



PARKS & RECREATION COMMISSION AGENDA

Regular Meeting
Wednesday, June 25, 2014 at 6:30 PM
Arrillaga Family Gymnastics Center
501 Laurel Street, Menlo Park, CA 94025

CALL TO ORDER

ROLL CALL – James Cebrian, Tom Cecil, Kristin Cox (Chair), Christopher Harris, Marianne Palefsky (Vice-Chair), Thomas Stanwood, Elidia Tafoya

A. PUBLIC COMMENT (Limited to 30 minutes)

Under “Public Comment,” the public may address the advisory body on any subject not listed on the agenda within the jurisdiction of the Commission. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information. The public may address the Commission regarding items listed on the agenda during the consideration of each item.

B. REGULAR BUSINESS

- B1.** Approval of minutes for the May 28, 2014 meeting ([Attachment](#))
- B2.** Review and Comment on the Overview of Community Services Budget for Fiscal Year 2014-2015 ([Attachment](#))
- B3.** Review and Discuss Cost Recovery Results for Fiscal Year 2012-2013 ([Attachment](#))
- B4.** Review and approve Commission Quarterly Update to City Council ([Attachment](#))
- B5.** Nomination of a Commission member to serve on the General Plan Advisory Committee ([Attachment](#))

C. REPORTS AND ANNOUNCEMENTS

- C1.** Update from the subcommittee in support of Arts Programming (Cox/Cebrian) ([Attachment](#))

- C2.** Commission consideration to form sub-committee in support of Bedwell-Bayfront Park (Palefsky)

D. INFORMATION ITEMS

- D1.** Community Services Department Director's Update and Announcements
([Attachment](#))

E. ADJOURNMENT

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**PARKS AND RECREATION COMMISSION
MINUTES
Wednesday, May 28, 2014
6:30 p.m. – 100 Terminal Avenue, Menlo Park, CA 94025**

Menlo Park Senior Center

Vice Chair Cox called the meeting to order at 6:45 p.m.

PRESENT – J. Cebrian, K. Cox (Vice Chair), C. Harris, M. Palefsky, T. Stanwood, E. Tafoya

ABSENT – T. Cecil (Chair)

Staff Present – Derek Schweigart, Community Services Assistant Director; Noreen Bickel, Community Services Manager; Tod Zeo, Program Coordinator; Ruben Nino, Public Works Assistant Director

Minutes:

A. PUBLIC COMMENT #1: None

B. CONSENT CALENDAR

1. Approval of minutes dated April 28, 2014

ACTION: Motion and second (Cebrian/Palefsky) to approve the minutes of April 28, 2014, with the following amendment: Item E2 – the last sentence should read: “Following discussion, no action was taken”.

Motion passed with all present Commission Members in favor.

The new Commission Members, Elidia Tafoya and Thomas Stanwood, introduced themselves to the Commission, Staff and the public.

Vice Chair Cox ordered item D1 to precede item C Regular Business items.

D1. Brenda Villa, Menlo Swim and Sport Water Polo Team

Brenda Villa, with Menlo Swim and Sport, spoke about the Youth Water Polo Program offered at Belle Haven Pool. She introduced a few of the youth members and spoke about their upcoming events. They will host a Junior Olympics Qualifier at the Belle Haven Pool.

Brenda Villa thanked the Commission and the City Staff on support they provided in their first year of the program and suggested adding lighting to extend the operating hours.

C. REGULAR BUSINESS

C1. Selection of new Commission Chairperson and Vice-Chairperson

James Cebrian opened the nominations for the Commission Chair and Vice Chair.

ACTION: Motion and second (J. Cebrian/K. Cox) to appoint Kristin Cox as a Chair and Marianne Palefsky as Vice Chair.

Motion passed with all present Commission Members in favor.

C2. Review and consider staff recommendation to decline a request to partner with the Menlo Park City School District on development of sports field at the new Laurel School off O'Connor Drive

Commission Members and present City Staff discussed potential advantages and disadvantages of entering into the agreement with the Menlo Park City School District. The questions were in regards to revenue, maintenance and functionality of the field. The existing field does not have proper drainage and would require excessive maintenance efforts to keep it available for potential user groups.

Following discussion, the commission agreed that it is not an imperative to enter the agreement with the MPCSD until more information on its design, construction and purpose is available.

ACTION: Motion and second (K. Cox/C. Harris) to decline MPCSD's request for \$600,000 for the installation upgrade of a synthetic turf field.

ACTION: Motion and second (K. Cox/J. Cebrian) to make recommendation that Menlo Park City Council takes no action at this time regarding entering into a joint-use agreement with the MPCSD for field use until the Commission is provided with further information regarding field design, construction and purpose.

D. PRESENTATION

D2. Friends of Bedwell-Bayfront Park will provide update on current events, issues and opportunities at the park.

Steve with Friends of Bedwell-Bayfront Park, spoke about their concern about the maintenance expenditures. The current fund allocated for maintenance is nearly depleted.

Chris MacIntosh spoke about the park's amenities, events and presented data on incidents. In their presentation, the FBBP suggested reconfiguring current and adding more signs, garbage cans and benches. Other topics the Commission Members and FBBP discussed are:

- Off-leash dog rules
- Sanitation
- Pathways for handicapped
- RC Aircraft regulation
- Feral Felines
- Utility User Tax increase

Following discussion, the Commission recommended to form a sub-committee and explore the Utility User Tax increase in support of the park. Then the item would be discussed in a future meeting.

E. INFORMATION ITEMS

E1. Community Services Department Director's Update

Noreen Bickel provided an update to the Commission. No discussion followed.

F. PUBLIC COMMENT #2

Vicky Robledo, of Menlo Park, spoke about the lack of off-leash dog regulations in the Bedwell-Bayfront Park. Ms. Robledo is concerned about the users' safety. She suggested adding more garbage cans and signage.

G. ADJOURNMENT

The meeting was adjourned at 8:55 p.m.

Minutes submitted by Jelena Gaines



COMMUNITY SERVICES DEPARTMENT

June 18, 2014

TO: Parks and Recreation Commission

FROM: Cherise Brandell, Community Services Director

RE: CSD Budget Overview for FY 14-15

The attached Community Services Department Budget Summary outlines for the Commission the major revenue sources and expenditure categories and their approved budget amounts for the 2014-15 Fiscal Year which begins July 1, 2014.

Highlights that can be seen from the attached summary include:

The increase in the overall budget of about \$180,000 is due to a restructuring of department responsibilities this year that collapsed several other programs into the Community Services budget, including Community Engagement and Housing.

Revenues

- Increase in revenue in the Inter Governmental category from \$650,904 to \$693,533 in the 2013-14 adjusted budget, is a result of a grant the City accepted from the State to open our vacant classroom at the CDC for a part-day program serving 12 children. Over 100 children still remain on the program's waiting list that are not able to be served. This grant was not available when the City's budget was developed last year but was added by the State following approval of last year's State budget.
- There's a slight increase in revenue in the Charges for Services category (2.34%) as a result of a combination of fee increases, which are part of the Department's multi-year strategy to increase cost recovery, and from increased participation in programs thanks to new offerings and expanded hours. With the higher quality and expanded capacity of the facilities on the Burgess Campus, fee increases are supporting improved overall cost recovery and bringing Menlo Park's fees into alignment with other surrounding communities' recreation fees. The Gymnastics program, for example, continues to increase participation year over year.
- Overall, this revenue increase brings the Department's revenues up just slightly over last year (1.69%).

Expenses

- Salaries and wages are up slightly as Council has approved raises for middle managers. A 2% place-holder is used to estimate the impact of anticipated salary increases for line staff (SEIU) whose contract is expired

and currently in negotiations with Council. The elimination of one FTE in the department (the former Belle Haven Community School Director), which is now a contracted service through the Belle Haven Neighborhood Action Plan, keeps the increase due to the salaries at less than 1% over last year.

- Operating expenses are also up slightly, reflecting the additional cost of utilities and materials commensurate with increased program participation and additional hours of operation.
- Utilities continue to decrease as we find more ways to improve the energy efficiency of our facilities. The possible addition of solar panels at the Arrillaga Gymnasium, the Gymnastics Center and Onetta Harris Center this fall would decrease these costs even further.
- Fixed Assets and Capital Outlay reflect purchases for replacement equipment such as soccer goals, new computers, a sound system for the Arrillaga Gymnasium, weight equipment for Onetta Harris and other equipment replacements.
- Travel expenses are also increased, to accommodate additional training for professional certifications and other professional development that was not included in previous year's leaner budgets.
- The large increase in Special Projects Expenditures reflects the cost of replacing the Senior Center bus and two youth vans used for transportation for the After School programs in the coming year.

Overall

- Overall cost recovery for the department will remain at slightly better than 80% percent for next year, given the mix of 100% fee funded and subsidized programs Menlo Park offers. 100% of all Community Services Programs now meet the Council specified cost recovery levels.

Other budget related items to note:

Alternative Service Delivery - The City Manager has proposed several services to be further analyzed for potential alternative service delivery in order to meet the City Council's approved goal of exploring alternative service delivery models. The City's Gymnastics Program was included as one possible candidate for successful contracting out, similar to the Aquatics program.

Here is what the City Manager has included in his budget overview regarding this Council goal:

The industry rule of thumb is if it can be done as effectively with a 20% cost savings, then it should be further studied... And, as with all service shifts, the details need to be carefully understood and articulated. Here are the services we would like to present to the City Council for consideration:

Community Services – Gymnastic Center – this is a discrete, fee-supported service operated in a new facility. The opportunity to explore a model similar to the aquatics program where a private vendor provides the service within a city-owned facility may prove beneficial.

Administrative Services – Shared Services – as the City invests in automation of several internal services (e.g., Finance), the opportunity to extend our services to other public agencies could be explored.

Police Services – As we strengthen our Police force, we could explore opportunities to insource certain discrete police services for neighboring communities such as Atherton.

Public Works – There are services within Public Works that could be contracted out to private providers as occurred with the recently implemented contract for median landscape maintenance or a shared services type approach with neighboring agencies.

Depending on the City Council's priority and given our limited staff capacity, we have reserved limited funds to retain a consultant to undertake one or two of these studies. We would also need to work with the various labor groups to make this possible.

You can read the entire budget document at www.menlopark.org/budget

Attachments:

ATT A CSD Budget Summary

100 - General Fund						
Community Services						
All Projects						
Account Category	Actual 2011-12	Actual 2012-13	Adopted Budget 2013-14	Adjusted Budget 2013-14	Proposed 2014-15	% Change in Adopted Budget
Taxes	-	-	-	-	-	0.00%
Franchise Fees Total	-	-	-	-	-	0.00%
Licenses & Permits	-	-	-	-	-	0.00%
Inter Governmental Revenue	787,010	685,326	650,904	693,533	625,468	-3.91%
Fines	-	-	-	-	-	0.00%
Interest and Rent Income	-	-	-	-	-	0.00%
Charges for Services	3,894,268	4,759,799	5,022,722	5,022,722	5,140,208	2.34%
Donations Total	20,518	22,391	18,000	18,000	22,000	22.22%
Other Financing Sources	700	700	700	700	700	0.00%
	4,702,495	5,468,215	5,692,326	5,734,955	5,788,376	1.69%
Personnel	4,835,334	5,027,675	5,419,856	5,462,485	5,466,394	0.86%
Operating Expense	475,470	553,092	659,769	670,303	672,594	1.94%
Utilities	309,016	311,622	367,420	367,420	339,735	-7.53%
Services	706,043	983,248	961,069	972,538	988,750	2.88%
Fixed Assets & Capital Outlay	82,893	153,122	142,200	149,879	98,700	-30.59%
Travel	4,740	7,323	11,100	11,100	15,475	39.41%
Repairs & Maintenance	47,272	46,481	74,800	69,800	70,085	-6.30%
Special Projects Expenditures	30,938	21,878	16,500	16,500	156,500	848.48%
Transfers to Other Funds	-	-	-	-	-	0.00%
Transfer to Debt Service Fund	-	-	-	-	-	0.00%
	6,491,705	7,104,442	7,652,714	7,720,025	7,808,232	2.03%
	(1,789,210)	(1,636,227)	(1,960,388)	(1,985,070)	(2,019,856)	3.03%



COMMUNITY SERVICES DEPARTMENT

June 18th, 2014

TO: Parks and Recreation Commission

FROM: Noreen Bickel, Community Services Manager

RE: Cost Recovery Analysis

To support our efforts to maintain long-term sustainability, the Community Services Department has made evaluating cost recovery a priority for the past several years. The City's cost recovery/user fee policy was adopted in 2009 by City Council to provide general direction. As a result, multi-year fee increases were adopted as part of the overall department strategy to reach the targets set in the policy. CSD programs review annual expenses and make reductions when possible. The result has been incremental progress each year toward the policy goals.

Staff has provided a spreadsheet (Attachment A) which demonstrates the cost recovery for each Community Services Department program. In addition, cost recovery summary data for the overall department and for each division (Recreation Services and Social Services) has been provided. The analysis reviews data from FY09-10 through YR13-14. The first four years represent actual revenues and expenses while the current year, FY13-14, presents estimated year-end figures. For this analysis, cost recovery is based on the direct department and program costs and does not include overhead expenses (i.e. Personnel, Finance, Public Works). Direct program costs DO include Community Services administration expenses.

There are several items to keep in mind when reviewing the year to year comparisons. In FY10-11, the following budgetary changes occurred 1) Onetta Harris Community Center created their own budget in the Social Services Division instead of being divided among four other Recreation Services program budgets and 2) facility rentals are now included in each respective program budget where before they were grouped together under the category currently labeled Outdoor Facilities. For example, a gym rental for a youth program is included in Youth Sports. Lastly, there were savings during various years due to staff retirements and in lean years vacancies remained open in order to reduce expenses for that given fiscal year. However, many of those vacancies have now been filled and we've also factored in additional employee trainings while approving purchases for long-standing equipment needs that were all deferred in leaner years, impacting the cost recovery numbers for the current, healthier, budget.

The analysis shows the following trends:

- **Recreation Division:**

- Cost recovery has increased significantly for the Recreation Services Division in the past five years from 71% to 95% especially in the area of Youth and Adult Sports as well as Sports Fields (Outdoor Facilities).
- Aquatics cost recovery increased in 11-12 due to charging a monthly lease and Menlo Swim and Sport taking on operations of the Belle Haven Pool.
- Although there is a slight decrease in projected cost recovery from last year, we attribute that to an increase in expenses for technology improvements and employee development and training deferred from leaner years.

- **Social Services Division:**

- Menlo Children's Center continues to maintain a high cost recovery.
- Due to the nature of these programs, cost recovery is more difficult to increase without a dramatic decrease in expenses by modifying or eliminating programs.
- Social Services Division overall cost recovery is projected at 59%.
- All Social Services programs are now projected to reach their cost recovery policy targets.

- **Overall:**

- Cost recovery is improving for many programs due to increased fees, expanded programs, and higher levels of participation.
- By improving cost recovery, the Community Services Department has decreased reliance on general tax dollars by almost \$200,000 since 2009-10 while increasing program offerings and facility hours.
- It is difficult to create an overall target for the Department's cost recovery as the Social Services programs' cost recovery targets vary from 0-30% to 100% cost recovery. However, with enthusiasm, we can say that this year 14 of 14 programs have met their targets as set in the cost recovery policy.

COMMUNITY SERVICES PROGRAMS	YR09-10 (Actual)			YR10-11 (Actual)			YR11-12 (Actual)			YR12-13 (Actual)			YR13-14 (Estimated)		
	Revenues	Expenses	CR %	Revenues	Expenses	CR %	Revenues	Expenses	CR %	Revenues	Expenses	CR %	Revenues	Expenses	CR %
Youth Sports	\$ 171,877	\$ 276,966	62.1%	\$ 245,975	\$ 309,596	79.5%	\$ 378,890	\$ 383,617	98.8%	\$ 572,207	\$ 461,467	124.0%	\$ 639,500	\$ 533,692	119.8%
Adult Sports	\$ 59,510	\$ 157,687	37.7%	\$ 195,675	\$ 216,518	90.4%	\$ 202,001	\$ 290,736	69.5%	\$ 223,141	\$ 299,955	74.4%	\$ 204,900	\$ 314,130	65.2%
Gymnastics	\$ 728,689	\$ 630,576	115.6%	\$ 731,851	\$ 595,257	122.9%	\$ 662,104	\$ 613,211	108.0%	\$ 1,208,638	\$ 991,279	121.9%	\$ 1,227,000	\$ 1,097,117	111.8%
Aquatics	\$ 120,673	\$ 299,737	40.3%	\$ 111,857	\$ 306,163	36.5%	\$ 168,490	\$ 232,292	72.5%	\$ 163,737	\$ 257,823	63.5%	\$ 162,896	\$ 251,495	64.8%
Community Classes	\$ 673,102	\$ 790,932	85.1%	\$ 725,043	\$ 647,705	111.9%	\$ 688,646	\$ 766,909	89.8%	\$ 841,462	\$ 811,613	103.7%	\$ 741,000	\$ 822,577	90.1%
Special Events	\$ 19,057	\$ 133,551	14.3%	\$ 23,885	\$ 118,361	20.2%	\$ 16,558	\$ 150,599	11.0%	\$ 20,148	\$ 128,093	15.7%	\$ 18,850	\$ 159,029	11.9%
M-A Performing Arts Center	\$ 6,640	\$ 6,960	95.4%	\$ 10,844	\$ 41,200	26.3%	\$ 17,772	\$ 48,186	36.9%	\$ 7,920	\$ 61,645	12.8%	\$ 29,500	\$ 70,072	42.1%
Outdoor Facilities	\$ 150,276	\$ 423,511	35.5%	\$ 196,784	\$ 151,536	129.9%	\$ 235,092	\$ 119,324	197.0%	\$ 212,799	\$ 177,392	120.0%	\$ 275,000	\$ 229,953	119.6%
Seniors	\$ 72,195	\$ 437,250	16.5%	\$ 84,022	\$ 382,976	21.9%	\$ 80,380	\$ 329,645	24.4%	\$ 103,153	\$ 446,688	23.1%	\$ 78,238	\$ 475,086	16.5%
MCC Preschool	\$ 844,813	\$ 754,839	111.9%	\$ 812,275	\$ 724,647	112.1%	\$ 873,184	\$ 734,697	118.8%	\$ 892,656	\$ 820,103	108.8%	\$ 926,300	\$ 958,191	96.7%
Belle Haven Child Development Center	\$ 907,021	\$ 1,316,010	68.9%	\$ 914,301	\$ 1,187,080	77.0%	\$ 776,795	\$ 1,119,702	69.4%	\$ 651,712	\$ 1,096,007	59.5%	\$ 712,901	\$ 1,201,819	59.3%
Community School	\$ 79,732	\$ 220,456	36.2%	\$ 76,934	\$ 217,658	35.3%									
MCC Afterschool	\$ 509,172	\$ 457,961	111.2%	\$ 643,835	\$ 462,302	139.3%	\$ 467,729	\$ 464,686	100.7%	\$ 422,879	\$ 468,630	90.2%	\$ 400,650	\$ 461,300	86.9%
Belle Haven Afterschool	\$ 61,024	\$ 331,821	18.4%	\$ 82,533	\$ 404,980	20.4%	\$ 82,456	\$ 368,615	22.4%	\$ 67,903	\$ 340,659	19.9%	\$ 62,936	\$ 233,755	26.9%
Teens	\$ -	\$ 54,062	0.0%	\$ -	\$ -		\$ -	\$ -		\$ -					
Onetta Harris Community Center	\$ -	\$ -		\$ 36,488	\$ 343,615	10.6%	\$ 41,537	\$ 369,150	11.3%	\$ 57,190	\$ 375,195	15.2%	\$ 53,489	\$ 425,927	12.6%
Total	\$ 4,403,781	\$ 6,292,319	70.0%	\$ 4,892,302	\$ 6,109,594	80.1%	\$ 4,691,634	\$ 5,991,369	78.3%	\$ 5,445,545	\$ 6,736,549	80.8%	\$ 5,533,160	\$ 7,234,143	76.5%

\$ (1,888,538)

\$ (1,217,292)

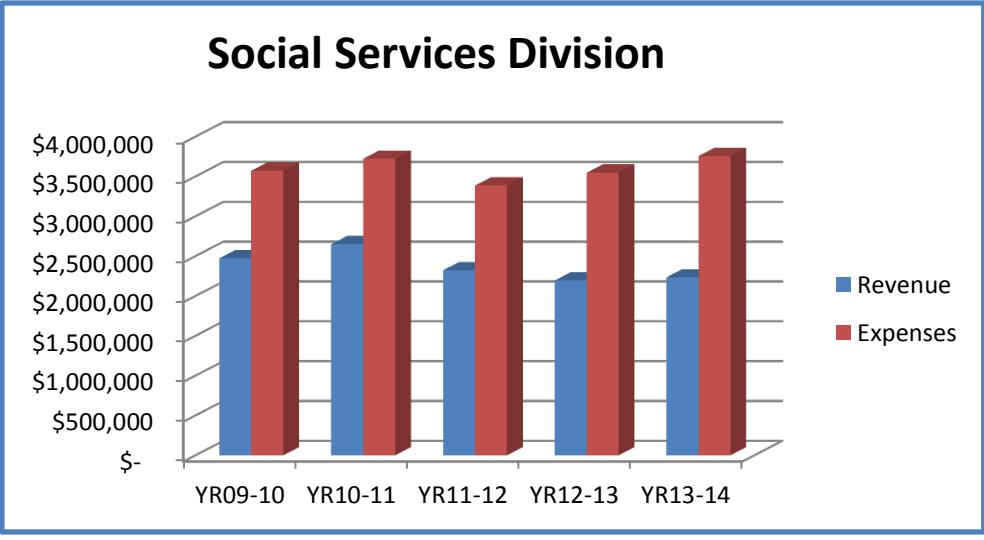
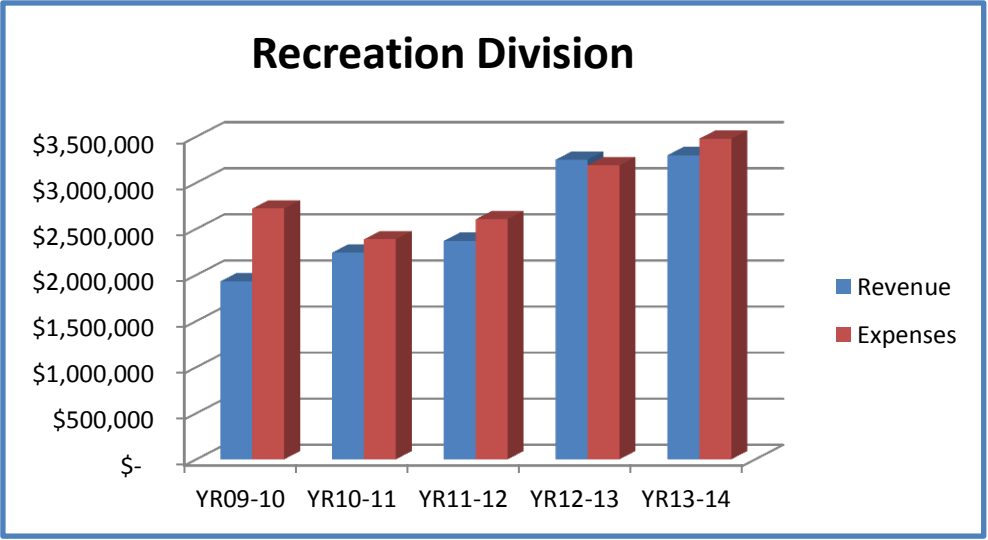
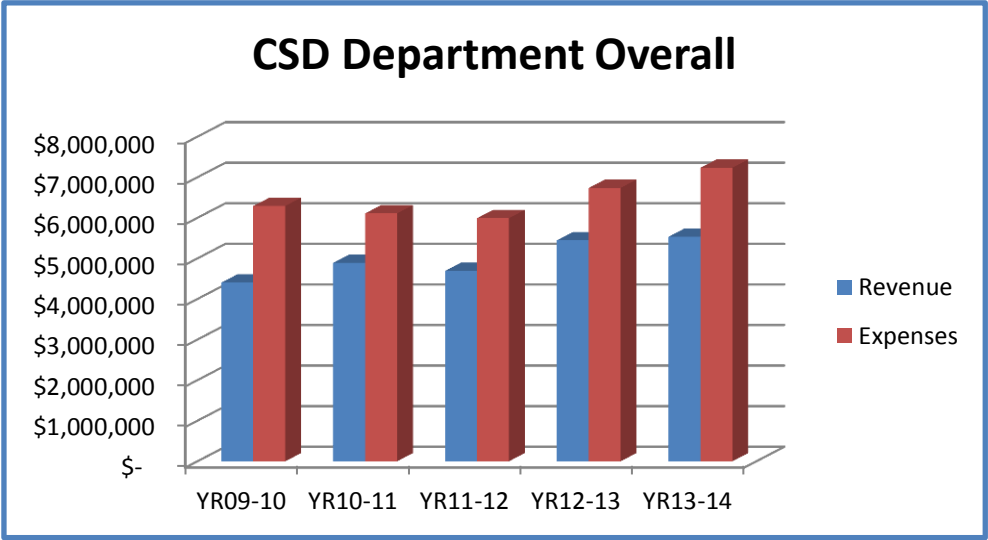
\$ (1,299,735)

\$ (1,291,004)

\$ (1,700,983)

Recreation Division	\$ 1,929,824	\$ 2,719,920	71%	\$ 2,241,914	\$ 2,386,336	94%	\$ 2,369,553	\$ 2,604,874	91%	\$ 3,250,052	\$ 3,189,267	102%	\$ 3,298,646	\$ 3,478,065	95%
	\$ (790,096)			\$ (144,422)			\$ (235,321)			\$ 60,785			\$ (179,419)		

Social Services Division	\$ 2,473,957	\$ 3,572,399	69%	\$ 2,650,388	\$ 3,723,258	71%	\$ 2,322,081	\$ 3,386,495	69%	\$ 2,195,493	\$ 3,547,282	62%	\$ 2,234,514	\$ 3,756,078	59%
	\$ (1,098,442)			\$ (1,072,870)			\$ (1,064,414)			\$ (1,351,789)			\$ (1,521,564)		





Date: July 15, 2014
To: Menlo Park City Council
From: Kristin Cox, Parks and Recreation Commission Chair
Re: Quarterly Report to City Council on 2-Year Work Plan

The month of July is National “Parks and Recreation Month”

Update on current work plan goals for 2014-2016

1. Research and evaluate the social services and recreation opportunities in the Belle Haven neighborhood in support of the Belle Haven Visioning and Neighborhood Action Plan resulting in diverse, high quality programs meeting the needs of neighborhood residents. Ongoing to January 1, 2016.
 - The Commission received a presentation from Brenda Villa from Menlo Swim and Sport who introduced some of children in her youth water polo teams and to announce that the Belle Haven Pool will host a Junior Olympics Water Polo Qualifier event. Brenda mentioned she would like the City to look at adding lighting at the pool to allow for extended hours of operation. This program is one of many programs and endeavors that Menlo Swim is undertaking in the Belle Haven community.
2. Research and evaluate opportunities to support and increase arts program offerings for the community resulting in residents having a greater exposure to the arts and improved partnerships with new and existing arts groups and venues. Ongoing to January 1, 2016.
 - At their April meeting, the Commission discussed the defunct Arts Commission scope of work in helping them determine their next steps in addressing their goal of supporting and helping to promote public art and increase arts programs. The Commission received public feedback on the issue and as a result the Commission agreed to form an Arts Sub-Committee to take a closer look at this goal and propose a scope of work for the Commission and determine their next steps.
 - The Commission received a presentation from Jean at Kepler's Arts and Lectures, who received a grant from the City's Grant for the Arts Program which helped to sponsor their event at the Menlo-Atherton Performing Arts Center. One of on-going challenges for this group and others is the amount of time it takes to get the school district to confirm available dates at the PAC. The Commission advised her to collaborate with MA staff, City staff, and the parent committee to come up with ideas in addressing this challenge.
3. Study and evaluate City operated parks to ensure their short and long term vitality resulting in park structures and flora being properly maintained; parks being utilized by the community with greater frequency; and ensuring a proper balance of park usage and long term conservation. Ongoing to January 1, 2016.
 - The Commission received a presentation from the Friends of Bedwell-Bayfront Park. This was a follow-up to the Commission's tour of the park last July. The Friends

expressed concern about overall maintenance and the sink fund which is allocated for maintenance which is nearly depleted. The Friends recommended some enhancements including appropriate placement of signage, garbage cans and benches, pathways for disabled, off-leash dog rules enforcement, sanitation, and RC Aircraft regulation and rules enforcement. Also discussed by the Commission was the idea of taking a look at the current Utility User Tax (UTT) as a replacement to current funding to help address ongoing maintenance. The Commission agreed to form a sub-committee and to work with the Friends to develop a proposal to go to the City Council

Other areas and issues addressed by the Commission:

- The Commission reviewed and provided general direction on the City's Non-Resident Fee Policy as it relates to unincorporated areas of Menlo Park. The Commission received public feedback from non-residents interested in having the City take a look at the issue and consider making changes to the existing non-resident fee as well as priority registration period afforded to residents currently. A number of commissioners were in support of the non-resident fee surcharge but the Commission agreed to table the issue until the Commission received additional information which included:
 - a. The Commission would like to know the history and background for providing Menlo Park residents a priority registration period for Community Services classes and programs.
 - b. The Commission would like information on current or past practices of the City to treat residents in unincorporated MP any different than non-residents in other cities. Has the issue been brought the City's attention previously and how was it handled.
 - c. The Commission wanted to know if it was possible to determine how much it would cost for residents in unincorporated MP to make up the difference in what residents pay through their taxes to support Community Services programs and facilities. This would include annual property tax contribution as well as Measure T bonds which go toward the construction of Parks and Recreation facilities.

The Commission is scheduled to take up this issue again in the fall.

- The Commission reviewed and considered a proposal from the Menlo Park City School District to partner with the City on the development of a sports field at the new Laurel School off O'Connor Drive. After a lengthy discussion, the Commission agreed that it is not imperative to enter the agreement with MPCSD until more information on its design, construction and purpose are available. There were concerns about current irrigation and drainage of the field as well as the significant investment by the City. The Commission voted to decline the request of \$600,000 for the installation upgrade to a synthetic turf field, while agreeing to take no action at this time on a joint-use agreement until further information is available.
- In support of the City Council's goal of increasing community events in the downtown area and in testing some of the proposed public space amenities included in the Downtown Specific Plan, Community Services staff are proposing Movies on the Paseo Friday nights during late summer. The family-oriented events will take place on the site of the proposed pedestrian paseo on Chestnut

Street between Santa Cruz and the parking lot driveways closest to the Wells Fargo on one side and Accent on Eyes / The Hair Mill (Duca and Hanley Building) on the other. A request for permit to create the temporary paseo for these events will be coming to the Council at their August 19 meeting and Parks and Recreation Commission supports this proposal.



MEMORANDUM

DATE: June 19, 2014

TO: Parks and Recreation Commission

FROM: Justin Murphy, Development Services Manager
Deanna Chow, Senior Planner

RE: **Nomination of a commissioner to serve on the General Plan Advisory Committee**

RECOMMENDATION

Staff recommends the Commission nominate a member to serve as a representative on the General Plan Advisory Committee for potential Council appointment on August 19, 2014.

BACKGROUND

In January 2014, staff provided an overview on the General Plan Update and M-2 Area Zoning Update and sought input on the preparation of the Request for Proposals (RFP) for consultant services. On June 17, the City Council authorized the City Manager to enter into a contract with PlaceWorks in an amount not to exceed \$1,650,000 for the General Plan Update and M-2 Area Zoning Update and authorized the formation of General Plan Advisory Committee (GPAC).

ANALYSIS

The scope of services for the General Plan Update and M-2 Area Zoning Update includes the creation of a GPAC comprised of 11 members appointed by the City Council. The composition of the GPAC would be two members of the City Council, three members at-large, and six members from the following Commissions that participated in the preparation of the RFP:

- Bicycle
- Environmental Quality
- Housing
- Parks & Recreation
- Planning
- Transportation

Each Commission would nominate one member for Council appointment to serve on the GPAC. If more than one commissioner is interested in serving, then he or she could apply for one of the at-large appointments. All Commission nominations should be completed by August 7, 2014. Recruitment for the three at-large appointments would begin at the end of June with a closing date of Monday, August 11, 2014.

Each member nominated by a commission will be asked to complete an application form so that the City Council will have equal information about all potential members. The standard Commission application form would be used plus a supplemental form with a few additional questions in order to gauge a person's interests and ability to fulfill the mission of the GPAC. The packet of applications would be posted on the website and distributed to the City Council. The appointments would be scheduled for the August 19, 2014 City Council meeting.

The GPAC would be a Brown Act body with core mission as follows:

- (1) Serve as liaison to their respective body or community group.
- (2) Serve as an ambassador of the project and encourage people to participate in the process.
- (3) Guide the process and provide policy direction and feedback for staff.
- (4) Keep the process on track to comply with the following key milestones:
 - Fall of 2014: Conduct community workshops;
 - Spring of 2015: Complete the visioning phase;
 - Fall of 2015: Complete the draft versions of the Land Use and Circulation Elements, Zoning Ordinance Updates;
 - Summer 2016: Adopt an updated General Plan and Zoning changes.

The overall project schedule is included as Attachment A. The GPAC is expected to have eight meetings between August 2014 and July 2015 as follows:

- August 2014
- October 2014
- November/December 2014
- January 2015
- March 2015
- March/April 2015
- June 2015
- July 2015

Meetings would typically be held at the Civic Center Campus in the early evening on a day that avoids conflicts with other City meetings whenever possible. (Thursdays are typically good days). In addition, GPAC members would be expected to attend mobile workshops and other public events.

If for whatever reason, the Commission is not interested in having a representative on the GPAC, then the City Council could consider either decreasing the membership or converting a commission slot to an at-large slot.

PUBLIC NOTICE

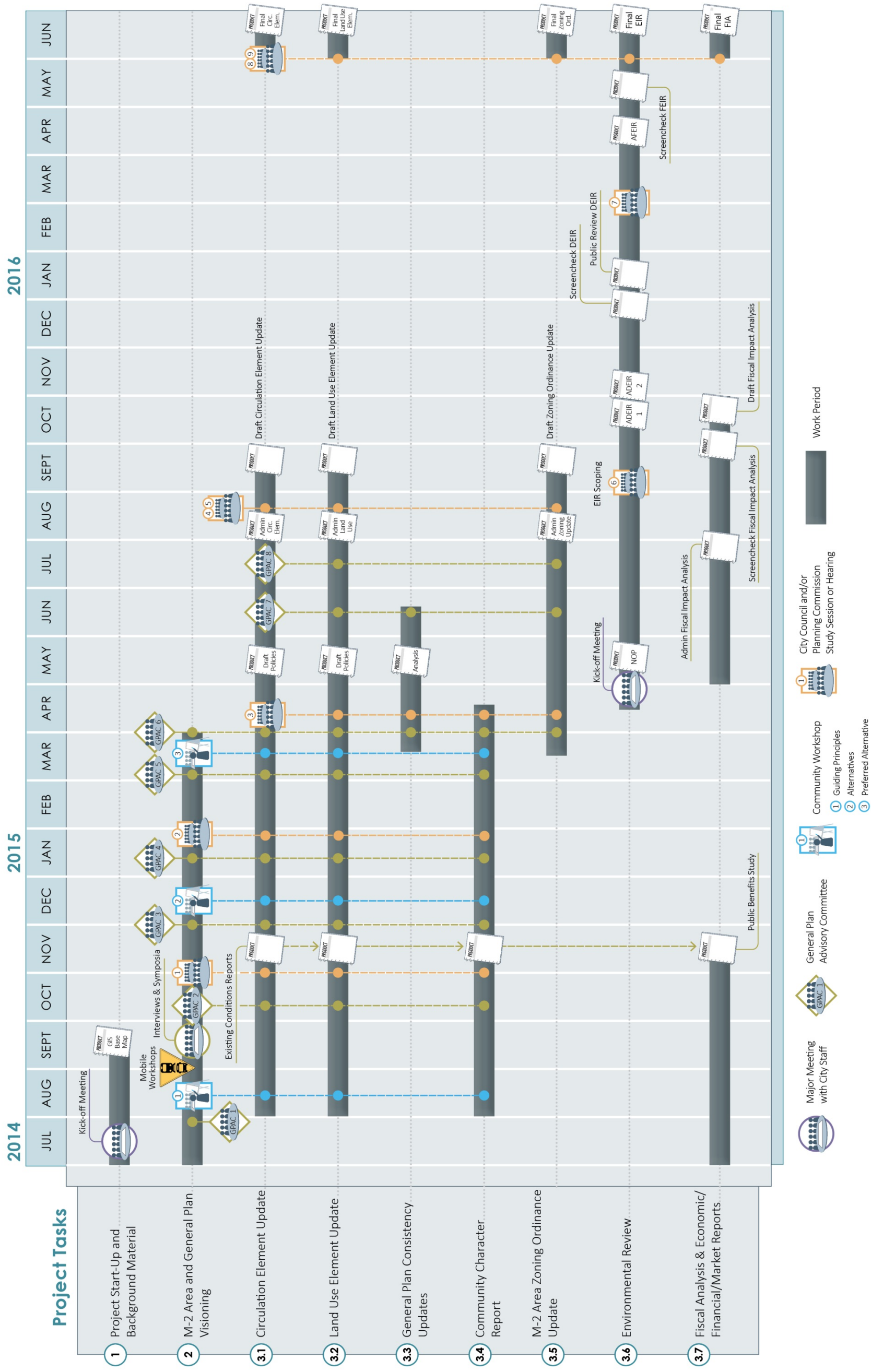
Public notification was achieved by posting the agenda, at least 72 hours prior to the meeting, with this agenda item being listed.

ATTACHMENTS

A. General Plan Project Schedule

Schedule

City of Menlo Park General Plan and M-2 Area Zoning Update Schedule



Date: June 25, 2014
To: Parks and Recreation Commission
From: Kristin Cox and James Cebrian
Re: Arts Subcommittee Report



The Arts Subcommittee of the Parks and Recreation Commission, composed of Commissioners Kristin Cox and James Cebrian, met to discuss how the Commission should proceed in addressing their work plan goal in helping to increase and support arts programming in Menlo Park. As a result of their discussion the subcommittee developed some guiding questions for the Commission that include:

1. Is a goal of the Commission to advocate for the return of the Arts Commission or just trying to increase and support public arts programming?
2. If the Commission chooses to do both of the following, which of the following tasks should be addressed first?
3. Is there an interest in reviving a tax measure on the ballot to support public arts in Menlo Park or should there be targeted fundraising and other fund development strategies used?
4. How do other cities like Menlo Park fund public art? Palo Alto appears to use taxpayer funding but how do other cities get their funding? Can staff research these questions?
5. What locations in Menlo Park are primed for public art projects?
6. What funds are currently available for public art?
7. What are the best practices and parameters of a public arts program and what does the process involve?

Next Steps

1. The subcommittee suggests that the Menlo Park downtown/ECR plan be reviewed to determine if there are any ear-marked funds for the arts.
2. James Cebrian agreed to reach out to someone from the Allied Arts group.
3. City staff to research how other cities fund public art.
4. The subcommittee will reach out to Nancy Chillag.
5. The subcommittee will reach out to Vice-Mayor Cat Carlton and invite both her and Nancy Chillag to participate in a subcommittee meeting on the subject.

Memo

To: Parks and Recreation Commission

From: Derek Schweigart, Community Services Manager
Noreen Bickel, Community Services Manager

Date: June 25, 2014

Re: Director's Update and Announcements for June 2014

1. Departmental Operational Review Process

In keeping with the goal of all City departments eventually undergoing operational reviews by outside consultants, the Community Services and Library reviews are currently underway. Our consultants from Municipal Resource Group, based in San Jose, have reviewed mountains of written documents from plans and budgets to performance indicators and strategic plans and are in the process of interviewing all permanent staff in both departments. CSD and the Library will be benchmarked against comparable operations in the Bay area as well as best practices from across the country. Reports should be available by the end of July and we are looking forward to learning where we can focus our improvement efforts to go from good to great in both departments.

2. Special Events

On June 15th, the Community Services Department presented a Father's Day Quote-along! at the Menlo-Atherton Performing Arts Center (PAC). Roughly 125 participants enjoyed watching The Princess Bride movie and, in honor of Father's Day, dad's received free admission. On June 18th, the City will be kicking off the 2014 Summer Concert Series at Fremont Park. Each Wednesday this summer (no concert on July 2nd) a new band will be featured. The first concert series will coincide with the Downtown Block Party on Santa Cruz Avenue which is an event that attracts many families to downtown Menlo Park and provides an opportunity for local businesses to showcase their storefronts. The City will be sponsoring the Fourth Annual 4th of July Celebration event. A parade kicks things off with children and adults dressed in red, white and blue marching from downtown to Burgess Park. The parade concludes at the park where families can enjoy activities including: inflatable jump houses, giant slides, games, crafts, face painting, rock walls, laser tag, and more.

3. Onetta Harris Community Center

In June, Onetta Harris staff have been preparing for the summer season to start. The session begins on Monday, June 23, 2014 and ends Friday, August 22, 2014. The "Sky's The Limit" tween camp which is for 6th through 8th graders is

already full with 17 participants. There is currently a waiting list for the camp which is the first year this has occurred. The program is free for participants.

4. Fall Activity Guide

The Community Services Department is currently gathering program and event information for the upcoming Fall Activity Guide. We are always looking for new classes and welcome new ideas in an effort to keep things fresh and fun for the Menlo Park community. Fall Activity Guides will be available starting Monday, August 11th. Registration will open for Menlo Park residents on Monday, August 18th and for non-residents on Monday, August 25th.

5. Summer camps off to a great start!

On Monday, all City-run programs kicked off their summer camps! The Madness camps at the ARC started their first week at 102% capacity which includes the new Munchkin Madness camp for 3 and 4 year olds. MCC Camps are 70% full for the first 2-week session. This year, MCC will offer a Hot Lunch option for their programs making life a tiny bit easier for parents! Hot Lunch will be available 4 out of 5 days for an additional cost. Onetta Harris's Teen Camp – Sky's the Limit, is 100% full with a waitlist. This is the first time in the program's history that there is an active waitlist. Although the program is fee, a field trip fee was collected to offset such expenditures. We look forward to another great summer and welcoming new families to the extended Menlo Park community!

6. Belle Haven Neighborhood Action Plan Update

Since the Grand Opening of the Belle Haven Neighborhood Services Center that happened at the end of April, there has been a lot of activity in the Belle Haven neighborhood in support of the Neighborhood Action Plan. Here are just a few of the highlights the past couple months:

1. There have been a three community dialogues held in the neighborhood that included one with residents and the police department which focused on relationship building between the police beat officers and those residents in Belle Haven, another focused on the history of Belle Haven and the tremendous change that has occurred over the years and expected in the future, and lastly one on strengthening community relationships, a dialogue with residents and City employees.
2. On June 7th, residents teamed up with the Peninsula Conflict Resolution Center (PCRC) and the City to hold a neighborhood clean-up of the Hamilton Street. There were only 15 residents in attendance to the event but the event was well received by those that participated and much was accomplished that day. The next neighborhood clean-up is scheduled for June 28th and will be resident-led and supported by PCRC and the City which will focus on Pierce Street and the Belle Haven Youth Center playground.
3. The first round of funding for the Belle Haven Mini Grant Program has been completed. There were 23 applications received for this first round of funding, many for curb appeal projects in the neighborhood and others for community events and block-parties. Announcements of the winners are expected in late June for this round with a new round of funding to occur in the fall.
4. The Public Safety and Crime Prevention Action Team continues to meet on a monthly basis. The action team is slowly growing in membership. The

team is in the process of producing a resource for the neighborhood around issues of public safety. There is much enthusiasm in the group with a desire to begin making positive impacts to the neighborhood.

5. After a late start, the Youth Diversion Program picking up momentum with many youth being referred into the program. PCRC has already exceeded the number of “contacts” with youth and families as outlined in their scope of work for the project. The program partners who include Police, Community Services, PCRC, Youth Community Service (YCS) have been meeting regularly to further develop the scope and components of the program.
6. The Photovoice Showcase event is scheduled for July 16th at the Menlo Park Senior Center. The teaser of the event was featured at the Neighborhood Services Center Grand Opening Event back in July. This celebration event will feature resident photos and their stories of Belle Haven along with the resident artists, leaders and friends of the neighborhood.

7. Menlo Swim and Sport and the Belle Haven Community

The City’s contractor and partner Menlo Swim and Sport, who operates both the Burgess and Belle Haven Pools year round is getting ready for fun-filled and program-packed summer. Over the past several months, Menlo Swim has been tremendously busy with a full array of programming and services they offer as well as with their many endeavors and investment they are making in the Belle Haven Community. True to the Menlo Swim and Sport’s mission of providing happiness and satisfaction to individuals of all ages around aquatics and sporting activities, the following is a list of their top 21 events and projects in the Belle Haven neighborhood over the past 12 months:

1. The Mavericks girls water polo team-coached by Brenda Villa has grown to 43 year round players who train with the team 4 times per week.
2. The Mavericks boys water polo team-coached by Brenda Villa, which just started in January has grown to 10 participants. Also, 80% of the players on both the girls and boys teams are Belle Haven community residents.
3. Community swim lessons-are offered almost year round and peaked at 250 lessons per week in July 2013.
4. MSS has collaborated with the Boys and Girls Club of the Peninsula to offer swim lessons in the spring and summer.
5. The Beechwood School is provided dedicated swim lessons through the summer months.
6. The Beyond Barriers Athletic Foundation offers scholarships that are equal to 66% of the swim lessons and water polo team costs with the majority of lessons and players benefiting from the BBAF scholarship program.
7. Facebook is offering financial support of the facility and their employees are using the pool mainly for lap swimming. This has contributed to the ability of the Belle Haven Pool to remain open year-round.

8. The Santa Clara Aquamaids Synchronized Swimming is offering summer week-long developments camps.
9. Belle Haven will be a host site this summer for the 2014 USA Water Polo Junior Olympics which is a tournament that is attended by top water polo teams from around the nation. We will be hosting the 10 and under age division for boy and girls.
10. A "Splash Day" for the community was recently held to kick off the summer with free swimming and food and swim school evaluations.
11. Menlo Swim and Sport hosted and partially sponsored the end of the school year parties for the 6-8 graders of Belle Haven School.
12. Menlo Unido-sponsored and produced by the Menlo Masters to unite the Burgess and Belle Haven pool users during a day of aquatic games, food, and arts and crafts.
13. The Ravenswood Family Health Center offers sponsorship for their patients who attend the water exercise classes.
14. The Palo Alto High School Boys Varsity and Junior Varsity water polo team will be using Belle Haven as their training pool this fall as their athletic facility is undergoing renovation.
15. Brenda Villa hosts and coaches beginner and advanced week-long water polo camps through the summer months.
16. Brenda Villa directs and coaches water polo shooting clinics periodically throughout the year.
17. A Bay Area water polo entity called European Water Polo Academy rents Belle Haven to produce shooting clinics for players 12-18 years old.
18. Menlo Swim and Sport conducts Red Cross Lifeguarding Classes at Belle Haven on a quarterly basis.
19. The National Drowning Prevention Foundation partnered with Menlo Swim and Sport to hold a drowning prevention day and donated dozens of life preservers for the pool to be used by patrons during open swimming periods.
20. Menlo Swim and Sport is always on the look-out to promote Belle Haven pool to the community at large.
21. The World's Largest Swim Lesson-Belle Haven has been selected to be a host site of a world-wide movement on Friday, June 27th at 7:30am where we will give a free swim lesson to 25+ students. Thousands of sites around the world are giving free swim lessons at the same time to change and improve lives.