

PARKS & COMMUNITY SERVICES COMMISSION
REGULAR MEETING MINUTES
January 5, 2012

1. **CALL TO ORDER:** Commissioner Jimenez called the meeting to order 7:00 p.m.
2. **ROLL CALL:**
 - a. Present: Commissioner Jimenez; Commissioner Birk; Commissioner Gouveia; Commissioner Jayne; Commissioner Saltzman; Commissioner Foley; Commissioner Holguin
 - b. Absent:
 - c. Staff Present: Rod Buchanan, Director of Parks & Community Services; Kim Scarlata, Recreation Services Supervisor; Mark Honberger, Recreation Services Supervisor; Kevin Tobeck, Director of Public Works
 - d. Recorded By: Stephanie Garcia, Executive Assistant
3. **ITEMS FROM THE AUDIENCE:** None
4. **APPROVAL OF MINUTES FROM THE REGULAR MEETING ON, DECEMBER 1, 2011**
 - a. Motion: Commissioner Gouveia
 - b. Second: Commissioner Jayne
 - c. Abstain: Commissioner Foley & Commissioner Holguin
 - d. Vote: Passed
5. **Presentations:**
 - a. **Update on annual Marketing Activities for the Tracy Parks & Community Services Department** – Kim Scarlata provided an update to the Commission on annual Marketing Activities with the following highlights:
 - 2011 Summer Events Block Parties, 10 events
 - Special events postcards and posters
 - Worked and collaborated with Tracy City Center Association (TCCA)
 - E-Marketing, i.e. Email blast, News 10 Community page; utilized banners and ads
 - Activity Guides market special events, special interest classes, athletics and aquatics, senior programs and transportation

Commissioner Holguin asked how 5,200 Activity Guides get distributed. Kim shared that they are direct mailed to current and previous participants and also distributed throughout the community at popular public places.

Commissioner Foley asked how she can get on the email blast. *Kim will set up the Commissioners to receive emails.* Commissioner Foley commented on how the marketing pieces have a cohesive look, awesome job, photos are engaging.

Commissioner Jimenez commented on the Girls Night Out Pink Party, it was well thought out and she had a wonderful time. So fortunate to have Kim, the marketing tools get people involved.

Kim Scarlata said that TCCA and the Chamber worked together and shows the community we work as a cohesive community.

6. **Correspondence:** Mark presented a letter to the Commission from a resident regarding the playground structure at Zanussi Park. Mark read the response which he commented that the City is currently underway with a playground replacement project to upgrade 5 playgrounds this year. The good news is that the two sets of playground equipment at Zanussi Park are a priority.

7. **OLD BUSINESS:**

- a. **Update Commission Goals for Fiscal Year 10/11 & 11/12:**
Mark highlighted the 3 main goals; Support Increased Revenue, Communication/Marketing, and Park Safety.

8. **NEW BUSINESS:**

- a. **Appoint a three member sub-committee to evaluate and rank CDBG applications, and to make funding allocation recommendations for the 2012-2013 Fiscal Year:** Mark shared with the Commission a brief description of the Community Development Block Grant (CDBG).

Commissioner Jimenez made a motion to appoint a three member sub-committee to evaluate and rank CDBG applications and to make funding allocation recommendations for the 2012-2013 Fiscal Year; Commissioner Saltzman, Commissioner Jayne and Commissioner Holguin. The motion was seconded by Commissioner Birk and passed by unanimous vote.

9. **ITEMS FROM STAFF:**

- a. **Parks and Community Services Director Report:** Rod Buchanan announced that the construction contract for the Youth Sports fields has been awarded. Construction is scheduled to begin in February 2012. Then, Rod shared that Floyd Lewis is retiring next month. He also stated that the City is continuing to refine its re-organization efforts, and that he will bring any updates to the commission as they occur.

Commissioner Jayne inquired about the organizations with MOU's that are helping to build the park for the community. Rod stated that the leagues are required to rent out the fields if there is a need, and that the facility will free up capacity in our current system. These fields will be MOU league's fields. They can stop someone from playing there based on their turf management program. The MOU league is responsible to maintain the fields. **Commissioner Jayne** also asked about the 24 hour park. Rod stated that there is 100 acres to the south that has not been committed. Rod asked the Commissioners to read the report regarding the CIP process and what staff goes through to compete for a project. Rod will report next month on any updates to the CIP Process.

- i. Upcoming Events & Programs
 - Girls Night Out, Progressive Pink Party, May 11, 2012 6pm – 10pm
 - ii. Projects Update
- b. Recreation Division Update: Available in packet.
 - c. Facilities Report: Available in packet. **Commissioner Jimenez** commented on how the Star Wars Lego class is always full. Staff will look into the possibility of starting a second session.
 - d. Public Works Parks Maintenance Division Report: Kevin Tobeck said the weather has been dry which is unusual for January. There is a fiscal impact and water isn't cheap. They've started irrigating in some parks in the downtown area. Also, pruning trees and started renovation of some fields. Lincoln Park is getting irrigated and it will be a nice facility with a nice turf.

10. ITEMS FROM THE COMMISSION:

- Commissioner Gouveia congratulated Rod for the great work on moving forward with the complex; these are things we wrestled for many years.
- Commissioner Saltzman welcomed Commissioner Foley and Commissioner Holguin and thanked Rod for what he does and how marvelous it is to go by Lincoln Park.
- Commissioner Birk welcomed Commissioner Foley and Commissioner Holguin.
- Commissioner Jayne commented on Lincoln Park; during Christmas Eve and Christmas Day he was walking his dog and noticed people on Highland Avenue using Lincoln Park as their own backyard, even though it is currently under construction. Staff will look into what can be done. Ideas generated include: Letters sent to residences that back up to Lincoln Park, A penalty for being in park when it is closed, and utilizing Code Enforcement officers. Commissioner Jayne welcomed Commissioner Foley and Commissioner Holguin.
- Commissioner Holguin thanked Rod and Mark for making a huge difference in his neighborhood. He gets complaints from neighbors; they've had a movie night in the park (Jim Raymond). He is doing this for park safety and he has a strong passion to help people for a better quality of life.
- Commissioner Foley thanked the Commission.
- Commissioner Jimenez thanked the members of the CDBG sub-committee for volunteering; she thanked Rod, Mark, Stephanie, and all the staff for a great year; she is looking forward to a great year ahead. Commissioner Jimenez welcomed both Commissioner Foley and Commissioner Holguin. She is impressed with Commissioner Holguin involvement with the City stating for a neighborhood watch captain.

11. ITEMS FROM THE AUDIENCE: None

12. ADJOURNMENT:

- a. Motion: Commissioner Foley
- b. Second: Commissioner Jayne
- c. Vote: Unanimous
- d. Time: 7:57p.m.