



PARK COMMISSION

Chad Kennedy, Chair
Judy Loretelli, Vice Chair
Jami Aggers, Director, Parks and Recreation
Merry Mayhew, Assistant Director, Parks and Recreation
3800 Cornucopia Way, Suite C, Modesto, CA 95358-9492
Phone (209) 525-6750 Fax (209) 525-6773

AGENDA

Thursday, September 11, 2014 at 5:00 p.m.
Department of Parks and Recreation
3800 Cornucopia Way, 2nd Floor Conference Room,
Modesto, CA

Call Meeting to Order:

The *Stanislaus County Park Commission* encourages public participation and welcomes the public’s interest. Members of the public may be heard on any item of the *Stanislaus County Park Commission’s* agenda. A person addressing the Commission will be limited to five (5) minutes, unless the Chairperson of the commission grants a longer period of time. The Commission will allow comments by members of the public on an agenda item only during consideration of the item.

Agenda Items:

1.	Call to Order	Chair
2.	Roll Call and Excused Absences	
3.	Introduction(s)	
4.	Public Comment(s)	
5.	Fundraising Efforts by Manos Unidas	
6.	Approval of Minutes for August 14, 2014 Meeting	Commissioners
7.	Staff Report	Staff
	• Monthly Staff Report	
8.	Old Business	
	• Dog Park “Off-Leash Area” Signs	
	• Park Tour: Finalize park tour decisions for October— location, date and time.	
9.	Commission Goals	Commissioners
	• Identify List of Current Partners/Community Groups	
	• Summary of Accomplishments by the Commission	
10.	Commission Comment(s)	Commissioners
11.	Adjournment, the next meeting will be on:	Thursday, October 9, 2014 (Tentative)
		Time: TBD
		Location: TBD

Reminders:

Member(s) due dates for Ethics training:

- Ron West-11/29/2014

Online Course Information Link: <http://www.fppc.ca.gov/index.php?id=477> (To take the course, you will find in the middle of the webpage a button labeled “Local Ethics Online Training (FREE)”. Please note that you will be required to have an e-mail to take the course online.)

Commission Goals:

1. Enhance Board Communication
2. Increase Partnerships
3. Training and Education for Commissioners
4. Increase Awareness of Parks

Please notify the Department of Parks and Recreation at 525-6723 to let us know if you **will** be attending this meeting and/or require special accommodation for access or transportation to the meeting. Agendas can also be found online at <http://www.stancounty.com/er/parks/parks-recreation-commission.shtm>, subject to staff’s ability to post prior to the meeting. Materials related to an item on this Agenda submitted to the Commission after distribution of the agenda packet are available for public inspection during normal business hours at the main office of the Department of Parks and Recreation, 3800 Cornucopia Way, Suite C, Modesto, CA 95358.



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MINUTES
August 14, 2014, at 5:00 p.m.

3800 Cornucopia Way, Suite C
 Modesto, CA 95358

MEMBERS PRESENT:

Chad Kennedy, ATL
 AnnaMarie Hallinan, D5
 Ron West, D4
 Brent Bohlender, D2
 Joseph Sanchez, D3

PARKS & RECREATION STAFF PRESENT:

Jami Aggers
 Merry Mayhew

MEMBERS ABSENT:

Betty Parker, D1
 Judith Loretelli, ATL

GUESTS PRESENT:

Kit Lloyd, Never Boring
 Haley Brown, Never Boring
 Jim DeMartini

A. CALL TO ORDER & INTRODUCTIONS

The meeting was called to order. Excused absences were received for Judy Loretelli and Betty Parker. Joseph Sanchez has been appointed as a new Park Commissioner to district three.

ACTIONS

Chair

B. PUBLIC COMMENTS

No comment was received.

ACTIONS & REPORTER

C. APPROVAL OF MINUTES

Minutes for the June 12, 2014 meeting were approved upon motion and second as written. There was no meeting in July.

ACTIONS

*Bohlender, West,
 unanimous approval*

D. UPCOMING TOURS

A quorum count will be taken in September at the next Park Commission meeting, as well as determining the park location tour in October. Commissioners would like to see new or recent park projects.

ACTIONS & REPORTER

Chad Kennedy

E. MARKETING PLAN - NEVER BORING DISCUSSION

ACTIONS & REPORTER

1. Kit Lloyd and his team of Never Boring have been researching and touring parks and facilities, not limited to County-owned. Research includes looking into what worked and what did not—the successes of events, etc. Interviews of vendors and other parks are included in the process. A SWOT analysis was completed on the surrounding venues and pricing. The overall goal is to create a marketing plan and look at how to market each of the five regional parks.
2. The Commission was interested in the SWOT analysis data. Merry is spearheading park patron surveys. Never Boring plans to focus more on the larger scaled events. The agency has been connecting with many event promoters to learn more about events and park festivities; this includes speaking to music festival promoters.
3. Frank Raines Regional Park was seen with potential benefit to its secluded area. Best practices are also being reviewed. Upon looking at the whole picture, the focus will eventually narrow in on a final plan.
4. A question was raised whether the marketing plan would include outcome measures. Lloyd stated that there are certain methods of approach that can be taken down the road after the marketing plan is in place, i.e. social media, direct mail, electronic campaign, attendance, campaign-based microsites, quick park

Kit Lloyd

registrations/forms—all of which can provide analytics and outcome measures. Advertising does not guarantee certain results, but the goal is to generate interest. The agency is advantageous in utilizing its many resources and network. The plan appears to be gear toward awareness. However, it was explained that implementation would come after the plan is put into place.

5. A question was asked about public relation efforts: the current marketing plan project does not include a PR component.
6. The Commission asked, if events were limited to the summer, or if there are ideas to make the most of the seasons. Attendance and capacity of the seasons are taken into consideration while creating the marketing plan. Event possibilities within all the seasons are also looked at as well.
7. The old Honor Farm was mentioned as potential property for expansion, however, there would need to be a lead clean-up procedure done first prior to the land becoming available for any options.

Jim Demartini

F. COMMISSIONER GOALS

ACTIONS & REPORTER

1. Increase Partnership Discussion:
 - An overview of the different types of partnership was presented: new facilities, renovations, services, regional events, donated labor. An example is the new Hatch Park baseball field.
 - Thoughts of partnership concepts were along the line of volunteer facilitators and volunteers working within operations rather than from the consumer or park patron standpoint.
 - Awareness of ordinance and regulatory effects on events were discussed. There are no specific limitations at this time on types of events, however, the Department does have an exclusive-use process in place.
 - Manos Unidas is a community group willing to help contribute to Fairview Park. The group will be doing a back-to-school night at the park on August 29th. Efforts are purposed toward community awareness and vandalism prevention.
 - In discovering and determining a list of partners, suggestions included the Society for Handicapped Children and Adults, or possibly on a more personal level, individual accountability.
 - Commissioners would like to establish a contact list to bring awareness to existing facilities and current events.
 - A list of accomplishments will also be compiled as part of the letter to the Board of Supervisors. The Commission was provided an option to set up a live presentation at a Board meeting by submitting a request to Supervisor DeMartini.

Commissioners

G. STAFF REPORTS

ACTIONS & REPORTER

The monthly staff report was distributed. Additional vandalisms to barbeque units were reported for Fairview and Laird Park.

H. COMMISSION COMMENTS

ACTIONS & REPORTER

1. The Community Brunch, an annual PAL fundraiser has set for Sunday, September 21st at the Center Plaza from 10:00 a.m. to 2:00 p.m. Ticket sales are available through Ron West.
2. An inquiry was made about fencing damages, lack of restroom facilities, and the potential transformation of the existing baseball field into a soccer field at Fairview Park. The Manos Unidas community was encouraged to attend the next Park Commission meeting to present a consensus of the community's park improvement priorities. Special attention was addressed on restroom operations and maintenance plans; re-opening restroom facilities include costs associated with weekly maintenance and vandalism cleanups. Park improvement initiatives will require a fundraising plan, as there is no available funding for the park at this time. Long-term maintenance commitment agreements will be an ideal solution to the successes of more labor/maintenance intensive improvements.

Ron West

Joseph Sanchez/Jami Aggers

 Add to September agenda

I. ADJOURNMENT & NEXT MEETING

There being no further discussion, the meeting was adjourned. The next regular meeting of the Parks Commission will be held on:

Thursday, September 11, 2014, at 5:00 p.m.
3800 Cornucopia Way, Suite C
Modesto, CA 95358

PREPARED BY: Mae Song, Park Commission Secretary (209) 525-6723

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COMMUNITY PARKS/COUNTY CENTERS by Amanda Fife:

- **Hatch Park:** Staff will be installing foul line poles on the baseball field sometime in the next month or two.
- **Fairview Park:** A large soccer event took place at Fairview Park on August 17, 2014. The department was notified at the last minute so the proper procedures for holding sponsored events were not followed by the event organizers. Attempts to contact them have been unsuccessful. Since the event, it appears that someone has been mowing sections of the park with a push mower and leaving piles of grass clippings behind for staff to clean up. There have been no volunteers signed up for Fairview Park so we are unaware of who may be performing the unauthorized work.
- **Frank Raines:** The park office was broken into the weekend of August 23rd. Staff had previously taken great measures to secure the doors and windows of the office but thieves found a small bathroom window that they were able to get through. A dollar amount of items taken has not yet been determined but the list includes various power tools, safety equipment and ATV riding gear. Additionally, the phone lines were cut, which disabled the alarm system and the alarm panel was pulled off of the wall. Staff is in the process of re-securing the office windows with stronger reinforcement. A new alarm panel is on order. The camp host was not in the park at the time of the break in.
- **Mono Park:** Recently a large number of homeless individuals have been frequenting Mono Park and the garbage/debris that they are leaving behind has become excessive. Staff has been working with the Sherriff's deputies to try and control the problem. "Camping Prohibited" signs were installed and the deputies have been moving the people out.
- **Empire Park:** The pathway and lighting project is tentatively set to begin on September 22, 2014 and should be completed by October 24, 2014. A walking pathway will connect where the current sidewalk ends behind the baseball backstop and loop over and around the existing berm. Lights will be installed along the pathway providing more visibility at night.



MODESTO RESERVOIR by Tom Dias:

- No report

WOODWARD RESERVOIR by Cheryl Jackson:

- Woodward is still in seasonal maintenance mode. We have had our waterfowl draw and the winning permitted are ready to start setting their blinds for the opening day on Oct 18. WR is still in the early stages of the T-island. Muriel PT. Upgrades from camping areas to full hookup areas. We are still working on a few special events that we hope to get wrapped up soon. Our NO body to water restriction is in effect as of 9/8/14 earlier than normal due to the drought. We have closed of a good portion of the reservoir in an effort to condense the areas we will have to monitor visitors to adhere to the restriction.

ADMINISTRATION by Cathy Gomez:

- No report