission goal for Fiscal Year 2010/2011
7. New Business
8. Items from the Commission
 - a. Consider Commissioner Jimenez's Request to Discuss and Schedule the Commission's "Meetings in the Parks" for the Summer of 2010
9. Items from Staff
 - a. Parks and Community Services Director Report
 - i. Upcoming Events and Programs
 - b. Recreation Division Update
 - c. Facilities Report
 - d. Public Works Parks Maintenance Division Report
10. Items from the Audience
11. Adjournment

POSTED: April 30, 2010

The City of Tracy complies with the Americans with Disabilities Act and makes all reasonable accommodations for the disabled to participate in public meetings. Persons requiring assistance or auxiliary aids in order to participate should call City Hall at (209) 831-6000 at least 24 hours prior to the meeting.

Any materials distributed to the majority of the Parks and Community Services Commission regarding any item on this agenda will be made available for public inspection in the Parks and Community Services Department located at 400 East 10th Street, Tracy, during normal business hours.

**PARKS & COMMUNITY SERVICES COMMISSION
REGULAR MEETING MINUTES
April 1, 2010**

1. **CALL TO ORDER:** Chairman Atkins called the meeting to order at 7:00 p.m.
2. **ROLL CALL:**
 - a. Present: James Atkins; Gene Birk; Walter Gouveia; Tim Jayne; Linda Jimenez; Gloria Saltzman; Steve Winchell
 - b. Absent: None
 - c. Staff Present: Rod Buchanan, Director of Parks and Community Services; Kevin Tobeck, Director of Public Works; Mark Honberger, Recreation Supervisor
 - d. Recorded By: Tish Foley, Executive Assistant
3. **ITEMS FROM THE AUDIENCE:** None.
4. **APPROVAL OF MINUTES FROM REGULAR MEETING ON MARCH 4, 2010:**
 - a. Motion: Commissioner Jimenez
 - b. Second: Commissioner Winchell
 - c. Abstain: Commissioner Gouveia
 - d. Vote: Passed by majority vote.
5. **CORRESPONDENCE:** None.
6. **NEW BUSINESS:**
 - a. **Provide input to staff on Goals of the Commission to be addressed as part of the Parks and Community Services Department's Work Plan for Fiscal Year 2010/2011:**

Rod Buchanan presented the staff report and led the Commission in a discussion to identify their work plan priorities. Comments from the Commission are as follows:

 - Commissioner Saltzman: Focus on increasing the number and diversity of people who are participating in the Department's programs, keeping in mind current economic restraints. Also increasing opportunities to work with students needing community service hours.
 - Commissioner Birk: Increasing the number and diversity of people participating in the Department's programs.
 - Commissioner Winchell: Ensure youth participation in youth activities is growing each year, taking a look at other communities. Ensure we are providing relevant activities that are increasing participation levels. Ensure the Commission receives feedback from the public on the decisions they make. Find different avenues of communication and notices in advance of the activities closer to the activity.
 - Chairman Atkins: Make the Commission more visible and accessible to help better define the Commission's roles and what they should focus on based on what the community needs.
 - Commissioner Jimenez: Enhancing revenue to increase services by researching funding opportunities for Department programs, park maintenance, and other services, given the current economic restraints.

Parks Commission Minutes

April 1, 2010

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- Commissioner Jayne: Fundraising would be a top priority. Also, focus on parks that are in the news, such as the current problems at Tracy Press Park, would help the Commission increase their visibility. It would show the community the action the City and Commission will take in response to these issues. The Commission can prove success stories. Also, park safety should be a priority.
- Commissioner Gouveia: Several City parks are named after Tracy Breakfast Lions Club members (Galli and Yasui). He suggests that club could work in honor of them to encourage Lions members to volunteer along with the neighbors and youth to adopt those parks. This would encourage enhanced community support of parks.

Staff gathered the Commission's comments and then asked the Commission to select their top three priorities. Rod Buchanan provided the following recap in order of the determined priority:

1. **Support Increased Revenue**: Enhancing revenue to increase services, seeking funding opportunities, fundraising.
 - a. Key Focus Area: Reactivate the Foundation
 - b. What do you want to achieve?
 - i. Ensure the governance of the foundation is solid.
 - ii. Select a project
 - iii. Raise funds
 - iv. Complete project
 - c. What does success look like?
 - i. Project funded
2. **Communication/Marketing**: Look at new ways to get the word out; to make Commission more visible and accessible; to get feedback from community.; and to widen participation of the number, the types of people of all ages, of our programs and services, keeping in mind current economic trends.
 - a. Key Focus Area: Marketing
 - b. What do you want to achieve?
 - i. Develop a marketing plan
 1. What we want to market (PCS brand)
 2. Who are we marketing to
 3. How will it occur, what materials will be used
 4. How will it be funded
 - ii. Implement the plan
 - iii. A consistent process of: Plan – Monitor – Survey
 - c. What does success look like?
 - i. Increase in hits on website
 - ii. Increase participation or registration by "X" percent
 - d. Parking Lot:
 - i. Shirts and Name Tags
3. **Park Safety**: Encourage or enhance community and neighborhood support of parks.
 - a. Key Focus Area: To bring corrective elements the City can provide in response to a troubled park.
 - b. What do you want to achieve?
 - i. Support, partner and educate citizens about what services are available to them
 - ii. Identify the menu of services and options
 - iii. Format, develop the presentations and roles

- iv. Visit parks to identify the issues
- v. Leave them with an avenue of feedback – follow-up method
- c. What does success look like?
 - i. Follow up survey that things have improved
 - ii. Decreased issues and reduction of incidents

Next steps will be to establish a timeline and assign the objectives. Staff will report back at the May Commission meeting.

b. **Review and approve recommendation to the City Manager for policy changes for the rental of City-owned meeting rooms:**

Mark Honberger presented the staff report which outlined the proposed policy change to allow for groups or individuals to book meeting rooms less than 1,500 square feet on a regular basis for as many dates as needed within a calendar year. Staff felt that this policy change would allow staff to conduct a fair process prior to the start of the year for all groups and individuals wishing to book a particular room. Once the year has begun, bookings will be taken on a first-come, first-served basis. Restricting the meeting room bookings to rooms less than 1,500 square feet will allow the City to continue making the large gathering spaces (such as larger rooms and parks) available to a broad range of community organizations and individuals.

Commissioner Jimenez asked if a fee increase was included in staff's recommendation. Rod Buchanan responded that the rental rates are not changing, only the amount of access to the public will result in increased revenue. Commissioner Winchell asked for the history of the original policy. Mark Honberger responded that staff originally wanted the facilities accessible to a larger number of groups and the revenue stream was not a priority at that time. There being no further discussion, Chairman Atkins called for a motion to approve staff's recommendation. Commissioner Jayne made the motion which was seconded by Commissioner Gouveia and passed by unanimous vote.

7. ITEMS FROM THE COMMISSION:

- a. California Park and Recreation Society Seminar Update: Chairman Atkins reported on his recent trip to the annual CPRS Conference. He attended an interesting session presented by the Positive Coaching Alliance which discussed the role parents play in youth sports. He also gathered information from other Cities regarding their foundation programs and made valuable contacts for the future. Suggested staff consider forming a subcommittee to review the foundation information he brought back from CPRS.
- b. Commissioner Jimenez: Recommended the Commission address park vandalism issues by writing letters to local newspapers. She also recommended having the newspapers feature the work of volunteers who assist with City projects such as park clean up events. She would also like to receive an update on the status of the Park Watch program in other parks besides El Pescadero.
- c. Commissioner Winchell: Suggested the restrooms at El Pescadero Park as a potential funding opportunity for the Foundation.

8. ITEMS FROM STAFF:

a. Parks and Community Services Director Report:

- Highlighted upcoming camps and sports activities. Next Disney Day set for April 17th at Hoyt Park.
- The Aquatics Facility Request for Proposals was distributed today. Some elements of the conceptual design were changed slightly.
- Negotiations with the youth sports league will be discussed in Closed Session with City Council on April 6th. The leagues have developed their terms and staff will be making their recommendations to Council for their direction. Staff may ask the Commission to hold a Special Meeting with the youth sports leagues to address the terms.
- The Wetlands Project funding opportunities are changing as the project changes which will delay the development.

b. Recreation Division Update:

- Due to a decline in the participation of Rollin' Rec, that service will be temporarily suspended while staff looks at ways to improve the program. The program will continue to be offered at The Spot and other activities that have already been committed.
- The Department's online registration website has a new name: tracyartsandrec.com.
- Early registration discounts are being offered for upcoming summer day camps.
- A "Top Dog Parade and Expo" is being planned for Saturday, June 12, and staff is seeking volunteer judges from the Commission. Commissioners Winchell and Jayne may be available to volunteer and will contact staff.

c. Facilities Report: This month's report included photos of recent playground renovations.

d. Public Works Parks Maintenance Division Report:

- New restrooms at Dr. Powers Park are close to completion, just needing electrical connections.
- The NorCal High School Girls Softball Championship Tournament will be held at the Tracy Sports Complex April 8-11.
- Kimball High has been utilizing the Tracy Ball Park until their ball fields are ready.
- Spring Clean-Up Week will not be taking place this year due to budget reductions.
- A CIP has been established to resurface the hard courts at Dr. Powers Park. Funding from the Landscape Maintenance District will allow for resurfacing of seven additional hard courts in several other parks.
- The next phase of playground renovations will begin soon.

9. ITEMS FROM THE AUDIENCE: None.

10. ADJOURNMENT:

- a. Motion: Commissioner Jayne
- b. Second: Commissioner Birk
- c. Vote: Unanimous
- d. Time: 9:30 p.m.

CITY OF TRACY
PARKS & COMMUNITY SERVICES COMMISSION MEETING
May 6, 2010

AGENDA ITEM 6.a.

REQUEST

**DEVELOP MEASURABLE OBJECTIVES AND ACTION ITEMS FOR EACH
COMMISSION GOAL FOR FISCAL YEAR 2010/2011**

DISCUSSION

At the Regular Parks Commission Meeting on April 1, 2010, the Commission determined their top three priority goals they would like to work on as a Commission over the next year. These goals are in line with both the Council Strategic Priorities as well as the Bylaws of the Commission. For each priority goal, the Commission also determined its Key Focus Area along with a description of "What Success Will Look Like."

Now that the top three priority goals have been determined, the Commission must establish and finalize the specific objectives for each of the goals for the next year. It is recommended that measurable objectives and outcomes be developed for each of the three goals listed and that timelines be established in which to accomplish these. Below are the top three prioritized goals, as determined by the Commission.

1. **Support Increased Revenue:**
Enhancing revenue to increase services, seeking funding opportunities, fundraising.

2. **Communication/Marketing:**
Look at new ways to get the word out; to make the Commission more visible and accessible; to get feedback from community.; and to widen participation of the number, the types of people of all ages, of our programs and services, keeping in mind current economic trends.

3. **Park Safety:**
Encourage or enhance community and neighborhood support of parks.

FISCAL IMPACT

There is no fiscal impact to the General Fund.

RECOMMENDATION

That the Commission develop measurable objectives and action items for each Commission goal for Fiscal Year 2010/2011.

Prepared by: Mark Honberger, Recreation Supervisor

Approved by: Rod Buchanan, Director of Parks and Community Services

**CITY OF TRACY
PARKS AND COMMUNITY SERVICES COMMISSION MEETING
May 6, 2010**

AGENDA ITEM 9.b.

RECREATION DIVISION UPDATE

SPECIAL INTEREST CLASSES

By Laura Johnston

These programs offered preschoolers, youth, teens, and adults opportunities to learn new skills, meet new people, and develop healthy fitness habits. All of the following camps and special interest classes were held at the Tracy Community Center, Lolly Hansen Senior Center, Sports Complex Meeting Room, Cecilian Park, Athletic Perfection, Classic Gymnastics, Stripes Practice Center and Kenner Park. The following data is based on class information for classes that took place between April 1 and April 30, 2010.

- 34 classes offered
- 26 classes held
- 186 registrations
- 172 distinct participants, average 1.08 classes per participant
- \$16,226.83 in revenue (\$1,421 from financial aid-9%)
- The average participant spent \$87 during the month of April
- Most popular classes this month were Ready, Set, Grow Preschool (32), Yoga (29) and School Aged Tennis (28). Gymnastics, Cheer, Golf, LEGO Engineering Camp, and Play and Learn averaged 15 participants per program.

CLASSES FOR PRESCHOOL, SCHOOL-AGE AND TEENS

By Laura Johnston

Cheer Prep and Tumbling: 11 students ages 3-15 years old participated in the Athletic Perfection Cheer and Tumbling classes. Participants were introduced to basic tumbling and cheer skills and routines, as well as cartwheels, handstands and backward rolls by trained and highly awarded staff.

Classic Gymnastics: 29 youth participated during April in our gymnastics program at Classic Gymnastics. Children gained basic knowledge of introductory gymnastic skills such as rolls, cartwheels, balance beam walks, bar strength, and trampoline jumps.

Golf- Juniors: 6 youth participated during April in our golf program held at the Stripes Practice Center. Junior golfers learned basic full-swing fundamentals such as grip, stance, posture and balance, and complimented with putting, chipping, etiquette, and the rules of golf.

LEGO Engineering Camp: 16 youth ages 5-12 years old participated in our annual LEGO® day camps through Play-Well TEKnologies. Campers learned how to build bridges, tunnels, towers and motorized vehicles with hundreds of basic LEGO® blocks.

Play and Learn: 13 preschoolers ages 18 month to 3 years old participated in fun activities designed to increase cognitive skills, physical and social skills. Each class includes parent involvement and utilizes various materials such as the large toys, gym mats, art tables, music and circle time.

Ready, Set, Grow: 32 preschool-aged children participated in the Ready, Set, Grow enrichment program. Ready, Set, Grow focuses on integrating social skills and academics through art, music, games and social interaction.

Tennis: 33 preschoolers, youth and adults participated in the Future Stars 2000 year-round Northern California tennis-training program, involving tournaments, leagues and social events during July. The class provides an opportunity to learn the fundamentals and enjoy the game of tennis through fun, 4-week lessons.

CLASSES FOR TEENS AND ADULTS

By Laura Johnston

Golf- Adults: 8 adult golfers participated in the golf lessons held at the Stripes Practice Center. Golfers learned basic full-swing fundamentals covering grip, stance, posture and balance, complimented with putting, chipping, etiquette, and rules of golf.

Healthy Fit Boot Camp: 2 adults are participating in this new 5-week, 3-day per week fitness program for those who want to get in shape, drop extra pounds, build lean muscle and have fun while doing it. Our certified fitness instructor, Rich Rodriguez, meets the needs of each participant individually but designing a fitness program around their current fitness level.

Yoga: 32 seniors and adults participated in the April Yoga classes held at the Lolly Hansen Senior Center and Tracy Community Center. Participants learned how to increase energy, build strength and tone muscles all the while gaining consciousness of feelings of well being.

GIVE A DAY. GET A DISNEY DAY. VOLUNTEER PROJECT

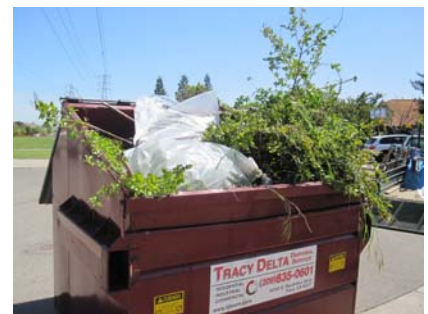
By Laura Johnston

Five families made up of 17 volunteers, participated in the third neighborhood park clean-up project in coordination with Disney through the “Give a Day. Get a Disney Day” volunteer campaign.

The third of 3 neighborhood park clean-ups took place at Hoyt Park on Saturday, April 17 from 10am to 12pm. With the support of Public Works Parks Maintenance Supervisor Don Scholl, Maintenance Worker II, Alfonso Del Rio, assisted with the project and supplied rakes, shovels, garbage bags and pruners. He also assisted volunteers in the pruning, digging, weeding and hauling away of the day’s waste. Volunteers also brought their own supplies and raked sand, picked up leaves and garbage, pruned bushes, dug out weeds, cut back brush and took out dying bushes. A neighbor walked up to our event and asked what we were doing. We informed her that we were cleaning her park through the Disney campaign. She was very grateful and said it was so nice to see the City coordinate an event like this that brought out people to clean her local park. She said she was grateful because a beautiful park makes for a beautiful neighborhood.

At the conclusion of the project, all volunteers will receive a voucher for a ticket for a 1-day visit to Disneyland, a \$72 value.

The “Give A Day. Get A Disney Day.” The 3 park volunteer projects brought in 145 volunteers who provided 290 service hours to the City of Tracy, at a value of \$10,440 based on the 1-day Disneyland ticket price. Don Scholl, Public Works Superintendent said of the events, “They really are a big boost to our efforts and our spirits.”



R.O.C. ~ RECREATION ON CAMPUS

By Jolene Jauregui

The ROC (Recreation on Campus) program is an After School Program offered at Bohn, Poet Christian and Hirsch Schools; and a Morning Club offered at Poet Christian and Bohn Schools. For the month of March there were 81 children enrolled in the ROC After School Program: 42 full-time participants, 11 daily participants, and 28 hourly participants.

S.A.F.E. ~ STUDENTS ADDING FUN TO EDUCATION

By Jolene Jauregui

SAFE is an after school program located at Williams Middle School. The program currently has 38 participants enrolled. On average there are approximately 27 teens in attendance each day and 438 repeat participants for the month of March. Staff provides many activities for the teens to participate in, such as Homework help, Arts & Craft and Recreational games.

MCYSN ~ ROLLIN' REC

By Jolene Jauregui

The Mobile Recreation Program consists of arts and crafts, physical activities and lots of games. For the month of March, the program had approximately 111 participants and visited the following locations: Larsen Park and El Pescadero Park.

ATHLETICS

By Gina Scarlata

Youth Hoops: With the 2010-11 season not too far away, the Athletics staff is piecing together ideas for a Channel 26 TV spot to promote the new season. The goal is to entice young hopefuls to participate in a league where they can learn, compete and have the time of their lives. Staff is also taking the results of the parent and coach surveys into action to make the league as strong as it can possibly be.

Softball Leagues: The spring season of adult softball will be coming to a close within the next three weeks. Playoffs will take place the weeks of May 10th and May 17th. The spring season had a few weeks of set-backs due to rain-outs. Luckily, the rain-outs did not cause the spring season to run into the beginning of the summer season. With the Department working towards shifting the bulk of walk-in registration to the Grand Theater, staff delivered softball information packets to the Grand for the summer league which begins the week of May 24th. Registration deadline for the upcoming summer league ends May 18th. A team managers' meeting will be conducted on May 20th at 6:30 PM at the Sports Complex Meeting Room. During the meeting managers will receive league schedules and information on rules and policies.

Baseball/Softball Camps: The Department has entered into an agreement with All American Sports Academy to conduct both a Baseball and Softball camp this summer. The two camps will run concurrently from June 7th through the 10th between the hours of 9:00 AM to noon. The Baseball Camp will be led by Rick Davis with assistance from high school coaches and college players. Rick played college baseball at Arizona State and at one time was a major league baseball scout. The Softball Camp will be conducted by Debbie Nelson with assistance from high school coaches and college players. Debbie is a former NCAA All American, a 10-year college coach and a Nike Softball Camp director. The camps will focus on the fundamentals of both games and will include video analysis. The City is pleased to have the services of two such highly-qualified individuals to run these camps. To date, registration has been fairly brisk for both camps.

Junior Giants: Registration for Junior Giants began on April 26th and has already had a high volume of participants registered within the first few days. Flyers were distributed to all K-8 Tracy Unified schools recently and the response has been tremendous. Staff is preparing the agenda for the mandatory orientation on June 9th and 10th at 6:30 PM at the Grand Theatre. The orientation will highlight the key components of the program: confidence, teamwork, leadership and integrity. The orientation will also feature a guest speaker from the Tracy Police Department to speak to the children about violence and safety. One of the main goals of the league this year is to promote the Imagine Peace Contest where the children are encouraged to write a song, poem or create artwork emphasizing a peaceful community.

AQUATICS

By Floyd Lewis

The Department is pleased to announce the hiring of Brandi James as our new Aquatics Specialist. Brandi brings a tremendous amount of experience and knowledge to the position and we look forward to a successful summer of aquatics program this summer. Registration for our Aquatics programs began on April 19th and several of our more popular "Learn to Swim" programs have already filled up. Staff training is scheduled to take place from June 1st through the 4th, with our operations starting on June 5th at the Pinkie Phillips Aquatic Center at West High.

SENIORS

By Jolene Jauregui

In partnership with Golden Agers, on April 13th staff will host the annual spring trip. Those who attended visited the quaint town of Oakdale. They learned the history of Oakdale by touring the Cheese Factory and the Cowboy Museum. In addition, the group toured Ghirardelli Chocolate Factory in Lathrop and indulged in some great ice cream. The seniors who attended enjoyed a full day of educational and recreational experiences.



Staff is preparing for Older Americans Month in May. Older Americans Month has been a time to acknowledge the contributions of past and current older persons to our society. Older Americans Month is celebrated across the country through ceremonies, events, fairs and other such activities. During the month of May, the Lolly Hansen Senior Center will be hosting a month full of activities to celebrate Older American's Month. These activities range from guest speakers, luncheons, and events. To kick off the month of events we will host our Lolly Hansen Senior Center Open House on Wednesday, May 5, 2010, from 9am to 11am, and conclude the day with the fourth annual "Enhancing Access for Older Americans Forum" from 11:00 a.m. to 1:00 p.m. Seniors in the community are invited to meet and have an opportunity to question political representatives at this open forum. The event will take place at the Tracy Community Center.

TRACY PARKS AND COMMUNITY SERVICES DEPARTMENT

FACILITY USE REPORT:
April 2010

Hours of Use

User Class	TOTAL	Building & Room Rentals							Sports Field Rentals							
		Community Center	TSC Mtg Room	Civic Center	Senior Center	Tracy Transit Station	Mobile Stage	Special Events	Park & Picnic Rentals	Tracy Sports Complex	Placencia Fields	Tracy Ball Park	Bland Field	Gallii Field	Veterans Fields	Tiago Fields
Commercial	241								106	45		90				
Private	61					15		46								
Non-Profit	1,267	44	5		18	25	6	1	45	208	224	267		88	171	166
City	90	20		65		5										
PCS Dept	9			5		4										
Gov. Agency	97		89	5		4										
School District	502	28								434			41			
Total Hrs:	2,266	92	94	74	18	53	6	1	91	747	269	267	131	88	171	166
	percent of total:	4%	4%	3%	1%	2%	0%	0%	4%	33%	12%	12%	6%	4%	8%	7%

Hours given FREE based on MOUs:	3	3.0														
	0%															
Monetary Value of FREE MOU Hours:	\$39	\$39														

Plus the cost of other city services (PD, FD, PW)

Fees Generated

User Class	TOTAL	Building & Room Rentals							Sports Field Rentals							
		Community Center	TSC Mtg Room	Civic Center	Senior Center	Tracy Transit Station	Mobile Stage	Special Events	Park & Picnic Rentals	Tracy Sports Complex	Placencia Fields	Tracy Ball Park	Bland Field	Gallii Field	Veterans Fields	Tiago Fields
Commercial	\$2,233								\$1,468	\$245		\$520				
Private	\$1,375					\$315		\$1,060								
Non-Profit	\$11,962	\$2,240	\$70		\$156	\$1,050	\$320	\$35	\$571	\$1,600	\$1,580	\$2,040		\$440	\$920	\$940
City	\$0															
PCS Dept	\$0															
Gov. Agency	\$196		\$196	\$0		\$0										
School District	\$3,850	\$1,435								\$2,235			\$180			
Total Rev:	\$19,616	\$3,675	\$266	\$0	\$156	\$1,365	\$320	\$35	\$1,631	\$5,303	\$1,825	\$2,040	\$700	\$440	\$920	\$940
	percent of total:	19%	1%	0%	1%	7%	2%	0%	8%	27%	9%	10%	4%	2%	5%	5%

M. Honberger
Recreation Supervisor