



PARKS & RECREATION COMMISSION AGENDA

Regular Meeting
Wednesday, April 22, 2015 at 6:30 PM
Arrillaga Family Recreation Center
700 Alma Street, Menlo Park, CA 94025

CALL TO ORDER

ROLL CALL – Cebrian, Cox (Chair), Harris, Palefsky (Vice-Chair), Stanwood, Tafoya, Vacancy

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.** Accept Commission minutes for the meeting of March 25, 2015 ([attachment](#))
- B2.** Presentation on Passport to Parks Program
- B3.** Review and provide feedback on the programs at the Menlo-Atherton Performing Arts Center (PAC) and Menlo Park Grant for the Arts ([attachment](#))
- B4.** Review and provide feedback on Community Services Operational Review Recommendations ([attachment](#))

C. REPORTS AND ANNOUNCEMENTS

- C1.** Bedwell-Bayfront Park Commission Sub-Committee report
- C2.** City Council Feedback on Commission Quarterly Report (Palefsky)

D. INFORMATION ITEMS

- D1. Community Service Department Director's update and announcements
([attachment](#))

E. ADJOURNMENT

This Agenda is posted in accordance with Government Code §54954.2(a) or §54956. Members of the public can view electronic agendas and staff reports by accessing the City website at <http://www.menlopark.org> and can receive e-mail notification of agenda and staff report postings by subscribing to the "Notify Me" service on the City's homepage at www.menlopark.org/notifyme. Agendas and staff reports may also be obtained by contacting Derek Schweigart, Community Services Manager, at (650)330-2200. (Posted 4/16/15)

At every Regular Meeting of the Commission, in addition to the Public Comment period where the public shall have the right to address the Commission on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during the Commission's consideration of the item.

At every Special Meeting of the Commission, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during consideration of the item.

Any writing that is distributed to a majority of the Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available for inspection at the Menlo Park Library, 800 Alma Street, Menlo Park, CA 94025 during regular business hours.

Persons with disabilities, who require auxiliary aids or services in attending or participating in Commission meetings, may call the City Clerk's Office at (650) 330-6620.



PARKS & RECREATION COMMISSION **DRAFT MINUTES**

Regular Meeting
Wednesday, March 25, 2015 at 6:30 PM
Arrillaga Family Recreation Center
701 Laurel Street, Menlo Park, CA 94025

CALL TO ORDER – The meeting was called to order by Chair Cox at 6:30 p.m.

ROLL CALL

Present - Cebrian, Cox (Chair), Harris, Palefsky (Vice-Chair), Stanwood, Tafoya
Staff – Derek Schweigart, Community Services Manager, Todd Zeo, Recreation Coordinator

A. PUBLIC COMMENT (Limited to 30 minutes)

Jim Lewis addressed the Commission regarding Art in Menlo Park and Bedwell-Bayfront Park.

Tom McRae Head Coach of SOLO Aquatics addressed the Commission regarding the Request for Proposal of the Burgess Pool.

B. REGULAR BUSINESS

B1. Accept Commission minutes for the meeting of February 25, 2015 ([attachment](#))

ACTION: Motion/Second (Stanwood/Cebrian) to amend item C1 of the minutes of February 25, 2015, to include public comments. Motion passed unanimously, with all present members in favor.

ACTION: Motion/Second (Cebrian/Stanwood) to approve the minutes of February 25, 2015, as amended. Motion passed unanimously, with all present members in favor.

B2. Presentation and Overview of Community Services Department Business Plans ([attachment](#))

Todd Zeo, Recreation Coordinator, gave the Commission a presentation and overview of the Community Services Department Business Plans. Following discussion, no action was taken.

B3. Approve a Recommendation to Work with Menlo Swim and Sport to Develop a Term Sheet for the Renewal of the Pool Lease Agreement/Contract ([attachment](#))

Derek Schweigart gave the Commission the Recommendation of the City regarding developing a term sheet for the potential renewal of the pool lease agreement with Menlo Swim and Sport.

Following discussion, the following action was taken:

ACTION: Motion/Second (Stanwood/Cebrian) in favor of renewal of the lease and recommends that Staff proceed with developing a term sheet with Menlo Swim and Sport. Motion passed unanimously, with all present members in favor.

B4. Approve Commission Quarterly Report to City Council ([attachment](#))

Derek Schweigart presented the Commission Quarterly Report to City Council. Following discussion, no action was taken.

C. REPORTS AND ANNOUNCEMENTS

C1. Bedwell-Bayfront Park Commission Sub-Committee report

This item was placed on the agenda by error.

D. INFORMATION ITEMS

D1. Sports Fields and Water Conservation Update ([attachment](#))

Derek Schweigart gave the Commission an update on the Sports Fields and Water Conservation. Following discussion, no action was taken.

D2. Community Service Department Director's update and announcements ([attachment](#))

Derek Schweigart gave the Commission the Director's update of the Community Services Department. Following discussion, no action was taken.

E. ADJOURNMENT at 8:23 p.m.

Prepared by Linda Munguia, Secretary



COMMUNITY SERVICES

Parks and Recreation Commission Meeting Date: April 22, 2015

Agenda Item: B3

REGULAR ITEM: Update on the programs at the Menlo-Atherton Performing Arts Center (PAC) and Menlo Park Grant for the Arts.

RECOMMENDATION:

Staff recommends that the Parks and Recreation Commission review and provide feedback on the programs at the Menlo-Atherton Performing Arts Center (PAC) and the Menlo Park Grant for the Arts.

BACKGROUND

As part of the joint-use agreement with the Sequoia High School District, the City is allotted 55 annual program days at the Menlo-Atherton Performing Arts Center. Since its opening in the Fall 2009, the City has not been able to utilize their allotted dates due to a number of reasons which include:

- Minimal fiscal support from the City's General Fund.
- Limited staffing to support the program.
- Challenges with scheduling and coordination of open PAC dates for programs and events.
- The PAC is too costly to rent for many community groups which range from \$1,000 to \$2,500 per event date.
- Limitations placed on the school on scheduling PAC dates when other high-profile events are held on the school campus due to parking and other impacts to the neighborhood.
- The size of the theatre, with its 492 seats, has proven too large for many types of community events that include lecture series, recitals, youth sports workshops, gymnastics demonstrations and theater camps.

The most successful usage of the theater thus far has been community rental groups using city-sponsored days. Some of these groups are reoccurring (i.e. Music@Menlo, Western Ballet, Menlowe Ballet, and Dance Expressions) while others are one-time events.

The current fiscal year budget for the Performing Arts Center is approximately \$82,259, which includes full-time staff for coordinating with community groups and the high school; fees to use the facilities (high school reimbursement for theater manager and custodian costs); fees to pay for contractors to conduct performances, camps, or additional technical expertise; and minimal funding to pay for event marketing and part-time staff. This year the projected revenues are \$35,000, which leaves a General Fund subsidy of

\$47,259. The cost-recovery for the PAC is 43% which is over the 0-30% cost recovery target established by the City Council fiscal policy for similar programs.

Menlo Park Grant for the Arts (MPGA)

The Menlo Park Grant for the Arts (MPGA) was designed to allow organizations that might not otherwise have the opportunity to utilize the PAC, due to financial constraints, the opportunity to receive support from the City to perform in the venue. Additionally, this grant is intended to help support the Menlo Park artistic community and programs that benefit our local residents.

Existing funds are adequate to support up to five (5) organizations per year at \$500-\$1000 each to be used for renting the PAC during the upcoming year. Applications were accepted January 15th through March 1st for programs scheduled July 2015 through June 2016. Five grants were awarded at that time.

The grant committee reviewed the applications received by the deadline and evaluated them based on the following criteria: (1) Proximity to the City of Menlo Park (location/services/constituents); (2) degree to which presenting in the PAC would aid the organization; (3) alignment of the planned performance with the goals and values of the City of Menlo Park, including: fostering human development, connecting people to others, strengthening families, and material appropriate for all ages, races, religions, etc. In addition, the application included questions about the intended use of the PAC, target audience, marketing plan, related fees, and the educational element of the performance.

The grant packet, application, and evaluation form are included as [Attachment A](#).

ANALYSIS

Evaluation of the applications against the award criteria resulted in the following organizations scoring sufficient points to receive an award (in ranked order of points):

Year	Organization	Program	Awarded
2015-16	Menlowe Ballet	Fall Ballet Performance	\$1,000
	Peninsula Arts and Letters in partnership with Kepler's Books	TBD - Author Lecture	\$1,000
	ZimbabwePete Productions	Plastic Fauxno Band - John Lennon Tribute	\$1,000
	iSing Silicon Valley	Choral Concert	\$1,000
	Magical Strings West	Spring Violin Concert	\$1,000

The awards, as granted, will use the full \$5,000 that was allocated for the grant program this year. Staff intends to continue recommending to the City Council an ongoing allocation of \$5,000 for the MPGA.

FY 2014-15 PROGRAMS

ORGANIZATION	PROGRAM	PROGRAM DATES	DAYS USED	EST. ATTENDANCE
Music@Menlo	Summer Festival	July-Aug 2014	12	4800
Music@Menlo	Winter Series - Fall	11/16/14	1	480
City of Menlo Park	Cinemenlo: Ghostbusters Quote-along	10/28/14	1	30
Menlowe Ballet	Legend - Fall Program	11/7/14-11/9/14 and 11/14/14-11/15/14	5	1947
City of Menlo Park	Cinemenlo: Free Birds	11/20/14	1	125
City of Menlo Park	Holiday Showcase Rehearsals	12/1/14 & 12/12/14	2	60
City of Menlo Park	Holiday Showcase Program	12/13/14	1	175
City of Menlo Park	Cinemenlo: Elf	12/19/14	1	200
Peninsula Youth Orchestra	Peninsula Young Artists Performance	1/11/15	1	480
Palo Alto Jazz Alliance (PAJA)	Jazz Performance	1/25/15	1	485
Menlowe Ballet	Spring Program	3/23/15-3/29/15	3	2000
City of Menlo Park	PAC Movie: Up (2009)	3/30/15	1	43
City of Menlo Park	PAC Movie: Wreck-It Ralph (2012)	3/13/15	1	23
City of Menlo Park	PAC Movie: Mary Poppins (1964)	4/1/15	1	68
Kepler's Arts & Lectures	Lecture: Kazuo Ishiguro	4/2/15	1	350
Tuolumne River Trust	Tuolumne River Film Festival	4/20/15-4/21/15	2	TBD
Western Ballet	Ballet Performance	4/22/15 - 4/25/15	4	TBD
City of Menlo Park	Indiana Jones Quote-along!	5/15/15	1	TBD
Music@Menlo	Winter Series - Spring	5/17/15	1	TBD
City of Menlo Park	PAC Movie: Back to the Future (1985)	6/6/15	1	TBD
Dance Expressions	Dance Expressions Performance	6/11/15-6/13/15	3	TBD
TOTAL			45	11,266

6-YEAR COMPARISON

FY	DAYS USED	EST. ATTENDANCE
FY 2009-10	11	2,730
FY 2010-11	11	1,775
FY 2011-12	36	6,150
FY 2012-13	33	10,145
FY 2013-14	38	11,055
FY 2014-15*	45	13,416

*Indicates anticipated days used/attendance as of 4/22/15.

MA-PAC Progress Update and Next Steps

In April 2014, City staff met with the Menlo-Atherton School Principal, Matt Zito, to go over a number of concerns with the school schedule. Based on this meeting the following items were discussed:

1. The school will be hiring a secretary who will assist the Theater Manager in the theater reservations.
2. The school has seen an increased workload on the current Theater Manager and is supportive of working with the City on ways to improve scheduling and other management related tasks due to an anticipated increase of 600 students over the next two years.
3. An initial meeting will be held with the new secretary, Theater Manager, and City Staff to explore ways for better communication on available dates, reversing dates farther in advance for our more professional groups, and other administrative efficiencies.

Some progress has been made in working with the school and programming for the PAC but there are still some persistent challenges that need to be addressed which include:

- Working with the school when scheduling programs with short reservation windows.

- The ability to offer programs in the theater while other school functions are on campus.
- The high costs for theater staff and equipment.
- General theater maintenance.
- Difficulty in recruiting rental groups who want to use the theater during summer months (when the City has the most allotted days).
- Communication difficulties with the school that include long wait-times on e-mail/phone call returns and accurate invoicing.
- The inability for renter groups to utilize school marketing assets (website ads, billboard display information, banners, etc.)
- Need for more experienced support staff (ie. sound technicians) rather than high school student volunteers

Staff launched the Menlo Park Grant for Theater Camps (MPGTC) to encourage utilization of City summer dates, bring theater programs for youth to the PAC, and to support theater organizations in recouping the high cost of the PAC. Similar to the MPGA, a grant packet including information, application, and evaluation was designed in Fall 2014 for summer programs in 2015. Although staff reached out to over 20 local theater camps, only one expressed interest in providing a satellite camp in Menlo Park: Guggenheim Entertainment. However, they were not able to commit to a theater conservatory in summer 2015, but are anxious to work with the City for summer 2016. Staff is still reviewing if the Menlo Park Grant for Theater Camps should continue or if it should be molded into a contractor agreement.

Staff has been exploring the possibility of spearheading a new community event at the PAC, "Menlo Film Competition". This year the National Park and Recreation Association (NRPA) will be celebrating their 50th Anniversary in addition to 30-years of July being Parks and Recreation Month. The California Parks and Recreation Society (CPRS) is also continuing their Parks Make Life Better campaign. Moreover, a take-away from staff attending the recent CPRS Conference is that our level of community engagement through social media could be improved. In particular, we could do more to provide opportunities for community members to share why they enjoy the recreation facilities in Menlo Park. The Menlo Park Community Services Department wants our strongest supporters to share why they love our recreation services. The Menlo Film Competition would encourage the community to voice their passion for parks by asking themselves, "How does Parks Make Life Better in Menlo Park?" then share it on social media via YouTube during the months of June-July. From there, a panel of judges will view the content submitted and the top videos will be showcased at the Menlo-Atherton Performing Arts Center in August.

In review and consideration of this report on the M-A Performing Arts Center and Menlo Grant for the Arts, here are some questions to help guide the Commission's discussion:

1. Does the Commission have any feedback with regard to the Menlo Grant for the Arts program and/or any of the recipients of the grants for the coming year?
2. Does the Commission have any suggestions or feedback for staff on increasing programs at the M-A Performing Arts Center?

3. Given the current challenges, does the Commission have any suggestions on improving communications between M-A school staff and the City?
4. What feedback does the Commission have regarding the Menlo Film Competition and what role would you want to play moving forward?

IMPACT ON CITY RESOURCES

The current fiscal budget for the Performing Arts Center is approximately \$82,259, with projected revenues of \$35,000. The annual budget allocation for the Menlo Grant for the Arts is \$5,000.

POLICY ISSUES

Is the City's approach to programming the MA-PAC as part of the joint-use agreement with the Sequoia High School District, meeting the Commission's and City Council's expectations given the current funding level and use of tax payer dollars?

ENVIRONMENTAL REVIEW

This report does not require an environmental review.

PUBLIC NOTICE

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

ATTACHMENTS

- A. The Menlo Grant for the Arts Information Packet

Report prepared by:
Matt Milde
Recreation Coordinator

Derek Schweigart
Community Services Manager

COMMUNITY SERVICES DEPARTMENT

Menlo Park Grant for the Arts Guidelines

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330-2242



CITY AND VENUE INFORMATION

Menlo Park is a city of roughly 30,000 people located in the South Bay Area, with San Francisco and Oakland to the north and San Jose to the south. In 2009, the City constructed the Menlo-Atherton Performing Arts Center (PAC) in conjunction with Menlo-Atherton High School. This facility is available to the City of Menlo Park 55 days out of the year including six weeks during the summer.

The Performing Arts Center seats 492 and contains professional-quality sound and lighting, an orchestra pit accommodating up to 80 musicians, and a full lobby and box office. Organizations may also rent the 150-seat multi-purpose space or other locations around the school during certain days.

The venue has mainly been used for musical performances. It has also hosted touring dance companies, author lectures, documentaries, and live chamber music. The venue is available for a wide variety of performances including dance, theatre, musicals, film screenings, and many other art forms.

GRANT INFORMATION

The Menlo Park Grant for the Arts (MPGA) is a grant designed for organizations looking to perform in a professional-grade theater. This grant is intended to help subsidize the cost of rental for new, small, and/or local organizations in an effort to support the Menlo Park artistic community. Five (5) organizations will be selected each year and will be awarded \$500-\$1000 to be used toward subsidizing the rental cost of the PAC. Organizations that are not awarded the grant can still use the PAC at its normal rate by contacting the City of Menlo Park.

This grant was created to increase the accessibility of the PAC by members of the community and to encourage the development of local artistic groups by providing a high-quality venue at a subsidized cost.

Groups utilizing the facility will be listed on the PAC and City of Menlo Park website. Additionally, the city can provide some resources to assist in marketing efforts to help promote the event(s), if requested.

MPGA applications will be accepted January 15th through March 1st, or until funds are no longer available. Grants are valid for performances held from July 2015 thru June 2016. Grants expire June 30th, 2016. No applications will be accepted once all funding is awarded, but any organization can reapply the following year.

QUALIFICATIONS

Applicants will be judged based on the following criteria:

1. Proximity to the City of Menlo Park (location/services/constituents).
2. If presenting in the PAC would greatly aid the organization.
3. The planned performance aligns with the values of the City of Menlo Park, including:
 - a. Fostering human development
 - b. Connecting people to others
 - c. Strengthening families, community, and providing a sense-of-place
 - d. Material appropriate for all ages, races, religions, etc.

The MPGA may not be used for: (1) Any religious purpose; (2) Political advocacy efforts; (3) Programs, projects or events not accessible to the general public; (4) Receptions and social activities.

RULES & REGULATIONS

Hours: Any time in the building, including set-up and clean-up, is chargeable to the renter. Facilities will be opened at a designated opening time and need to be vacated by an arranged closing time. Should it be necessary to extend the time beyond what is specified on the application, special permission can be obtained from the administrator in charge of the facility before the event convenes. In such instances, additional charges may be applied.

Fees: All renters will work with city staff and theater staff to complete a *Tech Worksheet* to determine the rental fees. If additional equipment or staff hours are needed for the rental, the renter will be invoiced for those charges or will be paid for by the grant.

Admission Fees: Facility users may charge an admission fee or entrance fee but require prior approval. Please note any entrance fees in the MPGA application.

Facility Attendant: A city-staff attendant can be made available to assist with your event, if requested, for additional cost. They would ensure the building is unlocked and locked, inform the renter the of equipment location, answer any questions, and enforce the rules of the facility. The attendant is there to assist the renter; however the renter is responsible for their own set-up and clean-up. Please report any facility issues to the attendant.

Ushers/Lobby Attendants: The renter will be responsible for providing all of the required ushers, box office, and lobby attendants. At least one person must remain in the lobby area for the entire rental time. The renter will be asked to complete a *Staffing Worksheet* to ensure the appropriate numbers of staff or volunteers will be available for the size and type of event.

Renter Conduct: The renter is responsible for any and all accidents or injuries to persons or property resulting from the use of the facility. The renter is responsible for the control and supervision of all people in attendance. The renter shall take care that no damage is done to the facility and that all of the attendees conduct themselves in an orderly manner in and around the facility, including the surrounding areas and parking lot. If damages or behavior of the group are deemed inappropriate or unsafe for any reason, the function may be stopped in progress and denied further use of the facilities. In addition, if it becomes necessary during the course of the function to summon the police for any reason, all or part of the security deposit will be forfeited. Groups composed of minors (under the age of 18) must be supervised by 1 adult for every 20 minors. Minors must be under adult supervision at all times.

- **Decorations:** There is no adhering anything to the walls, doors, windows or other parts of the building without permission of the Theater Manager. If permission is granted, only blue painters tape will be permitted. Use gaffers or appropriate stage tape only on or around the stage area (absolutely no duct tape, scotch tape, screws or other unauthorized fasteners will be allowed). No open flames, candles, or pyrotechnics are allowed. The renter is responsible for taking down all decorations and removing trash to the proper area.
- **Damages:** Any damage incurred to the walls, windows, tables, chairs, stage, lights, AV or sound system, or any of the property will be deducted from the deposit and is the responsibility of the renter. This includes litter in the parking lot, patio area, and lobby or any excessive cleaning done by our staff. Renter will be billed for damages, cleaning expenses, and staff overtime in excess of the deposit or for total damages.
- **Storage:** Storage may be available either before or after the rental; however, requires prior approval by the school.

- **Opening/Closing Checklist:** If the renter finds anything to their dissatisfaction upon entering the building, staff should be notified immediately so that prompt action can be taken to correct the situation. Failure to do so may result in all or partial withholding of the security deposit. In addition, the renter must check with staff before leaving and after cleaning up to ensure everything on the checklist has been completed.
- **Hours of Reservation:** In the event that the renter has not exited the building within the time parameters noted on the contract, a penalty will be assessed. It is not an option for the renter to add additional time to their reservation on the day of the event itself. Any and all time changes must be made at least one week in advance. There are no partial refunds/prorated fees if an event ends earlier than the scheduled time.

Food & Drink: No food or drink is allowed in the theater. Food and drinks may be served in the lobby or patio areas but requires prior approval. Menlo-Atherton Arts Program reserves the right to run the concession area for events as fundraising for their department.

Alcohol: No alcohol will be allowed at any time on school premise.

Smoking: Smoking is not allowed on any premises, including patios and entry areas.

School District: All renters are subject to comply with all of the Sequoia Union High School District rules and regulations.

FACILITY FEE SCHEDULE

ITEM	FEE	REQUIRED/OPTIONAL
Theater Manager	\$50/hr	Required
Custodial Personnel	\$55/hr + 1 hr	Required
City Staff Coordinator	Varies	Optional
Student Technicians	\$10/hr	Optional
Wireless, Hanging, or Boundary Microphones	\$50 each	Optional
LCD Projector	\$75	Optional
VCR/DVD with screen	\$25	Optional
Laptop	\$50	Optional
Overhead projector	\$25	Optional
Rehearsal Stairs	\$50 each	Optional
Choral Risers	\$20 each	Optional
Chairs	\$1 each	Optional
Tables	\$5 each	Optional
Dance Flooring	\$65 per roll(installed) \$40 per roll (uninstalled)	Optional
Band Shell	\$1600	Optional
Follow Spot	\$50 each	Optional

Please Note: These fees are subject to change.

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330-2242



Organization Name:			
Organization Website:			
Contact Name:			
Address:	City:	State:	Zip:
Phone:	Alternate Phone:		
E-mail:	501(c)(3) Organization: Yes <input type="checkbox"/> No <input type="checkbox"/>		
Estimated Attendance:	Type of Use:		

	Date	Start Time	End Time	Total Hours
1				
2				
3				
4				
5				

Please tell us about your organization.

What does your organization typically perform, and where?

What is your intended use of the PAC if the grant is awarded?

What is the target audience for your presentation?

How do you intend to market your performance to the Menlo Park community?

Will you be charging an entrance fee for your performance? If so, how much?

In what ways would your presentation educate the audience?

How will performing at the PAC aid your organization?

Would you consider using the PAC on an annual basis? If so, how?

Any additional information you wish to share?

Required Materials:

- ☐ I have read and understand the Menlo Park Grant for the Arts Guidelines.
- ☐ I have completed the Menlo Park Grant for the Arts Application in its entirety.

Optional Materials:

- ☐ I have included any brochures, media kits, or information sheet on the organization.
- ☐ I have included sample marketing materials of previous performances.

I hereby certify and agree that I shall be personally responsible on behalf of myself/organization for any damage sustained by the facility, equipment, or premises as a result of the occupancy of said facility by my group/organization. Approval is dependent upon the intended use, availability and the applicant's agreement to facility rental terms. The City of Menlo Park is not responsible for arrangements made and expenses incurred if your application is not approved. I hereby waive, release, discharge and agree to indemnify, defend and hold harmless the City, its officers, employees, and agents from and against any and all claims by any person or entity, demands, causes of action or judgments for personal injury, death, damage or loss of property, or any other damage and/or liability occasioned by, arising out of, or resulting from this reservation or use of the facilities. I hereby declare that I have read and understand and agree to abide by and to enforce the rules, regulations, and policies affecting the use of the facilities.

Signature of Applicant

Date

COMMUNITY SERVICES DEPARTMENT

Menlo Park Grant for the Arts Evaluation Form

701 Laurel Street, Menlo Park, CA 94025 (p) 650.330.2223 (f) 650.330.2242



Organization:

Evaluator:

Application submitted by deadline: ☐ Yes ☐ No

Date:

SECTION A - Please select a score for each item based on the following:

5pts. = Strongly Agree; 4pts. = Agree; 3pts. = Neutral; 2 pts. = Disagree; and 1pt. = Strongly Disagree

- _____ Organization provides most of its programs/services to the City of Menlo Park
- _____ Membership of the organization resides in the City of the Menlo Park
- _____ Performance would allow for the fostering of human development
- _____ Performance would connect people to others
- _____ Performance would strengthen community by providing a sense of place
- _____ Applicant has provided ample details about their organization (may include media kits, brochures, etc.)
- _____ Applicant has performed at venues comparable to the PAC
- _____ Intended use of the PAC aligns with the organization's mission/values/purpose
- _____ Target audience of the performance is appropriate
- _____ Organization has clearly outlined how they plan to market the performance
- _____ Entrance fee for the type of performance articulated is appropriate
- _____ Applicant has clearly stated how their presentation will educate their audience
- _____ Presenting in the PAC would greatly aid the organization
- _____ Applicant has high potential to utilize the PAC in the future if awarded the grant
- _____ Applicant has completed the Grant Application in its entirety

SCORE: _____ / 75

SECTION B - To qualify, all submissions MUST meet the following criteria:

Award 1pt. for each item.

- _____ Performance is NOT intended for any religious purpose
- _____ Performance is NOT intended for any political advocacy efforts
- _____ Performance is NOT intended for any non-public programs, projects or events
- _____ Performance is NOT intended for any receptions and/or social activities
- _____ Performance aligns with the values of the City of Menlo Park

SCORE: _____ / 5

SECTION C – Overall Evaluator Comments:

Please provide BOTH support and any concerns with the intended performance (ie. presentation, marketing, ability to attract ticket buyers, technical needs, etc.). – May allot up to 8pts. for this section.

SCORE: ____ / 8

SECTION D – Final Assessment:

4 pts. = Yes; 0pts. = No

- _____ Intended use is NOT for a currently scheduled nor regularly scheduled PAC performance
- _____ Without grant, organization probably would not otherwise perform at the PAC
- _____ PAC is currently available for one or more of the requested dates

SCORE: ____ / 12

COMMITTEE USE ONLY:

Reviewed Application: Initial: _____ Date _____

Score: Section A: _____ Section B: _____ Section C: _____ Section D: _____ TOTAL: _____ /100

Recommended for Commission Approval: ☐ YES ☐ NO

DIRECTOR USE ONLY:

Awarded Grant: ☐ YES Amount: _____

Director Approval: _____ Date: _____



Community Services Department **MEMORANDUM**

Date: April 16, 2014
To: Parks and Recreation Commissioners
From: Cherise Brandell, Community Services Director
Re: Attached update on Operational Review recommendations

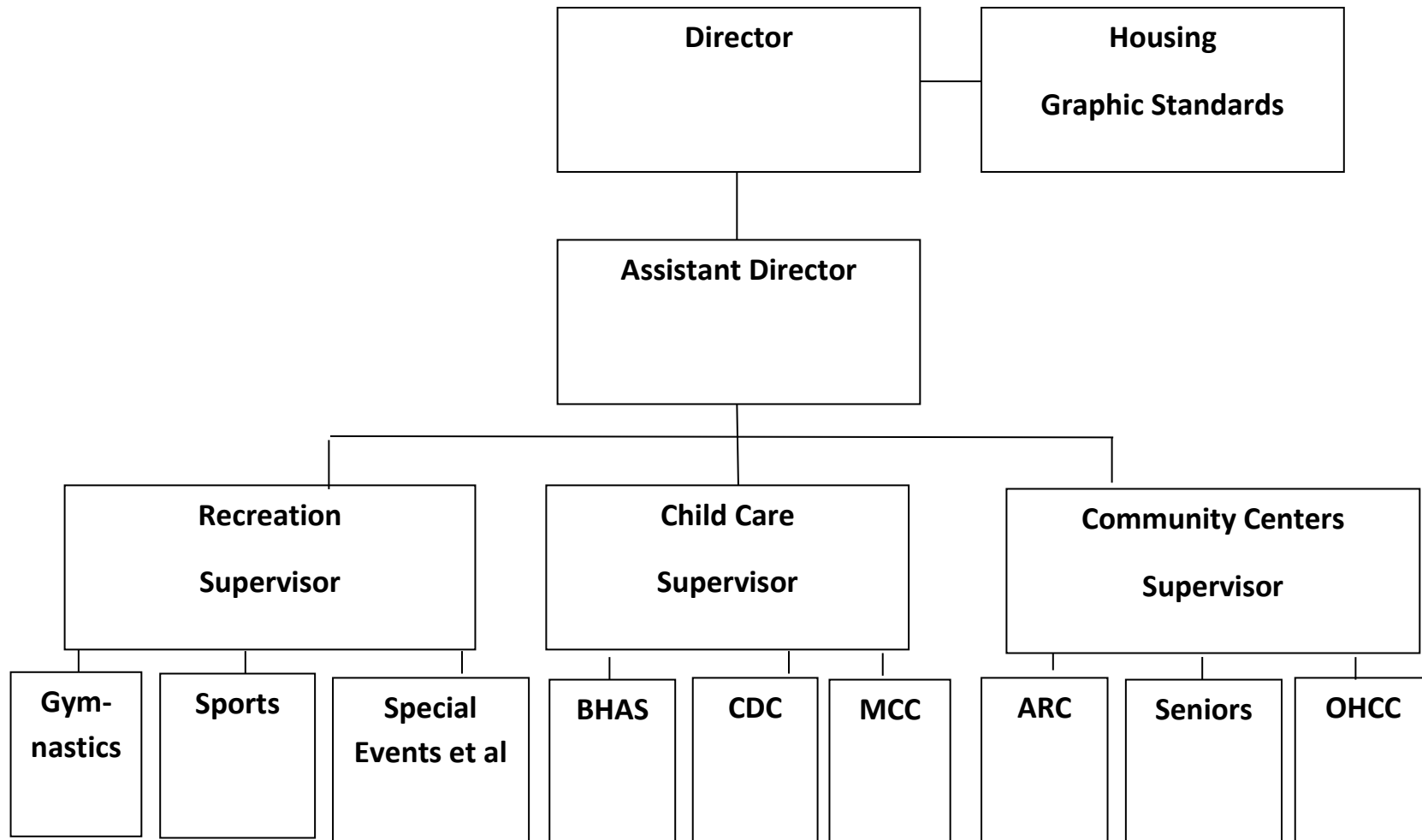
Following successful Operational Reviews of the Police and Administrative Services Departments, both Community Services and the Library undertook reviews in the summer of 2014. In the Fall, staff was presented with a list of recommendations needed to go from a “good” department to a “great” department. Over the past 6 month, staff has been working to implement many of the recommendations. A summary report is included as Attachment A.

The Operation Review included a request for the consultants from Municipal Resources Group (MRG) to recommend an appropriate organizational structure for the Department. Their recommendation is included as Attachment B.

Recommendations from 2014 Operational Review

Recommendation	Status as of April 17, 2015
Parks and Rec Commission <ul style="list-style-type: none"> Update work plan to increase communication Hold an Annual retreat or “planning day” 	Planning Day proposed for August, to include work plan update as part of existing work plan process Director attending meetings Regular email communication to Commission to increase communication/ pre-meetings with Chair
Position descriptions <ul style="list-style-type: none"> Update duties and assignments Update salaries Temp positions 	Staff reviewing CSD position descriptions and updating; City to undertake a complete salary and position study – to be completed by September 1
Strategic plan update <ul style="list-style-type: none"> identify core services identify revenue opportunities in alignment w Council policy 	Mission and values completed. Team developing mini missions and vision tasks. Vision tasks will be prioritized to create strategic plan activities. Meeting scheduled with MRG to ID core services May 29.
Explain to residents and users why cost recovery targets exist	Presentation at Council, digest items, upcoming newsletter article, Director’s column in activity guide
Complete policy updates <ul style="list-style-type: none"> remove inconsistencies streamline align with HR and Fin Matrix of policies indicating last review date Joint use agreements 	Rental procedure audit and review underway HR and FIN participating in monthly meetings Reviewing Joint Use agreements with Commission
Provide staff training on evaluation system	Following strategic plan and core services updates
Participate in PRORAGIS	Attending session at CPRS, joined NPRA, attending conference in September, Derek meeting with Pam Sloan
Refresh Customer Service focus <ul style="list-style-type: none"> Insist on “welcome” at all facilities Review staff appearance and demeanor update policies and expectations 	Implementing new uniform policy Reviewing policy and expectations at Annual Training Day Including in performance reviews Convening front desk staff for jump team to develop standards
Coordinate with other City services <ul style="list-style-type: none"> complement offerings reduce duplication reach broader audiences 	Partnering with Library to offer summer reading camp, improved communications with PW
Develop strategies to shift culture / raise morale	Will incorporate with Strategic planning process, anticipate that approval of organizational change will improve moral, Burning Man activity at Off Site training day
Implement Reorganization to add Supervisor positions	CM approval to convert vacant Manager position to Supervisor; 2015-16 budget proposal from CSD includes additional FTE’s needed to implement this structure.

Municipal Resource Group, LLC is recommending a structure commonly found in parks, recreation, and community services departments. The following page represents an organizational structure to consider



Memo

To: Parks and Recreation Commission
From: Derek Schweigart, Community Services Manager
Date: April 22, 2015
Re: Director's Update and Announcements for April 2015

1. Special Events

Egg Hunts

On Saturday, April 4, 2015, Menlo Park Community Services hosted the annual egg hunts at Burgess and Kelly Parks. In addition to egg hunting, the crowds of approximately 2,000 enjoyed entertainment by DJ Rudy Martinez, bounce houses, and a magic show. There was also a jellybean guess, crafts, pictures with Bunny and goodies for purchase from the Menlo Park Police Explorers. The events were supported by the Menlo Park Fire Fighters' Association and Menlo Park Fire Protection District, volunteers from Kuk Sool Won and National Academy of Athletics. Special thanks go to Menlo Park's Fire Station 77 for their support at Kelly Park.

Menlowe Ballet presents Rapture

Menlowe Ballet closed their spring 2015 season entitled, "Rapture" at the Menlo-Atherton PAC. Performances featured: Bru's Sweet, by guest choreographer Reginald Ray-Savage, Artistic Director of Savage Jazz Dance Company; Artistic Director Michael Lowe's alluring Playing Love; and the return of Lowe's enchanting cultural work, Legend of the Seven Suns. Also, Menlowe Ballet announced that they will present The Nutcracker in December 2015.

Conversation with Kazuo Ishiguro

On April 2nd residents enjoyed an evening with Kazuo Ishiguro, one of the most celebrated contemporary fiction writers in the English-speaking world. The event was a celebration of the release of The Buried Giant, Kazuo Ishiguro's first novel in nearly a decade, following international bestsellers Never Let Me Go and The Remains of the Day. Peninsula Arts and Letters in partnership with Kepler's Books, sponsored the event as a recipient of the Menlo Park Grant for the Arts.

Kite Day

The Community Services Department will host the Annual Kite Day at Bedwell-Bayfront Park on May 2nd from 12-3 p.m. The event is free to the public, but families can purchase a kite and hotdog lunch for \$6 at the event. Snow cones, face-painting, and jump houses will also be available. A new feature this year will be the “Mega Fish” a 46’ giant kite.

2. Onetta Harris Community Center

On Saturday, April 04, 2015, Onetta Harris Community Center hosted its annual Egg Hunt that takes place at Kelly Park. There were 300 in attendance. The event featured a Jelly Bean Guess, Crafts, Magic Show, Picture with Bunny and Music provided by DJ Rudy Martinez. Fire Station 77 participated by helping to toss the eggs out on the field for each age group. City staff appreciated the support of the Menlo Park Fire Department.

On Tuesday, April 14, 2015, the community center hosted its monthly Second Harvest community event. This activity takes place in the Senior Center parking lot behind Onetta Harris Community Center on the second Tuesday of each month. The event usually attracts approximately 100-200 people who rely on this worthwhile community service.

3. Gymnastics

During the week of April 6-10, the Gymnastics Facility was closed. During the closure a number of building maintenance projects were under taken which included replacement of light fixtures, installation of new climbing ropes and relocation of the silks in the preschool area. Other projects included cleaning the pit, replacing foam blocks and relocating some of the equipment. The facility reopened on April 12th for birthday parties with the spring session beginning on April 13th.

Birthday parties continue to be a popular offering at Gymnastics. Birthday parties are scheduled throughout the day on Sundays and are currently booked up through July. The program offers fun activities for all ages in the gymnastics area for one hour followed by 50 minutes for cake and socializing in the multipurpose room. The birthday child receives a birthday bag with a special birthday shirt as a thank you for allowing us to host their party. The birthday party team consistently receives great reviews from the party families and their guests.

4. New City Vans for MCC and Belle Haven After School Programs

The Belle Haven Youth Center and Menlo Children’s Center each received a new passenger van to provide transportation for their participants from school and/or bus stop to their programs for after school care. During the summer months the vans are shared throughout the Community Service Department to help provide transportation for our summer camp programs which helps to reduce the number of buses that must be chartered and the associated costs. The new vans are 350 Ford Transit 12 passenger vans. They will replace 2 older vans that are roughly 20yrs old and started to have costly repair issues.

5. Community Services Department Off-Site Training

On Friday, April 17th the Community Services Department will hold its annual department all-staff training this year to be held in San Francisco's Golden Gate Park. The focus of the training will be on the department's organizational review that was conducted earlier this year and the development of the department's and program mission and vision statements. The CSD team will have the opportunity to participate in a number of team-building activities and to receive training in a number of important subjects including customer service, leadership and communication. It is also an opportunity to recognize a number of the team members for the good works they have accomplished throughout the year.

Announcements

1. Save the date! On May 12th the City will be hosting the Annual Commissioners' Training and Appreciation Event. The Training for new and current Commissioners begins at 4pm and will continue into the Appreciation Event at 6pm.